on estimated incomes, occupations, and education of the fathers of these sixteen individuals, their own exposure to "authoritative symbols of society," etc. It is a little disconcerting to find this slender base subjected to computations of percentages (to one and two decimals) just as it is distressing to read some of the *ad hoc* interpretations of the career-lines of these "political communication specialists."

Harold D. Lasswell, who, to the best of my knowledge, coined the now current term "content analysis," and who has contributed so largely to the development of this field, sets out the functions and the chief techniques for analyzing the content of communications. This compact and economical account, utilizing a series of concrete instances of content analysis should serve to acquaint the reader with the essential problems and procedures.

The final introductory essay, also by Professor Lasswell, deals with the "effects of communications." It is largely and inevitably devoted to a critical account of how the effects of communications might be studied since this division of the field contains strikingly few rigorous or systematic researches.

Whatever its limitations, the fact remains that no other bibliographic guide to mass communications approximates the value of the Smith-Lasswell-Casey volume. Since its appearance, the field has been growing at a rate considerably higher than that in the period covered by their book. Librarians, communications specialists, and interested laymen would all be benefited were the same team of authors to publish the third volume of their work in the near future.—*Robert K. Merton, Columbia University.*

Modular Planning

Modular Planning for College and Small University Libraries. By Donald E. Bean and Ralph E. Ellsworth. [Iowa City, Iowa] Privately printed by the authors, 1948. 53p.

So-called "modular" planning for libraries has been talked about, and written about to a lesser extent, for more than ten years. The idea has been given impetus since the end of the war by the deliberations of the Cooperative Committee on Library Buildings, by the 1946 Institute of the Graduate Library School of the University of Chicago, and by speeches and addresses at library meetings. The present volume, in its introduction and general comments, and in the basic plans included, attempts to be of practical assistance to those librarians who have already become interested through the more theoretical discussions which have appeared in print. It succeeds very well. It is difficult to say much more than this about a volume of this character.

It would be possible, of course, to produce here another essay on modular construction itself. Your reviewer has been a more or less active proponent of the idea since about 1937, when Alfred M. Githens, the architect, called upon him at the University of Chicago with plans for a building of this type which, alas, was never built. But such an essay would be out of place here, since it could not but

duplicate in essence what the authors of the present volume have said very well indeed. They have listed clearly the advantages of modular construction. If they have not pointed out its disadvantages, it is probably because they do not exist except in theory and in the minds of a few die-hard conservatives, or with those who have axes to grind, like the representative of a company which manufactures multi-tier stacks who called upon me a few days ago.

Attention should be called, however, to two points which the authors make which have nothing to do with modular construction itself. The first of these is the emphasis they place upon the necessity for understanding between the librarian and the architect which will make it possible for the librarian to explain what is needed clearly enough so that the architect can translate these needs into steel and stone. Mr. Githens made this same point in his very admirable paper before the Graduate Library School Institute in 1946. It is one which needs constant emphasis. Proper use of the book under review will at least help the librarian to do this.

The other point is much more specific, but not much less important. It is the warning the authors sound against rule-of-thumb methods of determining space needs. Their emphasis on the effect of room shape and

other factors than floor area alone on capacity is well taken and to be remembered.

I am sure that not even the authors (neither of whom can be characterized properly as a modest man) would call this a great book. I will not even call it a good book, because that adjective is out of place when applied to a writing of this sort. But it is a useful book, and its usefulness, like that of the type of building it describes, is not of a temporary kind.—*William M. Randall, U. S. Merchant Marine Academy, King's Point, N.Y.*

Names and Places in the News

World Words; Recommended Pronunciations. By William Cabell Greet. 2d ed. New York, Columbia University Press, 1948. 608p.

This new edition of Professor Greet's *World Words* has been revised and greatly enlarged. Now listing about 25,000 entries, it contains more than twice as many as the 1944 edition. The dictionary might be more precisely titled "names and places in the news" since more than 95 per cent of the entries are for personal and place names of current interest.

Phonetic and "spelled-out" pronunciations are given for each entry. When there has been considerable disagreement over a certain pronunciation, Professor Greet inserts an explanation for his particular choice. *World Words* is a highly useful compilation of pronunciations, many of which are not to be found easily in other reference works.—*Carl Reed, Columbia University Libraries.*