

necessarily makeshift. Opportunity was taken of a special display prepared for the Coronation to obtain a more appropriate background, but this was the only expense incurred.

Displays usually featured special items or some particular theme (e.g., books on fine printing; whaling in New Zealand, etc.). Special occasions or anniversaries were celebrated (e.g., a meeting of the South Pacific Commission; the Charge of the Light Brigade). Whenever possible, one window featured the Pacific collection, the other the "general" collection. Considerable use was made of pictures, photographs, and other items in support of the main display, generally from the Library's own holdings. On occasion the display was devoted entirely to illustrative material, or to manuscripts, or maps. An "educational" window was often paired with a more "popular" exhibit. It was felt that the Library's function was to support causes that were in the public interest, frequently, but not necessarily, of cultural value (e.g., the Safety in the Mountains campaign; the opening seasons of the New Zealand Players). To this end extensive liaison was maintained with other Government Departments and various societies and institutions (e.g., the New Zealand Forest Service, *The Listener*, National Archives, the Red Cross Society, the United Nations Organization, etc.).

The primary object of the window-displays was to make the Library, its functions, and its collections better known to the general public. There can be no doubt that it succeeded in capturing public interest, in building up good will, and in augmenting the use made of the Library. It has become an important factor in public relations and has more than justified the work put into it by the staff of the Alexander Turnbull Library.