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Adventures in Librarianship: You May Have Already Won

by **Ned Kraft** (Order Librarian, Ralph J. Bunche Library, U.S.
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Dear Mr. **Order Librarian**,

Congratulations! To promote a better understanding of our products and services, Niche Enterprise Publishing has personally selected your name, **Order Librarian**, for a random drawing at the upcoming ALA Conference! What's in it for you? Plenty!

First, there's your chance to win a free copy of our highly acclaimed 1997 *Dental Hygiene Almanac*. Though it's not quite current, you'll still find almost 2,800 pages of fairly relevant, mostly up-to-date facts no reference collection should be without! *DHA '97* has over 45 listings for suppliers of ergonomic dental chairs, 37 suppliers of miniature paper cups, and independent ratings for 63 schools of dental hygiene — including those hard-to-find unaccredited schools! *The Journal of Dental Assistantship* called *DHA '97* "big ... very heavy ... definitely big."

What else can you win **Order Librarian**? As you've probably heard, Niche Enterprise Publishing recently branched out into the world of literature. To promote this bold and risky venture, we'll be giving away copies of our beautiful chapbook *The Poetry of Mrs. Ernie Dalton*. Hey, take three or four copies! Your patrons will love the folksy insights and simple rhyme schemes that Mrs. Ernie's husband, who generously paid for the publication, has called "a lot better than most of that modern so-called poetry." And, **Order Librarian**, when you drop by our booth to take part in the prize drawing, you'll have a chance to see all of our latest products.

For instance, have you heard about the 1999 *Directory of Listing Changes*? Are you tired of making phone calls only to find that the number has changed? With a copy of *DLC* your patrons can now come to the library before making phone calls to confirm that the number they have is still correct. If that doesn't boost your usage statistics, nothing will!

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At the conference, Sales Manager Rick Gorky will be demonstrating our newest product, a CD-ROM version of *Old Software for Dummies*. If your library has a lot of old software around, software unsupported by any known help desk, then this product is for you. *OSD* was developed by some of the best retired software designers in the business! (Single and multiple user licensing fees will be based on credit rating, multiplied by your institution's tax ID number, divided by the age of your director.)

So, **Order Librarian**, be sure to visit booth Z3251 in the far southeast corner of the Convention Center — that's the dim area next to the large trash receptacles, just to the left of the fire exits. We'll have flashlights. See you there!

Sincerely,
Gary Plush
President, Niche Ent. Pub. Inc.