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# BULLETIN

OF THE

## RHODE ISLAND LIBRARY ASSOCIATION

Vol. 5.

OCTOBER, 1931.

No. 1

### FALL MEETING OF THE RHODE ISLAND LIBRARY ASSOCIATION, FRIDAY, OCTOBER 30, 1931.

#### FRIDAY FORENOON -- GILBERT STUART JUNIOR HIGH SCHOOL LIBRARY.

- 9.30. Business.
- 10.00. The Depression and the Public Library; Round-Table Discussion, led by Mr. Clarence E. Sherman, Providence Public Library.
- A. Effect upon Reading.
  - B. Effect upon Book Publishing.
  - C. A Reduced Budget: How Can We Meet It?
  - D. Miscellaneous Topics. Suggestions invited.
- 12:00. Luncheon (50 cents).  
Inspection of the New School Building.  
Visit to the Elmwood Library.

#### FRIDAY AFTERNOON -- COMMERCIAL HIGH SCHOOL LIBRARY.

- 2:00. Topic to be announced (in the field of present economic problems).  
Professor James P. Adams, Acting Vice-President, Brown University.
- 2:45. Disarmament. Prof. William Adams Brown, Jr., Chairman of R. I. Committee on the World Disarmament Conference.
- 3:00. Russia as I Saw It.  
Rev. Everett Moore Baker, Westminster Unitarian Church.
- 3.45 Examination of Exhibits.

#### THE GILBERT STUART JUNIOR HIGH SCHOOL.

The Gilbert Stuart Junior High School opened in September with an enrollment of over 1350 students. The library, centrally located on the first floor, is beautifully panelled in oak and the furnishings are also oak. The style is Colonial and well in keeping with the rest of the building. The library is a part of the Elmwood Public Library system, but it is not open for service to the public as some other Junior High Schools are. The books are for general reading and reference for students and teachers only. The students are instructed in the use of the library and reference books by the librarian, Miss Dorothy A. Wight, formerly an assistant at the Elmwood Public Library.

\* Owing to the fact that no picture of the building is to be taken until spring, it has been impossible to obtain a photograph for this bulletin.

#### A FEW GOOD BOOKS ON ECONOMICS. FOR JUNIOR HIGH SCHOOL USE.

- Rugg History of American civilization, economic and social vol. 3
- Colby Economic geography for secondary schools

- |                      |  |
|----------------------|--|
| Allen                | Geographical and industrial studies (Asia) |
| Ambler               | Man and his riches                         |
| FOR HIGH SCHOOL USE. |  |
| Hunter and Watkins   | The background of economics                |
| Williamson           | Introduction to economics                  |
| Williamson           | Readings in economics                      |
| Splawn and Bizzell   | Introduction to the study of economics     |
| Bogart               | An economic history of the United States   |
| Riley                | Economics for secondary schools            |
| Laing                | An introduction to economics               |
| Fay                  | Elements of economics                      |
| Johnson              | We and our work                            |
| Carver               | Elementary economics                       |
| Fradenburgh          | Elements of economics                      |
| Panunzio             | Immigration crossroads                     |
| Chase                | Tragedy of waste                           |
| Ripley               | Main Street and Wall Street                |
| Gerstenberg          | Financial organization and management      |
| Van Hise             | Conservation of natural resources          |
| Huebner              | Stock market                               |
| Schnedler            | How to get ahead financially               |
| Mersereau            | Materials of industry                      |
| Marshall and Lyon    | Our economic organization                  |
| Packard and Sinnott  | Nations as neighbors                       |

# BULLETIN

OF THE  
RHODE ISLAND LIBRARY ASSOCIATION.

Published every now and then,  
and designed to be of interest  
to librarians of Rhode Island.

R. I. L. A. BULLETIN COMMITTEE  
JOSEPHINE A. HOPE,  
PROVIDENCE PUBLIC LIBRARY  
ANNISE KANE,  
CLASSICAL HIGH SCHOOL, PROVIDENCE  
MRS. DOROTHY HELLEN,  
ELNWOOD PUBLIC LIBRARY, PROVIDENCE

VOL. 5. OCTOBER, 1931. No. 1.

## "PUBLICITY FOR SMALL TOWN LIBRARIES"

BY CARL L. CANNON, NEW YORK PUBLIC LIBRARY  
"The primary consideration for any library is good service, and publicity is therefore the secondary part of library administration. It is useless to advertise until the library can perform what it promises. Both good and bad service advertise themselves, but good publicity applied to good service helps to extend the library's field of usefulness and to furnish it with the financial support for improving both its resources and its service".

Just a few of the high points made in this useful little manual follow.

### 1. Newspaper publicity.

#### (a) Value.

It reaches the largest number of readers with the least preparation.

#### (b) Requisites for success.

Knowledge of newspaper methods and style.

Acquaintance with your local editor.

(Do not abuse his friendship by bombarding him with copy that he won't use).

### 2. Newspaper writing.

#### (a) Content.

Be interested in your own story. Know all about it and have your names and facts straight.

Eliminate anything which would antagonize any organization or group.

Your story must be timely.

It should have local interest.

Anything unusual should be used as a lead to attract attention.

The use of important names is an asset to any newspaper publicity.

"Human Interest" stories are practically always accepted by newspapers.

Send in stories that fit the paper's general policy.

#### (b) Style and format.

Newspaper sentences and paragraphs are short.

Avoid obvious phrases and shop worn expressions.

Do not editorialize.

Send in neat and legible copy. Most articles should contain from 100 to 300 words. Pictures are a very important part of news writing.

### 3. Personal contacts.

(Good individual service advertises itself).

Recognition of individual interests by lists or notifications about special books.

Book talks to both children and adults.

Contests to promote reading.

Posters in public places to call the attention of the public to the library.

Story hours.

Reading circles.

Reading courses for groups and organizations.

Personal friendship and service to town's governing body.

### 4. Exhibits.

Many experienced librarians place exhibits first in importance as an advertising medium).

They dramatize the subject.

They may possess an aesthetic appeal.

They awaken curiosity and so lead people to the library.

They permit the display of the library's full resources.

A constantly changing series suggests that the library is responsive to public interests.

Exhibits may be held without the library by means of:

Store windows

County fairs

Commercial exhibits

Town celebrations

Pageants

Schools

Trucks

It is by far the most effective to have the exhibit feature a timely subject.

### 5. Making use of print.

Plan type, arrangement, paper, color and illustrations carefully.

The message must make "the same ingenuous and disarming appeal as a well bred, well appearing visitor".

Folders can have illustrated front pages and be slipped in envelopes. Book marks with lists or library information may be slipped in books.

Unless some member of the staff is exceptionally proficient with pencil and brush, library-made posters are amateurish.

### 6. Annual reports.

To inform the public of the year's work, careful selection of the most interesting facts and brevity are requisite.

The presentation should be interesting and the make-up attractive.

Include the report in a folder of special information about the library.

7. Book lists.  
Should include  
General ones, with books of wide appeal.  
New books and be issued at regular intervals.  
Reviews of new books in newspapers.  
The library bulletin.  
Special book lists.  
(Lists are more effective if each title is followed by a brief note).
8. State library agencies and the A. L. A.  
State agencies are often helpful in furnishing publicity material.  
Where this is not so, A. L. A. headquarters can be called on.
9. Organized groups.  
Carry the library message to organized groups.  
The Librarian should join as many organizations as he can and maintain friendly relations with others.  
In this way, many opportunities may arise of promoting interest in the library.
10. Moving pictures.  
A library message on slides between reels may be used.  
Appropriate book lists may be printed by arrangement with the manager and distributed to the audience.
11. Book week.  
It should not be permitted to pass unobserved.
12. Book talks.  
They should be given by the librarian or by specialists, but if the meetings are not spontaneous, and well attended, they should not be pushed too vigorously.
13. Gifts.  
Gifts should be noticed by special book plates and other publicity.
14. Calendar for publicity.  
May be found in,  
Hazeltime's "Anniversaries and Holidays", published by the A. L. A.  
Wheeler's "The Library and the Community".  
A list of suggested sources for reading lists, and a bibliography, are given at the end of the book.

#### UNEMPLOYMENT AND SOME RHODE ISLAND LIBRARIES.

In the metropolitan districts of Rhode Island, where the strain of unemployment is the most felt, several of the libraries seem to be agreed that the result has been a greater use of the library's resources, and a desire to read better books. Also, in several cases, a distinct gain over the previous summer has been noted, and this at a time when things are apt to be decidedly flat.

The Providence Public Library, Central building, reports a decrease of 335 in fiction and an increase of 1246 in non-fiction during September of this year as compared with September of 1930, showing that the desire of the public is for serious reading and that they must be really making an effort to adjust themselves to adverse economic conditions.

The Periodical Department has shown the greatest increase in attendance. It was full to capacity all day through the winter and it was observed that the frequenters were mostly middle-aged or elderly men—not loafers, but people who really had been forced out of a job by the economic situation. As far as could be noted, however, they read more to kill time than to improve their mind, except perhaps in isolated instances.

The Elmwood Public Library reports an increase of 30,757 in circulation over the previous year, during the year ending in April, 1931, a larger increase than that of any other year.

Similarly, the Westerly Public Library tells of a gain of 50 per cent in the circulation of non-fiction.

The Harris Institute Library, Woonsocket, reports that it has been kept busy trying to supply the demand for unusual books.

The Providence and Westerly libraries have made definite attempts to attract the unemployed to the library by publicity measures.

The former institution has made use of its outside exhibit case and of the prominent places within the library to display lists and books on vocational, cultural and recreational reading for idle hours, and has tried to emphasize the point that the library is a free institution providing information, education and recreation for all. Also, this has been a particularly strategic time to advertise the help that the Reader's Advisor can give.

The Westerly Library has encouraged the reading of better books by the distribution of book lists, newspaper publicity and frequently changed exhibits. Also, collections of books on trades and vocations have been displayed.

At a convention, in New York, arranged by the American Association for Adult Education on Dec. 18, 1930, to consider the unemployment situation. Mr. Charles A. Beard, said, "The art of picking up enough to get by with is a great American art that is responsible for some facile successes and numerous disasters. The very first to suffer from the unemployment are generally those who have never had a basic education in anything. Their outlook is apt to be narrow, their contacts with diversified opportunities few and their elasticity

hardened into commonplace habits of life and industry."

This quotation makes self-evident what part the library should endeavor to play just now in trying to improve and lighten the situation.

#### TRAVEL POSTERS.

Where your library may get them:

Great Western R. R.

505 - 5th Avenue, New York

German Travel Information Bureau

665 - 5th Avenue, New York

Swedish State R. R. Travel  
Information Bureau

551 - 5th Avenue, New York

Spanish Tourist Information Office

695 - 5th Avenue, New York

#### NEWS FROM HERE AND THERE.

The Auburn Public Library announces that its very flourishing library club has earned enough money to buy extra books and to re-decorate the library; also that it has performed some good library publicity. This Library now has a branch that is open two evenings and one afternoon a week.

Mrs. Dorothy Hellen, a graduate of the 1931 Pratt Institute Library School, has been appointed as general assistant at the Elmwood Public Library. She had had, previously, four years of experience in the Public Library of Billings, Montana.

From Jamestown comes the report that, if the foreign-born children are told that the books are "state-books", they will "come across," either with the book or the money. Evidently, they connect them with the state police. There has been a Child Life Travel Contest there, with good results.

The Manton Free Library, Exeter, has assisted many readers lately in the study of town or South County history, tradition and lore. Some of those interested in such subjects have donated money to the library to increase the local history collection.

The Providence Public Library will open a new junior high school library in January on Thurbers Avenue.

The Washington Park Sub-branch has been obliged to migrate during the past summer, first in June to the California Avenue Primary School in order to permit the renovation of the library room in the Broad Street School and then early in September the books and furniture were transported back to different quarters in the Broad Street building. This time the Sub-branch has a large room in the basement conveniently located as to stairways. There, with shelving for about 4000 books, and tables and chairs for 30 readers, the people of Washington Park for the first time have facilities which might be called a "library" rather than a mere "literary filling station." Later in the year, it is expected that

the schedule of hours will be extended to include every week-day.

Several changes have been made in the Library Staff. On account of the resignation of Miss Clara Zottoli, who was married in June, the position of Children's Librarian at the Wanskuck Branch became vacant and was filled by the transfer of Miss Mary Kiely from the Boys' and Girls' Library, Central building, with the title of Acting Children's Librarian. Miss Eleanor S. Burgess, Wheaton College, 1931, and a member of the substitute force, was appointed to the position in the Boys' and Girls' Library.

Miss Doris E. M. Johnson, Children's Librarian at the South Providence Branch, has been transferred to other duties, chiefly at the North End Branch. Miss Janet B. Merrill, formerly a member of the staff and more recently a student at the University of Pittsburg, is now stationed at South Providence as Children's Librarian.

Miss Alice V. McGrath, Acting Foreign Department Librarian, has been granted a leave of absence until June, 1932. She is to take courses in foreign languages at the Boston University, supplementing this with training in several of the branches of the Boston Public Library situated in centers of foreign-born population. During Miss McGrath's absence, Miss Mabel G. Marshall will serve as Acting Librarian of the department.

An event seldom recorded in the history of this Library took place in August when Mr. Laurence M. Shaw, Assistant Librarian, and Miss Harriet D. Lewis, a member of the Cataloguing Department staff, were married.

To close the season the "Saturday Morning Reviewers", a club of girls at the Rochambeau Branch Library, entertained about 100 of the children who had been actively reading during the summer, from all over the city, with two plays, which they produced under the direction of Miss Katherine S. Adams, Children's Librarian at the Rochambeau Branch Library.

Shawomet reports a Ladies Round Table that helps to interest the community in the library.

The Westerly Public Library statistics show that 46 per cent more foreign books have circulated during the last year.

A free concert, by local artists, sponsored by the Library, has been given. Also, some eminent Rhode Island artists exhibited at the library from September 14 to October 1.

The children of the library went on the Westerly Public Library Express for an armchair trip around the world. They gathered souvenirs from each country and pasted them in their log-books, which will be on display during book-week.