

university (specifically graduate) education in this country. It is the reviewer's conviction that it will become clear to all who read, understand, and evaluate this volume that the university is needed today more than ever, and especially as an agent in preserving the peace, nor is it too late, so it seems (the undersigned is optimistic), for the university

to help secure it! The author has given us a solid, penetrating, valuable volume on a timely subject. The reviewer considers it a powerful and significant addition to the small but growing literature produced by thinking men who, mindful of the dangers besetting the university, are doing something to save it.—

William A. Kozumplik.

College and University Libraries

College and University Libraries and Librarianship. An Examination of their Present Status and Some Proposals for Their Future Development. Prepared by the College and University Postwar Planning Committee of the American Library Association and the Association of College and Reference Libraries. William H. Carlson, chairman. Chicago, American Library Association, 1946.

The publication of full-fledged volumes in the college and university library field occurs rather infrequently. Consequently the appearance of a new addition to our bibliography is something of an event and is bound to be seized upon eagerly by academic librarians. When such a new publication offers less than we had hoped, disappointment is correspondingly keen.

The disappointment involved in the volume under review lies in the fact that the study offers virtually nothing which will be new to college and university librarians who are acquainted with our professional literature of the past decade or two. Such persons will presumably already be familiar with what has been written concerning the "fundamental principles which have governed, or should govern, the sound administration of libraries," and will find little with which they are not already familiar in the "extensive attention and evaluation . . . given to the past and present status of college libraries and librarianship" (Preface, p. v). The statement just made certainly applies to the chapters on "Acquisition, Organization and Use of Library Materials," "Cooperation and Coordination in the Profession," "Philanthropy and College Libraries," "Professional Organizations," "Professional Literature," and "The College Library Building." These chapters constitute more than two-thirds of the study.

While the work is avowedly directed to the practicing librarian, it is the reviewer's opinion, for the reason already stated, that it is much more likely to be useful to library school students and to those just entering upon their professional careers. To such persons the historical discussions of the subjects taken up in the chapters referred to should be of real help, obviating the necessity of wading through a large amount of periodical and pamphlet publication. The present status, as well as the historical aspects of these topics, is covered adequately and comprehensively, though succinctly.

Three chapters which are of more than historical interest and do provide a considerable amount of new or newly-treated material are those on "Library Expenditures and Standards of Support," "Books in the Libraries," and "Characteristics and Education of Personnel." The subject matter of these chapters, which is probably sufficiently indicated by their titles, is especially well handled. Many of the data and the conclusions and opinions based upon them are challenging and thought-provoking.

Comments and questions on a few specific statements may be in order: Although total expenditures in proportion to population for college and university libraries have increased, as the study points out, during the past fifteen years, that increase is in absolute figures and it is problematical whether there is anything like a corresponding increase in the materials and services that libraries have been able to procure as a result (p. 11); the inclusion (p. 18-19) of recommended standards promulgated twenty years ago is of doubtful value since those standards, if not in need of upward revision at the least, now demand reappraisal and re-evaluation; librarians of the great university and other scholarly libraries will

probably look askance at the suggestion (p. 30) concerning vigorous weeding and discarding; in connection with the "proposal for a carefully developed book collection for the use of undergraduates" (p. 33), Harvard's plans might well have been cited; there is very little evidence to support the categorical statement (p. 37) that librarians "have as often as not been guilty" of buying extensively in some narrow specialty, leaving behind them accumulations of books that will be little used by anyone else; some readers might well wish for a reference to or authority for the statement in the first paragraph on page 46

and that in the last paragraph on page 47; the data in Table 10, page 74, showing that 16 per cent of the personnel in 826 higher educational libraries have more than one full year in an accredited library school certainly do not support the statement on the following page that "16 per cent . . . have had two or more years of instruction."

The volume is well and clearly written, each chapter is followed by a list of recommendations, which are, however, for the most part not new, and there is a seven-page bibliography which should be useful.—*J. Periam Danton.*

Reading and Book Buying

People and Books: A Study of Reading and Book-Buying Habits. Henry C. Link and Harry Arthur Hopf. Book Industry Committee, Book Manufacturers' Institute, 1946. 167p.

In the fall of 1944 it was anybody's guess whether the boom in book buying would continue after the war, decline gradually, or collapse. Faced with shortages of material and personnel and with the prospect of heavily rising costs, the book industry, in order to protect its heavy investment in plants and organization, needed facts about book reading and book buying upon which to base accurate estimates of future market trends. With the cooperation and financial backing of all branches of the book industry, a consumers' survey on a national scale was conducted jointly by two independent research organizations, the Psychological Corporation and the Hopf Institute of Management. *People and Books* is a report of the findings of this study by the men who served as joint directors.

Conventional public opinion polling techniques were used in gathering data. These are fully described. A questionnaire containing 63 items (reproduced in the report) that had undergone eight pretests in the field was administered by a total of 235 interviewers to a stratified sample, consisting of 4000 individuals fifteen years of age and older, of the nonfarm, civilian population of the United States. This was supplemented by two shorter questionnaires used in interviewing 225 book dealers and distributors and 100 college and university administrators (the latter to

obtain facts relevant to the publishing of textbooks).

The main body of the report consists of a series of simple tables and graphs, showing percentages of people in the consumers' group who answered the questions according to each of various alternatives, with accompanying text describing and interpreting these statistics. Basic breakdowns are made according to recency of reading, income level, education, age, sex, and religious background. The questions deal with such matters as frequency of reading, types of books and subjects read and preferred, physical characteristics and price of last book read, where and how books are obtained, book ownership, price preferences, how and why books are selected, time spent in reading as compared with other activities, comparison of recent with estimated future book reading and buying. "Correlations" are reported between some of these variables, apparently from inspection of the percentage data, but no coefficients of correlation are given.

The major conclusion is that "everything in our survey points to a long-term gain in the reading, and therefore in the purchasing, of books." The validity of this inference might be questioned. Years of formal education appear to be more closely related to frequency of readership than any other variable, although there is some relation between frequency of reading and socio-economic status. The authors predict a pronounced trend toward increased reading of nonfiction. They also anticipate the creation of a huge market