ANNUAL MEETING
OF THE RHODE ISLAND LIBRARY ASSOCIATION
Friday, May 6, 1938
at the
RHODE ISLAND SCHOOL OF DESIGN LIBRARY
MISS EVELYN CHASE, Librarian
Morning Session
10:00 GREETINGS
Dr. Royal Bailey Farnum
Director Rhode Island School of Design
BUSINESS MEETING
Reports of officers and committees
Election of officers
11:00 ADDRESS
Professor James H. Shoemaker
Department of Economics, Brown University
Afternoon Session
2:00 A NEW CODE OF ETHICS. Discussion led by
Francis F. Allen, Librarian
Rhode Island State College Library
2:30 MODERN ART
Professor Irving Cannon
Rhode Island School of Design
The RHODE ISLAND SCHOOL OF DESIGN LIBRARY

The Rhode Island School of Design opened its doors to students in the industrial and fine arts in the year 1878. From its beginning, it was realized that books, photographs and lantern slides were an essential part of the teaching equipment, so that it may be truly said that 1878 was the year when the Library was founded. The Museum also had its inception at this time, for the articles of incorporation stated one of the aims of the institution to be "the general advancement of public art education by the exhibition of works of art." Thus from the start the School of Design was collecting objects of art which later formed the nucleus of the present Museum. It was also assembling books, periodicals, and pictures which are still treasured possessions of the present Library.

Naturally the Museum had the more rapid growth and by 1890 it was housed in galleries built especially for its use, adjoined by the Waterman Street building which had been occupied by the School since 1893. Meanwhile the Library was housed in a corner of the large School Office, and cared for by a museum attendant. It was 1898 before the first thousand books and six thousand photographs were placed in two rooms on the second floor of the School Building, and given into the care of a trained Librarian. At this time the recataloging of all material was undertaken and the special classification was created which is still used for all books, pictures, and slides.

Several years earlier, in 1902, the administration of the affairs of the Library had been entrusted to a Library Committee. This Committee realized very soon that the book collection would have to be developed with the needs of two very diverse users in mind: namely, the students in the School and the members of the museum staff. It is owing to their foresight that our library today is equipped to function both as a school library and a museum library.

The development of the book collection also owes much to one of these first Committee members, whose generosity, continued interest in education, and the fact that he has made it possible for our collection to attain its present size and distinction. A glance at the gift list will reveal that more than half of our books reveals the name of Louis D. Sharp, Metcalfe, to whom we are sincerely grateful.

By 1925 the number of books had increased to six thousand, and the shelves were badly crowded. The Library was at that time brought downstairs into rooms vacated by the Museum which had been moved into its own new building of forty-two exhibition rooms. It was only ten years, though, before the library was again outgrowing its quarters. Fortunately, plans for a new school building were underway with a large reading room, stack, picture and slide room, and offices, all showing most promisingly on the plans. By the summer of 1937 these plans had become a reality and the Library was moved into its present spacious quarters in the College Street Building.

All our visitors are interested in hearing that the woodwork in the reading room is of teak imported from India. It is finished in its natural light brown color, which has been stained as is customary with this wood. A dark brown cushion cover and the American walnut furniture complement the lighter color of the teak. The Museum staff conduct a group through the Museum.

R. L. A. MEETING AT THE R. I. SCHOOL OF DESIGN

The spring meeting of the R. I. A. to be held in the Library of the R. I. School of Design is an important meeting not only because it is the annual meeting of the Association, but also because several important items of business will come up for discussion. The first one to be brought up is the question, "Should we have a Museum?" and the R. I. School of Design is a most beautiful and interesting place to meet. Plans are being made to give members of the Association an opportunity to see the new building and the Museum. From twelve to one o'clock students will be given guided tours through the new building, and at the close of the afternoon members of the School will conduct a group through the Museum.

BULLETIN OF THE RHODE ISLAND LIBRARY ASSOCIATION

Published every Monday, except in the months of December and March.

Evelyn Chase, Librarian

Vol. 10 April, 1938 No. 3

THE RHODE ISLAND SCHOOL OF DESIGN LIBRARY

Important

Please use the Benefit Street entrance to the New Building. The library is on an upper flight of stairs from this entrance.

PROVIDENCE RESTAURANTS NEAR SCHOOL OF DESIGN

Anderson's, 2 Arcade
Bordeaux Cafe, 63 Dorrance St. 50c up
L. M. Carr Co., 107 Angell St. Lunchroom about 60c
Child's Restaurant, 142 Westminster St.
Miss Dutton's, 48 Washington St. Plate luncheon 40c up
Handicraft Club, 42 College St 60c up
Pleasant Coffee Shoppe, 151 Cushing St. 35c up
Katherine Sullivan's Sandwich Shop, 4 Market Square. 35c up
Svea Coffee Shop, 117 Waterman St. 35c up
Women's Republican Club, 63 Washington St. 50c up
Middle Street Cafe, 36 Middle St. Plate luncheon 55c up

 SENATE BILL 53

The proposed bill for increased State aid for Public Libraries in Rhode Island was introduced in the Senate, on February 18 by Senator E. J. Fielden, Jr. of Westerly, and it was referred to the Senate Committee on Finance. On March 8 a Hearing was held at which time the members of the Committee on Relations with the State appeared before the Senate Committee and of the necessity of the passage of this legislation. On March 31 the bill was reported out of committee for recommittal, and at present that is where the matter stands.

DUES PAYABLE!

Miss Gertrude E. Brown, Treasurer, will be glad to receive the annual dues at this meeting. Why not come with $1.00 in your hand?
The Library also has a collection of photographs, with more than half of our books revealing the name of Louisa D. Sharp, Metalcl, to whom we are sincerely grateful.

By 1925 the number of books had increased to six thousand, and the shelves were badly crowded. The Library was at that time brought downstairs into rooms vacated by the Museum, which had been moved into its own new building of forty-two exhibit rooms. It was only a few years, though, before the library was again outgrowing its quarters. Fortunately, plans for a new school building were about with a large reading room, stack, picture and slide room, and offices, all showing most promising on the plans. By the summer of 1937, these plans had become a reality and the Library was moved into its present spacious quarters in the College Street Building.

All our visitors are interested in hearing that the woodwork in the reading room is of teak imported from India. It is finished in its natural light brown color, which has never been stained as is customary with this wood. A dark brown carpet covers the floor and the American walnut furniture complement the lighter color of the wood. On the mezzanine grille is a Rojo Alicante marble clock—a gift in memory of L. Earle Rowe, former director of the School and Museum, who was for many years one of the Library's most helpful advisors. We are fortunate in possessing another reminder of Mr. Rowe; this is the index of art periodicals which he made throughout his life. By means of it, thousands of magazine articles are released for use which would otherwise be practically lost, since the H. W. Wilson Company did not begin indexing art periodicals until 1929.

The Library now contains 12,665 books, 18,537 mounted photographs, 11,314 lantern slides, about 6,467 post cards, and eight vertical file drawers full of clippings. Seventy-five periodicals, including Museum Bulletins, are received regularly. The Library is frequently asked if anyone outside the School of Design can use our resources. We are very glad to have outsiders use the Library for reference, but we are not able to lend books, slides, or pictures except under most unusual circumstances. It is a pleasure to have the Rhode Island Library Association meet at the School of Design and we hope that you will all enjoy visiting the School, the Museum and the Library.

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SOCIETY BILL

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DUES PAYABLE!
Address Given by Prof. Herbert M. Hafford, Public Relations Officer of the Rhode Island State College, before the meeting of the Rhode Island Library Association at Kingston, R. I. on October 14, 1937

"THE THREE KEYS TO PUBLICITY"

George M. Cohan, Rhode Island's gift to Broadway, took the spotlight again with his interpretation of President Roosevelt in "I'd Rather Be Right!" In choosing a title for this talk today I recalled a much earlier success of Mr. Cohan's, "Three Keys to Success." At first, this title tempted me to coin a pun, something like "Three Keys to Bookplate," except that such a title wouldn't mean very much. Instead, "Three Keys to Successful Promotion of an Enterprise" would more nearly sound the keynote. Concerning more directly the proper significance of an institution's public relations, because the organizations which look best to the public are those which make themselves look best to the public.

Interpreting an institution, a service, or a business should be taken more seriously. The post of publicity chairman is generally handed out as a consolation prize after major offices, so-called, have been assigned. As matter of fact, the publicity chairman should be chosen first. He is not merely a man to carry canned copy to the editors. As in advertising, which is paid publicity, the preparation of copy is one of the last steps in a campaign of interpretation.

Publicity is essentially the dissemination of information for the public. It is the exposition of a product, a service, an institution. It is an educational process.

One of the questions which your Association has asked before and which has been told, is that of financial aid from the State. The fact that you must ponder this question is, to me, indicates that you have been backward, shy, or modest in telling your world the good news about libraries.

During the last few weeks we have been hearing things that cause us to believe there are still some decent people in Rhode Island. Probably some of these decent people patronize your libraries. Undoubtedly more of them would if you told more of them about your libraries. The proportion of decent people should increase if we spent more on books and less on booklets.

The intellectual batting average of the populace might be raised if its batting average were lowered.

The intellectual level of the public has been placed on the mental plane of thirteen-year-olds. This might appear like getting 13-year-olds to bookplate; except that such a title wouldn't mean very much. Instead, "Three Keys to Successful Promotion of an Enterprise" would more nearly sound the keynote.

The success of Mr. Cohan's "I'd Rather Be Right!" was due to several factors. One of these was probably that he had a name. The world's famous songwriters have a particular knack for knowing their audience. If you would like to succeed, you should know your material.

"Know Your Material" is the subject matter of your publicity—your library. If it is a free public library, it is a community center, a local institution, and as such becomes a matter of concern to the average citizen. The publicity which it function is to record the daily life and times of our community. Similarly, the library which is a part of an institution of learning has a quasi-public function in that it is there for the students, the faculty, and the people.

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The intellectual batting average of the populace might be raised if its batting average were lowered.

The intellectual level of the public has been placed on the mental plane of thirteen-year-olds. This might appear more thrilling to the Key Club than "Pilgrim's Progress", but people delight in getting something for nothing—or at least for $2.

Anyone who patronizes a library realizes that, instead of getting something for nothing, he therefore has the time which he spends there so well. If he has an occasional lapse of memory, forgetting to return a book when due, the fine incurred does not represent a total loss, because he at least has had the pleasure of reading, or the satisfaction of having added to his store of knowledge, or both. Two dollars can pay a lot of books, and in this age of efficient publishing, it can also buy a lot of fine books.

In recent years the circulating library has grown to be the life line of the small industrial industry, I have been told. Taking a tip from the private circulating library, public librarians have been giving increasing attention to the demands of patrons who want to keep up with the Sunday literary sections for their dinner companions. When they are branched in small wallflowers. Librarians must often wince at requests for certain kinds of literature, and sigh at the thought of the additional income their circulating departments could enjoy, could they add the cheap weekly that pass as romance among the chewing-gum trade.

Unfortunately, this class of trade doesn't know that the best romances are classic, that the most thrilling detective tales are not blood-and-thunder. A "Three Musketeers" and an "Anna Karenina" dwarf our current Love-in-the-hills models, as an inter-state has dwarfed our people patronize your libraries. Undoubtedly more of them would if you told more of them more about your libraries. (The proportion of decent people should increase if we spent more on books and less on bookies.)

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Anyone who patronizes a library realizes that, instead of getting something for nothing, he therefore has the time which he spends there so well. If he has an occasional lapse of memory, forgetting to return a book when due, the fine incurred does not represent a total loss, because he at least has had the pleasure of reading, or the satisfaction of having added to his store of knowledge, or both. Two dollars can pay a lot of books, and in this age of efficient publishing, it can also buy a lot of fine books.

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Unfortunately, this class of trade doesn't know that the best romances are classic, that the most thrilling detective tales are not blood-and-thunder. A "Three Musketeers" and an "Anna Karenina" dwarf our current Love-in-the-hills models, as an inter-state has dwarfed our people patronize your libraries. Undoubtedly more of them would if you told more of them more about your libraries. (The proportion of decent people should increase if we spent more on books and less on bookies.)

The intellectual batting average of the populace might be raised if its batting average were lowered.
establishing "listening posts." That's what he called places in various corners of the city where he used to establish himself—clear stores, book counters, factory gates, subway exits.

As customers talked with clerks, he listened to the conversation. Man is a creature of habit, and he buys his tobacco at the same store year in and year out. Between customer and clerk a friendly bond grows, so that in several minutes the two exchange remarks about the weather, the schools, municipal politics, and the local Winchesters. After a year of this profession, dropping, Mr. Sheldon knew more about the Wannamakers, the Vareys, and Fairmount Park than most Philadelphians know in a lifetime.

Anyone who wants to cultivate a nose for news must note what people talk about, for they talk of that which interests them. Editors have learned from experience that certain things are always of interest. Once you have learned what things in your library might interest people, tell those things to the editor, and he'll print that material because it has legitimate news values.

Public relations has another facet, though. Publicity, like charity, begins at home. The internal relations are as important as the external. Big corporations have their own internal publications which, if they call house organs, and on those ovens they play the records that maintain harmony within their organization. The large public library that has fifty persons on its staff must preserve good will among them if it is to operate smoothly. The public can sense discord in a large organization. You have all had experience in detecting the difference in attitude that exists in various department stores. Happy, satisfied clerks are not sell or descending to customers.

Know Your Media

The second key to an understanding of publicity is: Know Your Media. Media are the agencies used for building public relations. They are the means of communication, such as the radio, the press, direct mail—postcards and letters, displays, such as posters and bulletins in the library itself. The Providence Public Library offers excellent models of efficient use of this latter medium. Exhibits are another effective medium, that build lasting good will for a library which is more than just a collection of tomes.

By taking a leaf out of the commercial advertisers' notebook, librarians may use still another means of insuring a steadier flow of books across the circulation desk. I refer to what advertisers call "circulars." Tune in on your radio from 3 to 7 o'clock any evening and see how many programs are slated towards juvenile listeners. Is it that if you sell them young, they stay sold until old. Junior is urged to order Mother to buy a "circular" of "America," a "circular" of "Cosmopolitan," a "circular" of "American Boy," a "circular" of "Patriot." Where is thy victory.

It argued that "America" is a "circular" for boys, because they read: The pilgrim's story, the story of the Pilgrims, too. Just the other day my little girl, who is in the first grade, came home from school and sang half of "America," as well as I can. When I asked her if she knew what the words meant, she had no more idea of their meaning than would Dr. Daniel Boone have of the moon coming over the mountain.

The result was far beyond my fondest fears. One student constructed the sentence to establish a Pilgrim's pride rings from the mountain side. Another said there should be a question mark after the line, "What is my father's dying?" Another great word was "portraits." Would be pressed if the words in the line "Let freedom ring?" were changed to "Let ring freedom." He argued that "freedom" was the more important word, and therefore should be pronounced. If the words in the line "Listening posts.", the schools, "Listening posts." were changed to "Listening posts.", the schools, the schools, "Listening posts." were changed to "Listening posts.", the schools, the schools, "Listening posts." were changed to "Listening posts.", the schools, the schools, "Listening posts." were changed to "Listening posts."
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ents don't spell correctly the name of their state, they wonder whether the Bay State patriots who annually reverse Paul Revere, Concord and Lexington and Boston Hill, might not reverse their glorious ancestors more by ex-

tending a greater reverence to current learning and a lesser preference to nostalgic yearning.

But we need not cross to our neigh-

boring Commonwealth. Apparently patriotism takes a holiday in the Plantations, too. Just the other day my little girl, who is in the first grade, came home from school and sang half of "America", as well as I can. When I asked her if she knew what the words meant, she had no more idea of their meaning than Dr. Damrose has of the moon coming over the mountain.

Of course I appreciated the patriotic feature in teaching the nursery chil-

dren of America, and I asked myself, Do our high school graduates know these principles? There was one way of finding out. I wrote the words of "America" on the blackboard, and told my freshman classes to point out the word relationships in the sentences— which words modified which, where were the subjects of verbs, and so forth.

The result was far beyond my fondest fears. One student constructed the sentence to the effect that our Pilgrim's pride rings from the mountain side. Another said there should be a question mark after the line and where were my fathers died. Another said greater philosophers would not be pleased. If the words in the line "let freedom ring" were changed to "let ring freedom", he argued that "freedom" was the more important word, and therefore belonged last. Perhaps there was a bit more truth to his logic than at first appeared. In this land of ours where the divorce rate provides subject matter for letters to the editor, the wed-

ding ring does come off a little sometimes a year before, or if marriages are successful may be for as long as three years before.

And so, as one charged with the task of trying to reduce the rate of illiteracy, I apostrophized my little girl, where is thy victory! O Patriot-

ism, where is thy sing?" It was said enough that the students couldn't dis-
tistinguish an apposttve from an ad­jective; it was worse that after twelve years of public schooling, they hadn't yet learned to read. They know the words, but who or what was it that of thee they sang?

Please don't conclude that all high school graduates are on that level. The better half are above it. Even so, that still leaves a large proportion of you librarians impotent so far as the reading population is concerned.

Know Your Public

But you still have a large field of possible readers to cultivate. That brings us to the third admonition: Know Your Public. Find out who your readers are. Study the population which yourlibrary serves. Analyze the interests, the needs, the desires, the whole life of the people in your community. Diagnose their reading problems and then prescribe. Dr. Coy in Westerly would recommend different literary diets for her people than would Dr. Eddy in Kingston. Woonsocket interests are one thing; Newport interests are another.

Newspaper editors, who are past masters in knowing their public and in giving the readers in their circulation area what those readers want, have a word for it. They call it "knowing your public" LOCALIZING. They have found that the average person is most interested in affairs, events, and persons that most concern him. The wedding of one's neighbor causes more table talk than the invalidation of the NRA. A motor smashup just around the corner inspires more comment than 500 families made homeless by a flood in Brazil. It isn't that we lack sympathy for the stricken families; it's just that events nearer to one's orbit loom larger, if not in significance, at least in interest.

So there you have the three K's—nowadays its safe to confess publicly association with the three K's. For anyone finding himself in the position of interpreter, of expositor, of forum, it's just that events nearer to one's orbit loom larger, if not in significance, at least in interest.

what your institution and your services are. When your commodity is as excellent as the good which a library contributes to its community, you should realize that you owe it to the public to make your message a continuous story, a gospel of enlightenment—and the public will come to the library, find it a place of warmth and good cheer, a treasure house of knowledge that is a refuge in adversity and a haven in prosperity.

REMINDEDOF JUNE CON­FERENCES

The Regional Library Conference of the Six New England state library associations will be held during the week of June 20th, at Manchester, Vermont. Among the announced speakers are Mr. Herman Henkle, Director of the Simmons College Library School, Miss Mary Ellen Chace, Mr. Walter Pritchard Eaton, and Dorothy Canfield Fisher.

Kansas City Conference: The sixty-sixth annual conference of the American Library Association will be held in Kansas City, Missouri, during the week beginning June 13, 1938. The American Library Association Travel Committee has selected the Pennsylvania Railroad and the Missouri-Pacific Railroad routes as the official routes for the Conference. A train is expected to leave the Pennsylvania (N. Y. City) Terminal at or about noon on Saturday, June 11th, arriving in Kansas City early Sunday evening. Two post-conference trips are being arranged—a four-day trip to the Ozark Mountains and a thirteen-day trip to Mexico City. Librarians who are planning to attend the Conference, are cordially invited to correspond with any member of the Committee for information on rates and schedule of trains and plans of the post-conference trips.