

Gerald Furi, assistant director of the Farmington Community Library, demonstrates — with the help of a microcomputer — the system's On-Line Reference Services that patrons can use to retrieve business and marketing information. Furi will be demonstrating the library's services this week at the 1985 Business Expo at Cobo Hall in Detroit.



RANDY BORST/staff photographer

# Library breaks traditions at Expo

By Joanne Maliszewski  
Staff writer

Farmington Community Library officials aren't willing to take a back seat when it comes to showing what the library has to offer. That's why library officials accepted an invitation — considered to be the only one extended to a library — to participate in the 1985 Business Expo at Cobo Hall in Detroit this week.

"As far as I know, we are the only public library that is participating," said Library Director Beverly Papal.

Besides being offered a free \$1,500 booth at the Expo — sponsored by International Business Exhibitions Inc. of Southfield — the library is participating because officials want to "raise the consciousness" of library patrons, said Gerald Furi, assistant library director.

Despite the Farmington library's plunge into the use of computers for circulation and for information retrieval and access, many area residents

are unaware of the library system's abilities. "The libraries traditionally have been thought of as places to secure bestselling books or taking the kids to children's story hour," Papal said.

NOW, LIBRARIES are becoming "the vanguards of the information-retrieval business. We want to relay to the community that we can provide ready access to information that people don't feel is obtainable in a traditional library," Papal said.

At Cobo Hall, visitors will see just what the Farmington Community Library and others like it can offer. Library officials earlier this week took a microcomputer — data base — to show visitors how easily business information can be obtained at the touch of a button. "We can access data bases all across the country for business and marketing information," Papal said.

The library subscribes to nine "search systems" — Securities and Exchange Commission reports, patent, export and import information,

statistics and census data for marketing and Commerce Business Daily listings of available government contracts.

"We can do an electronic search to secure many of the needs the business public may have," Papal said.

Although corporations exist that provide this type of information to business people, most charge 100-150 percent more than the library charges for the same information, she added.

An average business search costs about \$15-\$20, Papal said. If the information search is done later in the day — after regular business hours — the average cost is about \$2-\$3.

ALTHOUGH THE library is highlighting business applications of the information retrieval system at the Expo this week, the library is tapped into other types of files such as legal, Papal said. Attorneys can use the system for finding necessary case law.

While the library has participated in other Expos and shows, the busi-

ness Expo is probably the biggest so far, Papal said. Library officials are hoping that by marketing the system's abilities, more business people in the Farmington area will take advantage of their local suburban library.

The Farmington library system, Furi said, is only one of four or five suburban libraries in the Detroit area that has jumped on the electronic information-retrieval bandwagon.

What Papal considers unique, however, is that the Farmington library system has been working with computers and electronics for at least the last three-to-four years.

THE JUMP into electronics, however, has made library officials more than ever aware of the need to market the library system's services. Despite officials' notion that not as many residents are aware of the library's On-Line Reference Services as should be, in the year alone, the number of electronic searches has increased 500 percent, Papal said.

# Hills affiliate heads to design convention

Control Engineering Co. — an affiliate of Jervis B. Webb Co. of Farmington Hills — will be one of several Michigan companies exhibiting its wares at a national design engineering show in California in December.

Producing better consumer and industrial products through "Manufacturing in Space" will be the subject of a special group of sessions when the Winter National Design Engineering Show and Conference convenes at the Convention Center, Anaheim, Calif., Dec. 11-13.

Design engineers, concerned with designing new products and improving conventional products, will look ahead to factories in space. Such space factories will produce materials that cannot be made on earth and produce some products more efficiently than is possible now.

Discussions on manufacturing in space will cover the current status and prospects for the industrial use of space, metal welding in space, manufacturing semiconductors in space, monitoring living things, and robots in


a space factory.

Two keynote addresses are expected to attract broad interest. John Clancy, president, McDonnell Douglas Manufacturing & Engineering Systems Co., St. Louis, will discuss "The Increasing Role of Design and Plant Engineers in Automation Decisions." Prof. Robert Ozaki of the School of Business and Economics, California State University at Hayward, will speak on "How to Restore U.S. Industrial Leadership: Beating Japan at Its Own Game."

The show and conference are devoted to the design of products that are stronger, longer lasting, more energy-efficient, safer, more functional, non-polluting and less expensive to produce. The conference is sponsored by the design engineering division of the American Society of Mechanical Engineers.

More than 200 companies will demonstrate materials and components for the manufacture of new products and computer systems used to design those products.

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