One of a series on library services to disadvantaged adults, this guide explains the advantages of pamphlets for a public library collection. Pamphlets provide easily read, up-to-date information at little cost. Several bibliographies and magazine columns regularly list free and inexpensive pamphlets. Collections of these booklets can be placed throughout the community, preferably in special display racks. They can be given away or circulated according to the library's resources. (PF)
USING PAMPHLETS WITH DISADVANTAGED ADULTS
Preface

This guide is one of a series on library services to disadvantaged adults. The purpose of the series is to explore alternative ways public libraries can expand services to this special group.

Each guide attempts to recognize the differences among public library budgets, staff size and training, and the differences among the communities libraries serve. Each guide deals with a particular service and, where possible, suggests several alternative ways the library can provide that service to disadvantaged adults. The library, then, can and should further adapt the suggestions to fit the resources and needs of its local community.

The guides combine (1) a thorough search of the library literature; (2) the knowledge of professional librarians, who wrote many of the guides and evaluated the entire series; and (3) the experience of the Appalachian Adult Education Center (AAEC) in designing interagency educational programs for disadvantaged adults.

The AAEC has worked with state, regional, and local public libraries in seven states in projects funded by the Bureau of Libraries and Learning Resources of the U.S. Office of Education. In one project, four urban and three rural centers demonstrated ways public libraries and adult basic education programs could improve their services to disadvantaged adults by coordinating efforts in reader guidance, recruitment, library orientation, community referral, and in the selection, use, and delivery of materials. The AAEC also conducted institutes in local public libraries in seven states in designing and implementing library services for disadvantaged adults.

Work on those and other projects led to three conclusions, upon which the guides are based: (1) that undereducated adults need information and services to help solve problems; (2) that the public library can meet those needs through adjustments in procedures and interagency cooperation; and (3) that the materials and services required for disadvantaged adults are useful and useable to all adults.
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DEFINING THE TERMS

**ABE**—adult basic education, instruction in academic and coping skills to the level of high school equivalency for out-of-school adults sixteen or older.

**Coping skills**—the abilities to (1) perceive an everyday problem as an information need; (2) locate information on the problem; (3) process and retain the information; and (4) apply the information toward solving the problem.

**Coping skills materials**—materials with information in daily life problem areas such as housing, health, child care, employment, and finances.

**Disadvantaged adult**—a person sixteen years old or older who is out of school and (1) reads below the tenth grade level, or (2) whose income is below poverty level.

**Pamphlet**—a small, informative, unbound print publication.
# INTRODUCTION

<table>
<thead>
<tr>
<th>Why?</th>
</tr>
</thead>
<tbody>
<tr>
<td>All adults need information, particularly information that touches on their adult problems and responsibilities. Disadvantaged adults, in particular, need this kind of information, and they need it in an accessible, digestible form. The public library can provide alternative sources of information to help the disadvantaged adult develop coping skills: pamphlets are one of the most useful forms for providing that information. Slow or new readers are more likely to get information from pamphlets than from other forms, because pamphlets are generally</td>
</tr>
<tr>
<td>• easy to read</td>
</tr>
<tr>
<td>• easy to handle</td>
</tr>
<tr>
<td>• short and concise</td>
</tr>
<tr>
<td>• colorful or illustrated</td>
</tr>
<tr>
<td>• an easy introduction to print</td>
</tr>
<tr>
<td>• less frightening than a hardbound book</td>
</tr>
</tbody>
</table>
Pamphlets are useful in providing coping skill information to disadvantaged adults because pamphlets can provide:
- practical how-to-do-it information
- up-to-date information
- nontechnical explanations
- information on the needed aspect of a broader topic
- specific answers to specific questions
- alternative solutions to a specific problem
- alternative sources of coping skill information

For the library, pamphlets are:
- available from many sources
- free or inexpensive
- easy to display
- easy to circulate

Who?
The library's public service staff can review the alternatives for obtaining.

Where?
Wherever the library serves disadvantaged adults: in a central facility, on bookmobiles, by mail, in adult basic education classes and learning centers, in deposit collections in the community, in offices of agencies which serve disadvantaged adults.

When?
While plans are being made for expanding services, or when a new budget is being drafted, are good times to consider adding pamphlets and equipment for displaying them.

How?
Pamphlets can be used in many different library service programs. The following sections suggest some of the ways libraries can use pamphlets effectively in serving disadvantaged adults. The first section lists some possible sources of pamphlets; the second section considers places, methods, and equipment for displaying pamphlets. The third section discusses circulation and distribution of pamphlets.
PAMPHLET SOURCES

Banks, insurance companies, foundations, government offices, businesses, and agencies serving disadvantaged adults are all possible sources of pamphlets. Other sources are bibliographies, magazine columns, and government and special interest publications.

Bibliographies

Each of the following bibliographies list free and inexpensive pamphlets by subject, with source, price, and reading level.

Educators Progress Service Inc.
Randolph, Wisconsin 53956

- Educators Guide to Free Guidance Materials, Annual, $7.50
- Educators Guide to Free Health, Physical Education and Recreation Materials, Annual, $8.00
- Educators Guide to Free Science Materials, Annual, $8.25
- Educators Guide to Free Social Studies Materials, Annual, $9.50

Division of Surveys and Field Services
George Peabody College for Teachers
Nashville, Tennessee 37203, $3.00
Magazines

President's Committee on Consumer Interests. Consumer Education: Bibliography. For sale by Superintendent of Documents. 65 cents.

These magazine columns regularly list free or inexpensive pamphlets.

- *Booklist.* "Free and Inexpensive Materials."
- *Good Housekeeping.* "Booklets Worth Writing For."
- *Library Journal.* "Items of Interest."
- *Publisher's Weekly.* "Pamphlet Listings."
- *Wilson Library Bulletin.* "Write for These."

Other Sources


The *Public Affairs Pamphlet Series* is a series of usually easy to read pamphlets covering a wide range of coping skill information. A catalog is available from *Public Affairs Pamphlets,* 381 Park Avenue South, New York, New York 10016. Costs range from 15 cents to 50 cents.
PAMPHLET DISPLAYS

Pamphlets can be displayed on tables, in racks, in the library and in the community. Wherever and however they are displayed, pamphlets should be conspicuous and attractive to encourage disadvantaged adults to use them.

Some possible places for display are:

- In the library
- In other coping skills materials
- Near the circulation desk or counter
- In a reading room
- In the foyer
- In a browsing corner
- In the rest rooms
- On the bookmobile
- In deposit collections
- In agencies that serve disadvantaged adults
- In banks
- In stores
- In waiting rooms of bus depots, train stations, and doctor's offices
- In adult learning centers
- With materials sent to ABE classes
Methods and Equipment for Displays

There are many effective ways to display pamphlets to encourage disadvantaged adults to use them. The most important consideration is that pamphlets be displayed "face up" and accessible to patrons. Disadvantaged adults, particularly, need accessible, attractive displays that show that the materials are there to be touched, read, and used.

A vertical file, while convenient for the librarian who must store and keep track of the pamphlets, is not useful to the disadvantaged adult who needs information but does not know where to look and may be too timid to ask. A vertical file, arranged by coping skill category, can be used to store extra or outdated pamphlets, but pamphlets to be used by clients should be displayed openly.

Disadvantaged adults are also unlikely to use pamphlets that are either stored in boxes or shelved along with hardback books. They will respond to open pamphlet displays on tables or racks.

One way to display pamphlets is to spread them out on a table in a conspicuous place. To keep the table from looking too cluttered, it is a good idea to limit the display to one or two coping skills subjects at a time. The subjects should be changed frequently, and the choice of subjects can depend on the information needs of the library's community. Each pamphlet can be labelled by coping skills category.

Display racks have several advantages:

- Racks keep pamphlets neat and attractive to users.
- They can separate pamphlets by coping skills categories for easy retrieval.
- Large racks can display a large number of pamphlets.
- Small racks can be placed in different locations throughout the library.

Display racks are available in various sizes, designs, and costs. If the library cannot afford a commercial rack, a cardboard or handmade rack will serve the purpose.

Display racks for paperback books make excellent display racks for pamphlets. Distributed by publishing companies, the cardboard racks are usually thrown away or mailed back to the publisher after the books are sold. A local paperback
Commercial Racks

If the library budget allows for purchasing new equipment, a pamphlet display rack is a useful investment. The catalogs of library and office suppliers show a variety of styles and sizes, so each library should be able to find a rack to suit its own needs and budget. Pamphlet racks in the catalogs may be listed under such names as “Literature Organizer.” A greeting card rack, paperback book rack, or magazine rack will sometimes make an excellent pamphlet rack.

The following is a list of some suppliers, with examples of the kinds of racks available from each. Racks come in three styles: large free-standing floor racks, small table or counter-top racks, and wall racks.

- Butler Industries
  637 Central Avenue
  East Orange, New Jersey

  The greeting card rack can be used as a pamphlet rack. It is made of metal about two feet high and can sit on a table or circulation desk. It costs about $4.00. (Model number C793B)

- Gaylord Brothers, Inc.
  Box 61
  Syracuse, New York 13201

  There are several kinds of display/browsers made by the Mar-Line Displays Inc. which are available through Gaylord Brothers.
### TABLE TOP RACKS

**WALNUT TABLE RACK**

MBD2 counter unit (3 shelves).

- 6 dividers: $26.00
- engraved nameplate: $3.50

### WALL RACKS

**COUNTER/WALL RACKS**

- CVV1 4½" I.D. 1 piece capacity $4.25 each (6 minimum)
- CVV2 9" I.D. 2 pieces capacity $6.25 each (6 minimum)
- CW3 13½" I.D. 3 pieces capacity $8.25 each (3 minimum)
- CW4 18" I.D. 4 pieces capacity $10.25 each (3 minimum)

### FREE-STANDING FLOOR RACKS

**MM2/M LITERATURE MERCHANDISER**

- Base, pole, top for 2 poster sides, 1 poster, 2 headers: $95.00
- 2 shelves, back panel, 6 dividers, additional per side: $47.00
- 3 shelves, back panel, 9 dividers, additional per side: $55.00

**W4/M LITERATURE MERCHANDISER**

- Base, pole, top with 16 dividers
- "Information Center" copy: $129.00
  (specify trumpet base or 4 footed base)

**W4/ML**

- As above with larger shelf capacity:
- $149.00
  (specify trumpet base or 4 footed base)

**CM2/M LITERATURE MERCHANDISER**

- Base, pole, 3 poster frame top, 3 headers, 1 poster: $195.00
- Formica back panel, 3 literature racks, 9 dividers, additional per side: $59.00
**HIGHSMITH COMPANY, INC.**

P.O. Box 25
Fort Atkinson, WI 53538

**TABLE OR COUNTER TOP**

**PAMPHLET RACK**

Fifteen 4½ w, 1¾ d pockets display pamphlets, paperbacks, maps. Tan enameled wire. 22" h, 15" w, 9½ d. $8.75 each. 3 or more, $8.29 each.

**FREE-STANDING FLOOR RACKS**

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Type of</th>
<th>No. of Shelves</th>
<th>Width</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>61-178</td>
<td>Magazine</td>
<td>8</td>
<td>36&quot; W</td>
<td>$103.00</td>
</tr>
<tr>
<td>61-180</td>
<td>Magazine</td>
<td>8</td>
<td>42&quot; W</td>
<td>$125.00</td>
</tr>
</tbody>
</table>

**ROLL-AWAY UNITS**

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>61-179</td>
<td>$118.50</td>
</tr>
<tr>
<td>61-181</td>
<td>$141.50</td>
</tr>
</tbody>
</table>

**SINGLE-FACED**

<table>
<thead>
<tr>
<th>Model No.</th>
<th>Type of</th>
<th>No. of Shelves</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>61-220</td>
<td>36&quot; Magazine</td>
<td>4</td>
<td>$564.00</td>
</tr>
<tr>
<td>61-221</td>
<td>42&quot; Magazine</td>
<td>4</td>
<td>$75.00</td>
</tr>
<tr>
<td>Model</td>
<td>Description</td>
<td>No. of Shelves</td>
<td></td>
</tr>
<tr>
<td>------------</td>
<td>---------------</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>GPM-20</td>
<td>Double Wide</td>
<td>20</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Shelf Finish</th>
<th>Weight</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Black</td>
<td>90 1/2 lbs.</td>
<td>$74.18</td>
</tr>
</tbody>
</table>
# PAMPHLET DISTRIBUTION

<table>
<thead>
<tr>
<th>Give Away or Circulate?</th>
<th>The library must decide the best way to distribute pamphlets: to give them away, to circulate them, or both. Here are some things to consider before deciding.</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Giving Pamphlets Away</strong></td>
<td>There are advantages to giving them away:</td>
</tr>
<tr>
<td></td>
<td>• The patron has the pleasure of keeping and owning the pamphlet.</td>
</tr>
<tr>
<td></td>
<td>• The user is more likely to share pamphlets with friends, neighbors, and family.</td>
</tr>
<tr>
<td></td>
<td>• The library can get multiple copies of many free and inexpensive pamphlets.</td>
</tr>
<tr>
<td></td>
<td>• Circulating them may not be worth the expense in staff time.</td>
</tr>
<tr>
<td></td>
<td>If the library does decide to give pamphlets away, remember to</td>
</tr>
<tr>
<td></td>
<td>• order in bulk</td>
</tr>
<tr>
<td></td>
<td>• regularly reorder replacement copies</td>
</tr>
<tr>
<td></td>
<td>• keep track of popular subjects and titles to know what to reorder</td>
</tr>
<tr>
<td></td>
<td>• keep at least one copy of each title for reference work</td>
</tr>
</tbody>
</table>
Circulating Pamphlets

The library may decide to circulate pamphlets because

- circulation cards provide a record of popular titles.
- the library may not be able to buy pamphlets in bulk.
- the library may not have a large collection of pamphlets to give away.
- the library may not have facilities for duplicating pamphlets.

There are three other considerations in deciding to circulate pamphlets:

- The librarian should point out to the user that the materials are his or hers for the allotted time. This will encourage the user to feel a temporary sense of ownership, and to handle the materials carefully.
- The library should not send overdue notices or charge overdue fines. Most disadvantaged adults cannot afford to pay fines, and may be alienated from the library by overdue notices.
- Due dates for pamphlets should be the same as for books. This simplifies things for the user.

The library will have to decide how to keep track of the pamphlets in circulation and what records to keep. If the library already has a circulation system for pamphlets, it may only be necessary for the librarian or circulation clerk to help undereducated patrons with filling out the library's circulation forms.

If the library does not have a circulation system, here are three possible methods. The kind of charge slip used depends on the information the library wants to record about the pamphlets being taken out.

- Pamphlets can be treated as miscellaneous material, with the charge slip showing the borrower's name, date due, and the number of pamphlets taken out. The same card can be used again.

<table>
<thead>
<tr>
<th>NAME</th>
<th>No.</th>
<th>Date Due</th>
</tr>
</thead>
<tbody>
<tr>
<td>Judith</td>
<td>3</td>
<td>8-1-73</td>
</tr>
<tr>
<td>Pamperin</td>
<td>7-9-9-73</td>
<td></td>
</tr>
<tr>
<td>Sue Jones</td>
<td>1/10-7-73</td>
<td></td>
</tr>
</tbody>
</table>

- Pamphlets can be treated as miscellaneous material, with the charge slip showing the borrower's name, date due, and the number of pamphlets taken out. The same card can be used again.
The borrower's charge slip can also show the titles being checked out. The library can use that information in reordering specific pamphlets.

- Some pamphlets are so small that there is not room for a pocket.
- The lifetime of a pamphlet is so short that it is not practical to paste on a pocket.

Because pamphlets are small and several can be checked out at a time, large envelopes should be provided to carry them. There are envelopes that are made for this purpose. If the library does not want to buy new envelopes, old mailing envelopes can be used.

The name of the borrower, the due date, and the number of pamphlets checked out should be on a prominent place on the outside of the envelope. This will help the patron gather the pamphlets together when he is ready to return them, and will help the librarian to check in the material quickly.
If putting the information on the outside of the envelope seems impractical, a date due card might be slipped in with the pamphlets. There is the danger, however, that this card will get lost.

Another way is to stamp each individual pamphlet with the date due. This will also help to know which pamphlets are in demand by the number of times it has been stamped.
<table>
<thead>
<tr>
<th>SUGGESTED READINGS</th>
</tr>
</thead>
<tbody>
<tr>
<td>The following articles and books are suggested for more information on pamphlets:</td>
</tr>
</tbody>
</table>

APPALACHIAN ADULT EDUCATION CENTER STAFF

<table>
<thead>
<tr>
<th>Name</th>
<th>Position</th>
</tr>
</thead>
<tbody>
<tr>
<td>George Eyster</td>
<td>Executive Director</td>
</tr>
<tr>
<td>Ann Hayes Drennan</td>
<td>Chief Investigator</td>
</tr>
<tr>
<td>Susan Schmidt</td>
<td>Professional Librarian</td>
</tr>
<tr>
<td>Priscilla Gotsick</td>
<td>Library Services Specialist</td>
</tr>
<tr>
<td>Anne Shelby</td>
<td>Staff Writer</td>
</tr>
<tr>
<td>C. J. Bailey</td>
<td>Training Specialist</td>
</tr>
<tr>
<td>Sharon Moore</td>
<td>Reading Specialist</td>
</tr>
<tr>
<td>Helen Montgomery</td>
<td>Administrative Assistant</td>
</tr>
<tr>
<td>Joyce Barker</td>
<td>IBM Composer Operator</td>
</tr>
</tbody>
</table>
LIBRARY SERVICE GUIDES

1. Materials Selection for Disadvantaged Adults
2. Assessing Community Information and Service Needs
3. Using Pamphlets with Disadvantaged Adults
4. Deposit Collections of Special Materials for Disadvantaged Adults
5. Utilizing Volunteers in Expanding Library Services to Disadvantaged Adults
6. Books By Mail Services: Moving the Library to Disadvantaged Adults
7. Evening and Weekend Library Services for Disadvantaged Adults
8. The Library as a Community Information and Referral Center
9. Planning the Expansion of Library Services to Disadvantaged Adults
10. Working with Library Trustees to Expand Library Services to Disadvantaged Adults
11. Reader Guidance Services for Disadvantaged Adults
12. The Recruitment of Disadvantaged Adults: Effective Publicity
13. Conducting Tours to the Library for Groups of Disadvantaged Adults
14. ABE—What Is It?
15. The Relationship of Disadvantagedness to Library Services
16. In-service Training of Personnel to Serve Disadvantaged Adults
17. Adult Education in the Library: ABF, GED, CLEP, and the Open University
18. Book Talks: Encouraging Library Materials Usage by Disadvantaged Adults
19. Techniques for Teachers: Teaching the Application of Basic Skills to Everyday Life Problems
20. Displaying Materials for Disadvantaged Adults
21. Bookmobile Services: Moving the Library to Disadvantaged Adults
22. Expanding Library Services to the Elderly
23. Using Audiovisuals With Disadvantaged Adults
24. Expanding Library Services to the Institutionalized
25. Interagency Cooperation: The Public Library and Agencies that Serve Disadvantaged Adults
26. Adjusting School Libraries for Use by Disadvantaged Adults
27. Speakers Bureaus for Disadvantaged Adults
28. Maintaining Separate Collections of Library Materials for Disadvantaged Adults
29. Client Participation in Expanding Library Services to Disadvantaged Adults
30. The Role of the College Library in the Education of Disadvantaged Adults
31. Public Library Services to Young Disadvantaged Adults
32. Working with Elected Officials to Expand Library Services to Disadvantaged Adults
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