

WAR LIBRARIES

OFFICIAL ORGAN OF THE WAR SERVICE COMMITTEE
AMERICAN LIBRARY ASSOCIATION

VOL. I

124 East 28th Street, New York, August 22, 1918

NUMBER 1

A CALL TO SERVICE

A Statement Concerning the American Library Association's Participation in the United War Work Campaign

WE are going to ask the American people, in the week beginning November 11, 1918, for \$3,500,000 with which to carry on the Library War Service for another year.

We are going to need the active, enthusiastic, untiring help of every librarian and member of a Library board in the United States, to get this money.

We have got to get it!

That admits of no discussion. We have got to get every cent of \$3,500,000—and we ought to get twice as much. Perhaps we ought to have asked for twice as much in the first place; with the expansion of the United States Army to 4,000,000 effectives we surely are going to need it.

If the Library War Service of the American Library Association is even to approach the ideal aim of supplying every man of the fighting force with exactly the reading matter he wants and needs, wherever he is and when he wants it, whether he be in a training camp on this side, on board a fighting ship or a transport or on duty overseas, then every member of the Association, every friend, everyone who can by any means be pressed into service must help to the utmost in the effort to raise the necessary fund for the continuance of the work.

It is not going to be easy. The Library Association has joined forces with three other great war service agencies, the Young Men's Christian Association, the Young Women's Christian Association, and the War Camp Community Service, to ask the people of the United States to give, for their combined work, the largest sum of money ever asked of a nation as a gift. On November 11 the four organizations, operating for this purpose as a unit, will undertake to collect the stupendous sum of \$133,500,000 from the public! No such staggering amount has ever been asked as a gift; except for Governmental purposes, no sum so large has ever been named as the goal of a single public subscription, in all history! Unless this amount is oversubscribed, the Library War Service will be seriously handicapped.

This, then, is a call to service—to a service no less vital, no less lofty than the service of those who bind up the wounds or minister to the spiritual needs of the soldier or the sailor. And just as our fighting forces have been grouped and merged and organized into one great unit, for more efficient service, so the forces of the four great organizations that serve the fighters are to be grouped and merged for the purpose of raising the "sinews of war" to enable them to continue to serve.

No Merger of War Activities

There is to be no merger of the war services of the Young Men's and Young Women's Christian Associations, the War Camp Community Service and the American Library Association. Each will continue to perform its specific, particular functions in its relations to the soldier and sailor. The Library War Service will continue exactly as it has begun, on a constantly expanding programme, to establish and maintain its own direct service, through camp libraries, dispatch offices and overseas organization; it will continue, too, to supply the books for the libraries of the Y. M. C. A., the Y. W. C. A., the War Camp Community Service, the Knights of Columbus war service, the huts of the Jewish Welfare Board, the Salvation Army,

the Red Cross canteens and convalescent houses, and to any and all other relief agencies that may be added to these. But for the purpose of raising the money necessary to carry on this work, and for this purpose alone, the combination already referred to has been effected.

The call now, therefore, is for team work.

If everyone who would have been eager and glad to help raise the modest sum which the American Library Association asks, in a campaign for that and nothing else, will join just as eagerly, just as gladly in the combined campaign and work twice as hard for the huge subscription that is asked by the combined organizations, enough and more than enough for the needs of all will be obtained. Unless everyone helps we shall fail of our goal.

There is but one way to succeed. That is, for every man and every woman who is interested in any degree in the work and the service of any one of the four united organizations to work twice as hard for the combined fund as he or she would have worked for the interest of the one organization nearest and dearest.

That means that library workers—and we hope that this means everyone in any remote degree connected with or interested in any phase of library work—must realize that in working for the United War Work Fund they are working for Library War Service no less than though it were solely a Library Fund campaign.

A Combination for the Common Good

The combination of interests was not of our seeking; it was brought about, however, from considerations of the common welfare and the general good, not merely of the organizations involved but of the fighting men in whose service they are enlisted for the duration of the war. The American Library Association, in point of money interest, is the smallest factor in the combination. We want to show the others—those whose money needs are many times the modest \$3,500,000 we require—that in point of effective work for the common good we are not the weakest but the strongest. It should be our pride to do many times more than our share—if the share of any individual or group in work for our soldiers and sailors can, indeed, be measured in dollars. The National executives and managers of war work of the four united organizations have met and planned the joint campaign in the most admirable and whole-hearted spirit of coöperation. If the same spirit is continued down the line to the smallest local units and groups, if the strength of each can be enlisted for the good of all, the huge sum desired can be obtained—not otherwise.

It was at the suggestion—perhaps it should be said at the direct request—of the Secretary of War, through Mr. Raymond B. Fosdick, Chairman of the Army and Navy Commissions on Training Camp Activities, that the responsible National heads of the war services of the various agencies engaged in relief and welfare work for our soldiers and sailors met and agreed to combine their money-raising efforts for the coming Autumn and Winter. The following statement, issued by the committee representing the Young Men's Christian Association, the Young Women's Christian Association, the War Camp Community Service and the American Library Association, tells the story succinctly and comprehensively:

How the Merger Was Brought About

Seven distinct organizations have been recognized by the Government for service with the troops—the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council (Knights of Columbus), the Jewish Welfare Board, the War Camp Community Service, the American Library Association, and the Salvation Army. Each of these organizations is supported by private subscriptions, and each has planned a campaign for funds on a national basis for some period between September, 1918, and February, 1919. It has become increasingly apparent that seven such campaigns cannot be conducted in the period named without serious overlapping and conflict, to say nothing of the confusion into which communities would be thrown by a series of drives following one another in quick succession, each with its own machinery and administrative personnel and each for objects involving the serving of the American Army and Navy. This is particularly true in view of the fact that a Liberty Loan Drive has been scheduled for October, and the whole question has been presented whether a combination campaign on the part of some or all of the societies above named might not simplify the task which they are jointly bearing and give the country an opportunity to contribute at one time to what is in reality a common cause.

Differences in fiscal periods between the societies named, as well as divergencies in financial needs, make it difficult to effect such a result for all seven societies. It has been agreed, however, between representatives of the Young Men's Christian Association, the Young Women's Christian Association, the War Camp Community Service, and the American Library Association to conduct a campaign together during the week beginning November 11, and we are informed by Mr. Raymond B. Fosdick, who represents the War Department in the matter, that the three other organizations, the National Catholic War Council, the Jewish Welfare Board, and the Salvation Army have agreed to join in a common campaign to be carried on in January, 1919. This plan will, therefore, result in two national drives instead of seven.

The Young Men's Christian Association, the Young Women's Christian Association, the War Camp Community Service, and the American Library Association do not attempt to dictate to the communities how the money collected during the week of November 11th shall be raised. It is strongly urged, however, that the local representatives of the four societies unite their machinery in single committees so that the campaign will take on the appearance, not of four drives conducted the same week, but of a common drive in which all take part.

Terms of the Coöperative Agreement

The exact text of the agreement arrived at on Thursday, August 15, under which the United War Work Campaign will be carried on, is here given, for the information of all who are expected to assist in the work, in order that they may know the precise terms of cooperation under which their efforts will be directed:

It is agreed by the Young Men's Christian Association, the Young Women's Christian Association, the War Camp Community Service, and the American Library Association:

(1) That there shall be a joint campaign for funds during the week beginning November 11, 1918.

(2) That by *joint* campaign we mean, as far as it can be brought about, a campaign undertaken through the agency of consolidated committees rather than four separate campaigns in the same week.

(3) That each society will adopt a joint pledge card.

(4) That the committee organization now installed throughout the country for the collection of funds be disturbed as little as possible, and that the policy of addition rather than elimination be advised.

(5) That in so far as the campaign has a name it shall be called the United War Work Campaign, followed by the names of the four organizations participating.

(6) That Mr. Cleveland H. Dodge be the national treasurer, and that the moneys collected in the States be paid to him for proper distribution between the societies.

(7) That all funds collected be distributed on a pro rata basis between the four societies participating in the campaign; that is, the funds received shall be divided among the participating organizations in such proportion as the total budget of each organization bears to the sum total of the combined budgets. The budget estimates and percentages are as follows:

Y. M. C. A.	\$100,000,000.....	75%
Y. W. C. A.	15,000,000.....	11.22
W. C. C. S.	15,000,000.....	11.22
A. L. A.	3,500,000.....	2.56

(8) That specified or restricted subscriptions shall not be asked

for but, if given, shall be credited to the particular association, such amount to be a part of the total and not an addition to it.

(9) That the advertising which each organization has planned for itself proceed as planned, but that some advertising be advised in the name of the United War Work Campaign.

(10) That the expenses incurred in joint work in connection with the drive be paid on a pro rata basis.

(11) That Mr. George W. Perkins and Mr. John R. Mott, for the Young Men's Christian Association; Mrs. Henry P. Davison, for the Young Women's Christian Association; Honorable Myron T. Herrick, for the War Camp Community Service; Mr. Frank A. Vanderlip for the American Library Association, and Mr. John D. Rockefeller, Jr., Chairman of the United War Work Campaign for New York City, and Mr. Cleveland H. Dodge, as Treasurer ex-officio, act together under the Chairmanship of Mr. Raymond B. Fosdick, of the Commission on Training Camp Activities of the War Department, or their alternates, in settling any questions between the four organizations participating in this agreement or in handling any arrangements which have to be jointly dealt with.

Library Association's Campaign Organization

Before the programme of coöperation and union had been decided upon, the War Service Committee of the American Library Association had begun the erection of its campaign organization, with the intention of conducting an independent campaign for the \$3,500,000 fund which the General Director of the Library War Service had estimated as sufficient for the needs of the coming year. This organization is continued under the new coöperative plan, its function being to organize the library workers and supporters into a coördinate part of the combined campaign organization and arrange for coöperative effort at all possible points of contact. It will also provide and direct the execution of plans for the special publicity for Library War Service which is doubly important in view of the merger of activities.

This campaign organization is under the direct supervision of the Library War Finance Committee of the American Library Association, of which Dr. Frank P. Hill, Chief Librarian of the Brooklyn Public Library, is chairman. Associated with him and forming the executive force of the campaign organization are Mr. Wickes Wamboldt, National Campaign Director; Mr. Frank Parker Stockbridge, National Director of Information, and Miss Emma V. Baldwin, Secretary of the Library War Finance Committee. These and Mr. Theodore L. Frothingham, Counsel to the Library War Finance Committee, are the representatives of the American Library Association on the National Advisory Committee of the United War Work Campaign.

This National Advisory Committee is the first part of the campaign machinery to be consolidated. It consists of five members from each of the four organizations which have united for the joint campaign. In this respect—that of equal representation of all interests—it sets the example which will be followed throughout the campaign organization, down to local committees. The chairman of the National Advisory Committee is Mr. John R. Mott, of the Y. M. C. A., and its membership includes the National campaign directors and National publicity directors of all the organizations represented. All matters relating to the conduct of the United War Work Campaign will come before this committee for final review and the adjustment of any differences that may arise. It is only fair to all organizations and individuals concerned, however, to say, with all the emphasis possible, that the spirit of coöperation and mutual confidence and good-will manifested from the very first gathering leaves nothing to be desired.

State Meetings to Harmonize All Interests

That this same spirit of mutual confidence and good-will shall extend down through the united campaign organization is the essential, indispensable element to making the United War Work Campaign a huge success. To achieve this, by bringing those who will be the active workers in each of the four organizations into contact and harmony, is one of the principal objects of the series of joint meetings which will be held in every State during the middle of September.

Since the Y. M. C. A. and the Y. W. C. A. had already set up their national organizations, it has been found desirable to model the entire united organization on the lines these organizations had laid down. This plan provides for six territorial committees, one for each of the military districts of the United States; subordinate to these are the State committees, and these in turn control the formation and activities of county committees. Each local committee will be responsible to its county committee. Communications from Na-

tional headquarters will be to the Military District Committees and thence down the line, as indicated. Like the National Advisory Committee, the District, State, County and Local committees will consist of an equal number of representatives of each of the organizations concerned. The size of State, County and Local committees will not be prescribed, and so far as possible each State organization will be left to work out the details of its own organization and its own State campaign, to fit the conditions of its own territory.

State Chairmen of the War Council of the American Library Association and State Directors will be expected to attend a series of regional meetings, to be held early in September, at which officers of the National Campaign organization will be present to explain in detail the campaign plans and prepare the way for the merger with the other three organizations. State directors will be expected to commandeer a prominent citizen from each locality who will agree to accompany the local librarian to his respective State convention or meeting.

Library War Service Reviewed

So much for the general plan of the United War Work Campaign, in which the American Library Association should play a most important and inspiring part. Details will be transmitted through the channels already indicated and direct to members and friends, as rapidly as these are worked out. It seems appropriate at this time, however, now that we are embarking on a campaign for fresh funds, to present an accounting of the work already accomplished and the moneys expended, and to indicate the purposes for which additional funds are specifically required. Here, briefly stated, are a few salient facts and figures, dating as of August 1, 1918:

Forty-one large camp library buildings have been erected in the United States.

Forty-three large camp libraries have been established.

One hundred and thirty-nine hospitals and Red Cross houses have been supplied with books.

Two hundred and forty-three librarians have been placed in service.

Two hundred and eighty-four small military camps and posts have been equipped with book collections.

One hundred and thirty Naval stations and 18 Marine stations have been supplied with libraries, as well as 232 vessels.

One thousand, four hundred and sixty library branches and stations have been opened in Y. M. C. A. and K. of C. huts, barracks and mess halls.

Eight hundred and twenty-eight thousand books have been shipped overseas.

Five hundred and forty thousand, eight hundred and thirty-three books have been purchased, largely technical.

Two million, six hundred and sixty-two thousand, five hundred and fifty gift books have been placed in service.

How the First War Fund Was Spent

These gratifying results have been accomplished in less than a year, with the expenditure of little more than one million dollars. Here is the financial statement of the Disbursing Officer of the Library War Service, accounting for all funds to August 1:

Buildings—Carnegie grant	\$263,302.13
Building equipment—Carnegie grant.....	40,153.13
Buildings—General funds.....	14,989.24
Building equipment—General funds.....	3,967.52
Books	336,207.51
Binding	677.81
Book campaign.....	25,000.00
Freight	14,798.95
General equipment	66,755.84
Great Lakes Station building and equipment...	10,000.00
Service	141,131.85
Sundry	25,725.69
Supplies	48,269.90
Travel	23,067.04
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	\$1,014,076.61
In hands of librarians and overseas agents....	31,075.00
Balance on hand August 1—	
General funds.....	\$315,270.70
Insurance funds.....	5,000.00
Carnegie funds	16,514.74
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	336,785.44
Total credits and receipts.....	\$1,381,937.05

What Is to Be Done With the New Fund

Big as have been the results achieved so far, the plans for the future are naturally of even greater size and scope. It is planned, with the fund about to be raised, to construct twelve large and ten smaller library buildings at overseas camps; to add ten large and ten smaller new buildings to those in use in this country, as well as to make extensive additions to many of those now in use; to spend more than a million and a half in the purchase of additional books and magazines, and to expend for the maintenance and equipment of the service, including these new additions, another million and a half. The details of the budget under which the call for \$3,500,000 is made, as furnished by the General Director of the Library War Service, are interesting. They follow:

BUDGET

Library War Service, American Library Association Estimate of Expenses of the Service in America and Overseas

Dec. 1, 1918, to Nov. 30, 1919.

For Books, etc.

France	\$600,000
England	60,000
Elsewhere abroad.....	50,000
65 large American camps and stations at \$4,000.....	260,000
400 small American camps and stations at \$500.....	200,000
150 hospitals at \$1,000.....	150,000
Naval vessels	50,000
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	\$1,370,000

Magazines and Newspapers:

Overseas	\$100,000
65 large camps and stations at \$500	32,500
400 small camps and stations at \$40	16,000
150 hospitals at \$40.....	6,000
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	154,500

TOTAL FOR BOOKS, MAGAZINES AND NEWSPAPERS

\$1,524,500

Buildings and Building Equipment:

Overseas:	
12 new buildings at \$10,000.....	\$120,000
10 new buildings at \$4,000.....	40,000
5 rented at \$2,000.....	10,000
Paris Headquarters—Rent and equipment	5,000
London Headquarters—Rent and equipment	3,000
Rental Overseas Dispatch Offices	4,000
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	\$182,000
In America:	
Repairs to 40 camp and station buildings at \$300.....	\$12,000
Extension to 10 camp and station buildings at \$2,000.....	20,000
New (large) buildings, 10 at \$10,000	100,000
New (small) buildings, 10 at \$3,000	30,000
Equipment 10 extensions at \$200	2,000
10 large buildings at \$2,000.....	20,000
10 small buildings at \$400.....	4,000
Rental distributing centers, 12 at \$600	7,200
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	\$195,200

TOTAL BUILDINGS AND EQUIPMENT IN AMERICA AND OVERSEAS.....		\$377,200
<i>Service:</i>		
Headquarters and Field Representatives, 50 persons at an average of \$1,500.....	\$75,000	
Overseas Dispatch Offices, 30 persons at average of \$1,200.....	36,000	
France and British Isles.....	150,000	
Elsewhere abroad	5,000	
American camp service, 65 main camps and stations—Average 5 men at \$1,200.	390,000	
50 small camps at \$1,200....	60,000	
150 hospitals at \$1,200.....	180,000	
Subsistence—400 in the field, America and overseas at average \$500.....	200,000	
TOTAL SERVICE		\$1,096,000
<i>Overseas Shipping Cases:</i>		
For 2,500,000 volumes, 50,000 cases at \$1.50.....	\$75,000	
<i>Transportation in America and Overseas:</i>		
Travel	\$75,000	
Freight, express and drayage.....	75,000	
		\$150,000
<i>Supplies, Equipment, Sundries in America and Overseas:</i>		
Automobiles, 20 at \$700.....	\$14,000	
Headquarters, printing and publicity, \$3,000 per month.....	36,000	
Headquarters stationery, postage, telegrams and miscellaneous, \$4,000 per month	48,000	
Overseas	50,000	
65 Main camps at \$1,500.....	97,500	
50 small camps at \$50.....	2,500	
150 Hospitals at \$200.....	30,000	
TOTAL SUPPLIES, Etc.....		\$278,000
GRAND TOTAL		\$3,500,700

Note: A much larger amount could be used advantageously for books. Experience of the past year shows, however, that out of \$3,500,000 not more than the amount specified would be available for this purpose, because the proposed outlay for buildings, equipment, service, supplies, transportation, etc., is necessary to make the books of the greatest possible use.

It may be expected that any over-subscription will be largely devoted to the purchase of books.

That, then, is what we are to work for—but we are to work for far more than that.

"A Long Pull and a Strong Pull and a Pull All Together"

Coöperation, team work, complete and harmonious—that is the spirit in which we must go into this campaign. It will not be a Library campaign; it will not be a Y. M. C. A. campaign; it will not be for the Y. W. C. A. or the War Camp Community Service; it is to be a United War Work Campaign, through and through. Important as our own objects seem to us, important as Library War Service appears to us, vital as are the interests of the American Library Association, these are not the main objects for which we are to work.

Let us show those who will be associated with us, with whom we are to work shoulder to shoulder, that we know what coöperation means, that we can do more than they think we can, that we can submerge our individual and personal interests and work wholeheartedly in the greater group for the greater good of the greater number.

Our responsibility in the last Library War Fund campaign was to ourselves alone; now we have a quadruple responsibility. If we fail the whole campaign fails by the extent of our failure; we are jeopardizing not only our own little end of war service, but the whole greater programme of all of our associates, if we shirk.

All together for the United War Work Campaign!

FRANK P. HILL,
Chairman, Library War Finance Committee.

WICKES WAMBOLDT,
National Campaign Director.

FRANK PARKER STOCKBRIDGE,
National Director of Information.

To Librarians and Library Workers

THIS is the first issue of "War Libraries." The second will be issued about the end of August. There will be other issues at frequent intervals.

The purpose of this little publication is to establish and maintain communication between the libraries of the United States and the Campaign Organization which is charged with the duty of raising the \$3,500,000 fund required for the continuation of Library War Service. We shall try to keep everyone who is interested informed of every development and detail of the progress of the campaign through this medium.

In the next issue we shall tell in detail of the publicity plans, and explain how every library organization can be of service in carrying out these plans. We shall also answer in "War Libraries" all questions concerning details of the campaign organization and methods that may be asked by any considerable number of our readers.

We want every library worker to receive "War Libraries" regularly. How many copies does your library need to supply everyone? Drop a postal card to "Editor, War Libraries," 124 East 28th Street, New York, and we will send you any additional copies you may require of this issue, and as many as you need of all future issues. The next issue will be eight pages, by the way, instead of four.

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THE UNIVERSITY OF NORTH CAROLINA AT GREENSBORO
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WORLD WAR I PAMPHLET COLLECTION

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WAR LIBRARIES

OFFICIAL ORGAN OF THE WAR SERVICE COMMITTEE
AMERICAN LIBRARY ASSOCIATION

VOL. I

124 East 28th Street, New York, September 9, 1918

NUMBER 2

“WE ARE SEVEN”

Jew and Christian, Catholic and Protestant, are Now Combined in Great War Work Campaign

THE seven organizations authorized by the United States Government to aid in sustaining the *morale* of our fighting forces have now been brought into the United War Work Campaign.

In No. 1 of WAR LIBRARIES we told of United War Work Campaign as it was then planned, consisting of a combination, for money-raising purposes, of the Young Men's Christian Association, Young Women's Christian Association, War Camp Community Service, and American Library Association. To this were added on Thursday, August 5, at the request of the President of the United States, the other three relief agencies which had originally planned a money-raising campaign for next January. These are the National Catholic War Council, the Jewish Welfare Board, and the Salvation Army of America.

President Wilson's Letter

The letter of President Wilson to Mr. Raymond B. Fosdick, Chairman of the War and Navy Department Commissions on Training Camp Activities, which resulted in effecting the merger of the seven organizations, expresses the spirit in which this combination has been brought about. The President wrote as follows:

The White House,
Washington, Sept. 3, 1918.

My Dear Mr. Fosdick:

May I not call your attention to a matter which has been recently engaging my thought not a little?

The War Department has recognized the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council, the Jewish Welfare Board, the War Camp Community Service, the American Library Association, and the Salvation Army as accepted instrumentalities through which the men in the ranks are to be assisted in many essential matters of recreation and morale.

It was evident from the first, and has become increasingly evident, that the services rendered by these agencies to our army and to our allies are especially one and all of a kind and must of necessity, if well rendered, be rendered in the closest cooperation. It is my judgment, therefore, that we shall secure the best results in the matter of the support of these agencies, if these seven societies will unite their forthcoming appeals for funds,

in order that the spirit of the country in this matter may be expressed without distinction of race or religious opinion in support of what is in reality a common service.

This point of view is sustained by the necessity, which the war has forced upon us, of limiting our appeals for funds in such a way that two or three comprehensive campaigns shall take the place of a series of independent calls upon the generosity of the country.

Will you not, therefore, as Chairman of the Commission on Training Camp Activities, be good enough to request the societies in question to combine their approaching appeals for funds in a single campaign, preferably during the week of November 11, so that in their solicitation of funds as well as in their work in the field, they may act in as complete cooperation and fellowship as possible?

In inviting these organizations to give this new evidence of their patriotic cooperation, I wish it distinctly understood that their compliance with this request will not in any sense imply the surrender on the part of any of them of its distinctive character and autonomy, because I fully recognize the fact that each of them has its own traditions, principles, and relationships which it properly prizes and which if preserved and strengthened, make possible the largest service.

At the same time, I would be obliged if you would convey to them from me a very warm expression of the Government's appreciation of the splendid service they have rendered in ministering to the troops at home and overseas in their leisure time. Through their agencies the moral and spiritual resources of the nation have been mobilized behind our forces and used in the finest way, and they are contributing directly and effectively to the winning of the war.

It has been gratifying to find such a fine spirit of cooperation among all the leaders of the organizations I have mentioned. This spirit, and the patriotism of all the members and friends of these agencies, give me confidence to believe that the united war work campaign will be crowned with abundant success.

Cordially and sincerely yours,

WOODROW WILSON.

What It Means to the A. L. A.

The fund to be raised now is \$170,500,000 instead of \$133,500,000. These are the figures:

To Every Librarian:—Without delay will you please forward to this office a complete list of your library trustees or directors? The success of United War Work Campaign depends upon your prompt and hearty cooperation with Campaign Headquarters. We are counting on you.

Young Men's Christian Association.....	\$100,000,000
Young Women's Christian Association.....	15,000,000
National Catholic War Council (including the work of the Knights of Columbus and special war activities for women).....	30,000,000
Jewish Welfare Board.....	3,500,000
American Library Association.....	3,500,000
War Camp Community Service.....	15,000,000
Salvation Army.....	3,500,000
Total	\$170,500,000

What does this mean to Library War Service and to library war workers who will take part in the effort to raise the funds necessary to continue Library War Service?

It means, first, that the library personnel of the United States is going to have an opportunity to participate in the most gigantic appeal for financial gifts ever undertaken.

It means, second, that the library forces of the country are going to have the privilege—a privilege the value of which can hardly be overestimated—of participating in an absolutely and completely united movement, the first of its kind in all history.

Think for a minute what this combination means. It means that at this time and for this purpose religious differences and racial prejudices have been laid aside. It means that insofar as the people of the United States, or any group of them, are represented by any of these organizations, they have come together to work as one for one great common cause for which our boys over there are fighting—to win the war. It means that for the first time the differences between Jew and Christian, between Catholic and Protestant, have been forgotten; that we are all Americans, and that it is on the basis of our common Americanism that we are to appeal to the American people for the funds we need with which to sustain and maintain our work for our fighting forces.

Committee of Seven Expanded

Within twenty-four hours after the publication of the President's letter the unification of all these seven national organizations into a single United War Work Campaign had been perfected. Details still remaining to be worked out will be communicated in succeeding issues of WAR LIBRARIES. Briefly, the plan of organization is exactly as prepared for the four agencies that originally constituted the United War Work Campaign. Plans and programmes already adopted were accepted without reserve by the new elements brought into the larger combination. The committee of seven, for shaping and deciding policies, has been expanded into a committee of eleven, consisting of two representatives each from the Y. M. C. A. and the National Catholic War Council, one from each of the other five organizations, the national treasurer and the director of United War Work Campaign for New York City. Doctor John R. Mott is the chairman of the committee of eleven and the director general of United War Work Campaign; Mr. Cleveland H. Dodge is national treasurer, and Mr. John D. Rockefeller, Jr., director for New York City.

The national executive committee of 20 has been expanded into a national executive committee of 35, consisting of five representatives from each organization.

Under the direction of Dr. Mott and a cabinet composed of campaign directors and managers of the other organizations, and such others as may be drawn into the work, steps are now being taken to build, upon the foundations already laid, completely unified United War Work Campaign committees for the military departments of the country, the States within those departments, districts and counties within the States, and cities and localities within the districts and counties.

Details of organization and campaign plans as developed will be transmitted to library workers through the medium of WAR LIBRARIES, and by other means where necessary, as they develop.

WAR LIBRARIES will necessarily be in most cases the sole means of communication between National Campaign Headquarters in New York and the library *personnel* of the country on all subjects that are of general interest.

The important thing to keep in mind is that, for the purposes of the money-raising campaign, which is to be conducted in the week beginning November 11th, library workers are called upon to join in and unite their efforts with those of the six other organizations with which Library War Service has from the beginning of its activities maintained direct relations and cooperated in every possible way.

Meets Needs of All Alike

In this respect the American Library Association occupies a position all its own. Its war work has known no race or creed, but has from the first sought to serve and meet the needs of all alike.

To understand exactly the relation of the individual library worker to the present situation of a combined instead of an individual appeal for funds, it is necessary first to visualize two distinct campaigns:

First, the United War Work Campaign, in which the identities of the seven organizations are to be merged and lost sight of in the establishment of a chain of joint committees, representing, not seven different interests but a single interest. This is a merger for the money-raising campaign, and for that purpose alone.

Second, the campaign of education, through various forms and mediums of publicity, for Library War Service. This is a continuing campaign. It has a direct bearing on United War Work Campaign in that the more information the public has about the war work of each and every one of the organizations that have combined in the United War Work Campaign, the more readily the public will respond to the appeal for funds with which to support the work of all.

The first-named campaign, United War Work Campaign, is to be a campaign of *one week only*, beginning November 11 and ending November 18. That is a point that should always be kept sharply in mind. There is to be no direct appeal to the public for funds by or in behalf of any or all of the organizations concerned until November 11. In that week the effort is to be made to obtain subscriptions totaling or exceeding the stupendous sum of \$170,500,000.

For the purpose of stimulating public interest to the point where it will respond readily to the appeal for funds there has been formed a national publicity committee of the United War Work Campaign. In order to avoid duplication of effort and undue pressure upon the newspaper press of the country, the individual publicity efforts of the seven organizations will, to a considerable extent, be merged in the work of the United Publicity Committee as rapidly as the machinery for taking over these individual publicity departments can be set up and put in operation. Further information about the united publicity plans are published elsewhere in this issue of WAR LIBRARIES.

This does not mean, however, that individual publicity for Library War Service will be discontinued. There is now under way and there will be continuously under way a programme of Library War Service publicity, which, however, will carry no appeal for funds and no reference to the money-raising campaign of the week of November 11, except incidentally and by inference. Its purpose is to tell the story of Library War Service by such means and in such detail that the people of the United States, when they are asked for money for United War Work Campaign, will not have occasion to inquire what part the American Library Association plays in the maintenance of the *morale* of our fighting forces. They will already know the story.

Help of All Is Needed

The active, earnest, enthusiastic help of every library worker, and everyone even remotely connected with libraries or library service in any way, is needed for *both* campaigns.

You are going to be asked to help and shown how you can help

in the continuing publicity campaign to educate the public as to what Library Service is and does.

You are also going to be needed as a unit in the consolidated organization known as United War Work Campaign.

Is the distinction between these two campaigns sufficiently clear? In this issue of *WAR LIBRARIES* we are telling more about the part that you, as an individual reader of this publication, will be asked to take in the campaign of education for Library War Service, than about the part you will play in the United War Work Campaign. That is merely because the plans and organizations of the former campaign have progressed a little farther than those of the latter. You will find in these pages a large volume of information on both of these subjects. We very earnestly urge that you make the time, or take the time, to read this and every succeeding issue of *WAR LIBRARIES* from the first page to the last. Only by this means can the entire *personnel* of Library Service be adequately equipped to play the part in United War Work Campaign that we have promised those associated with us it will play.

Our money needs are modest compared with those of the other

organizations that form part of the United War Work Campaign. Our \$3,500,000 is only 2.05 per cent. of the total amount to be raised. Yet unless the entire \$170,500,000 is obtained by subscriptions from the American people in the week of November 11, Library War Service will be seriously handicapped by reason of the failure. We need every cent of the \$3,500,000. To get it we must help the Y. M. C. A. get their \$100,000,000, the National Catholic War Council to get its \$30,000,000, the Y. W. C. A. and the War Camp Community Service their \$15,000,000, and the Jewish Welfare Board and the Salvation Army their \$3,500,000 each.

Library War Service is in a unique position. Although its demands are the smallest, the extent and cohesiveness of its organization is among the greatest. Measured by dollars we are bound to do much more than our share. The important thing is that we must never forget for a minute that in working for, and in, the United War Work Campaign, we are working for the maintenance and extension of Library War Service, and that in helping in the campaign of education for Library War Service, we are helping to insure the success of United War Work Campaign.

TO SHOW WHAT THE A. L. A. IS DOING

By MARION HUMBLE

From all over the country comes the word—"People do not know about the American Library Association and what it is doing for the men in the army and navy." The organizers of library service among the soldiers in Mexican border posts, librarians in their campaigns for books and money for library war service, all testify that the general public is amazed to learn about the service that the men in uniform have at their disposal, in books for education and recreation.

In order to help inform people about the service that the American Library Association is rendering, we have prepared duplicate sets of panels showing photographs of camp libraries, hospital libraries, dispatch offices, reading rooms on ships and in overseas huts, and printed captions of description. These panels will be exhibited by public libraries and library associations, at state fairs and county fairs, at meetings of various kinds, wherever a large group of people is gathered. They are suitable for exhibition in libraries, in store windows, in Chamber of Commerce auditoriums, in theatre lobbies, in railroad depots, in interurban waiting rooms, and at meetings of all kinds.

Each panel is a card 30 x 40 inches bearing mounted photographs and printed matter. There are ten panels in each set, boxed in a light weight wooden box with hinges and lock, the whole exhibit weighing not over 25 pounds. The exhibits will be routed to libraries and associations that apply for them, express being prepaid by Campaign Headquarters to the first library in each route, and each organization that forwards the exhibit prepaying express to the next destination. Expense of using the exhibit will thus be very slight. From Campaign Headquarters will be sent to each destination advance descriptions of the exhibit for use in newspapers, and instructions for forwarding will be sent with the exhibit. The organization that forwards the panels will simultaneously forward the key to the box.

Each library or organization will be privileged to use the exhibit for five days, unless previous arrangements are made with Campaign Headquarters for longer use.

Circular letters have already been sent to state library associations and to libraries in cities of more than 50,000 population, offering these exhibits. These will be given preference in routing exhibits, as they will reach the greatest number of people. Other applications will be entered according to date received.

Though the panels will be very useful as pre-campaign publicity, they will be interesting for many months in the future as informa-

tion about Library War Service. As many applicants cannot receive them before November 11th, the itineraries will extend until the exhibits have reached the greatest number of people possible.

In the panels is included a reproduction of a map of the United States, showing all points served by the Library War Service, with a printed list telling "What Has Been Done by the A. L. A." (Figures used are those for August 15th.)

One panel shows exterior and interior views of seven large camp libraries; on another are listed the types of books soldiers read, the list surrounded by photographs showing typical groups of soldiers and sailors using books. One panel with the heading "Special Delivery" bears mounted pictures of the A. L. A. truck in action. Number 5 illustrates hospital library service.

"On the Way and Over There" shows a photograph of entraining troops receiving books, an A. L. A. Dispatch Office, men reading on shipboard, A. L. A. headquarters in Paris, and men reading A. L. A. books in a Y. M. C. A. hut in France. On this panel is mounted a facsimile copy of a letter from Mr. Fosdick written in appreciation of the overseas work of the American Library Association.

American Library Association Service in Y. M. C. A. and K. of C. huts, in mess halls, tents and barracks, in small camps and stations is shown.

One panel shows photographs of men in the navy using A. L. A. books.

On two panels are mounted the posters used in camps to tell the men about books, and a photograph of our new campaign poster.

If you want a set of panels, write us the dates you can use it.

Address: Frank P. Stockbridge, Director of Information, Second Library War Fund, 124 East 28th Street, New York City, N. Y.

WRITE TO THE EDITOR

The Editor of *WAR LIBRARIES* is anxious to receive your criticisms, complaints, suggestions and ideas and to answer your questions. Please write them freely and fully, not to say legibly. Address Editor, *WAR LIBRARIES*, No. 124 East 28th Street, New York City.

UNITED WAR WORK PUBLICITY PLANS

Committee Representing the Seven Combined Organizations Will Work Together to Educate the Public to the Needs of Soldiers, Sailors and Marines

BY FRANK PARKER STOCKBRIDGE

National Director of Information, Second Library War Fund.

Publicity plans for United War Work Campaign have been centered in a National Publicity Committee composed of the publicity directors of the seven organizations. This committee is directly responsible to the national executive committee of United War Work Campaign.

The publicity programme for the United War Work Campaign, as thus far developed, is the most extensive and far-reaching campaign of publicity ever undertaken by any organization smaller than a Government. It involves the expenditure of close to one million dollars from National Headquarters alone to obtain an effect which will all be concentrated into a space of two or three weeks; in addition to this sum will be the amounts expended by local committees for United War Work Campaign publicity in their respective localities.

The National Publicity Committee will have headquarters independent of any of the participating organizations. Its work will be divided broadly into ten different departments or bureaus under the general direction of Mr. Bruce Barton as chairman and director with Mr. William Franklin Edwards as vice-chairman and Mr. Alexander F. Osborn as executive secretary. The ten departments with the names of those who will be in direct charge of them are the following:

- 1.—Outdoor and Car Advertising Bureau, Larkin S. Meade.
- 2.—General Shipping Bureau, F. L. Wertz.
- 3.—Literature Bureau, Miss A. Estelle Paddock.
- 4.—General Circulation Bureau, Frank Parker Stockbridge.
- 5.—Newspaper Advertising Bureau, Roy S. Durstine.
- 6.—Moving Picture Bureau, S. L. Rothapfel.
- 7.—Press and Magazine Bureau, Elmore Leffingwell.
- 8.—Feature Bureau, Miss Hazel Mackaye.
- 9.—Business Bureau, Ellis Slatoff.
- 10.—Localization Bureau, Alexander F. Osborn.

As rapidly as the machinery can be set up for taking over each class of publicity work the publicity machinery and operating *personnel* for that particular kind of work from each of the seven organizations will be taken into the combined national publicity committee, leaving each of the seven organizations with only enough of a publicity department to carry on such special and distinctive classes of publicity among its own *clientele* as could not be advantageously handled jointly.

Concentration of Educational Work

For example, the Jewish Welfare Board's publicity department will continue as such for the purpose of conducting a campaign of education among the Jewish people as to its war service, and for the purpose of concentrating and consolidating their interest in United War Work Campaign. Similarly there will be special lines of publicity effort which the National Catholic War Council can best continue through its own organization, and this will be true of all of the other organizations, including the American Library Association. Some of the specific details of the publicity work that will be continued through the Library Association are described elsewhere in this issue of WAR LIBRARIES.

The special facilities of each organization for reaching out to its own particular *clientele* will, however, also be placed at the disposal of and utilized by the national publicity committee of the United War Work Campaign. This means that library workers will be called upon to cooperate in United War Work Campaign publicity as well as to help the continuing publicity campaign of education for Library War Service. While a large part of the United War

Work Campaign publicity plans developed at the National Headquarters will be merely in the way of suggestion and guidance for the use of local committees, there is nevertheless a considerable amount of publicity effort that must be executed directly from National Headquarters. Publicity items in which the combination will be complete, that have already been decided on, include the following:

- 1.—Fourteen thousand United War Work Campaign posters in eight colors, 24 sheets (13½ x 20 feet) covering every billboard in America that will carry a poster this size.
- 2.—One million United War Work Campaign posters, half-sheet (20 x 30 inches) in three colors.
- 3.—Forty million United War Work Campaign window flags, for display in houses whose residents have subscribed to the fund.
- 4.—Fifty million United War Work Campaign buttons, in two colors.
- 5.—One million United War Work Campaign "stickers" in two colors for posting on automobile windshields.
- 6.—Seventy thousand United War Work Campaign street car cards.
- 7.—Twelve thousand United War Work Campaign posters (86 x 56 inches) for use on sides of express wagons.
- 8.—Two hundred and fifty thousand copies of a combined book, carrying the financial statements of all seven organizations.
- 9.—One hundred million eight-page booklets telling the combined story of the general war work of the seven organizations participating in United War Work Campaign.
- 10.—Combined advertisements, full page, in a long list of November magazines (this through the cooperation of the Division of Advertising, United States Committee on Public Information).

Detailed descriptions of the United War Work Campaign posters, buttons, window flags, etc., will be given in later issues of WAR LIBRARIES.

Advertisements in the Newspapers

The United War Work Campaign publicity committee also has in preparation copy for a large variety of newspaper advertisements. This will be available for the use of local campaign committees. The cost of publication in local newspapers is to be underwritten by local merchants and others at the solicitation of local committees, as was done in the Red Cross and Liberty Loan drives.

The foregoing is, however, only the beginning of the combined publicity effort. As quickly, for example, as a staff can be organized to handle it, all newspaper reading matter prepared by each of the seven organizations will be handled by and through the national publicity committee. The head of the newspaper bureau of the national committee will pass upon and decide between the different items and stories submitted, and arrange to give each organization concerned adequate representation, while at the same time everything will be linked up to United War Work Campaign. This is calculated to make it much easier to secure the cooperation of the newspapers, which are suffering under the arbitrary curtailment of their reading matter space by orders from Washington and the necessity of printing increasing volumes of war news and large casualty lists.

Extensive plans are under way for other special publicity items such as envelope stuffers, etc. There will be calls for help in the distribution of these made upon the *personnel* of all of the organizations taking part in the campaign. There will be opportunity given locally for cooperation in obtaining the exhibition of motion picture films showing the various phases of war work conducted by

the different organizations. Plans for pageants and outdoor spectacles of various kinds, adapted to the use of localities, are being worked out. As rapidly as these plans are developed they will be communicated through WAR LIBRARIES to library *personnel*.

In addition to the combined publicity efforts above noted there will be contributed by the seven organizations for direct United War Work Campaign purposes about eight million posters, fifteen million booklets and thirty million leaflets. These will be apportioned among the different localities in the same proportions as posters, buttons, window cards, etc., and all will be shipped together to the local committees for posting and distribution at the beginning of and during the campaign. The individual contributions of the seven organizations are as follows:

The Y. M. C. A. has five separate posters. Of two of these there will be one million each; of two others there will be half a million each; and of one there will be one hundred thousand. There will also be available for campaign purposes ten million Y. M. C. A. booklets.

The Y. W. C. A. has two separate posters. It will provide 750,000 of each of these. This organization will distribute five million leaflets through the United War Work Campaign committees.

The War Camp Community Service has two distinct posters, of which half a million each will be used; a booklet in an edition of five million; and twenty million leaflets.

Special Work of the A. L. A.

The American Library Association has one poster, of which there will be half a million. The A. L. A. will also provide five million leaflets for United War Work Campaign.

The National Catholic War Council expects to provide one and one-half million posters and ten million folders.

The Salvation Army will provide one million posters of two designs and a quantity of leaflets.

The Jewish Welfare Board will concentrate its poster efforts principally in the communities where there is a large Jewish population, but will probably be represented in the general poster display throughout the country as well.

All of the foregoing, while devoted primarily to telling the story of particular organizations and their work, will carry the United War Work Campaign line throughout.

The American Library Association is to be represented on every United War Work Campaign committee. Under the direction of each local United War Work Campaign committee there will, of course, be a publicity committee which will be charged with the work of posting the posters, distributing buttons and booklets, window flags, etc., for its locality, and placing the newspaper advertising and news of the campaign. In the make-up of local publicity committees for the United War Work Campaign library workers with publicity experience and ability are quite likely to be chosen. This is, however, a matter that is entirely up to State, county and local chairmen who are responsible for results in their respective territories. I mention this in order to make it clear why there will be no appointments from National Headquarters of local publicity directors to serve in this campaign. It is not a Library War Service campaign, but a United War Work Campaign.

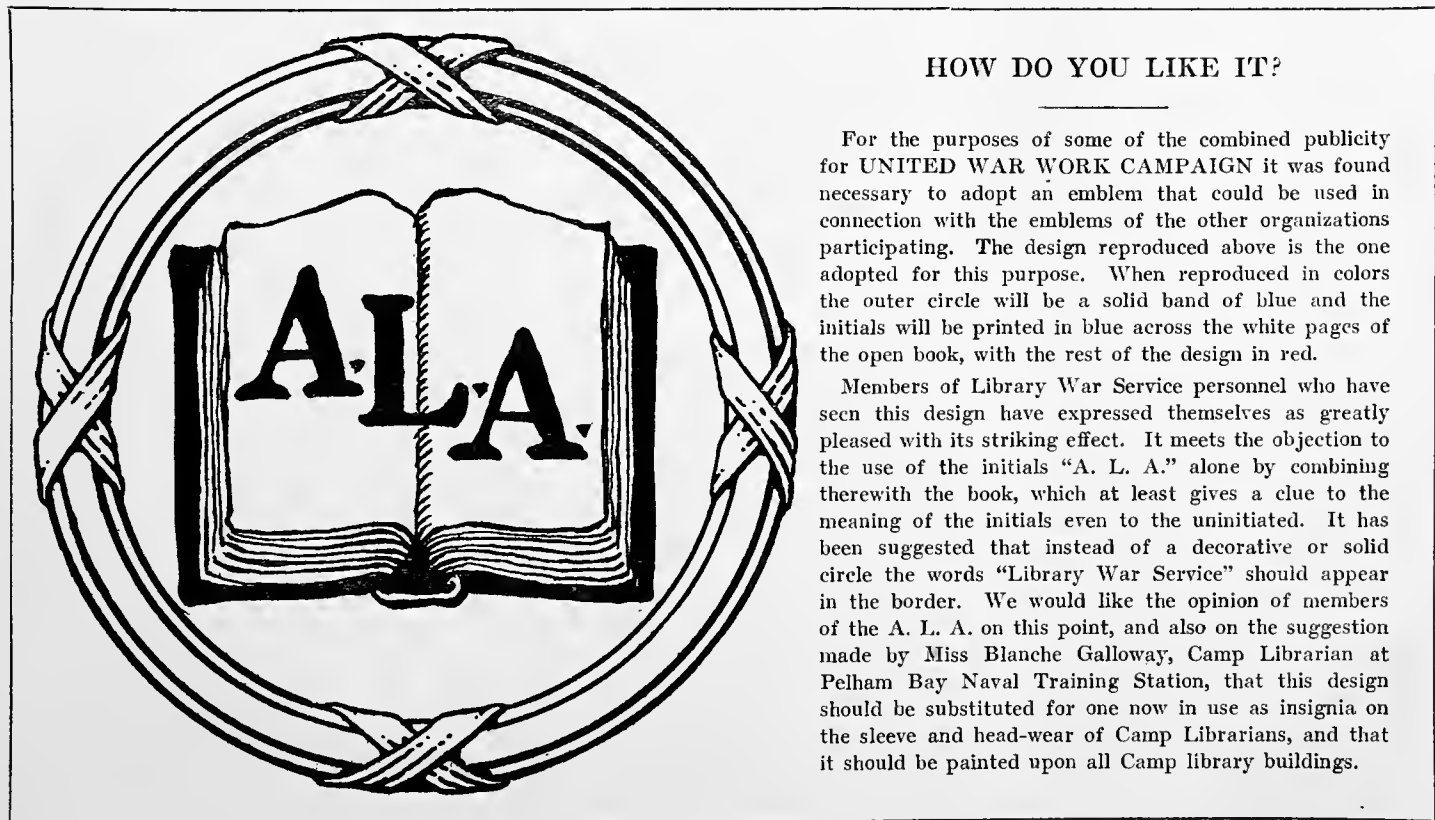
Every library worker with publicity ideas, experience or ability is, however, earnestly urged to volunteer for service on the local publicity committee, not with the idea of obtaining publicity for Library War Service at the expense of any of the other participating organizations, but because all of the publicity knowledge and ability that there is available in the United States will be required and should be utilized to the utmost to insure the success of United War Work Campaign.

With such a programme of publicity as has been briefly outlined herein, and which will be added to and enlarged, the success of the United War Work Campaign is assured if everyone in any way concerned with or interested in the work of each and all of the organizations does his or her best. The call is for team work. The cooperation must be complete and harmonious. Library workers must forget their special interests and lend their energies to the common cause, as we expect the worker whose private interest is in any of the other organizations will also do.

HOW DO YOU LIKE IT?

For the purposes of some of the combined publicity for UNITED WAR WORK CAMPAIGN it was found necessary to adopt an emblem that could be used in connection with the emblems of the other organizations participating. The design reproduced above is the one adopted for this purpose. When reproduced in colors the outer circle will be a solid band of blue and the initials will be printed in blue across the white pages of the open book, with the rest of the design in red.

Members of Library War Service personnel who have seen this design have expressed themselves as greatly pleased with its striking effect. It meets the objection to the use of the initials "A. L. A." alone by combining therewith the book, which at least gives a clue to the meaning of the initials even to the uninitiated. It has been suggested that instead of a decorative or solid circle the words "Library War Service" should appear in the border. We would like the opinion of members of the A. L. A. on this point, and also on the suggestion made by Miss Blanche Galloway, Camp Librarian at Pelham Bay Naval Training Station, that this design should be substituted for one now in use as insignia on the sleeve and head-wear of Camp Librarians, and that it should be painted upon all Camp library buildings.



EDUCATIONAL PROGRAMME OF THE A. L. A.

Librarians and Library Workers All Over the Country Called Upon to Help Spread the News of What Has Been Done and What is Yet to Be Done

By FRANK PARKER STOCKBRIDGE

National Director of Information, Second Library War Fund

In another column of this issue of WAR LIBRARIES I have described in some detail the combined publicity programme that has been decided upon as a united effort of the four participating organizations to insure the success of the United War Work Campaign. In this article I wish to explain in some detail the plans and programme of the continuing publicity campaign for Library War Service which is now under way and which, while directly leading up to the United War Work Campaign, is in a sense independent, in that it is our own campaign and not under the control of the combined committees.

This Library War Service publicity programme is one that is constantly growing and developing, and one in which the initiative, ingenuity and alertness of librarians and library workers can be utilized to a very great extent. National Headquarters cannot do it all. The coöperation of the library forces of the United States is absolutely essential to the successful carrying out of the plan for making every man, woman and child in the country familiar with Library War Service, what it is and what it does.

Library War Service publicity divides naturally into three main classes:

- 1.—Pictorial displays.
- 2.—Printed matter for general distribution.
- 3.—Articles in newspapers and periodicals.

Under the first heading of pictorial displays there has been prepared in this office a set of pictorial exhibits which will be available for use at State and County conventions, fairs, etc., and for exhibition in the libraries of the larger cities, within very narrow limits, it is true, but every effort will be made to give every locality reasonable use of this exhibit, which is described in detail elsewhere in this number of WAR LIBRARIES by Miss Marion Humble, of the Detroit Public Library, who has been giving her time to the work of Library War Service since last May, and under whose personal supervision this exhibit has been prepared.

The Story Told in Pictures

Far greater distribution of the pictorial story of Library War Service will be obtained through exhibition of the special pictorial display placards now in preparation. These will be ready for shipment some time during September. They consist of splendid large reproductions in rotogravure of photographs illustrating every phase of Library War Service with a moderate amount of reading matter accompanying each picture and displayed in placard form. There will be three sizes of these sheets or placards. The largest will be 20 x 32 inches, or nearly the size of a double newspaper page. It will contain ten large photographs and some graphic illustrations of Library War Service, all reproduced by the rotogravure process, which is almost indistinguishable from original photographs.

There will be enough of these available so that every library in the United States, no matter how small, can have some of them for display. For the larger libraries with many branches the effort will be made to supply at least one for each branch and station. They can be mounted on cards or otherwise displayed in the main reading room, at the desk, in the window, or elsewhere.

Another size of rotogravure placards will be 15 x 20 inches. Of these there will be twice as many as of the larger one. The subjects of the photographs will be different. These are designed particularly for window display, and librarians to whom they are sent should

make efforts to obtain their posting in the windows of stores and shops on important thoroughfares. There will be an equal number of small placards about 10 x 15 inches. These are also especially designed for window display. Arrangements should be made, if possible, to get these placards posted in places where they can remain continuously for a period of weeks. Among them they will tell the story of Library War Service to more people than probably would get it through any other medium.

Another way in which the story of Library War Service is to be continually told to the public is through the medium of a card which is primarily designed for use as a book-marker. This card will carry the newly-adopted emblem of Library War Service in colors and a concise statement of what has been done and what is being done. During September shipments will be made of quantities of this card to all libraries. The exact size of the edition remains to be determined. It will be apportioned among libraries in proportion to their probable ability to use it, with the request that, so far as it is possible to do so, one of these be placed in every book circulated so long as the supply lasts. While the effort, of course, will be to obtain as large a circulation as possible of this book-marker before the November campaign, it may be possible that there will be a supply of these for continuing publicity, the designs and reading matter perhaps being changed for later shipments.

The Campaign of Education

As pointed out in the article in this issue of "WAR LIBRARIES" on the joint publicity efforts of the United War Work Campaign, newspaper reading matter publicity will be handled from now until the close of the campaign through one office for the seven participating organizations, with the exception of some special fields in which Library War Service is of more special interest. For example, publicity matter relating to Library War Service is being distributed to the literary editors and book reviewers of the important newspapers.

Preparations had been made prior to the consolidation of the seven war relief agencies for representation in a large number of magazines of national circulation. These articles will begin to appear in the November issues of most of these publications; some will appear in December or January; many of them have been written by authors of national reputation who have volunteered their services for this work. These will be called to your attention from time to time as they appear. In the issue of the *Saturday Evening Post* for September 7, for example, appears an editorial based upon data furnished from this office, which is so precisely to the point that its publication in this most widely circulated of all periodicals will undoubtedly be of great service to the cause of Library War Service and of United War Work Campaign.

There is a large variety of other special educational features designed to inform the public of the work of Library War Service which are in preparation or under way and which will be described in more detail in later issues of WAR LIBRARIES.

This office will welcome suggestions and ideas from librarians for publicity for Library War Service. Please do not hesitate to write us freely and fully if you have any contribution to offer that you think may be of service.

UNITED WAR WORK CAMPAIGN

Seven Organizations to Work Together to One End to Obtain \$170,500,000—How the Money Will Be Apportioned

We give herewith the general plan under which United War Work Campaign will be carried out, as adopted by the national executive committee. The plan was originally adopted by the four organizations that were first consolidated and was accepted and indorsed in every detail by the three organizations that later were taken into the consolidation. This plan is to be carried out by a campaign committee headed by Dr. John R. Mott as director general and acting in coöperation with the national executive committee of 35 representing the seven different organizations. The plan in detail is as follows:

I.—That the public may be relieved from the burden of an unnecessary number of campaigns for patriotic funds, the President of the United States has advised a joint campaign, to be participated in by the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council, the Jewish Welfare Board, the War Camp Community Service, the American Library Association, and the Salvation Army, November 11-18.

II.—The United War Work Campaign to be conducted November 11th to 18th, to raise \$170,500,000 for the War Work of the Young Men's Christian Association, the Young Women's Christian Association, the National Catholic War Council, the Jewish Welfare Board, the War Camp Community Service, the American Library Association, and the Salvation Army, should make a greater appeal to the public and to the organizations themselves than could possibly be obtained by independent approach of any one of these organizations. The combination should develop a larger interest and a better result, with less effort and expense, than could be accomplished by the seven organizations conducting separate campaigns.

III.—A National Joint Executive Committee has already been organized and is actually at work, with headquarters in New York City. It is composed of five members of each of the seven participating organizations, and represents them in the set-up and conduct of the campaign.

IV.—Inasmuch as the Young Men's Christian Association and the Young Women's Christian Association have already effected a strong organization, nationally, in six departments, in forty-eight States, and to a large extent in five hundred districts to be organized, and in the thirty-one hundred counties of the country, it is apparent that the most practical method of perfecting a united campaign organization would be for the National Catholic War Council, the Jewish Welfare Board, the War Camp Community Service, the American Library Association, and the Salvation Army to "gear in" their campaign organizations with the already existing Campaign Committees of the Young Men's Christian Association and the Young Women's Christian Association and form joint campaign executive committees, namely, National, Department, State, District, County, and Local. This principle and procedure have been unanimously adopted by the National Joint Executive Committee of the seven organizations. The next step will be to enlarge these existing committees—Department, State, District, County, and Local—so as to make them adequately representative, in the judgment of the leaders of each of the participating organizations.

V.—The Departmental Joint Executive Committees will be constituted and appointed by the National Joint Executive Committee in consultation with the leaders of the seven participating organizations.

VI.—At a series of State conferences to be held conjointly by the seven organizations during the month of September, the existing State committees already appointed by the Young Men's Christian

Association and the Young Women's Christian Association will be enlarged so as to make them adequately representative of the other organizations. (Note.—Where the other organizations already have State executive committees, these shall also be included in the enlarged committees.)

VII.—At the State conference, plans will be submitted with reference to the district, county and local organizations.

Pending the holding of the State conference, it is understood and urged, in view of the briefness of time before the campaign, that each of the four participating organizations shall earnestly go forward with its educational and other preparatory work.

VIII.—The representatives of the national publicity bureaus of the seven participating organizations have united and will conduct

WAR DEPARTMENT COMMISSION ON TRAINING CAMP ACTIVITIES WASHINGTON

Raymond B. Foxrich
Chairman
L. C. F. Mather
Thomas J. Howells
Joseph Lee
Malcolm L. McBride
John R. Mott
Charles P. Neill
Dr. Gen. P. E. Pierce U. S. A.
Joseph E. Raymond
Eliot Washburn
W. Partridge Sawyer
Executive Secretary

August 1, 1918

Dr. Herbert Putnam
General Director
American Library Association
Library of Congress
Washington, D. C.

My dear Dr. Putnam:—

Just back from France, I want to express my keen appreciation of what the American Library Association is doing for our troops abroad. I found your books everywhere, from the seaport bases to the front line trenches. I found them in dugouts thirty to forty feet below ground, in cow-barns where the shrapnel had blown parts of the roof away, as well as in substantial huts and tents far back from the firing line. I found them also in hospitals and dressing-stations; in scattered villages in the training area where our men are billeted, and even in remote parts of France where our forestry units are carrying on their lonely but essential work.

And they were well worn books that I saw, showing signs of constant usage. Indeed, the books are in continual demand, and I am sure that it will be a reading army that we shall welcome home from France when the war is done.

As you know, your organization overseas is working in close cooperation with the Young Men's Christian Association, Knights of Columbus and the Salvation Army, and its services are recognized and appreciated by the entire Expeditionary Forces, from General Pershing to the lowliest private.

Cordially yours,

Raymond B. Foxrich
Chairman

a joint campaign of publicity. It should be constantly borne in mind that this is a mutual campaign in which the strength of each is to be exerted for the good of all, and that each shall seek to familiarize its constituency and its field with the fact that the seven organizations have come together for a united campaign.

It is recommended that, as far as possible, without delay there be a similar union of publicity representatives in each Department, State, District, County, and Local campaign organization. However, it is understood that each participating organization shall continue to maintain its own Publicity Department for the dissemination of information concerning its own activities.

IX.—It is necessary that the Speakers' Bureaus should be represented by a joint committee and cooperate in every way possible.

X.—It has been agreed that the official name of the campaign is the United War Work Campaign, and when the names of the seven participating organizations appear it shall be in the following order:

Young Men's Christian Association,
Young Women's Christian Association,
National Catholic War Council,
Jewish Welfare Board,
War Camp Community Service,
American Library Association,
Salvation Army.

XI.—Funds collected in connection with the United War Work Campaign are to be divided among the seven participating organizations on a pro rata basis in such proportion as the total budget of each organization bears to the sum total of the combined budget, as follows:

Young Men's Christian Association.....	\$100,000,000....	58.65%
Young Women's Christian Association.....	\$15,000,000....	8.80%
National Catholic War Council.....	\$30,000,000....	17.60%
Jewish Welfare Board.....	\$3,500,000....	2.05%
War Camp Community Service.....	\$15,000,000....	8.80%

American Library Association.....	\$3,500,000....	2.05%
Salvation Army.....	\$3,500,000....	2.05%

XII.—No restricted subscriptions to any of the seven organizations shall be solicited, but if voluntarily tendered for the use of a certain organization shall be credited to that particular organization, but shall be considered as a part of the total sum to which that organization is entitled, as set forth under Paragraph XI., and not an addition to it.

XIII.—The expenses incurred in all joint work in connection with the United War Work Campaign shall be paid by the seven participating organizations on a pro rata basis.

THE INSULTED MULETEER

A muleteer, covered with prairie dust and leaving behind him a rising cloud of dust, drove up to the American Library Association's library at Camp Custer, jerked his mules to a standstill, and shouted lustily for the librarian.

"I want a good book on automobiles," he announced. "I've been runnin' a fine, first class garage back in Illinois, and I want to keep my mind freshed up."

"One minute," said the librarian. He went in the building and brought out a new book. "Exactly what you want—the latest book on the model-T Ford."

The mule driver grunted in disgust.

"Look here, pardner," said he in a voice of exasperation, "I've taken apart and reassembled fifteen hundred Fords in my lifetime. I said I wanted something to refresh my mind!"

"One second," requested the librarian, diving into the building again. This time he brought out a 1918 handbook on the automobile—the very latest. "How about this" he asked.

The muleteer looked at it, grinned.

"Just the thing!" he exclaimed. "Giddap!"

PLEASE READ CAREFULLY

We want every librarian, every library employee, every library trustee, and every other individual who has a personal interest in Library War Service, and who expects to take part in the coming campaign, or is willing to help, to receive WAR LIBRARIES regularly.

It will be issued at intervals of about a week.

Each issue will contain information of the greatest importance to everyone concerned with promoting the interests of Library Service. WAR LIBRARIES is not intended for distribution to the general public. It is published solely as a means of communication between Campaign Headquarters and the individual workers.

The mailing list of this issue of WAR LIBRARIES contains approximately 15,000 names. These include about 7,000 public libraries, something more than 3,000 members of the American Library Association, and other lists of trustees and friends of Library War Service.

We are trying to obtain the names and addresses of all library trustees in the United States to add to this list. We wish every librarian would send us at once the names of his or her trustees or directors so that we may add them to the mailing list of WAR LIBRARIES.

The next issue of WAR LIBRARIES will contain further details of the development of the plan for UNITED WAR WORK CAMPAIGN and some more concrete ideas and suggestions for publicity for Library War Service.

WAR LIBRARIES

OFFICIAL ORGAN OF THE WAR SERVICE COMMITTEE
AMERICAN LIBRARY ASSOCIATION

VOL. I

124 East 28th Street, New York, September 19, 1918

NUMBER 3

UNDER WAY

United War Work Campaign Machinery is Beginning to Operate —How Library Workers Can Find Their Proper Places in the Nation-wide Organization.

THE United War Work Campaign is under way.

The wheels are beginning to turn.

The machinery of the nation-wide organization in which "all sorts and conditions of men" are uniting on a scale and in a spirit never before approached, is rapidly being set up. Parts of it are already functioning.

Now is the time for librarians and library workers to "gear in."

From all over the country comes the inquiry "What can I do?"

It is not within the scope and province of National Headquarters to instruct any particular individual as to what his or her precise place in the United War Work campaign is or may be. The allotment of duties and the appointment of committee members and working teams are in the hands of the State and local United War Work Campaign committees.

Some of these committees have already been formed, others are being formed. The point of contact for the library personnel is with the State Chairmen and Directors who represent American Library Association interests in the United War Work State committees. The complete list of the names and addresses of the A. L. A. State representatives is appended hereto.

Remember always that there is not going to be an American Library Association campaign—it is a *United War Work* campaign.

The State representatives of the A. L. A. are working in concert and combination with the State representatives of the other six organizations. In your own community your local committee in charge of the campaign will be composed of representatives of all seven organizations. The state director, county chairman and the head of your local committee may be affiliated with the Y. M. C. A., with the Salvation Army, with the Jewish Welfare Board, with the

National Catholic War Council, with the War Camp Community Service or with the Young Women's Christian Association, or perhaps with the American Library Association. These are matters that are to be decided in each State, county and locality by the State, county and local committees and directors.

Every State committee will have complete authority, as it has complete responsibility, for United War Work Campaign and its results within its particular State.

Every local committee will have complete authority and complete responsibility for its locality.

In this campaign, therefore, the library personnel of the United States is not to function as an organization, but as part of the greater group. Every one will be called upon to perform such particular service as he or she may seem to be best qualified to undertake.

All the individual who is eager to help in this campaign can do at present, therefore, is to establish communication, directly or through the State representatives of the A. L. A., with his or her State, county or local United War Work Campaign committee. You can volunteer for service now or you can wait to be drafted later. If you have special qualifications, or special experience, that can be utilized in the common cause, make

it known. If you have a talent for publicity, ask to be assigned to your State, county or local publicity committee. If your genius lies in organization it will not take long for the others to find that out, once you begin attending the organization meetings. If you have ideas for novel and effective ways of raising money in your particular locality, tell your local committee about them.

There is something for every one of us to do. Unless every one of us does something, United War Work Campaign cannot succeed.

Keep this thought always in mind, that we cannot get the \$3,500,000

Library workers in the United War Work Campaign will be called upon many times to explain what Library War Service is and how it operates.

This issue of WAR LIBRARIES contains much information that will enable those having it to answer questions intelligently.

Every word of this issue and of all issues of WAR LIBRARIES should be read carefully by everyone who wants to help Library War Service.

that is essential to the maintenance and necessary extension of Library War Service unless we help the Y. M. C. A. to get \$100,000,000, the National Catholic War Council to get \$30,000,000, the Young Women's Christian Association and the War Camp Community Service to get \$15,000,000 each, the Jewish Welfare Board and the Salvation Army to get \$3,500,000 each. In exactly the percentage that the total falls short of the goal of \$170,500,000, will the fund available for Library War Service fall short, unless everybody joins in and does his or her utmost to go "over the top."

Here are the names and addresses of the men and women who have been chosen to represent the American Library Association in the United War Work Campaign organizations of the several States. They cannot perform the share—and it is a very important share—that is expected of the American Library Association, unless everyone who is in any degree affiliated with or interested in libraries and Library Service comes forward and gives his best efforts.

ALABAMA

DIRECTOR	CHAIRMAN WAR COUNCIL
Thomas M. Owen, Division Archives and History, Montgomery.	J. W. Donnelly, Birmingham.

ARIZONA

Con J. Cronin, State Library, Phoenix.	(Not yet appointed.)
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ARKANSAS

Mrs. Carl Voss, Little Rock.	Will Akers, 921 Southern Trust Bldg., Little Rock.
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CALIFORNIA

Northern	(Not yet appointed.)
Milton J. Ferguson, State Library, Sacramento.	

CALIFORNIA

Southern	
Everett R. Perry, Public Library, Los Angeles.	Byron H. Wilson, Public Library, Los Angeles.

COLORADO

Chalmers Hadley, Public Library, Denver.	James P. Pershing, Denver.
--	----------------------------

CONNECTICUT

Chas. D. Hine, Library Commission, Hartford.	Library Commission to act as War Council.
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DELAWARE

Arthur L. Bailey, Wilmington Free Inst., Wilmington.	Philip Burnet, President Continental Ins. Co., Wilmington.
--	--

DISTRICT OF COLUMBIA

Dr. Geo. F. Bowerman, Public Library, Washington.	(Not yet appointed.)
---	----------------------

FLORIDA

Lloyd W. Josselyn, Free Public Library, Jacksonville.	Perry Wall, Tampa.
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GEORGIA

Robert L. Foreman, Atlanta.	Col. Frederick J. Paxon, Atlanta.
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IDAHO

Reilly Atkinson, 409 South 8th St., Boise.	Charles F. Kutnewsky, Boise.
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ILLINOIS

P. L. Windsor, University of Illinois, Library, Urbana.	Frederick H. Ranson, Union Trust Co., Chicago.
---	--

INDIANA

W. M. Hepburn, Purdue University, Library, Lafayette.	Mrs. Elizabeth Claypool Earl, Connerville.
---	--

IOWA

DIRECTOR	CHAIRMAN WAR COUNCIL
Johnson Brigham, State Library, Des Moines.	Henry L. Adams, Des Moines.

KANSAS

Charles S. Colladay, Hutchinson.	J. C. Bigger, Hutchinson.
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KENTUCKY

George T. Settle, Public Library, Louisville.	Col. Marion E. Taylor, 123 West Main St., Louisville.
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LOUISIANA

Thomas P. Thompson, Hibernia Building, New Orleans.	Col. Wm. C. Dufour, Federal Land Bank, New Orleans.
---	---

MAINE

Henry C. Dunnack, State Library, Augusta.	J. H. Winchester, Corinna.
---	----------------------------

MARYLAND

L. H. Dielmann, Peabody Institute, Baltimore.	(Not yet appointed.)
Miss Edith Vermijle, Maryland Library Com., Baltimore.	

MASSACHUSETTS

John A. Lowe, Camp Devens, Ayer.	Library Commission will act, 517 State House, Boston.
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MICHIGAN

Adam Strohm, Public Library, Detroit.	W. R. Roach, Hart.
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MINNESOTA

Miss Clara F. Baldwin, Library Commission, St. Paul.	Leon Warner, 13 South 6th St., Minneapolis.
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MISSISSIPPI

Runbar Rowland, Jackson.	(Not yet appointed.)
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MISSOURI

Miss Elizabeth B. Wales, Library Commission, Jefferson City.	W. T. Grant, Vice-Chairman, 500 Gumbel Bldg., Kansas City.
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MONTANA

T. H. Richardson, Helena.	H. G. Pickett, Helena.
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NEBRASKA

Miss Anna Jennings, Library Commission, Lincoln.	Miss Charlotte Templeton, Library Commission, Lincoln.
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NEVADA

Frank J. Pyne, Carson City.	M. D. Fairchild, Reno.
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NEW HAMPSHIRE

Arthur H. Chase, State Library, Concord.	Edward K. Woodworth, Concord.
--	-------------------------------

NEW JERSEY

Miss Sarah B. Askew, Public Library Commission, Trenton.	M. Taylor Pyne, Princeton.
--	----------------------------

NEW MEXICO

Miss Evelyn Shuler, Raton Public Library, Raton.	Ralph E. Twitchell, Santa Fe.
--	-------------------------------

NEW YORK

James I. Wyer, Jr., State Library, Albany.	(Not yet appointed.)
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NORTH CAROLINA

Mrs. A. F. Griggs, Public Library, Durham.	R. L. Baldwin, Durham.
--	------------------------

NORTH DAKOTA

Mrs. M. C. Budlong, Library Commission, Bismarck.	Hon. C. B. Little, 1st National Bank, Bismarck.
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OHIO

Prof. Azariah S. Root, Oberlin College, Oberlin.	Wm. O. Thompson, Ohio State University, Columbus.
--	---

OKLAHOMA

DIRECTOR

Mrs. Mary Hays Marable, Carnegie Library, Oklahoma City.

CHAIRMAN WAR COUNCIL

(Not yet appointed.)

OREGON

Mr. W. L. Brewster, Title & Trust Bldg., Portland.

(Not yet appointed.)

PENNSYLVANIA

O. R. Howard Thomson, The James V. Brown Library, Williamsport.

(Not yet appointed.)

RHODE ISLAND

H. O. Brigham, State Library, Providence.

Dr. Henry B. Gardner, Brown University, Providence.

SOUTH CAROLINA

Robert M. Kennedy, S. C. University Library, Columbia.

Henry W. Fair, 1625 Green St., Columbia.

SOUTH DAKOTA

Miss Julia Stockett, Library Commission, Pierre.

Abner E. Hitchcock, Mitchell.

TENNESSEE

Charles D. Johnston, Cossett Library, Memphis.

John H. Pepper, Memphis.

TEXAS

DIRECTOR

Miss Elizabeth H. West, Carnegie Library, San Antonio.

CHAIRMAN WAR COUNCIL

William L. Herff, San Antonio Loan & Trust Co., San Antonio.

UTAH

Council of National Defense will conduct campaign, Salt Lake City.

(Not yet appointed.)

VERMONT

Mason S. Stone, Montpelier.

(Not yet appointed.)

VIRGINIA

H. R. McIlwaine, State Library, Richmond.

Gen. J. L. Stern, Richmond.

WASHINGTON

Judson T. Jennings, Public Library, Seattle.

Rt. Rev. Frederick W. Keator, Tacoma.

WEST VIRGINIA

Dr. Wilson M. Foulk, Dept. Archives and History, Charleston.

C. Burgess Taylor, Oakland, Md.

WISCONSIN

M. S. Dudgeon, Library Commission, Madison.

Hon. John B. Winslow, Supreme Court, Madison.

WYOMING

Miss Agnes Wright, State Library, Cheyenne.

Avery Hagard, Cheyenne.

THAT QUESTION ANSWERED

Many Persons Want to Know Why A. L. A. Needs Money for Books When Millions Were Given in First Drive—Reply That Gives the Reason

BY FRANK PARKER STOCKBRIDGE

National Director of Information, Second Library War Fund.

THE question most frequently asked, when the need of the American Library Association for \$3,500,000 with which to develop and maintain Library War Service is mentioned, is "What do you need the money for when the people gave you so many million books?"

It is a perfectly natural question. Everybody in the United States, speaking broadly, saw the books being delivered at the public libraries. Almost every house, in the larger cities at least, and in many of the smaller communities, was visited by Boy Scouts and others collecting books for the soldiers. Here was something visible, tangible, and the public remembers it.

Everybody connected with Library War Service in any way has been asked this question, undoubtedly. As the time of the campaign approaches, and during the campaign, the question will be asked over and over again, as it was asked of me recently in a letter from the secretary of an organization whose membership averages as high a grade of intelligence and education as any organization in the United States.

"It has seemed to us," said the secretary, "that an appeal for books would produce more than could possibly be used, and this merely through a healthy thinning out of the average man's bookshelves." This was the reply:

MOSTLY FICTION CONTRIBUTED

"So far from producing more books than could possibly be used, the appeal for books, which has been continuous and at times intense for nearly a year, has brought less than three million books. These books are mostly fiction; in fact, almost all of them that can be used are fiction. The books that the soldiers are asking for and that the Government is asking us to supply for them, so far as it is possible to do so, are technical books, scientific works, text-books of every

kind, books on history, books in foreign languages—in short, the whole list of books that can be classified as educational. Books of this kind taken from the 'average man's bookshelves' are of little value because they are not up to date. You cannot hand to the soldier who wants the latest work on automobile mechanics a book dealing with the four-cylinder cars of five years ago.

"Of course there are some standardized sciences in which the book issued ten or fifteen or even fifty years ago is as valuable as the most recent one, but there are very few sciences, and none of the arts, in which the old book is of current value. Gray's Anatomy is still standard, although it was first published 75 years ago. There has been no change in the propositions of Euclid, and the standard works on trigonometry and higher algebra do not need to be of the 1918 edition. But when we have to provide a book on the psychology of color for the use of the camouflage corps, it has to be a new book. The chemistry of high explosives is a subject on which we cannot get books from the 'average man's bookshelves.' Neither do the 'average man's bookshelves' yield books to meet such demands as one which one of our librarians recently encountered, from a Greek soldier who wanted a book to help him teach an Italian soldier how to read English.

"From a Southwestern camp a few days ago came the report that the draft had brought in thousands of Mexicans who could not read English, and a demand for the immediate shipment of books in Spanish. We supplied the demand, but of course we had to buy the books, as we have to buy the books in Yiddish, Polish, Lithuanian, French, Italian, German, Scandinavian, Russian, Chinese, Arabic and the other languages making up the forty different tongues in our polyglot army, for all of which we endeavor to supply the reading need. The publishers are very generous in their discounts, some of these running as high as 50 per cent; otherwise we could not, with

our limited funds, go as far as we have been able to go, for we have bought, since the first of the year, nearly 750,000 books in addition to those which have been given by the public. Many authors too have presented us with their royalties by way of discount on their books. These technical books are all more expensive than the general run of fiction. We buy many books that retail at \$4 and \$5 each.

"Our services are of no value whatever unless we can put into the hands of the man who needs it the exact book he needs when he wants it. When the notice of an Annapolis examination was posted at Pelham Bay recently, eighty of the boys decided to try for it. They swooped down on the librarian with a demand for books on higher mathematics, which she was able to fill by telephoning our New York dispatch office which forwarded some hundreds of trigonometries, algebras and geometries.

THESE BOOKS NEEDED IMMEDIATELY

"Those boys needed the books *then* and not after we had time to go out and beg for them from private libraries. Private libraries are helping generously, and so is the Library of Congress in lending special books freely. Through the Department of Education we are combing out the libraries of universities and schools everywhere. With help through this means, and the obtaining of an additional fund with which to continue the service, we hope to be able to come somewhere near to supplying the book demands of the enlarged army of 4,000,000 when it is an army in being.

"The most striking phenomenon about the United States Army and Navy is that it is a reading army as no army ever was before, and that its members are reading far less for recreation than the average citizen reads—our fiction circulation is less than 50 per cent of the total as compared with more than 70 per cent in public libraries.

"It takes money to maintain this service. We have in the Service hundreds of librarians. Some have given up large salaries to work

during the war for their bare expenses, and others have been loaned by their libraries, which continue their salaries; but even with salaries cut down to the least possible minimum the expense of building and equipping libraries and library stations, of collecting, shipping and transporting books, of maintaining central offices and distributing and dispatch stations, amounts to a very considerable sum. A single camp library, such as the one at Camp Funston, for example, has something like 200 branches in and around the camp. There are branches in the Y. M. C. A., the Knights of Columbus and other relief agency buildings, and there are branches in the wards of all the hospitals. There are branches in barracks and mess halls. There are branches in officers' quarters—special libraries on such things as ballistics and sanitary engineering, hydrostatics, meteorology, applied geology, and the hundreds of other subjects on which the modern soldier must be more or less a specialist.

THEY WANT BOOKS THAT ARE HELPFUL

"I trust that by this time you have begun to see why we cannot rely on the 'average man's book-shelves' if we are to come anywhere near our ideal aim of putting the right book in the hands of the soldier or sailor who needs it at the time when he wants it. Our records contain literally thousands of examples of the intense desire of our fighting men—just average American soldiers and sailors who are, of course, just average Americans in uniform—to read books that will help them, help them succeed in the profession of arms, help them understand better what they are fighting for, help them to be better citizens when they get back."

The proof that it was a conclusive and convincing reply is found in its instantaneous acceptance, coupled with the heartiest promise of full co-operation on behalf of the original questioner and the organization which he represents. Perhaps it will furnish suggestions to library workers who are asked similar questions.

A WORD TO LIBRARY LEADERS

FROM

WICKES WAMBOLDT, National Campaign Director

Dr. M. L. Raney, Overseas Representative of War Service, and I have recently attended a series of regional conferences held at Birmingham, Oklahoma City, Denver, Minneapolis, Chicago, Boston and New York.

At every meeting a fine spirit of cordiality and co-operation was expressed. Representatives from the other organizations participating in the United War Work Campaign were present at these conferences. The attitude on the part of all concerned was that of wanting to help in whatever way would be most effective. The same is true of the conferences at San Francisco and Seattle attended by Dr. Frank P. Hill and Carl H. Milam.

At this moment we want to emphasize to each Library leader the importance of keeping in close touch with the Library constituents in order that the full force of our organization may be brought into this great united drive for war funds.

Furthermore, we should not neglect this splendid opportunity to permanently develop and strengthen the machinery of the Library Association so that at the close of this campaign our organization shall be in the best of shape for work during the war and to continue its work when peace comes.

The Library leaders therefore should not fail to make full use of the privilege of having the American Library Association adequately represented on every committee appointed in behalf of the United War Work Campaign.

We at National Headquarters are anxious for practical suggestions from the field. We desire to know what the men and women on the firing line in this campaign think and what they want. Your ideas will be very welcome. Please address them to your National Headquarters, 124 East 28th St., New York.

To Every Librarian:—Without delay will you please forward to this office a complete list of your library trustees or directors? The success of United War Work Campaign depends upon your prompt and hearty coöperation with Campaign Headquarters. We are counting on you.

The A. L. A. Follows The Flag Overseas

[We give herewith, on this page and the next three, interesting facts about the war service of the American Library Association. Dr. M. Llewellyn Raney, Librarian of Johns Hopkins University and Director of Overseas Service of the A. L. A., tells how the work abroad was started; Burton E. Stevenson, the noted novelist, who is in charge of the Overseas libraries, tells how the work is progressing, and a reprint from the "Stars and Stripes," the official newspaper of the A. E. F., tells how the men over there like having libraries in the camps. Each article brings a message of import to members of the A. L. A. on this side of the water. Late cablegrams from Mr. Stevenson report that there are now 350 library branches in operation with 850,000 books in France. Every month adds to the number.]

AT the annual conference of the American Library Association, held at Saratoga Springs, New York, the first week in July, a most interesting report of the army and navy library extension work was given by M. Llewellyn Raney, Librarian of Johns Hopkins University, and Director of Overseas Service for the Association.

Mr. Raney's report was no collection of dry statistics, no formal record of books collected and distributed. It was a picture, vividly painted, of the world at war, of a great effective, determined, living army in the field, more than a million men transplanted three thousand miles away from home, and vitally in need of exactly the kind of a link with home that is afforded by books and reading. Mr. Raney took his audience with him through camps, into trenches, Y. M. C. A. huts, Red Cross and military hospitals, down shell-torn roads and into the darkness and danger of dugouts and other shelters, everywhere, in fact, where our men have penetrated, and that includes a very big area in central and northern France.

Over most of this large area Mr. Raney travelled, everywhere asking the question, "Do you want books?" and getting the kind of answers that will certainly convince the country that if the claim, "Books will win the war," is rather too ambitious, the assertion that books will go a long way toward making our army the greatest fighting body in existence is amply justified.

America is a reading nation. Our people must have books, they must read. Mr. Raney told of a perilous journey into the heart of the devastated regions over which the retreating Hun has recently been harried by our young soldiers. Here at the end of a soft Spring afternoon, just as the guns were beginning their nightly argument, Mr. Raney found himself looking into a dugout doorway where the night before a gas shell had fallen with deadly effect. The only men left in the dugout at that hour were two young officers reading, by the light of one flickering candle, the only printed pages within their reach, an ancient copy of a *National Geographic Magazine*, and a more recent issue of the *Literary Digest*. Did they want books? They most enthusiastically did, and if to-day they are on duty in that particular sector they have only to take a ten-minute walk to reach a good stock of new books and current magazines.

On a visit to a Y. M. C. A. hut in the next village Mr. Raney found a crowd of soldiers, gas masks alert, and ready for the order to go forward. There was a phonograph, and the boys put on one record after another, joining in the chorus, singing and whistling to pass the time away. Some sat outside the hut under the battered remnants of a stone wall which shielded them from the eyes of enemy snipers, reading, writing, enjoying the one hour in the twenty-four which, in that advanced post, could be given to recreation.

All Hungry for Books

"Books?" exclaimed the devoted secretary of this firing line canteen. "If my little store were doubled and tripled many-fold I would not have enough to satisfy these hungry souls."

As Mr. Raney watched them, a little later, winding down the concealed roadway and dropping beneath the hedge into communicating trenches for the nightly game of death, he felt the need of renewed efforts to get libraries distributed quickly all over the war area.

Most of us get our ideas of war from published photographs and

from the moving pictures. Probably the "movie" is the sole interpreter to the vast majority. Therefore war, to most people, is a matter of fighting, marching, or getting patched up in hospitals. These form the romantic and interesting phases of war. By far the greater business of war is lived under monotonous and laborious conditions remote from the firing lines. Soldiers asked to define the real hardships of war almost invariably reply: "Monotony and loneliness."

Mr. Raney declared that if the doughboy in action needs books, even more do the men detailed to other work than actual fighting in the trenches. There are a great many of these men. "If we add the supply trains, headquarters police, veterinarians, etc., as well as the upwards of twelve hundred officers," said Mr. Raney, "we shall not have accounted for two-thirds of the 27,000 men that go to make up a combat division. Thus there are about 4,500 artillerymen, 2,500 machine gunners, 1,500 engineers, 1,500 engaged in medical and sanitary work and 500 belonging to the signal corps—groups having each a life peculiar to itself, and calling to us in its own tongue."

Take for example the gun crews. They are fighting men, but their position is isolated. Men of technical training and intellectually active, they are confined to a square which they cannot leave and into which no one else can come. They are on duty twenty-four hours, sometimes several days at a stretch, and at least a part of that time is spent in waiting telephonic orders to fire. Perhaps the orders come quickly and the gunners are kept busy. Perhaps a day will pass, two or three days, before the men hear the command. Time hangs heavily on their hands, and they will certainly rejoice when they hear that arrangements have been made that books and magazines may be sent them with the mail on munitions trains moving at night to the outlying gun positions. Books to the men behind the big guns will be boons of great price.

Back of the fighting zone there lives an army of which the average reader knows little or nothing. They are the soldiers in reserve. Leaving out the special training camps, where the men remain for a few weeks or months, take the long stretch of French towns and villages where our men are billeted, some waiting to go forward, some resting after the ordeal of battle. Dreary enough some of these places, especially in Winter. Whether the men are lucky enough to be billeted in a cottage, where some of the comforts of home are within reach, or, as is oftener the case, they are quartered in barns with the family livestock, recreation is one of their most pressing needs.

Library Man Always Welcome

"Like rain to parched ground is a cheering entertainer to them," said Mr. Raney, "and how ravenously they read. . . . One evening I came unannounced upon a crowd packing a hut to the doors in anticipation of a performance put on by their own talent. They had had their own volunteer band and there were to be lots of stunts. Just as the instruments were tuning up it reached the ears of the officer in charge that a library man from America was in the building. So I was ushered to the platform and the story of our proposed service became the first number on the programme. The idea was vigorously applauded. In fact, before I could settle down to the evening's schedule, I had to go out and reassure an eager group of

distant listeners that they had heard correctly and the news was reliable."

It must have seemed too good to be true to those eager young soldiers, chafing under enforced waiting to be called into the action they crave. In this same great finishing region books other than recreational are also demanded. Army schools for the training of line and staff officers exist in numbers. Large libraries have to be provided for these student officers. One school visited by Mr. Raney had a curriculum including Anti-aircraft, Camouflage, Carrier-pigeons, Dentistry, Engineering (with several divisions), Gas, Infantry specialties, such as Bayonet, Machine Gun, Marksmanship, Sniping, etc., Signal Corps, Tanks, Trench Mortars, and others besides.

Textbooks in all branches the Government provides, but the American Library Association can be very useful in its supply of collateral technical reading, as well as reading in leisure hours or minutes, for students in these war schools and colleges measure their spare time in minutes. "Thus the cablegram calling for five hundred copies of 'Jeanne d'Arc,' demands thirty of 'Metal Workers' Pattern Book,'" according to Mr. Raney's report. The metal workers' book is wanted by the student officers, and they will get their share of lighter reading too.

Through forty villages and towns in this advance area the library service will extend. But that is not all. Farther back still lies the Intermediate Area where many divisions are in disintegration, men awaiting assignment to duty, sick and wounded men many of them. The area is a mixture of barracks and hospitals. These soldiers are often low in spirit and in pocket, and among them, said Mr. Raney, there was no difficulty in establishing free library service. They are hungry for books.

In the Intermediate Area lie many large training camps, especially for artillery and aviation. Miles away from any town Mr. Raney found an American city, newly created, of 10,000 inhabitants, some of whom were there already, others on the way overseas. It was an aviation camp, one of scores which have sprung up "over there," good substantial towns with paved streets, water, electric light, sewage disposal, telephones, telegraphs, etc., badly needing libraries. A great deal of studying goes on in these camps and there is an urgent demand from officers for works on mechanics and aeronautics. To every eighteen flyers there are 150 mechanics, and the pilots themselves have a term of ground training and theoretical work.

The "Service of Supply"

Travel farther still with Mr. Raney on his long journey, and get into the region known to the army as the S. O. S., the Service of Supply. There is little glory or excitement in the S. O. S., but our men are fighting the Hun there as surely as are the heroes in the trenches. They feed and clothe the fighters, build for them, bake for them, supply all their needs, do the things that the Germans were confident an army so far from its base could never do.

"For example," reported Mr. Raney, "one of these depots is an ice factory and the third largest producer in the world, furnishing daily ice for the cold storage of eleven million pounds of meat. It is six and a half miles long and at parts two miles broad.

"Salvage plants and bakeries, camouflage factories and ammunition caches all find place here. This brings concentrations of specialists in training centers, labor and technical troops, ordnance and warehouse men, forestry and engineering troops, guards and headquarters contingents." American young men living in barracks among strangers, wanting and needing just the help the libraries are giving them in a constantly increasing stream.

Even this is not all. The Base Areas, which include the ports at which our transports dock and our supplies are unloaded, have an ever growing American population. For what these men, white and brown, have done and are doing in this war there are no words of praise too strong. The Library Conference at Saratoga heard with wonder an account of the miracles of construction wrought by American engineers and work troops in these areas.

"A year ago at a certain French port," said Mr. Raney, "there were a few small wharves, approachable by light draft vessels which were emptied and loaded by hand labor. To-day we have driven 30,000 piles by machinery and constructed four great docks capable of accommodating sixteen heavy cargo vessels at the same time, and deepened the channel for their entry. . . . At another port you can now walk along three miles of landing stages and see 375,000 square feet of wharf space where last October there was a swamp. Nearby is a remarkable system of warehouses which will cover nearly 2,000 acres; not to mention a mighty railroad system. A hospital of 25,000 beds, the largest in the world, is here being built, while in this area is accommodation for 25 per cent. of the command. This means a concentration of 12,000 laborers in this region. Then there are the naval stations and rest camps for troops arriving."

First Chance to Learn to Read

Twelve thousand stevedores concentrated in this region were recruited mostly in the rice swamps and cotton fields of the far south, and the first chance they ever had to learn to read and write came to them in their barracks on foreign soil. The Library Service will be of vital service to these men, and through them to the United States. By contrast thousands of engineers, university and technical school graduates, are working with pick and shovel in this Base Area. They crave books of all kinds, books to advance them in their work after the war, books to make them forget the hard labor which is their contribution to the war for liberation. Small wonder that the first consignment of books sent over was placed at the disposal of these men.

Perhaps you think that it was an easy task that was assigned to Mr. Raney, that of establishing a library service in the army and navy abroad. If you do you simply do not know war conditions, and the conduct of war. Military necessity imposes a certain amount of formality and red tape, and it is human nature to add another certain amount for good measure. When Mr. Raney, as a guest of the United States Navy, landed in Europe, he unfolded his plans first to the Commander of the United States Naval Forces Operating in European Waters. His response was not too encouraging. The Admiral had had "an experience," and he was shy of welfare organizations. Besides the larger ships possessed libraries, while at the chief naval base private funds had built a fine club house with an abundant library.

The Admiral was kind enough however to give Mr. Raney a pass to all naval stations under his command, and only those who know the navy in war times can realize what a requisite that pass was. But it was not until Mr. Raney reached France that the demand for books really manifested itself. "At Naval Headquarters in Paris," said Mr. Raney, "I stumbled upon a group of officers who at once set up a vigorous plea in behalf of aviation stations. These boys, with a good percentage of college graduates among them, were choice fellows, and yet set usually in out-of-the-way places, with recreational provisions scanty or none. Their Admiral out at the coast endorsed what they had to say, but wanted it distinctly understood that his boys on the boats were just as deserving of our remembrance."

To prove it the Admiral took Mr. Raney on an exciting two days' cruise down the French coast in the flagship of a convoying fleet. Afloat and ashore the men of the Navy lent their warmest endorsement to the library plan. Men in some of the stations were taking Annapolis examinations the next month. They lacked textbooks, and the minute they heard of Mr. Raney's presence in France they fairly yelled for help. They got it too—instantly—the cables being used for the first consignment of textbooks. The next time Mr. Raney saw Admiral Sims he too had been converted. He had heard from France, and now he wanted books sent to every arm of his service, "Naval bases, aviation stations, mine sweeping bases, and even his pet battleships that in February would never, never need us," said Mr. Raney, with quite pardonable pride.

One Newcomer Not Killed Off

The Navy, after all, was easy, once Mr. Raney had a chance to explain his plans, but the Army proved a more difficult proposition. Fixed as the proverbial laws of the Medes and the Persians appeared at first the decree allocating the whole field of civilian activities to the Red Cross and the Y. M. C. A.—the one to do every possible thing necessary for the sick, and the other to have entire jurisdiction over the leisure hours of the well. Accordingly both these organizations had been militarized.

"You could feel in the atmosphere," Mr. Raney told the Library Conference, "a working agreement to kill off all newcomers, and the backyards of all three parties were white with the bleaching bones of would-be associates."

The Army was in supreme command, while the Red Cross were in possession, was working splendidly and seemed to cover all activities. They had libraries, and they had besides, in hut and hospital all over France, the only establishments in position to render civilian service.

Mr. Raney went straight to headquarters, to General Pershing, explaining the whole plan of the American Library Association, asking for endorsement for the plan and a military status for those administering it. To his letter he appended endorsements from E. C. Carter, Chief of the American Expeditionary Force of the Y. M. C. A., and from Major J. H. Perkins, Commissioner for Europe of the Red Cross. In two days' time the endorsement came, the American Library Association was given the sole privilege of supplying books to the American Army and Navy, and was given a tonnage of fifty ship tons a month, this carrying space having been requested for the association by the Chief of Staff in Washington. Shipments are addressed to the Chief Quartermaster of the American Expeditionary Force for distribution. That official who was warmly in favor of the plan offered to build a warehouse for the books at an important distributing point. The warehouse has been completed and books in quantity are being sent there every month.

How close the co-operation with the army has grown is indicated by the card which stands above every case of books. Following the announcement of a library service without charge, and a few simple rules, is this message from the Commander-in-Chief:

"These books come to us overseas from home.

"To read them is a privilege:

"To restore them promptly unabused a duty.

"(Signed) JOHN J. PERSHING."

"The Red Cross," Mr. Raney reported, "found us useful in strengthening its Medical Library established in Paris for American doctors in military service . . . found us so useful in fact, that they finally agreed to have us run this central library for them and have its fine suite of rooms in the Reinhart Galleries for our headquarters if we liked."

Even for Prisoners in Germany

As for the Y. M. C. A., it has virtually handed over its whole library business to the A. L. A. The Y. M. C. A. secretaries and chaplains agreed to look out for the books placed on transports for the use of men en route both ways, to rebox the books and to deliver them in port. Co-operation with the Knights of Columbus and the Salvation Army has come to be as close. Through all these organizations it has become possible for the library service to extend all over our area in Europe, and even to prisoners of war in Germany and Austria. The Red Cross and the Y. M. C. A. furnish these poor prisoners food, clothing, medicine, and recreation, the A. L. A. furnishes books. As an initial stock for prison libraries Mr. Raney visited Berne and Geneva and left an order for 6,000 volumes. What these books will mean to our captured men and to other prisoners in their camps cannot be overestimated. It may mean life and sanity to some. It will mean hope and joy to all.

Six Dispatch Offices in America at points of embarkation, 400,000 books sent to the docks before the first of July, 203 points in

France covered by the first shipments, a steady stream of books for the camps, is the fine record announced by Mr. Raney's report. A promise of magazines for the trenches as soon as the "Burleson" sacks resume overseas dispatch followed.

"Thus the cycle is complete from training camps in the United States to troop trains (as we contemplate) and transports from port to the front and back to the rest station, hospital, or captivity; with the naval units whether ashore or at sea, from the British Isles to the Mediterranean, we follow the flag."

Even after the war the service will go on, because repatriation will take a year or two, and the army is to be put to school during that period. Even after that—for the American library system has taken root in France. The public library translated into French becomes *Maison de Tous*, the People's House, and Mr. Raney tells us that a great organization headed by the President of the Republic, planning for the social reconstruction of France after the war, has decided to adopt our library system and has asked the aid of the American Library Association, which nobody can possibly doubt will be given to the fullest extent as one of the greatest privileges that has ever fallen to the lot of the organization.

Library War Service

[We give herewith an extract from a letter from Burton E. Stevenson, the famous novelist, author of the "Mystery of the Boule Cabinet," "Marathon Mystery," editor of "Home Book of Verse," etc., who is in charge of the Overseas Libraries of the War Service of the American Library Association:]

"We have distributed through the Y. M. C. A., from the Paris warehouse, more than 34,000 volumes, serving about 203 points; we have persuaded the army to erect for us a warehouse of our own, 20 feet by 100 feet in size, at one of the great receiving depots, where we will handle the books that come through on our own cargo shipments. This warehouse is almost complete and these books are beginning to arrive. We have arranged with the Red Cross to permit us to supervise the distribution of the books which come over on their tonnage, and we have also distributed some 5,000 of Nelson fiction to the front-line trenches, these books being bought in Paris for the purpose. Somé 7,000 volumes of historical and miscellaneous reference books which Dr. Raney purchased in London, on his way back to America, are also beginning to arrive and will be distributed very soon.

"The Y. M. C. A. has turned over to me the management of their Library Department and has placed their Educational Secretaries at my disposal for the forwarding of this work. We are working in very close touch with the Y Educational Department, and are just having placed at our disposal magnificent headquarters occupying the entire ground floor of a building which was formerly the palace of the papal *delegue* to the French Republic. I am planning to set up there a real American public library which will act as a reservoir and central distributing point for the whole of France.

"What I am trying is to institute in the principal camps a system somewhat similar to that which we started in the camps in America, by which the boys may look toward our Paris Headquarters for advice and assistance. Should military developments make it necessary for us to remove from Paris, I will start up a similar collection somewhere else, probably at Tours, and I hope by early Fall to have this system in complete operation.

"It seems to me that one of the greatest services we can perform in France is to demonstrate the way in which American public libraries work. As you know, there are no free lending libraries, as we understand the term, in France at present. There is, however, a move on foot to establish them here, organized by a committee of which the President of the Republic is the chairman, and I wish to place the experience and advice of the A. L. A. at the disposal of this committee for the forwarding of this movement.

"The work is of the more inspiring and interesting kind and the demand for books on the part of our men is almost unbelievably great. Their gratitude for even the smallest collection is very touching and makes me feel that we cannot work hard enough to give them the very best possible service."

(From *The Stars and Stripes*, Official Newspaper of the American Expeditionary Forces, June 14, 1918.)

Three Million Books for Army's Readers

Hundred Thousand Already Here or on Way Overseas; Murder Yarns to Milton; American Library Association Plan Now in Successful Operation.

Of the 3,000,000 books which the folks back home contributed to the American Library Association for the leisure hours of the A. E. F., more than 100,000 are either here or on their way across.*

They range all the way from the most hair-raising murder mystery to the latest and best text-book on aviation. And if any one in charge of a distributing point where you want to draw one of them tries to ensure its safe return by making you put up a cash deposit as a hostage, tell him he's out of luck. The A. L. A. is determined that its books shall circulate on the honor system.

"It has been the custom in many places to require the man taking out a book to make a deposit of two or three francs to guarantee its safe return," the Association explains in its bulletin of instructions to all librarians. "The American Library Association is firmly opposed to this practice. It feels that no such barrier should be erected between the men and the books. If such a barrier is necessary it is because the administration is at fault. The honor system will unquestionably succeed with the right sort of helpful supervision and where proper care is taken to make the men understand just what is expected of them."

Loaned on Honor System

By way of making the men understand, a poster expounds the system at every bookshelf, with this sentence as a climax:

"These books are loaned on the honor system. If you fail, it fails. America is far away, tonnage scarce and books precious. Play square with the other fellow; he has played square with you."

About one-half of the A. E. F. area already has its first sprinkling of light and heavy reading matter. This distribution will proceed rapidly, and in the meantime a new project is under way. Unless there is some unforeseen slip-up, the middle of July should see an elaborate reference library opened in Paris for the use of all of us.

The American Library Association has had a million to spend and most of this has been devoted to the purchase of the best technical books that could be asked for by the ambitious soldier who is eager to know more about his business.

The Paris library will have 10,000 volumes. Any officer or man who desires a certain book and does not find it on the shelves at the hut near which he is stationed, may send in the title through the secretary in charge there and the book will be sent him free of charge from Paris.

To Place Books Everywhere

There are to be books everywhere. You could scarcely exaggerate the demand. Before the supply was as large as it is to-day, a single copy of O. Henry's "The Four Million," which one boy had brought over in his barrack bag, was split up into as many volumes as there were tales between the covers, and these were passed along the line and read and re-read till the print was fairly rubbed off the pages.

* The total number of books in France on September 10 was 1,031,000, with more on the way.

The demand is for books of every kind. Probably the greatest call is for detective stories and tales of the Rockies. Next is the yearning for poetry, with Robert W. Service and Rudyard Kipling as the doughboy's favorites.

The dashing adventures of "The Three Musketeers" and other Dumas heroes are much relished, for you can hardly journey five kilometers in France without running into some reminder of them. Histories of France, and particularly the guide books which tell you something of this chateau or that cathedral, are clamored for till the American Library Association is at its wit's end to supply them.

Some Want Big Stuff

Now and again the guardians of the books are moved to suspect that a boy in a rest camp has decided the time has come for him to read a book he had been meaning to read all his life. As when one of them asked, with a perfectly straight face, for Boswell's "Life of Johnson."

Of course, the campaign which yielded 3,000,000 volumes emptied many a dusty and neglected shelf back home, and, of course, many an inappropriate book has found its way over. You can imagine the emotions of one very hard guy who settled down for a quiet evening in a "Y" hut, reached for something to read, and found himself staring at the first and gushiest of all the Elsie Books.

LIBRARY WAR SERVICE

of the
American Library Association

Builds, Equips and Operates Libraries for Soldiers and Sailors, on this Side and Overseas.

Forty-four libraries of 30,000 volumes at large camps, 300 smaller camps and posts, 148 Naval and Marine Stations, 350 libraries and branches overseas.

Supplies Books and Magazines for the Red Cross, Y. M. C. A., K. of C., Y. W. C. A., Jewish Welfare Board, War Camp Community Service and Salvation Army.

1,547 branch libraries and stations have been established in the huts, canteens, club rooms and hostess houses.

Places Libraries on War Ships, Transports and Government Cargo Ships.

Two hundred and fifty vessels have libraries; there is a deck library on every transport.

Makes the Public's Gifts of Books Available for Our Fighting men.

3,011,510 volumes have been collected and placed in circulation.

Buys Educational and Technical Books to Meet the Demand of the Men for "Books that Help."

560,271 volumes have been purchased thus far, of which 198,267 has been sent overseas.

Distributes the Magazines Contributed by the Public through the Post-Office Department.

More than 5,000,000 copies of periodicals have been placed in the hands of our forces.

Maintains Library Service in Every Ward of Every Military Hospital.

Trained librarians serve our wounded as well as their more fortunate brothers in arms.

Needs \$3,500,000 to Buy More Books and Expand the Service.

We have sent more than a million books overseas; we must send millions more.

In Giving to the UNITED WAR WORK CAMPAIGN
You are Giving to Library War Service.

WAR LIBRARIES

OFFICIAL ORGAN OF THE WAR SERVICE COMMITTEE
AMERICAN LIBRARY ASSOCIATION

VOL. I

124 East 28th Street, New York, October 10, 1918

NUMBER 4

“HEY, FELLOWS!”

The Call of Our Fighting Men Must Get Everybody Busy in the United War Work Campaign

“Hey, Fellows!”

That is the catch-line that tops the new A. L. A. campaign poster. It is aimed at “the man in the street,” and it has all the “punch” and “pep” and incisive directness of a bayonet-thrust or a sniper’s bullet. It is a short, sharp invitation to “come across.”

This is a short, sharp invitation to library workers to “come across” and get into the United War Work Campaign. Many of you are already in. Fine! That’s the stuff! This isn’t meant for you, then. But how about the rest of you?

Remember, our boys need books and we’ve undertaken to get the books to ‘em. We can’t do it unless *everyone* helps. We’ve got to get that three million and a half, and we can’t get that unless all the rest of the seven United organizations get their three or fifteen or thirty or a hundred millions. We who are in library service can’t sit back and “let George do it.” It is just as much our concern to get the money the “Y” and the Salvation Army and the Knights and the Jews want as it is to get our own little slice of the big fund.

“Hey, Fellows!” is an appeal to every one of us. We are all Fellows in this big drive. There never was such a Fellowship. Think of it! When was there ever a union of creeds and races, of men and women united in a common cause, inspired by a common purpose, like this? It is a Fellowship as broad as all America—yes, broader, for it is as broad as Humanity itself! It links mankind with the tie of a single purpose—to back up our boys to beat the Boche and win the war!

Are there any differences among us, of opinion, of belief, of creed or dogma or tradition? If such there be, let their discussion wait till the war is won. There is but one opinion to-day that carries weight, one belief all civilized peoples share in common, one creed to which we all subscribe, one tradition that is as a rock under all our feet. Let us forget everything else and give the best that is in us to the stupendous task in which we all must share.

It is not going to be easy. We are asking the people of America to give more money than was ever asked of

any people since time began—a veritable “king’s ransom”—One Hundred and Seventy Million Dollars! We are asking this princely gift on the heels of the largest loan ever floated by any government in all history. We are going to meet the plea of poverty, of “all tied up in Liberty bonds”; we are going to find people who won’t give because this or that or the other of the seven organizations is or does something they don’t approve of; we shall encounter many reluctant purse-strings, to untie which will take all the patience, all the perseverance, all the argument and all the emotional appeal of which the human will and the human spirit are capable.

If we go into this campaign firm in our rooted belief that we shall win, we *will* win; not otherwise. United in spirit and purpose as well as in words alone, we can confound the criticisms of the captious, show up the subterfuges of the slackers and go over the top with a fund big enough to back up our boys all the way to Berlin!

There isn’t a single, solitary, valid excuse for any man, woman or child in the United States to offer for failure to give to the United War Work Campaign—not one! To give is to do one’s bit: not to give is to hold one’s personal, petty interests higher than the only object any American has a right to hold as vital, the winning of the war.

Busy? Of course you’re busy. So are John D. Rockefeller and Frank Vanderlip and the rest of us. What on earth are you doing that’s so important you can’t drop it to help put this job across?

The help of the library workers of America has been pledged to the utmost of their power to make United War Work Campaign the greatest volunteer effort ever made by a Nation. In these pages you will find set forth, in variety and in detail, ways in which you—the individual *you*—can help. We are counting on you. The Y. M. C. A. is counting on you; the Y. W. C. A., the National Catholic War Council, the Salvation Army, the War Camp Community Service, the Jewish Welfare Board, all are counting on you.

“Hey, Fellows! Come on—let’s show them!”

To Every Librarian and Library Worker:

Please read carefully the following statement about newspaper publicity.

It contains instructions and suggestions which, if followed out locally by librarians, will leave no one in the United States in ignorance of the aims and results of Library War Service.

It is particularly and especially urged upon every library worker in the United States, by the Library War Service Committee, that you do everything in your power to obtain the publication of items and articles in your local newspapers, referring to Library War Service. This applies in the smallest rural communities and in the largest cities, equally.

It is also most especially requested that you watch your local newspapers and send to National Campaign Headquarters, 124 East 28th Street, New York City, a clipping of every article, item or paragraph appearing which carries a reference of any kind to the war work of the American Library Association or to the United War Work Campaign.

These clippings will in large measure reflect the publicity activities of local library units and gauge the publicity results obtained by them. A file and classified record of these results will be kept at headquarters. After the campaign there will be a special article prepared for the *Library Journal* on the subject of Library War Service. Full credit will be given in this article to the libraries and librarians whose clippings, as forwarded to this office, show the best results. Due consideration will be given to such matters as population, number of newspapers in the community, etc., so that the comparison will be as nearly as possible a fair one.

Now is the time for library workers to demonstrate that library cooperation in the United War Work Campaign means something.

NEWSPAPER PUBLICITY

BY FRANK PARKER STOCKBRIDGE
National Director of Information

Let me try to clear up all possible misunderstandings about newspaper publicity in relation to the United War Work Campaign. From the letters reaching this office daily it is apparent that there is much confusion of thought on this subject.

By request of the Secretary of the Treasury and the Chairman of the Commissions on Training Camp Activities, there has been no effort made to obtain newspaper publicity during the period of the Liberty Loan, beyond such matter as had been sent out for newspaper publication prior to the receipt of this request.

By mutual agreement and as a part of the basic plan of co-operation between the seven organizations which have combined in the United War Work Campaign, all general newspaper publicity matter relating to the campaign is sent out from United War Work Campaign Committee's national publicity offices. Publicity matter prepared by and relating to each of the organizations is being sent through this central committee to the press of the country, for publication after the Liberty Loan drive.

Some publicity matter is sent direct to newspapers; most of it, so far as it can be prepared in advance, is sent out through departmental, State and local publicity committees of the United War Work Campaign, who are charged with the duty of obtaining its insertion in the papers in their respective territories.

So far as the United War Work Campaign publicity

committee can do so, provision has been made for supplying copy to every newspaper in the United States for publication at some time or other, or continuously, during the three weeks between the close of the Liberty Loan campaign and the beginning of the United War Work Campaign.

Library workers can and should co-operate in obtaining the publication of this publicity matter emanating from United War Work Campaign headquarters. Much of it relates to Library War Service; more of it, naturally, relates directly to the work of the other six organizations. This is all interesting and the publication of any or all of it helps each and every one of the organizations in the United War Work Campaign.

What Library Workers Can Do

Specifically, what those can do who are taking part in this campaign in behalf of Library War Service, is:

First, to check up with your State, district, county or local United War Work Campaign publicity committee and find out if the committee is receiving this publicity material;

Second, lend a hand in getting this publicity material distributed to the newspapers in your territory;

Third, use whatever influence you, your library, your library trustees and the friends of Library War Service can bring to bear on your newspapers to obtain the pub-

lication of this United War Work Campaign publicity matter on the scheduled dates.

You can do a great deal more than this, however.

The most valuable kind of publicity for this campaign, and the only kind of newspaper publicity that will amount to anything during the week of the campaign itself, and the few days immediately preceding it, will be the *local news* about United War Work Campaign in your own territory. The newspapers of Arkansas, for example, will be glad to print news about what the men and women of Arkansas are doing in the United War Work Campaign, how the campaign is being organized in the State, who the people are that are active in it, how much money the State is expected to raise, details of interesting methods or novel features that are to be introduced in the conduct of the campaign. Even more definitely is this the case when the news is local. The Little Rock papers, for example, want to print the news of what Little Rock is doing in the campaign.

It is the local publicity committee, after all, that must obtain the newspaper publicity upon which the success of the campaign depends. It is with your local United War Work Campaign committee that you, the library worker, can be of the greatest service.

What Is Local News?

One of the ways in which librarians can contribute local news to local newspapers is indicated elsewhere in this issue of *WAR LIBRARIES*. It is local news that the librarian and the six or the six hundred members of his or her staff are taking part in the campaign, to begin with; it is local news that you have received word from the headquarters of Library War Service that more than 1,200,000 books have been shipped overseas, and more money is needed to buy more books. What makes this last local news is not the fact that more than a million books have been sent abroad but that *you*, the local librarian, have *received* that information.

Every issue of *WAR LIBRARIES* contains enough material for several good local news stories, in the hands of a librarian who has publicity sense—which is news sense. There is a news paragraph, for example, in the announcement that Miss Brown, the librarian at the public library, is going to receive from headquarters of Library War Service for distribution a quantity of beautiful card book-marks, printed in three colors, bearing the new emblem of Library War Service and telling about the service of books and reading matter to our soldiers, sailors and marines. There is another news item when you receive the book-marks and begin placing one in each book that goes out of your library. There is news in the adoption of the emblem of the open book bearing the initials "A. L. A."; there is lots of news in the information about Library War Service on the other side of the book-mark.

There is another form of newspaper publicity which is of especial concern in every community where there are

daily newspapers. This is the paid display advertisement, underwritten by local business men.

You have all seen the full-page, half-page and smaller advertisements of the Fourth Liberty Loan, just as you saw similar advertisements of the Red Cross last spring. These advertisements are prepared in National Headquarters and sent out to local committees, part of whose job it is to induce local business men to contribute their advertising space in their local papers for this purpose. A series of extremely attractive and interesting advertisements, dealing with and touching on the activities of all seven of the organizations in the United War Work Campaign, has been prepared at National Headquarters. "Copy" and mats for these are being sent out to local committees. Librarians can help to get these inserted in local newspapers by joining in the efforts to induce local merchants to subscribe the cost of their insertion.

The Educational Campaign

So much for United War Work Campaign newspaper publicity. Related to, but in many respects quite distinct from, the campaign publicity, is the continuing campaign for the education of the public on Library War Service, what it is, and what it does. Here, too, the local library personnel can and must help.

There have been sent out to every library in the country and to newspapers, press clipping sheets entitled "Good Stories from Camp and Trench" and "More Stories from Camp and Trench." What have you done with these? You have given this material, or some parts of it, to your local newspapers, of course. But what have your newspapers done with it? Do you follow such matters up and ask your news editors to print these stories?

Every newspaper in the United States that is big enough to receive a telegraph news service has also received from this office a clipping sheet containing statistics about Library War Service and suggestions for editorials. The chief editorial writer of every newspaper ought to have the suggestion conveyed to him, by someone connected with his local library, that a subject which is interesting enough to call forth a half-page editorial in the *Philadelphia North American*, a strong editorial commendation from the *New York Tribune*, an editorial in the *Saturday Evening Post*, etc., etc., is surely worthy of comment in his own newspaper.

The book reviewer or literary editor of every newspaper in the United States that gives space to book reviews or literary criticism has received several articles specially calculated to appeal to readers of his department. Ask the literary editor of your local newspaper whether he has received these, and suggest that they are of real interest to his readers.

No go back to the beginning of this article and read the request at the head of it. Let's all pull together and show what the library personnel of the United States can do when it comes to publicity!

The Strength of Each for the Good of All

BY WICKES WAMBOLDT

National Campaign Director

FROM every section of the United States this office is receiving enthusiastic reports of the meetings which have been held in all the States and attended by delegates from the seven organizations participating in the United War Work Campaign. These reports indicate that a complete spirit of harmony and co-operation prevails. This attitude had its inception at National Headquarters, where the general leaders of all the organizations have been working in unison since the merger was requested by President Wilson. This same spirit has spread to the States and must continue down to the individuals in each locality in order that this campaign, which is the greatest of its kind in history, may come to a successful conclusion on November 18th.

The members of all seven organizations and their friends must think in terms of the United War Work Campaign and not in terms of any one organization. It is perfectly natural, for instance, for the members of the American Library Association to think of themselves as co-operating with the United Drive rather than being an integral part of it. The very readiness with which this thought can suggest itself emphasizes its danger. From now on we must think of this as a United Drive. We must consider ourselves as soldiers in one great army and respond with heartiness to our leaders, regardless of the organizations from which they are selected. In no other way can the sum of \$170,500,000 be raised.

As the participating organizations submerge differences of opinions there will be developed through this campaign a spirit of cooperation and team play that will be worth more than the money that the campaign will produce. No one who is in close touch with the progress of this great campaign can fail to realize that it will play a large part in developing the spirit of cohesion which is rapidly welding the people of the United States into one huge community in which the community spirit is strong. We are rapidly acquiring a National soul and an International outlook—something this country has never had before.

While the seven organizations participating in this campaign should subordinate themselves absolutely to the good of the undertaking, it should be borne in mind that any attempt to lose identity will mean a loss of power. This identity should be retained as far as practicable and its influence used for the good of all concerned. For instance, the fact should be emphasized, in every way possible, that the American Library Association is throwing every ounce of its power and influence into the United Campaign. The great strength of the United War Work Campaign organization is to be found in the fact that it can commandeer workers from seven great National welfare movements.

It is natural and easy for the American Library Association to co-operate in this campaign for the reason that the normal attitude of librarians from start to finish is that of co-operation. Library War Service is founded on co-operation with other organizations. There is a philosophy underlying library work which is to be found in few other organizations. The relationship to other movements is unique.

Library leaders everywhere, bearing these facts in mind, should leave no step untaken to bring the full force of the A. L. A. into the United Drive, not only for the purpose of assisting the campaign, but in order that the fabric of our permanent organization may be strengthened and that we may be in a position to do better co-operative work when the drive is over.

To this end it is most important that the A. L. A. be prominently and efficiently represented on every committee which is appointed on behalf of the United Drive. In this connection please observe extracts from a letter issued by Dr. John R. Mott, Director-General of the United War Work Campaign, as follows:

It is desirable in building up your State Committees to keep adding names until you are quite sure, in the light of conference you may have with representatives of these organizations, that they are satisfied that it is an adequate representation.

I am glad to note that the practice is spreading of having in each State an Executive Committee composed of the Chairman of the State Committee and one representative from each of the seven organizations.

The national leaders of the other organizations are desirous, and properly so, that all of the chairmanships should not be held by the Young Men's Christian Association or any other one organization. In view of the fact that many of the chairmanships have practically been determined and that it may become difficult and most embarrassing to suggest changes, I have suggested the plan of our having in virtually every State where it seems desirable an Honorary Chairman. That would afford opportunity to put on a certain number of distinguished citizens who could properly represent the various organizations. I would hope that in each of the Departments of the country, even at this late date, you and your Department Chairman might be able to arrange matters so that at least one-fourth or one-third of the State Chairmen and State Honorary Chairmen might be men who would be regarded as representative of the other organizations, including, of course, Catholics and Jews.

I need not suggest that we must all constantly be studying ways in which we can make it clear to everybody that this is a United War Work Campaign.

If the full strength of the Library personnel throughout this country is to be brought into the United War Work Campaign, a well thought out plan must be adopted and followed. As you probably understand, the plan of organization for the United Drive provides for

State Organizations having supervision over District Organizations. (A district generally embraces from three to five counties.)

District Organizations having supervision over County Organizations.

County Organizations having supervision over Local Organizations.

The American Library Association State Leaders should follow a similar plan of contact for lining up A. L. A. workers. They should appoint

An A. L. A. Leader in each District who will have charge of mobilizing A. L. A. constituents for service on District Committees and who will also appoint the County A. L. A. Leaders. (In any State where the District Organization is omitted, the State Leaders will appoint direct to counties.)

The A. L. A. Leader in each County will mobilize A. L. A. workers for service on County Committees and will also appoint an A. L. A. Leader in each locality.

The A. L. A. Leader in each locality will mobilize A. L. A. constituents for service on Committees and Teams in that locality.

The duty of the A. L. A. State Leaders is to keep this line of communication unbroken throughout the campaign down to the individual A. L. A. workers in the local communities in order that the enthusiasm and support of the A. L. A. constituents may be developed to the highest degree and maintained.

It is of course understood that this plan is intended merely to recruit A. L. A. workers for service, and after they are enlisted they are to take their instructions from the officers of the United War Work Campaign.

DO IT NOW

A great many Librarians are College Graduates. Your old college has its newspaper. Write to the editor. Tell him all you know about Library War Service and United War Work Campaign and ask him to print it.

DO IT NOW

Publicity Material Going Forward

United War Work Committees Everywhere Will Soon Have Full Supply of Posters and Booklets

Shipments of publicity material—posters, booklets, leaflets, buttons and window cards—from United War Work Campaign headquarters to local United War Work Campaign committees are now beginning.

In these shipments are included the United War Work Campaign posters, United War Work Campaign pamphlets, United War Work Campaign window flags and buttons, all of which were fully described in No. 3 of "War Libraries," and in the same shipments and packages are included the posters for general outdoor display of the Y. M. C. A., the Y. W. C. A., the War Camp Community Service, the National Catholic War Council, the Jewish Welfare Board, the Salvation Army and the American Library Association.

These shipments of packages are addressed to your local United War Work Campaign committee. It is the United War Work Campaign committee that is responsible for putting up these posters in each community.

If the library organization is represented on the publicity committee of United War Work Campaign, as it should be, such representative should see to it that the library posters are put up and that none of them are left in storage. If there is no representative of Library War Service on any local United War Work Campaign committee, librarians should make it their business to see that the library posters are utilized and displayed just as the others are.

The same applies to the leaflets which are being shipped to local United War Work Campaign committees for general distribution. There are leaflets or booklets telling the story of each of the seven

organizations included in these shipments. Library workers should make it their business to see that the library leaflets get adequate and complete distribution during the campaign.

Library War Service Publicity Material

The foregoing refers solely to items which are being shipped from United War Work Campaign headquarters to United War Work Campaign local committees. In addition to these United shipments there will be direct shipments from this headquarters to libraries of the following special library publicity material:

1. Rotogravure display sheets in three different sizes, 20x30, 15x20 and 10x15 inches.
2. Maps showing the distribution of Library Service, size 21x26 inches.
3. Book-marks for insertion in all books circulated so long as the supply lasts.

These pictorial sheets, maps and book-marks are not primarily campaign material, but are a part of the general publicity plan for Library War Service. Their use will, of course, aid in the money campaign. Their purpose, however, is as much for the continuing education of the public as to what Library War Service is and does, and particularly that part of the public which uses the libraries. The supply of these items is limited and their display and use therefore necessarily will be chiefly in and around the library buildings and should be continuous as long as the war lasts.

Speakers for Campaign

A National Speakers' Bureau, consisting of representatives of the seven organizations, has been formed which will secure and assign to the important cities of the country speakers of national importance. A United Speakers' Bureau will also be formed in each department, State, county and city. Library speakers are being recruited and will be reported to State and departmental bureaus and may be available for assignment within those districts.

Applications for speakers should be made to the bureau of the city or county and by them will be forwarded to the State or department when the request cannot be filled locally.

There is now on the press a speakers' handbook, containing facts, figures, stories, anecdotes and information generally about Library War Service, a copy of which will be forwarded to every library as soon as issued. Additional copies, in very moderate quantities, may be obtained for the actual use of speakers, on application to Speakers' Bureau, National Campaign Headquarters, Library War Service, 124 East 28th St., New York City.

KEEP IN TOUCH WITH YOUR LOCAL PAPER

The Public Library is a good news source in every city in the country. The editors want the news, but they don't always get it.

Keep in close touch with your local newspaper. Call the city editor on the 'phone and tell him about the exhibition of rotogravures you are about to have. Ask him to send a reporter to the library to see the pictures. Show the reporter the map that tells the story of Library War Service. Tell him in detail about Library War Service and the part your town is playing in it, and he will be glad to write about it.

Also, every time you hear something interesting about Library War Service—during the campaign and afterward—tell it to your friend the reporter. It won't be long before the reporter is making a regular call on you for news, and you should always manage to have something interesting to tell him.

Panel Exhibits and Rotogravures

Unforeseen shipping conditions have made necessary a complete change in the schedules for the 27 Panel Exhibits. Practically every set has been delayed on the road three and four times beyond the anticipated period. Some apparently cannot be traced. This office is sorely distressed to be unable to improve the situation and to fill all of the promised engagements.

As rapidly as possible sets are being turned over to State leaders who will route the exhibits within State lines. Do not be surprised if your set does not arrive on schedule time. Keep the next Library advised and accept conditions as you find them. There are no extra sets.

Headquarters has been flooded with requests which it cannot possibly fill because of these conditions and the limited number of available exhibits.

Attention can only be called to the very attractive rotogravure sets which will soon be sent to every library in sufficient quantity to meet the usual exhibition needs. Library workers will be highly pleased with them.

LOOKING A GIFT HORSE IN THE MOUTH

One of the results of the campaign for gift books last spring was an influx of reading material of the type which careful mothers take pains to remove from the environment of sixteen-year-old daughters.

That the gift horse had to be inspected carefully was demonstrated a number of times. To one camp library came copies of Zola's "L'Assommoir," Daudet's "Sapho," and De Maupassant's "Bel-Ami."

From the reading room in a church were sent copies of *Snappy Stories*.

An offer of a file of the *Undertaker's Review* was graciously rejected.

School readers antedating the Civil War were received.

Pershing Congratulates A. L. A.

By direction of General Pershing, the postal franking privilege in the territory occupied by the A. E. F. has been granted to the Library War Service of the A. L. A.

This was done at the request of Mr. Burton E. Stevenson, in charge of distribution overseas, who is by this means enabled to forward any particular book from his Paris headquarters to any officer or enlisted man anywhere in France, free of postage, and the soldier can return the book also without postage when he has finished reading it.

This direct distribution is the capstone of the pyramid which Mr. Stevenson has been building, the foundation of which is the establishment of library branches and stations in the territory overseas wherever a building can be found to house them and a custodian to issue them to soldiers. Mr. Stevenson reports that more than 350 such stations have been established. They are in the huts of the Y. M. C. A., the Knights of Columbus, the Salvation Army, the Jewish Welfare Board and other civilian organizations maintaining huts, club houses, etc., for the benefit of our forces. Every *foyer du soldat* that serves American troops, the American University Union, the Soldiers' and Sailors' Leave Club and many other institutions have been equipped with book collections and many collections have been sent to officers and Army chaplains.

A letter received by Mr. Stevenson from the Commander-in-Chief of the A. E. F., on August 18th, contains this paragraph:

The Commander-in-Chief sends his congratulations upon the very successful work which you have thus far accomplished and which has been of real and substantial benefit to the members of the American Expeditionary Forces. He wishes your Association every success in its new campaign for funds to carry on and extend its activities.

Movies for the Campaign

Ask your local motion picture theatre managers to put on one or another or all of the United War Work Campaign films.

Tell them to ask their regular motion picture exchange for these films. There is one big five-reel feature covering the work of the seven organizations, scenario by Rex Beach, directed by S. L. Rothapel and released through the Goldwyn Pictures Corporation.

There is a two-reel film made by the Wharton Releasing Corporation.

There is another two-reel picture that will be distributed through the Mutual Film Corporation.

In addition the news release of the Universal, Pathe, Gaumont and Mutual companies, some 95 different films in all, will carry United war work material up to the close of the campaign.

There are short sections of film known as trailers attached to all the important dramatic releases that will be shown between now and the end of the campaign. Besides these, the Burton Holmes Travalogues, the Bray Pictograph and other regular features will carry many United War Work scenes.

Tell your local managers also to be sure to show the slides which are being distributed through the motion picture exhibitors' State leagues.

WHO'S WHO IN THE CAMPAIGN

NATIONAL COMMITTEE OF ELEVEN U. W. W. C.

Raymond B. Fosdick, Chairman. (Chairman of War and Navy Departments' Commissions on Training Camp Activities.)

Dr. John R. Mott, George W. Perkins, Y. M. C. A.
Mrs. Henry P. Davison, Y. W. C. A.
John G. Agar, James J. Phelan, National Catholic War Council.
Mortimer L. Schiff, Jewish Welfare Board.
Hon. Myron T. Herrick, War Camp Community Service.
Frank A. Vanderlip, American Library Association.
George Gordon Battle, Salvation Army.
Cleveland H. Dodge, National Treasurer.
John D. Rockefeller, Chairman New York City Campaign

GENERAL COMMITTEE U. W. W. C.

(Committee of Thirty-five)

John R. Mott, Chairman
Miss Emma V. Baldwin, Secretary

Representing Y. M. C. A.:

John R. Mott
George W. Perkins
A. H. Whitford

Representing Y. W. C. A.:

Mrs. Henry P. Davison
Miss Ella Schooley
Miss A. Estelle Paddock

Representing National Catholic War Council:

John G. Agar
Hon. Victor J. Dowling
W. P. Larkin

Representing Jewish Welfare Board:

Mortimer L. Schiff
Walter E. Sachs
I. E. Goldwasser

Representing W. C. C. S.:

Hon. Myron T. Herrick
H. S. Braucher
H. M. Blair

Representing A. L. A.:

Dr. Frank P. Hill
Theodore L. Frothingham
Wickes Wamboldt

William F. Edwards
Harvey J. Hill

Frank Parker Stockbridge
Miss Emma V. Baldwin

Representing Salvation Army:

George Gordon Battle
Col. William Peart
Col. William McIntyre

Col. Alexander M. Damon
Col. Gustav Reinhardsen

EXECUTIVE COMMITTEE

of the General Committee, U. W. C.

Dr. John R. Mott, Chairman
Geo. W. Perkins, representing the Y. M. C. A.
Miss Mabel Cratty, representing the Y. W. C. A.
John G. Agar, representing the National Catholic War Council
Mortimer L. Schiff, representing the Jewish Welfare Board
H. S. Braucher, representing the War Camp Community Service
Dr. Frank P. Hill, representing the American Library Association
Col. William Peart, representing the Salvation Army

SUB-COMMITTEES OF GENERAL COMMITTEE

War Chests:

George W. Perkins
Mrs. Henry P. Davison
John G. Agar
Mortimer L. Schiff

Hon. Myron T. Herrick
Frank A. Vanderlip
George Gordon Battle

Committee on Relation of National and State Councils of Defense to Campaign:

F. S. Brockman
H. S. Braucher

Dr. Frank P. Hill
Miss Mabel Cratty

Committee on Publicity:

Bruce Barton
Miss A. Estelle Paddock
Larkin S. Meade
Ellis Slatoff

William F. Edwards
Frank Parker Stockbridge
Elmore Leffingwell

EXECUTIVE CABINET

Dr. John R. Mott, Director General
Miss Mabel Cratty
William Knowles Cooper
Bruce Barton
A. G. Knebel
Miss Emma V. Baldwin, Secretary
C. S. Ward
Harvey J. Hill
A. H. Whitford
Jacob Billikopf
F. S. Brockman

WHO'S WHO IN THE CAMPAIGN (Continued)

DEPARTMENT OF FINANCE

George W. Perkins
Mortimer L. Schiff

John C. Agar
Raymond F. Brown, Secretary

DIRECTORS OF DIVISIONS

C. S. Ward, Harvey J. Hill, Field Organization.
A. H. Whitford, Special Groups.
A. N. Cotton, Director Boys' Campaign.
George Irving, Director Students' Division.
A. E. Roberts, H. M. Blair, Directors Rural Division.

CAMPAIGN DIRECTORS U. W. W. C.

Northeastern Department—E. N. Huntress, 80 Boylston St., Boston, Mass.
Eastern Department—John W. Cook, 200 Fifth Ave., New York City.
Southeastern Department—R. Hayne King, Peters Bldg., Atlanta, Georgia.
Central Department—M. C. Williams, 108 So. LaSalle St., Chicago, Ill.
Southern Department—G. S. Bilheimer, Southwestern Life Bldg., Dallas, Texas.
Western Department—Lyman L. Pierce, 610 Flood Bldg., San Francisco, Cal.

STATE CAMPAIGN DIRECTORS, U. W. W. C.

Northeastern Department:

NEW HAMPSHIRE—H. S. Smith, Y. M. C. A., Lynn.
VERMONT—A. C. Hurd, White River Junction.
MASSACHUSETTS—Kenneth Robbie, Y. M. C. A., Springfield.
RHODE ISLAND—D. L. Rogers, 160 Broad St., Providence.
CONNECTICUT—G. C. Hubert, Y. M. C. A., Hartford.

Eastern Department:

NEW YORK—F. I. Eldridge, S. B. Groner, 2 W. 45th St., New York City.
NEW JERSEY—Chas. A. Coburn, 671 Broad St., Newark.
DELAWARE—Philip M. Colbert, Y. M. C. A., Wilmington.
PENNSYLVANIA—F. B. Shipp, 1417 Walnut St., Philadelphia.
MARYLAND—H. O. Williams, Y. M. C. A., 542 Equitable Bldg., Baltimore.
DISTRICT OF COLUMBIA—Clifford L. Johnson, 1736 G St., N. W., Washington.
VIRGINIA—G. K. Roper, Jr., Chamber of Commerce Bldg., Richmond.
WEST VIRGINIA—George L. Goodwin, 1736 G St., N. W., Washington, D. C.

Southeastern Department:

FLORIDA—J. H. Wilson, Y. M. C. A., Jacksonville.
ALABAMA—W. S. Stallings, Y. M. C. A., Birmingham.
MISSISSIPPI—B. W. Godfrey, Y. M. C. A., Jackson.
TENNESSEE—C. J. Jackson, Y. M. C. A., Nashville.
NORTH CAROLINA—Z. D. Dunlap, Y. M. C. A., Durham.
SOUTH CAROLINA—A. S. Protzman, Y. M. C. A., Columbia.
GEORGIA—Ely R. Callaway, 75 Luckie St., Atlanta.

Central Department:

OHIO—F. W. Ramsey, Cleveland Metal Produce Co., Cleveland.
ILLINOIS—F. M. Deerhake, 19 So. LaSalle St., Chicago.
COLORADO—J. S. Temple, Y. M. C. A., Denver.
SOUTH DAKOTA—W. L. Hopkins, Clark.
NORTH DAKOTA—W. L. Stockwell, Fargo.
NEBRASKA—Charles Strader, Lincoln.
KENTUCKY—C. A. Tevebaugh, Y. M. C. A., Louisville.
WISCONSIN—L. C. Bradshaw, 104 Main St., Madison.
KANSAS—Clifford Pierce, 618 New England Bldg., Topeka.
MISSOURI—R. A. Cassidy, 420 Calumet Bldg., St. Louis.
MICHIGAN—Carroll F. Sweet, Grand Rapids School, Equip. Co., Grand Rapids.

IOWA—Graham Stewart, Y. M. C. A., Des Moines.
MINNESOTA—E. W. Peck, Y. M. C. A., Minneapolis.
INDIANA—Edgar Webb, Majestic Bldg., Indianapolis.

Southern Department:

TEXAS—L. A. Coulter, 611 Sumter Bldg., Dallas.
ARKANSAS—W. C. Ribenack, 303 Gazette Bldg., Little Rock.
OKLAHOMA—A. O. Booth, 409 Terminal Bldg., Oklahoma City.
LOUISIANA—W. S. Scott, Y. M. C. A., New Orleans.
ARIZONA—C. E. Buchner, Y. M. C. A., Phoenix.
NEW MEXICO—S. J. Brient, Y. M. C. A., Albuquerque.

Western Department:

CALIFORNIA—E. L. Mogge, Flood Bldg., San Francisco.
NEVADA—Robt. M. Price, Reno.
WYOMING—Roy Hills, Cheyenne.
MONTANA—Chas. Puchler, Helena.
IDAHO—R. E. Randall, Boise.
WASHINGTON—C. W. Wilcox, Seattle.
OREGON—O. W. Davidson, Portland.
UTAH—Mr. Farnsworth, State Council Defense.

U. W. W. C. PUBLICITY DIRECTORS

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NEW YORK—S. B. Groner, Y. M. C. A., Syracuse.
NEW JERSEY—Charles A. Coburn, 671 Broad St., Newark.
PENNSYLVANIA—F. B. Shipp, Y. M. C. A., Pittsburgh.
DELAWARE—Philipp M. Colbert, Y. M. C. A., Wilmington.
MARYLAND—N. O. Williams, Y. M. C. A., Baltimore.

DISTRICT OF COLUMBIA—Clifford L. Johnson, Y. M. C. A., Washington.

VIRGINIA—G. K. Roper, Jr., Chamber of Commerce, Richmond.

WEST VIRGINIA—Geo. L. Goodwin, Frederick Hotel, Huntington.

CENTRAL DEPARTMENT

OHIO—R. J. Dustman, Associated Press, Columbus.
KENTUCKY—Geo. E. Stevens, Y. M. C. A., Louisville.
MICHIGAN—George A. Murphy, Michigan Trust Bldg., Grand Rapids.
ILLINOIS—W. S. Forman, 1421 Association Bldg., Chicago.
KANSAS—Cecil Howes, 106 West 9th Street, Topeka.
MISSOURI—J. L. McQuie, Y. M. C. A., St. Louis.
COLORADO—J. S. Temple, Y. M. C. A., Denver.
NEBRASKA—Guy P. Leavitt, World-Herald, Omaha.

IOWA—Mrs. Maud Hart Lovelace, Y. M. C. A., Des Moines.

SOUTH DAKOTA—John Longstaff, Huron.

NORTH DAKOTA—Sam S. Haislet, Y. M. C. A., Fargo.

MINNESOTA—Mrs. Lillian H. Wakefield, Y. M. C. A., Minneapolis.

WISCONSIN—Lee C. H. Orbach, 417 Washington Bldg., Madison.

INDIANA—Robert Tyler, 404 City Trust Building, Indianapolis.

SOUTHEASTERN DEPARTMENT

GEORGIA—E. Y. Clarke, 75 Luckie Street, Atlanta.
FLORIDA—Roger Daniels, Y. M. C. A., Jacksonville.
TENNESSEE—Cole Morgan, Y. M. C. A., Nashville.
SOUTH CAROLINA—Lupton Wilkinson, Y. M. C. A., Columbia.
NORTH CAROLINA—Ralph Runyon, Y. M. C. A., Durham.
ALABAMA—Charles Harrold, Y. M. C. A., Birmingham.
MISSISSIPPI—R. W. Miles, Y. M. C. A., Jackson.

NORTHEASTERN DEPARTMENT

NEW HAMPSHIRE—Walter J. Thomas, Leader Union, Manchester.
VERMONT—H. P. Hinman, Quarriers and Manufacturing Association, Barre.
MASSACHUSETTS—Geo. L. Sullivan, 67 Milk Street, Boston.
RHODE ISLAND—Donald O. Pryor, General Fire Extinguisher Company, Providence.
MAINE—W. B. Hay, c/o A. S. Hinds, Portland.

WHO'S WHO IN THE CAMPAIGN (Continued)

LIBRARY WAR COUNCIL

APPOINTED BY THE SECRETARY OF WAR

Frank A. Vanderlip, <i>Chairman</i>	Henry E. Huntington
Asa G. Candler	Joseph Lee
P. P. Claxton	Arthur D. Little
J. Randolph Coolidge, Jr.	Wallace McCamant
Mrs. Josiah E. Cowles	J. P. Morgan
Mrs. James S. Cushman	John R. Mott
Col. Harry Cutler	John Poole
W. C. D'Arcy	William A. Rogers
T. Coleman Du Pont	Mrs. Finley J. Shepard
John H. Finley	E. T. Stotesbury
James A. Flaherty	Jos. P. Tynan
Frank P. Glass	Theodore N. Vail
David E. Heineman	Harry A. Wheeler

WAR SERVICE COMMITTEE

APPOINTED BY THE EXECUTIVE BOARD

J. I. Wyer, Jr., New York State Library, Albany, N. Y.	Frank P. Hill, Public Library, Brooklyn, N. Y.
Edwin H. Anderson, Public Library, New York City.	Charles F. D. Belden, Public Library, Boston, Mass.
Gratia A. Countryman, Public Library, Minneapolis, Minn.	Executive Secretary: George B. Utley, A. L. A. Office, Chicago.
Electra C. Doren, Public Library, Dayton, Ohio.	

LIBRARY WAR FINANCE COMMITTEE

EXECUTIVE SECTION

Frank P. Hill, Chairman, Brooklyn, N. Y.	Dr. Francis M. Kennedy, New Bedford, Mass.
Charles F. D. Belden, Boston, Mass.	W. L. Brewster, Portland, Ore.
Walter L. Brown, Buffalo, N. Y.	Mrs. John King Ottley, Atlanta, Ga.
Adam Strohm, Detroit, Mich.	John Cotton Dana, Newark, N. J.
Caroline M. Underhill, Utica, N. Y.	Wickes Wamboldt, National Campaign Director.
M. Taylor Pyne, Princeton, N. J.	Frank Parker Stockbridge, National Director of Information.

A. L. A. DIRECTORS AND CHAIRMEN

ALABAMA—CAMPAIGN DIRECTOR, Thomas M. Owen, Division Archives and History, Montgomery; CHAIRMAN, J. W. Donnelly, Birmingham.

ARIZONA—CAMPAIGN DIRECTOR, Con. J. Cronin, State Library, Phoenix.

ARKANSAS—CAMPAIGN DIRECTOR, Mrs. Carl Voss, Little Rock; CHAIRMAN, Will Akers, 921 Southern Trust Building, Little Rock.

CALIFORNIA (Northern)—CAMPAIGN DIRECTOR, Milton J. Ferguson, State Library, Sacramento.

CALIFORNIA (Southern)—CAMPAIGN DIRECTOR, Everett R. Perry, Public Library, Los Angeles; CHAIRMAN, Byron H. Wilson, Public Library, Los Angeles.

COLORADO—CAMPAIGN DIRECTOR, Chalmers Hadley, Public Library, Denver; CHAIRMAN, James J. Pershing, Denver.

CONNECTICUT—CAMPAIGN DIRECTOR, Chas. D. Hine, Library Commission, Hartford.

DELAWARE—CAMPAIGN DIRECTOR, Arthur L. Bailey, Wilmington Free Inst., Wilmington; CHAIRMAN, Philip Burnett, President Continental Ins. Co., Wilmington.

DISTRICT OF COLUMBIA—CAMPAIGN DIRECTOR, Dr. George F. Bowerman, Public Library, Washington; CHAIRMAN, Theodore Noyes, Editor *Star*, Washington.

FLORIDA—CAMPAIGN DIRECTOR, Lloyd W. Josselyn, Free Public Library, Jacksonville; CHAIRMAN, Perry Wall, Tampa.

GEORGIA—CAMPAIGN DIRECTOR, Robert L. Foreman, Atlanta; CHAIRMAN, Col. Frederick J. Paxon, Atlanta.

IDAHO—CAMPAIGN DIRECTOR, Reilly Atkinson, 409 S. 8th St., Boise; CHAIRMAN, Charles F. Kutnewsky, Boise.

ILLINOIS—CAMPAIGN DIRECTOR, P. L. Windsor, U. of I. Library, Urbana; CHAIRMAN, Frederick H. Ransom, Union Trust Co., Chicago.

INDIANA—CAMPAIGN DIRECTOR, W. M. Hepburn, Purdue University Library, Lafayette; CHAIRMAN, Mrs. Elizabeth Claypool Earle, 1812 Western Ave., Connersville.

IOWA—CAMPAIGN DIRECTOR, Johnson Brigham, State Library, Des Moines; CHAIRMAN, Henry L. Adams, Des Moines.

KANSAS—CAMPAIGN DIRECTOR, Charles Colladay, Hutchinson; CHAIRMAN, J. C. Bigger, Hutchinson.

KENTUCKY—CAMPAIGN DIRECTOR, George T. Settle, Public Library, Louisville; CHAIRMAN, Col. Marion E. Taylor, 123 W. Main St., Louisville.

LOUISIANA—CAMPAIGN DIRECTOR, Thomas P. Thompson, Hibernia Bldg., New Orleans; CHAIRMAN, Col. Wm. C. Dufour, Federal Land Bank, New Orleans.

MAINE—CAMPAIGN DIRECTOR, Henry C. Dunnack, State Library, Augusta; CHAIRMAN, J. H. Winchester, Corinna.

MARYLAND—CAMPAIGN DIRECTORS, L. H. Dielmann, Peabody Inst., Baltimore; Miss Edith Vermije, Maryland Library Com., Baltimore; CHAIRMAN, Miss Mary L. Titcomb, Free Library, Hagerstown.

MASSACHUSETTS—CAMPAIGN DIRECTOR, John A. Lowe, Camp Devens, Ayre.

MICHIGAN—CAMPAIGN DIRECTOR, Adam Strohm, Public Library, Detroit; CHAIRMAN, W. R. Roach, Hart.

MINNESOTA—CAMPAIGN DIRECTOR, Miss Clara F. Baldwin, Library Commission, St. Paul; CHAIRMAN, Leon Warner, 13 S. 6th St., Minneapolis.

MISSISSIPPI—CAMPAIGN DIRECTOR, Runbar Rowland, Jackson.

MISSOURI—CAMPAIGN DIRECTOR, Miss Elizabeth B. Wales, Library Commission, Jefferson City; CHAIRMAN, G. A. Buder, Pres. Times Publishing Co., St. Louis.

MONTANA—CAMPAIGN DIRECTOR, T. H. Richardson, Helena; CHAIRMAN, H. G. Pickett, Helena.

NEBRASKA—CAMPAIGN DIRECTOR, Miss Anna Jennings, Library Commission, Lincoln; CHAIRMAN, Miss Charlotte Templeton, Library Commission, Lincoln.

NEVADA—CAMPAIGN DIRECTOR, Frank J. Pyne, Carson City; CHAIRMAN, M. D. Fairchild, Reno.

NEW HAMPSHIRE—CAMPAIGN DIRECTOR, Arthur H. Chase, State Library, Concord; CHAIRMAN, Edward K. Woodworth, Concord.

NEW JERSEY—CAMPAIGN DIRECTOR, Miss Sarah B. Askew, Public Library Commission, Trenton; CHAIRMAN, M. Taylor Pyne, Princeton.

NEW MEXICO—CAMPAIGN DIRECTOR, Miss Evelyn Shuler, Public Library, Raton; CHAIRMAN, Ralph E. Twitchell, Santa Fe.

NEW YORK—CAMPAIGN DIRECTOR, James I. Wyer, State Library, Albany.

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