

UM-D library system to be fully computerized

The University of Michigan-Dearborn library soon will join a distinguished group of university libraries with full computerized integration, including an on-line catalog and circulation system.

"The automation of library function is sweeping my profession, largely because of its paper-intensive nature," said UM-D library director Shirley Smith, a Farmington Hills resident. "What we're trying to do here is join in the automation of libraries to bring needed improvements in services."

THE GEAC Library Information System is the one that UM-D has chosen.

It involves a centralized data base which provides the automated card catalog.

A library patron approaches a public access terminal much like a traditional card catalog. The terminal, after requesting identifying information, will ask the user, "How do you wish to search for a book?" The patron will answer in one of the usual ways: by author, title, subject or identifying numbers.

After keying in the first few letters of, for example, an author's name, the system will respond with eight or 10 names beginning with the author he wishes to search.

"WE'VE BEEN ASSURED over and over that students and faculty will not have any trouble with it," Smith said.

The transition to an on-line catalog will be done gradually, perhaps beginning by the end of this term. Smith said the library staff will bring up the system for an increasing period of time for several days, and gradually increase the number of terminals, so that problems can be dealt with as they arise.

Currently only a few libraries nationally have on-line public catalogs. Many have such vast collections that a computerized automated catalog is so far impossible.

The system will be developed so that students or professors will be able to dial the on-line catalog from home or office to find out if a particular item is available at the library.

NEXT ON tap for the UM-D library will be the more complicated automated circulation system, scheduled to be introduced starting during the winter term. Among the benefits:

- Students and staff will be able to complete the circulation process without filling out a piece of paper.
- Bar codes, both on the books and

student identification cards, will make the entire process electronic.

- Students with various fines or "hold credits" will be able to be questioned or stopped at various stages.
- Library staff will be able to complete user studies "to tell easily and reliably what books are used or not used," Smith said.

Studies could prove which concentrations in the curriculum make the heaviest demands on the collections and which books should be bought in duplicate.

It will not maintain a historical record of a borrower's selections of library materials so that privacy might be violated, Smith stressed.

"IT WILL BE really efficient in time with the ability to do better the things that are done now with human errors,"

she said. "We'll be using staff in better ways."

Smith sees little problem with training part-time student workers. "I think the students are going to like the circulation process very much."

During the 1986-87 academic year, the actual materials acquisition system will be put in place, and in the future the campus slides and recording collections, as well as the library's permanent art collection will be included in the system.

Also in the near future, the system will be developed so that students or professors will be able to dial the on-line catalog from home or office to find out if a particular item is available at the library. The library patron will be informed of when the item will be back, should it be signed out at that particular time.

"IT SOUNDS like the 21st Century, but it really has the potential for happening here," Smith said.

Smith said the library managed to save \$225,000 out of the original \$11 million new building package, money which it has been using to implement the automation.

U-D prof says 'sell' residents on state

Michael Bernacchi, a University of Detroit marketing professor, said the state Commerce Department's \$3.4 million advertising campaign to sell Michigan is all well and good, but Michigan needs to be sold on its own product first.

"If Michiganders, and particularly Detroiters, continue to give out negative vibes about themselves, we will not do a good job of attracting business to the state," Bernacchi said.

Last October, Bernacchi and his marketing classes conducted a statewide survey on the attitudes of Detroiters, suburbanites and outstates toward the city of Detroit. Although attitudes had improved since 10 years ago, the city was still perceived as having serious unresolved problems, such as safety on the streets.

On another gut issue — school quality — only

28.3 percent of city residents, 16.5 percent of suburban residents and 21.2 percent of outstates answered affirmatively when asked, "Do you think of Detroit as a city with a good school system?"

"Until we take a hard look at the gut issues and do something about them, we are putting the cart before the horse in putting so much money into a statewide campaign," Bernacchi said.

Seminar on life after 40

Does life begin at 40? The middle years of life can be a complex, exhilarating experience. Michigan State University cooperative extension service of Oakland Intermediate Schools is sponsoring a family life seminar focusing on life for men and women

between the ages of 40 and 60. It will be from 9 a.m. to 3:30 p.m. Thursday, Feb. 27, at Oakland Intermediate Schools, 2100 Pontiac Lake Road, Pontiac. Call 858-0895 or 858-2023 for registration and further information.

FIREPLACE SHOP

- Accessories
- Mantels
- Glass Doors
- Screening
- Custom Arches
- Gas Logs
- Tool Sets
- Inserts

SALE PRICES 10-50% OFF Selected Items

the good life store

JIMMIE'S Rustics

LIVONIA • 29500 8 Mile • BIRMINGHAM • Downtown
822-9200 644-1919

Oakland Psychological Clinic, P.C.

A Comprehensive Mental Health Clinic

• Psychiatrists • Psychologists • Social Workers

BARRY H. TIGAY, Ph.D., Executive Director

Reasonable Fees • Offices Near You

Treatment Of:

- Depression/Anxiety • Stress Disorders
- Child and Family Problems • Habit Disorders
- Marital/Divorce Problems

Diagnosis:

- Psychological Testing • Psychiatric Evaluation
- Vocational Assessment • Educational Assessment

Bloomfield Hills 335-6670
 Flint 732-0560
 Lake Orion 693-8400
 Livonia 522-0280
 Milford 684-6400
 Riverview 522-0280
 Southfield 559-5558
 Sterling Hts. 978-0210

Ways & Means
The Capability Center

CLEARANCE SALE! FINAL WEEK

HUNDREDS OF PRODUCTS ALL DEPARTMENTS

UP TO

50% OFF

SALE ENDS 6:00 P.M. SATURDAY, FEB. 1, 1986

Ways & Means
The Capability Center

Located in Birmingham on Maple (3 blks. west of Woodward).
Open Mon., Tues., Weds., Sat. 9:30 to 6. Thurs. and Fri. to 9 p.m.

American Red Cross

Blood Services

Southeastern Michigan Region



ITALIAN MARBLE TO REFLECT YOUR GOOD TASTE. AND GORMAN'S PRICES TO REFLECT YOUR GOOD SENSE.

Direct from Italy, now at Gorman's — polished and lacquered marble dining tables. They come in ovals, rectangles and octagons, and in a variety of colors, including black and travertine. And the savings are incredible. For example...

\$1350 values are now \$999. Also, as companion pieces, choose from our wide selection of

lacquered chairs, created with the inspired elegance of European styling. For example...

\$349 values are now \$249.

Coordinate chairs and tables to your taste. Or ask the assistance of a Gorman's designer.

These items will go quickly, so hurry in. And reflect on the possibilities.

GORMAN'S

Winter Sale

Southfield • Telegraph at 12 Mile • Phone: 353-9880
 Troy • W. Big Beaver at Crooks • Phone: 649-2070
 Farmington • 260 Town Center Drive • Across from Fairlane Mall • Dearborn • Phone: 336-0340
 Grand Rapids • 28th & Fulton Rd. • Phone: 243-6466
 All stores open Daily 10 to 6. Monday, Thursday & Friday 11 to 9.
 Troy and Farmington open Sunday 12:00 to 5:30.

Allegro's FURS IN WINDSOR

51st ANNUAL JANUARY FUR SALE

Savings of

10% to 50%

Top quality skins have just arrived. Order your custom-made jacket or coat now at factory-to-wearer prices.

- Japanese Tanuki Raccoon Coats As illustrated \$4,484 u.s.
- Full Length Female Mink Coats From \$2,500 u.s.
- Coyote Jackets, Full Skin \$1,035 u.s.
- Silver Fox Coats \$3,571 u.s.
- Fully Let Out Female Royal Pastel Mink Jackets \$1,425 u.s.
- Mink Jackets From \$1,282 u.s.
- Coyote Coats \$1,282 u.s.
- Finnish Raccoon Coats From \$1,354 u.s.
- Red Fox Jackets \$1,282 u.s.
- Badger Jackets From \$1,425 u.s.

PREMIUM ON U.S. FUNDS 40%

Duty & Sales Tax Refunded • Interest Free Layaway