BOOK REVIEWS

Native American Archives: An Introduction. By John A. Fleckner. Chicago: Society of American Archivists, 1984. 70 pp. Appendixes. Paper. $5.00 members; $7.00 others.

From 1982 to 1984, seven institutions with major funding from the National Endowment for the Humanities cooperatively administered a Native American Archives Project. Major products of the Project included a series of eight conferences on Native American archives held at different locations throughout the country, two slide-tape programs, and the publication *Native American Archives: An Introduction.*

Like the project itself, this publication is not designed to provide readers with in-depth knowledge of archival techniques; it is not a training manual on how to be an archivist. Rather, it is first and foremost a book about archives — how they are established, how they operate, and how they benefit the tribe.

Native American Archives is divided into six chapters and three appendices.

Chapter 1, appropriately entitled "What is a Tribal Archives?" attempts to identify and define basic characteristics and functions of a tribal archives. Fleckner is particularly effective in describing, often through the use of specific examples, how an archives can serve as an administrative and cultural resource for the tribal community.

Chapter 2 examines some of the basic issues involved in creating and operating an archival program. Among the topics discussed are the means of establishing the archives on a firm foundation, access to records, preservation of documentation, security measures, and arrangement and description of records. Again, it must be emphasized that the discussion of these issues is general in nature and is designed primarily to outline basic considerations or concerns. For more detailed information one must seek out other sources.

In the third chapter the principles of records management are outlined, and the value of basic types of records generated by tribal governments are briefly discussed. To illustrate these points, Fleckner makes effective use of three case studies, which examine the major features of records management programs created by the Navajo, Yakima, and Southern Ute Tribes.

Chapter 4 discusses the activities involved in searching for and collecting pertinent documentation created by individuals or groups outside and apart from the tribal government. In what the reviewer regards as the single best chapter of the publication, Fleckner identifies a variety of potential sources of records and describes the elements of a successful search strategy.

Chapter 5 focuses on photographs and sound recordings, records which traditionally are prominent within tribal archives. Topics briefly examined in the chapter include research value, collection development, arrangement and description, care and preservation, and oral history projects.

In the final chapter Fleckner identifies and describes seven essential steps in building an archives. Although primarily a summary of information presented earlier, this chapter is very helpful in focusing attention on those activities most critical in establishing and administering an archival program.

The role of the three appendices is to alert readers to major sources of additional information or assistance. They consist of a bibliography of published sources on archives and Native American history, a listing of organizations which offer services, and samples of forms used in archival programs.

Native American Archives: An Introduction fulfills all the functions of a good, introductory archival manual. It establishes basic definitions, identifies the major issues, briefly describes techniques and strategies, and provides sources for additional assistance. It is highly recommended to anyone seeking an introduction to Native American archives.

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A Modern Archives Reader: Basic Readings on Archival Theory and Practice. Edited by Maygene F. Daniels and Timothy Walch. Washington, D.C.; National Archives Trust Fund Board, 1984. 360 pp. Glossary, suggestions for further reading, and index. Paper. $10.00 SAA members, $12.00 others.

To commemorate its fiftieth anniversary and the thirty-ninth anniversary of its Modern Archives Institute, the National Archives has published a *Reader* for students of archival administration. It brings together twenty-nine selected contributions on aspects of American archival theory and practice. Two-thirds of them were published in the last decade; two-thirds were written by federal archivists and half originally appeared in *The American Archivist.* An attractive publication, the *Reader* includes eleven well-written introductory statements and articles which, if not "classics", are often "landmarks" of recent archival writings. They cover the European tradition, pre-archival functions, records appraisal, archival acquisition, arrangement, description, reference, public programs and establishing priorities. Intended for students at the Modern Archives Institute and as a supplement to the Society of American Archivists' "Basic Manual Series" and the books by Theodore R. Schellenberg, this volume is an example of the contributions of the federal archival program to American archival literature.

While not every area of archival responsibility can be included in such a volume, three omissions illustrate this limitation. The absence of "preservation" as a technical subject may account for the lack of a section on the physical protection of archives. This area is of primary importance in practical archival administration. A selection from Victor Gondos' *Reader* on archival buildings (1970), a recent essay on conservation and some references to Frank Evans' bibliography (1975) would have introduced the reader to the topic. The inclu-

sion of Ernst Posner's masterful 1940 article on archival development acknowledges that the roots of the American archival profession lie in Europe, but the present *Reader* passes over the work of J. Franklin Jameson, Arnold J.F. Van Laer, Victor H. Paltsits, Waldo G. Leland and Margaret C. Norton in bringing European concepts to American archivists. By including the Posner article, earlier contributions to American archival development have been overlooked. There is an element of occlusion in this volume as the topic of archival education itself is omitted. The ascending rhetoric obstructs the reader's appreciation of the impact of the National Archives on professional education. There is no "common formation" of American archivists, but publications of the national archival establishment have been a significant factor in shaping archival education. This influence is particularly evident in substantial modifications made in European practices by American archivists in the course of their work with the masses of modern records. From the *Staff Circulars* and *Information Papers, Preliminary Inventories, Bulletins, Records Management Handbooks*, staff editorship of *The American Archivist* and *Prologue* to the present volume, the National Archives has taken an active interest in the publication and dissemination of archival literature. The existence of the Modern Archives Institute is further evidence that the National Archives considers archival education to be an important concept in archival administration.

No single volume will include everything that should be studied. We should judge the *Reader* as a "door" to further reading. Its contents should attract and interest both students and practicing archivists. On this basis, it is a success.

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Information Design: The Design and Evaluation of Signs and Printed Material. Edited by Ronald Easterby and Harm Zwaga. Chichester, UK: John Wiley and Sons, 1984. 588 pp. Index, bibliographies. Cloth. $90.00.

An international group of psychologists, engineers, and graphic designers convened in the Netherlands in 1978 to apply research on perception and learning to the practical problems of designing printed information. *Information Design* is a compilation of research reports, essays, and guidelines that help us see more clearly how the form and structure of the printed word play as big a part in communication as the words themselves. Indeed, the messages words convey are inextricably tied to their presentation.

Thirty seven contributors look at ways to think about information displays, methods of evaluating them, and the application of theory and evaluation to specific areas. "Information displays" are words and symbols that carry a message, while taking such diverse forms as traffic sign systems, technical manuals, questionnaires and government forms for every conceivable purpose.

At first glance, archivists may not be attracted to this volume. "Archivist" does not appear in the index, and some selections are peppered with the jargon of unfamiliar disciplines. Those who even casually reflect on the frequent

unconscious design decisions inherent in the presentation of archival work to the public will be rewarded with fresh insight and useful guidance.

Signs that aid researchers, museum-goers, and other visitors, the first important impression that patrons receive, can be thrown together in an ad hoc manner or can form a meaningful system. While we often feel beleaguered by proliferating forms, guidelines, and manuals, the source of frustration can often be traced to their design. The whole system of archival finding aids — registers, inventories, guides, indexes — our vital link with users, are not always designed with efficient use in mind.

The complexities of evaluating and presenting information visually — integrating form, purpose, and content — are the central concerns of *Information Design*, itself a beautiful example of the graphic designer's craft. Twenty nine articles are grouped into six parts. The selections on traffic sign systems will probably have little direct application to daily archival work, even if they make for fascinating reading. For archivists the strongest contributions are those that look at the design of instructional materials, manuals, and forms. A few examples will have to suffice.

British psychologist James Hartley demonstrates the value of space between words, paragraphs, and information elements to guide and improve comprehension. Ohio University psychologist George Klare shoots holes in the "readability formula" literature and calls for a clearer understanding of just what comprehension is. West German engineer Eckhard Bohr, in detailing the proper design of nuclear power plant operating manuals, gives a very useful checklist that can be adapted to almost all printed materials.

British graphic designer Linda Reynolds emphasizes that sloppy presentation may unjustly imply inaccuracy in the content of information. British psychologist Patricia Wright, in perhaps the most brilliant contribution from an archival perspective, proposes a very useful design framework by applying the core concepts of cognitive psychology (perception, memory, language) to the structure of printed materials.

For archivists the net effect is the realization that graphic design is not simply a peripheral element that makes printed materials and signs look "sharp." It is a central part of effective communication. What messages we choose to present to the public may be open to debate; but by giving short shrift to information design, we risk muting the message itself. *Information Design*, complete with excellent bibliographies, is a good place to start exploring the discipline.

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Conflict and Change in Library Organizations: People, Power and Service. By Ken Jones. London: Clive Bingley Limited, 1984. 274 pp. Cloth. $19.00 from The Shoe String Press, Inc.

To this point, archives and archivists have not attracted nor been able to support adequate research on the nature of archives as organizations or on their

administration or management. There are some promising recent developments, including among others, study under the Mellon Fellowship program at the Bentley Historical Library; work on terminology, measurement, and reporting standards by the National Association of Government Archivists and Records Administrators; and efforts to gather data by the SAA Task Force on Institutional Evaluation. However, we must rely on the literature in other fields for much of what we need to know. This situation is not without some benefit as it can help us overcome a sense of isolation by showing that others share similar problems. Publications on library administration offer promise, both because many archival and manuscript repositories are within libraries and because of similarities in function and purpose. *Conflict and Change in Library Organizations* is one such useful resource from an allied profession. This particular book can also broaden our vision in other ways. Written by a senior tutor in librarianship at a British university, it reminds us that archivists in the United States have much to learn from colleagues in other countries.

The volume examines library organization and service in light of various organizational theories. It is essentially a book-length bibliographical essay, and therein lies its strength and its weakness. Ken Jones treats questions of the library as both a bureaucracy and a system, of human resources, and of organizational change. He considers theories from sociology, social psychology, and political science. He demonstrates a mastery of the recent works from both sides of the Atlantic about change in business organizations as well as research studies on library administration. Jones has a healthy skepticism about the application of any single theory; his own approach is decidedly pragmatic with due consideration for the people who will at once carry out and be affected by any organizational change.

Despite its value, this book is not an easy one to read. The treatment of each of the various topics and numerous research studies is brief — though not superficial — as Jones is clearly in command of his subject. The author's own writing is mercifully free of jargon. However, he must use others' terminology in analyzing organizational theories and management studies. For the reader unfamiliar, or even only vaguely familiar, with many of these terms, the full import of the discussion is often lost. This book would best be used as a guide to the publications which it surveys. Pick out a topic and heed Jones's pithy comments in your further reading. If you would like to understand the working of your institution, you might do well to begin here.

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Museum Public Relations. By G. Donald Adams. Nashville, Tennessee: American Association for State & Local History, 1983. 188 pp. Appendix. Notes. Sources for Further Information. Paper. $13.25 members, $14.75 non-members.

Archivists wishing to read something in the field of outreach face a difficult task. Beyond a few articles, and SAA manuals dealing tangentially with the

subject, there is nothing. It is necessary to glean from the fields of allied professions, but seldom do we find exactly what we need. *Museum Public Relations* is a perfect example of the limitations of these forays into non-archival professional literature.

The book is divided into nine chapters, dealing respectively with planning an overall program, research and planning techniques, potential publics, fund raising, working with the media, promotional campaigns, the daily operation of a public relations program, and troubleshooting.

Museum Public Relations does get us off to a good start. Adams makes the important point that actions produce attitudes which affect us in our professional work. He emphasizes the importance of knowing our constituencies, ascertaining their needs, and translating this knowledge into action. The strength of the book lies in the specific ideas it has to offer archivists interested in becoming more actively involved in outreach. The first two chapters will serve as a good planning guide, and if you don't know about a "publics audit," a "message base," or a "media list," take a look — this book will be very helpful. There are also useful suggestions about organizing a speakers bureau, and some good introductory tips about working with the news media (although the media portion is substantially the same as Adams' 1980 AASLH Technical Leaflet entitled *Working Effectively with the Press: A Guide for Historical Societies*). Chapter 8, dealing with promotional campaigns, provides a planning framework and some valuable specific recommendations.

But for those who have done *anything* in public relations, much of the remaining text is elementary. Sections dealing with audiovisuals, printing, editing, and newswriting introduce the basic terminology and concepts, but beyond that they have little to offer. For these latter three, better to spend an afternoon with the editor of your local newspaper.

Several of the appendixes also are useful. There are good models for visitor information sheets, questionnaires and institutional fact sheets. "Sources for Further Information" contains an extensive list of directories, professional associations and reference works (although one curious omission is the Association for Volunteer Administration, P.O. Box 4584, Boulder, Colorado 80306).

Despite Adams' assertion that his is "a basic reference for any type of public relations activity," and that the "concepts, procedures and policy recommendations apply equally to . . . [other organizations including] . . . archives," the perspective is much different. Museums have their peculiar orientation. Witness the admonition on page 55: "Every effort should be made to avoid waiting lines at the entrance." This is not an isolated example.

Adams also claims to emphasize "basic programs that can be conducted with small budgets." This apparently is a case where one's definition of "small" is crucial. Most of the text and examples take place in a world of public relations *departments*, media receptions with hot hors d'oeuvres, PR counseling firms, and VIP motorcades. Make no mistake: most of the book is oriented toward urban, well staffed organizations.

Adams defines public relations too narrowly. There is no mention of using the skills of museum curators, through workshops or demonstrations, as a form of public relations. Activities such as this have proven highly successful and represent another imaginative way to build an understanding of a museum or archival program.

Finally, there is the sense that much of the book simply restates the obvious, cloaking it in the garb of new knowledge that we need a public relations person to impart. Do visitors return for a second visit because the PR person has been able to "persuade" them that it was a "worthwhile experience"? Do we really need a PR person around to "Make curators aware that publicity for their . . . collection can stimulate public interest in it"? Or can curators determine this on their own? Do we really want PR people writing materials for the education department? In short, do we need someone to be the keeper of common sense? Is public relations the function of a department, or is it an attitude which influences what we do and how we do it?

Sometimes Adams' "PR mentality" leads him in peculiar directions. We read about one historical society that offers karate lessons and transportation to the local swimming pool. We see (many archivists for the first time) disaster planning from the PR point of view: "Emphasize the positive aspects such as good fire and security record and plans for recovery."

Museum Public Relations also makes some noticeable oversights. The text dealing with broadcast media fails even to mention public radio or television whose educational and local programming focus make them at least as important as public access cable channels which merited four paragraphs. Advice about using photographs fails to communicate clearly that black & whites are a virtual imperative in most cases involving local newspapers. And there is not one word about the effective use to which historical photographs may be put.

The book is adequate only as a starting point. If archivists wish to become well read in the field of outreach, ultimately we must develop our own professional literature.

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The Source: A Guidebook of American Genealogy. Edited by Arlene Eakle and Johni Cerny. Salt Lake City: Ancestry Publishing Company, 1984. 786 pp. Appendixes and index. Cloth. $32.00, members; $39.95, others.

This massive volume, aimed at genealogists with varying levels of expertise, is intended to provide "a solid introduction to the major American record types from their beginnings up to 1910." Record types discussed include family oral traditions and Bible records, censuses and employment records, and city directories and printed family histories. "How-to" is not the stated purpose of the book; yet the detailed explanations about the information that can be found in each record and where to locate it are invaluable for persons seriously interested in pursuing genealogical research. The editors have drawn on their own knowledge and research, as well as the expertise of twelve other professional genealogists, a historian, and an archivist. Each contributor speaks from a background of familiarity with and use of the sources described.

The book is divided into five sections: 1) an introduction to records and techniques, 2) major record sources, 3) published genealogical sources, 4) special resources, and 5) appendices, glossary, and indexes. Although the sheer size of the volume may be initially intimidating, a researcher who takes time to read the detailed table of contents will find it easy to locate the topic of interest. The subject index, in addition, pinpoints the pages in all chapters which relate to a given topic.

In the introductory chapter the authors present an overview of source materials and how to access them, comment on available "how-to" books, and discuss ethical and legal concerns such as freedom of information, right to privacy, and copyright legislation. Here, as well as in the remainder of the volume, tables are used to summarize information, and comprehensive reference lists and bibliographies point the way to other sources.

Part 1 — Major Record Sources, is divided into ten chapters, each chapter concerned with a particular record type. These include family and home sources, vital records and cemeteries, marriage and divorce records, census records, church records, court records, land and tax records, military records, institutional records, and business and employment records. Four chapters comprise Part II — Published Genealogical Sources. These chapters discuss city and other directories, newspapers, genealogical tools and indexes, and compiled biographies.

At the beginning of each chapter in these sections, and in the succeeding section, the editors have placed a chart juxtaposing types of genealogical information (e.g., birthplace, marital status) against the records to be discussed. A second table indicates the time periods for which particular records will be found and outlines reasons a researcher might need to use the records. Both are helpful in determining whether a particular chapter will be of benefit in answering a research problem.

Within each chapter the author describes the information that can be gleaned from the records or secondary source, where to locate the materials, and the inherent problems or limitations of the sources. Most chapters provide historical background on the records — why they were created, what time periods they document, and often, record-keeping practices unique to the source. In addition, ways in which secondary sources and manuscript sources can be used to complement each other and extend pedigrees or corroborate information are examined. Illustrations of some records and sample forms used by repositories are particularly helpful for beginning researchers.

Part III — Special Resources, addresses particular research problems that genealogists may encounter — immigrant origins, urban ancestors, and finding sources for tracing Native American, Spanish and Mexican Southwest, black, Asian American, and Jewish American ancestry. Using computers in genealogical research and synopses of the history, membership requirements, and publications of numerous heritage and lineage societies are the focal points of the last two chapters. Much of the information necessarily reprises what is found in earlier chapters; however, records unique to each group are discussed in some depth. The authors are careful to point out the scope of each chapter. The immigrant origins chapter emphasizes British and German records while the discussion of Native American sources focuses on those for the Five Civilized Tribes. Extensive reference lists and bibliographies, arranged by country, guide readers toward sources on other nationality and tribal groups.

The appendices include locations and addresses for federal records centers, state archives and historical societies, Genealogical Society of Utah branches, and selected research libraries. Also included is a state-by-state listing of where to write for vital records and a glossary.

The Source, while not written for archivists, is an extremely handy reference tool for those who number genealogists among their patrons. Although some of the information on addresses and forms may appear dated in a few years, the descriptions of record types and their merits and/or limitations for genealogical research will remain valid. Unexpected finds such as the appendix listing old names for trades and occupations (p. 342) extend the value of the book from reference work into arrangement and description functions. This volume has made a sizable contribution to the archival profession, both by reminding us of the potential value of much of our holdings for genealogical research and by consolidating vast amounts of information of diverse records and pertinent literature for our use and the use of our patrons.

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Museums for a New Century. A Report of the Commission on Museums for a New Century. Washington, D.C.: American Association of Museums, 1984. 144 pp. Appendixes and index. Paper. $13.95 to AAM members; $17.95 others.

This report of the Commission on Museums for a New Century deserves careful analysis by archivists. The report shows how a related profession has studied itself and its external environment as a basis for recommending ways and means to improve conditions in the future. It offers a basis for comparison of particular archival and museum issues, e.g. selection of materials, their preservation, uses of new technologies, cooperation among programs, and management and finances of institutions. It indicates how museum leaders view the role of professional museum associations, particularly the American Association of Museums. Perhaps most important, it demonstrates how a similar profession is attempting to communicate to key decision makers and to the general public about its role in society and about its methods and its needs. For these reasons, as well as its general overview of museum issues and conditions, *Museums for a New Century* is useful reading for all archivists, and essential reading for directors of archival programs, for leaders of the profession, and for those who aspire to these positions.

The reasons given for undertaking the project which led to this report will sound familiar to archivists. Despite the fact that museum staff research and analyze many aspects of our culture, "there had never been a serious, analytical look at the rich and complex museum community, its past and present, let alone its future." The Commission was established, "to study and clarify the role of museums in American society . . . . why they are important to our culture and what they contribute to the quality of human experience." Much of this is similar to justifications we have heard for recent projects in our own profes-

sion on "Archives and Society," on "Goals and Priorities," and on "Assessment and Reporting." Indeed, many of the findings and recommendations, and some of the broader lessons learned from the self study experience, will ring true for those of us who have been engaged in assessment of archival affairs.

Archivists may find some comfort in the fact that our problems, and solutions to some of them, have much in common with those discussed in *Museums for a New Century*. In fact, in some areas we seem to be further along in addressing problems than our museum colleagues. Our recent adoption of the MARC AMC format for archival description comes most readily to mind. Museums have no such standard. Creation of a continuing Committee on Goals and Priorities for the archival community is another example; the report points to the need for such in the museum community. In most problem areas, however, we appear to be at a similar stage. Examples discussed in this report include the lack of carefully considered and cooperative collecting strategies, the lack of a strong system for setting goals and objectives in many institutions, the absence of a reliable statistical base for a profile of institutions, the dearth of research into the way that people use our institutions and collections, the underrepresentation of women and minorities in leadership positions, and the failure of our leading professional organization to develop a strong national public awareness program.

Several observations on the assessment process itself seem not to have been recognized as clearly by the archival profession as by the museum community. Perhaps this reflects the fact that most of our analyses to date have been confined largely to dialogue with our fellow professionals. The co-directors of *Museums* note, for example, that the assessment process itself "expanded the community of museums to include people and institutions we should collaborate with in order to thrive and grow. This new network . . . may be one of the most valuable results of our work." Likewise, the project itself prompted many people "to think seriously about the nature of museums for the first time. In the process, they developed a new interest in the role of museums in society and a continuing interest in working with the museum community." For those who were involved in it, the Commission's process "strengthened our belief that the health of any institution or profession depends on a clear, unified sense of purpose and the capacity to think ahead." Finally, it became clearer that assessment is not a one-time exercise but should be a "sustained effort by the museum community to know its potential, to know the forces shaping the society museums serve and to use the knowledge in forging a productive role for museums in the world . . . " These are important points which have also begun to impress archivists engaged in broad evaluation and agenda-setting. We need to bring them to the forefront of our collective work in the years ahead.

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Automation for Archivists and Records Managers: Planning and Implementation Strategies. By Richard M. Kesner. Chicago: American Library Association, 1984. 256 pp. Index. Paper. $20.00 SAA members, $27.50 others.

Richard Kesner is knowledgeable about the application of automated techniques by archivists and is a prolific and capable writer. His numerous articles on archival automation and well-known bibliographies have provided guidance and encouragement to many archivists approaching computer use for the first time. This work combines the author's broad knowledge of electronic technology with a step-by-step approach to archival automation planning.

Kesner depicts an environment in which electronic data processing (EDP) plays a major role in the compilation, processing, and dissemination of information. In this context, archivists and records managers must be able to manage information in a variety of computer-generated forms and should also be proficient in interacting with systems personnel who play an increasingly influential role. To do this, archivists and records managers must become familiar with the terminology, techniques, and equipment employed in EDP and expand their capacity to perform the wide range of functions necessary for the management of both paper and machine-readable documents.

As the title indicates, this volume focuses on planning and implementation. Its primary strength is in its presentation of methods for analyzing existing goals and practices and for developing strategies for the effective integration of new technologies. The book begins with basic definitions. Chapters three and four provide detailed guidance through the process of selection and initial implementation. Chapters five and six examine the application of EDP to specific records management and archival administration functions. Chapter seven addresses the management of machine-readable records, and the concluding chapter provides a brief summary and the author's projections for the future.

As noted, the strength of this work lies in its presentation of initial planning and development strategies, and the early chapters should be useful to all archivists and records managers. However, the book's general value is lessened by its focus on archival and records management goals and procedures more common to corporate programs than to archives of other types. Indicative of this limitation is its failure to recognize archivists' long-standing interest in nationwide sharing of descriptive information. As a result, networking, for other than routine administrative purposes, is largely disregarded. In spite of the author's recognition that many archival programs are part of libraries (and the fact that this volume was published by the American Library Association), there is only cursory mention of library bibliographic networks. The potential value of integrating control and access to archival holding with other types of library materials is omitted. The interests of state programs in sharing either bibliographic or appraisal information is also largely ignored. All writers on automation topics must accept the likelihood that their work will become outdated. However, the author's failure to envision the impact of the MARC format for archival and manuscripts control on descriptive practice is unfortunate.

An additional shortcoming of this work results from the author's preference for using stand-alone microcomputers and off-the-shelf software. While there is little doubt of the value of using microcomputers and general-purpose soft-

ware, the consistent emphasis on this option could prevent archivists from reviewing all available alternatives. This approach discourages a detailed examination of the possibilities for integrating a variety of computer and telecommunication capabilities.

Although these limitations do detract, this work is still an excellent introduction to automation planning. It introduces planning concepts that are widely used and can be implemented effectively in archives and records centers. While providing a valuable guidance for all archivists and records managers, it is particularly well-suited for corporate records programs.

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A Culture at Risk: Who Cares for America's Heritage? By Charles Phillips and Patricia Hogan. Nashville: The American Association for State and Local History, 1984. 95 pp. Appendixes. Paper. $10.00

One can read the words in this book in an hour. One can take many hours to digest their meaning, sifting through the various charts, analyzing the data, looking for answers to "Who Cares for America's Heritage?" This statistics-packed volume provides evidence that America's heritage is at risk, protected by numerous small historical societies and museums with inadequate funding, few (if any) professional staff, and increasing difficulties as a result of Reaganomics' cutbacks for federal funding.

Few readers who have followed the developments in public history in the past few years will find much new here. They will find, however, the evidence to back up their intuition that local historical societies, historic preservation groups, and genealogical societies have proliferated in the years since the 1976 Bicentennial and the phenomenal success of *Roots*, supported by federal programs in historic preservation, the National Endowment for the Arts, and the National Endowment for the Humanities.

They will also find a very thoughtful, well-documented introductory essay by John Alexander Williams of the National Endowment for the Humanities, outlining institutional history in the United States, from the learned society to the library model to the progressive model and museum model. He provides a much-needed framework for the mass of statistics to follow.

The text itself starts abruptly as the reader shifts from Williams' last sentence — " Questions about the values that link cultural institutions to the larger society sustaining them need to be addressed if we are to understand fully the recent history of American historical societies and their guardianship of the past" — to the first paragraph of the first chapter — "Statistically, the state and local history movement is a mid-20th-century phenomenon. Only 8 percent of America's historical organizations were founded before 1900. Most of them — 53.2 percent — sprang into existence in the 22 years between 1960 and 1981, nearly a quarter in the 1960s and nearly a quarter in the nine years surrounding the bicentennial celebration of America's independence." And so the text

continues for the rest of the book, with tables summarizing the information presented in the text.

While the book never gets back to values (and the gap may be because Williams' introduction was not originally designed for the book), that is really not its purpose. *A Culture at Risk* was published to present the results of a survey conducted by George Kaludis [and] Associates Inc., a professional survey firm, for the American Association for State and Local History with funding from the National Endowment for the Humanities so that "the individuals and organizations working to save the nation's heritage get a clear picture of their place among other institutions, their common concerns and problems, and the significant economic, social, and historical trends affecting the work they do." The full survey data is available from NEH's Humanities Studies Program on magnetic tape, while the survey methodology and some of the questions are included as appendices to *A Culture at Risk*. AASLH is obviously the best organization to conduct this study and publish the results, as it has been working for decades to help promote state and local history.

By asking various questions about organization, staffing, program, budgeting, and cutbacks, AASLH hoped to glean as much information as possible from the 1,000 institutions that initially received questionnaires. These groups were randomly selected from AASLH's twelfth edition of its *Directory of Historical Societies and Agencies in the United States and Canada.* Final tabulations are the result of responses from 562 U.S. institutions, with no Canadian responses used. The responses were classified on the basis of the way the respondent described the organization's chief purpose, and archives have been separated out as a type of institution studied. No chart attempts to summarize all the statistics for a type of organization, unfortunately, nor can any individual organizations be identified in the survey.

The authors conclude that "the profile here is of many, many, small, young historical organizations . . . trying to provide a range of services and collect a breadth of material for local communities beyond any resources they have been able to muster. It is also a profile of a core of older, larger organizations, serving larger communities and constituencies, at the top of a burgeoning field of newcomers." An Urban Institute study notes that the entire nonprofit sector in the U.S. follows a similar trend.

Now that we have access to the data that provides the composite answers to the question of "Who Cares for America's Heritage?" we need to heed the larger question that ends this study: "If the small, community-based historical organizations cannot care for an essential part of America's heritage, who will?" Unfortunately, the study provides no answers, nor does it tell us how to help these small groups — the 35 percent of the archives surveyed who do not have professional staff — to deal with the problems of caring for our past. There is much to digest in this volume. In starts abruptly and ends equally abruptly. We need a follow-up volume to provide some answers to "who will" and, most importantly, "what is their future?" and "how can we most effectively help them?"

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University Archives in ARL Libraries. Washington, D.C.: Association of Research Libraries, The Systems and Procedures Exchange Center, SPEC Kit 107, 1984. 108 pp. Paper. $7.50 ARL members, $15.00 others.

The Systems and Procedures Exchange Center of the Association of Research Libraries serves as a clearinghouse for information regarding management of large research and academic libraries. The kits prepared by the Center are intended as practical sources of working documents selected for their usefulness to administrators and staff to aid them in the development of programs in their institutions.

SPEC Kit 107 includes a survey of archives in ARL institutions, reports, documents relating to records management, goals and objectives, policies, position descriptions, and a brief bibliography of literature regarding university archives. Of special interest is the survey of ARL institutions regarding the existence of archival programs, the organizational relationship to the library, scope, staffing, and records management programs. While this interest has been addressed by other research reports in the past, the currency of information associated with SPEC Kits is one of the main benefits of the survey. However, no attempt is made to examine the data collected except very briefly in the summary which serves as an introduction to the kit.

The kit is presented as a resource to help in the solution of problems encountered by academic institutions which are either commencing, revising, or reevaluating their archival programs. The various documents are intended to be used as models. The kit could, therefore, be useful to those unfamiliar with archival practice. Experienced archivists may not find as much value in the documents included in the kit except, possibly, in conjunction with the Society of American Archivists' *Archival Forms Manual* (Chicago, 1982).

Therefore, while the information and statistics presented in the kit could serve as a basis for discussion in a variety of archival settings, the kit may be of limited use to established archival programs.

Penelope Krosch
University of Minnesota

Archives and Manuscripts: Machine-Readable Records. By Margaret L. Hedstrom. Chicago: Society of American Archivists, 1984. 75 pp. $6.00 SAA members, $8.00 others.

When an overview is taken of human record keeping, it would seem that an unwritten law is in operation: the more sophisticated and permutable the record, the more transitory the medium. Thus, today, we are still able to study the mercantile transactions of the Sumerians pressed into clay tablets, while, simultaneously, we witness the deterioration of the documents of the World War II era patriotically printed on acidic pulp paper, and stoically resign ourselves to the probable loss of masses of data recorded on machine-readable media.

Over the last decade the archival profession has been warned repeatedly of the need to prepare for the impact of the new information technology or risk losing an important part of the historical record, but the change has come upon us so quickly that we cannot entirely blame ourselves for not being totally prepared. Archivists dealing with current records must realistically expect to encounter this new technology in the very near future if they have not already, and Margaret L. Hedstrom, in this manual devoted to arrangement, storage, management, and preservation of machine-readable records, provides basic guidance. This is a most appropriate complement to the SAA Basic Manual Series.

The author begins this manual with an introductory section on computers and automated record keeping intended to initiate the reader into the realm of computers and the various storage media presently in use. This is set forth very clearly, and the reader is not overloaded with computer terms, initialisms, and acronyms. This section is supplemented by a helpful glossary. Having presented the basics of computer information storage, Hedstrom then goes on to discuss the inner logic and organization of machine-readable data files; an understanding which must underlay any attempt to manage them.

The most valuable portion of the manual is the section on management and preservation of computer-generated records. Here Hedstrom applies basic traditional archival principles, modified to suit the different characteristics of machine-readable records. Very concrete advice is provided. Her suggestions on surveying such records stress the desirability of utilizing the expertise of the individuals who created and used the records by securing their involvement and cooperation, and the crucial importance of embarking at an early stage on a records control program to insure that all significant records are retained. She emphasizes the need to gather available technical documentation relating to the creation of these records such as special hardware and software requirements, data base management system type, file structure, record length, and storage medium.

The appraisal of such records must necessarily take not only these factors into account, but also include an evaluation of the condition of the storage media since deterioration could indicate a possible loss of data. One of the most knotty problems which will have to be faced in maintaining machine-readable records is hardware dependence and readability. The need for obsolete hardware can be circumvented by reformatting files onto magnetic tape. Preservation of such records promises to involve considerable maintenance time and expense. Since the expected life of magnetic tape can be as short as twelve years, even in optimum storage conditions, an ongoing copying program is essential, and backup copies are strongly recommended.

The "office of the future" has already made its appearance in many archival repositories with the use of word processors and computers, and from this use we are gaining some insight into such problems as determining whether a letter was sent to one individual or one hundred, and just how much of the stored data was utilized and for what purpose. It has become seductively easy to manipulate language and data without leaving a trace of documentation, and archivists are facing a totally new dimension in trying to establish provenance for such records.

This manual represents considerable thought and experience in this area, and the sample forms and procedures it presents should provide a most useful base which can be adapted to specific collection needs. Although the manual is extremely well organized, an index might have been helpful for quick reference. A bibliography of suggested further reading is appended.

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Popular Culture and Libraries. Edited by Frank W. Hoffman. Hamden, Conn.: The Shoe String Press, 1985. 312 pp. Bibliographies. Paper. $18.50.

Frank W. Hoffman, assistant professor in the School of Library Science at Sam Houston State University, has assembled essays by library professionals, ostensibly to examine how popular culture materials can be organized and used for the benefit of libraries and their patrons. The book covers a wide span of topics, almost as compensation for an acknowledged absence of a precise definition for pop culture and the inter-disciplinary nature of its study. Literary sub-genres such as science fiction, westerns, and detective novels are covered along with film, television and other media, collectible artifacts, and fads. While this approach limits the book's value in separating the popular culture wheat from the chaff, it nevertheless remains a good, broad introduction to many aspects of popular culture and a valuable reference source.

The book's forward identifies the intellectual landscape upon which questions about the library's role in preserving the popular culture are asked and answered: the culturally elitist biases of university faculty and academic librarians versus the demands of the contemporary citizen. The average citizen's world view is seen as "a combination of factual and fictional orbits that function interactively," informed by magazines, media, historical novels, comic books, popular songs, and other elements of the non-academic culture at large. As champions of organizing and circulating all information, librarians are described as free-lance academicians who have a responsibility to respond to inquiries into these non-traditional sources but who are often too conservatively trained to meet that responsibility.

Some insights are also provided concerning the position of the modern library in the current political climate. Hoffman observes that

> "at a time when librarians could and should be using their skills to help people to adapt to change, there are powerful political leadership elements which appear to believe that libraries of all types are so low on the public agenda of need as to have almost disappeared from it. There is a barely hidden feeling in some quarters that 'those people' — the great majority of the public — do not require much information anyway and that therefore it is perfectly all right to restrict access to the economic elites, through cutting public support funds at all levels of government."

The development of strong popular culture collections can help attract potential library patrons and re-establish the library as a vital force in the commu-

nity. Tables outlining instructional design models and substantial library programs using popular culture materials in educational ways offset an unmentioned countervailing sentiment: that much of the often profit-motivated popular culture supports economic elitism by depriving the mass audience of substantive ideas.

Similar tables and lists accompany the narrative portions of this volume. These primarily consist of time-line histories and bibliographies concerning mass media and popular book genres, which include the less well-documented juveniles and romances as well as science-fiction and comic-books, which have large, organized fan circles who share an intensely studied history.

Afficionadoes of any particular part of the pop culture might quibble with what has been left in or out of these bibliographies, narratives, and time-lines. Elvis Presley fans, for instance, might be distressed to see Albert Goldman's notorious biography of Presley quoted as a creditable source, one that attempts to diminish the impact of rock music as a catalyst for social change. The book does not mention Dave Marsh's *Rock'N'Roll Confidential* (Box 1073, Maywood, NJ 07607), a pop culture-meets-real-life newsletter fundamental to understanding current political issues involving rock. Similarly, comics readers may not be satisfied with the slight reference to Gary Groth's *The Comics Journal* (Stamford, Conn.), which for years has made admirable attempts to hold the commercial comics industry up to vigorous aesthetic standards and social responsibility. The chapter on the underground press fails to mention Paul Krassner's *The Realist*, the proto-typical alternative journal founded in 1958. The book nevertheless succeeds as a convenient overall reference to these topics in general.

William Schurk, the sound recordings archivist at Bowling Green State University, provides a narrative glimpse of that university's renowned collections, but there is an unfortunate lack of other contributions by archivists. Considering the time, energy, and money that private collectors put into the preservation and organization of their record albums, comic books, gum cards, and other collectibles, some discussion of what archivists can teach or learn from them might have added an important dimension to this book.

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Archives, Personal Papers, and Manuscripts: A Cataloging Manual for Archival Repositories, Historical Societies, and Manuscript Libraries. Compiled by Steven C. Hensen. Washington, D.C.: Library of Congress, 1983. 51 pp. Index. Paper. $10.00.

The task of cataloging the wide variety of manuscripts and archives which reside in our repositories is not an easy one. For the experienced cataloger, it offers untold difficulties; for the novice, it entails what may seem to be insurmountable problems. Acknowledging the shortcomings of both editions of the

Anglo-American Cataloging Rules, the Library of Congress sought to resolve this dilemma in cooperation with the Council of National Library and Information Associations and the National Endowment for the Humanities. The result is a manual as impressive as the editorial committee which compiled it.

Archives, Personal Papers, and Manuscripts: A Cataloging Manual for Archival Repositories, Historical Societies, and Manuscript Libraries proposes a cataloging format that is equally at home in both machine readable and manual cataloging operations. While not a guide to the new MARC Format for Archival and Manuscripts Control (AMC), both OCLC and RLG, the two national bibliographic networks, have recognized its importance in the field of cataloging archives and manuscripts and endorsed its usage even when it differs from AACR II.

Recognizing the shortcomings of AACR II, Steven Hensen's cataloging manual seeks to explain the intricacies of cataloging archival documents. The manual is divided into four sections: an introduction, a main section on the cataloging guidelines, examples, and an index. The introduction carefully defines the parameters of the work to be accomplished. It is based on the assumption that "library-based descriptive techniques" can be applied to cataloging manuscripts and archives with necessary changes in format. Both the large corporate record group and the single page manuscript are considered. Both the general and the detailed levels of description are taken into account. The manual's primary concern is to maintain consistency regardless of collection size or level of description. The result is a modification and expansion of Chapter 4 of AACR II to include "more specific interpretations, more archivally-oriented definitions, and more examples." The audience for which it is intended encompasses both the novice and the expert.

The manual's main section on cataloging guidelines includes sections on choosing access points (headings) for the descriptions; general rules on sources of information, punctuation, levels of description, and inaccuracies; title and statement of responsibility; physical description; and a final section on scope and content, arrangement, language, provenance, source/donor, restrictions, copyright, finding aids, published versions of the manuscript, and its physical description. This is not an exhaustive list, nor does it detail the extent to which the manual effectively simplifies the work of cataloging. One suggestion for this section would be the inclusion of a "worksheet" which the reader could fill in line-by-line while reading the manual with a sample from his or her own repository.

Examples for manuscripts and archives which have been cataloged according to the manual comprise the second largest part of the book - fifteen pages in all. Not only do they detail all aspects of the cataloging guidelines, but they are also "keyed" to the guidelines themselves so that it is possible to re-read a particular rule on that topic. This is the real strength of this manual. For without such detailed examples of applied cataloging, the guidelines would be lost on the novice. Examples include a little bit of everything: personal papers, corporate files, federal and state records, and university archives. A very complete index is a fitting conclusion.

Archives, Personal Papers, and Manuscripts: A Cataloging Manual for Archival Repositories, Historical Societies, and Manuscript Libraries is a slim volume which contains a wealth of information disproportionate to its size.

A systematic approach to cataloging archives and manuscripts was a long time in coming. Cataloging such a diverse body of information is not a simple task and setting up a system to accommodate so many exceptions to the established rules is a difficult one. It is a task which Steven Hensen and his committee have handled admirably. The reprecussions of their work will be felt in all of our institutions, regardless of size or type of system.

Sharron G. Uhler
Curator, Historical Collection
Hallmark Cards, Inc.