



COME ON IN — Track lighting, plants, leather chairs and an imitation persian rug make the new medical bookstore a comfortable place to browse around in. Waiting on a customer is Jerry Johnson, associated with the bookstore since 1962. (Photos by Parker Herring)



## Browse in comfort in new medical bookstore

By Parker Herring

Remember the bookstores in the old days — the small, musty rooms jammed with layer upon layer of dusty books, light creeping in from two small windows at the front and lengthy searches to find the book you were looking for?

The old medical bookstore in the Davison Building wasn't that bad, but the contrast between it and the new medical center bookstore in the Seeley G. Mudd Building is still dramatic.

The new 2,000-square-foot store is a modern, spacious facility with track lights, plants and innovative shelving, and contains a large stock of books in the wide range of the health sciences.

### More each day

"We are approaching 1,200 titles and are daily ordering and receiving new editions," manager Ansel Peak said. "We are steadily building up our stock."

"We've tried to create an atmosphere where people will want to come in and browse around. We are very receptive to suggestions for titles, and we like for people to come by and look," he added.

The bookstore was designed to be a pleasant experience for customers.

"The environment is soft with wood prevailing," Peak said.

### Follow the signs

The bookstore is located on the ground level of the Mudd building, next to the future location of the Searle Center for Continuing Education in the Health Sciences. To get to the bookstore, follow signs on the entrance level terrace directing customers around the right side of the building, down the stairs in the

north tower.

One of the most enjoyable aspects of the bookstore's design to manager Peak is the adjustable shelving and storage space.

"There are endless possibilities for display," he said.

Customers can peruse in comfort in one of the bookstore's four wooden chairs with leather bottoms. The chairs and a matching wooden table are nestled comfortably on an imitation Persian rug.

"The furniture allows customers to sit comfortably and look through our selections," Peak said.

### Plenty of storage space

The bookstore has generous storage space.

"The architects had designed wooden

rung ladders running on tracks along the shelves for a decorative effect," Peak said. "But cabinets were built in over the shelves to provide more storage space."

Peak sees the function of the bookstore as providing service to the entire medical center. He also sees a need for the bookstore to service the community of Durham.

"There are only a few medical bookstores in the state," he said. "There is a real need for a comprehensive bookstore here."

### Long-range plans

Peak came to the bookstore Oct. 1 from Charlottesville, Va., where he was assistant manager of a bookstore serving the University of Virginia community.

The new manager has some long-range plans for the bookstore's services.

"We would like to service health care professionals in surrounding states who are practicing in remote areas where there are no medical bookstores," he said. "We could accept orders and mail books directly to them."

"We also have in mind a binding service for journals and other medical periodicals," he said. "We could offer this service for a relatively low-cost to professionals."

The bookstore has a special section for nursing books, books by Duke authors and new releases. There also is a section of the store for instructional and office supplies.

All books in the bookstore are sold at the publisher's suggested list price.

The bookstore is open Monday-Friday, 8:30 a.m.-5 p.m.



ANSEL PEAK

## Club manages long attention span

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Carney said people should stop trying to gloss over differences of opinion by use of such terms as "communications problem."

"Quit trying to hide open conflict and differences of opinion as communications difficulties. See them as differences of opinion and then know that you've got an honest to goodness difference of opinion to deal with, and you'll be more honest about your management."

After shooting down a number of management theories, Carney said that the only one that holds water is the Carney Principle.

"There's only one principle of management that makes any sense in relation to the rest of the principles of management, and ladies and gentlemen that is called the Carney Principle of Management. It goes like this: 'Do it when you

should and don't do it when you shouldn't.'

"The trick, however, is knowing when to do what, with whom, under which circumstances, and nobody can teach that from a book."

Later in his talk, Carney laid out some principles of good leadership and management — qualities that a leader and top manager must possess. They included:

- \* Drive. "Hard work, drive. Top management calls for erratic hours, 12, 15, weekends, and those who aren't willing to do that don't make the top."
  - \* Desire.
  - \* Selfishness. "A high degree of self-interest."
  - \* High IQ.
  - \* High need for achievement, for ego satisfaction.
  - \* Willingness to accept authority.
- And then Carney added a final one:
- \* Pure chance.



December 16-23, 1977

The Medical Center Calendar lists lectures, symposia and other medical center activities. Notices should be sent to Box 3354, Hospital, no later than one week prior to publication. If last minute scheduling makes it impossible to send a written notice in time, please call 684-4148.

**Friday, Dec. 16, 1 p.m.,** Network for Continuing Medical Education. Programs on "The Initial Management of Multiple Trauma," "Accidental Hypothermia: A Consideration and a Priority" and "Recent Advances in the Management of Peptic Ulcer Disease." View in Rm M405 at Duke and Rms D3008, C6002 and C7002 and Bldg 16 at the VA Hospital. Also shown Wed., Dec. 21.

**Monday, Dec. 19, 12 noon,** Pathology Research Conference. Dr. Gordon Klintworth, professor of pathology, will speak on "The Rosetta Stone of Pathology — The Cornea," Rm M204.

## Modrich named teacher-scholar

A medical center faculty member has been designated a Dreyfus Teacher-Scholar, and a \$35,000 grant has been awarded to Duke for the support of his work.

The Camille and Henry Dreyfus Foundation announced that Dr. Paul L. Modrich, assistant professor of biochemistry, is one of 16 teacher-scholars chosen from among 90 nominations.

The grants are awarded to universities and colleges that have nominated outstanding young faculty members who combine interest and ability in both education and research in chemistry and

closely related science.

The funds will help support Modrich's studies of the enzymes of DNA metabolism.

Teaching and research plans are submitted at the time of nomination.

This is the eighth consecutive year for this grant program. The total amount awarded this year was \$560,000.

### In case you don't know...

The average person takes 18,000 steps a day, and walks about 65,000 miles during a lifetime. If you're not average, get a pedometer.