

of this book one will not find the objectivity and dispassionate appraisal that have characterized many other writings of this genre. On the contrary, here is a panegyric to the honor and success of Halsey W. Wilson, the company he founded and his associates in the undertaking.

Mr. Wilson succeeded in subject bibliography, the history of which is strewn with the wreckage of ill-fated enterprises. Almost the only man who has made bibliography profitable, he created an organization that is characterized by "an innate sense of duty, respect for the company's founder, delight in the challenge of a responsible job, recognition of its opportunities, pride in accomplishment" (p.139). His was a staff that suffered from "a strange disease . . . called the Bibliographical Urge" (p.139), a staff that enjoyed "conditions of work [that were] favorable" (p.140), a "sense of adventure" (p.140), a "policy of welcoming women in a period when prejudice barred them from most business firms" (p.140), an "encouragement of initiative on the part of its workers" (p.140), in short a congenial "family" (p.141).

This reviewer does not wish to belittle the achievements of the Wilson Company, though the author himself almost does as much by the very excesses of his praise. The Wilson bibliographic services are a substantial contribution to the development of bibliographic organization in the English-speaking world, and as such they merit a really serious study based on a solid understanding of the problems of subject bibliography. But the pages before us fail to perform this task.

The work itself is divided into three parts: Part I: *The Past*, in which the librarian who is reasonably familiar with the Wilson services will discover little of importance that is new or significant. Part II: *The Present*, which contains, among other matters, two quite excellent chapters on the compiling of the *C.B.I.* and the periodical indexes, the only part of the entire work that makes any substantial contribution to the informed librarian's knowledge of the subject. The work concludes with a series of appendices that supply listings of the Wilson publications, and a "Note on Sources," which, incidentally, seem to be far more voluminous than was necessary for the execution of the work.—*Jesse H. Shera, Graduate Library School, University of Chicago.*

College Fund-Raising

Fund-Raising for the Small College. By Edward L. Hawthorne. New York, Columbia University, Teachers College, Bureau of Publications, 1950, 251p. \$3.00.

This book should be required reading for every college president and his chief officer in charge of fund raising. Here, in slightly over 200 pages, Mr. Hawthorne presents a first-rate analysis of the problems that are involved in financing the small colleges of this country.

While the general statistics and information on philanthropic giving will certainly prove instructive, college officers are urged to study carefully the last two sections which deal with the various considerations that must be taken into account in developing a financial program for a small college.

The writer has correctly stressed the importance of preliminary planning and organization. Too many college fund-raising programs have started on the assumption that there is nothing much more to do than to ask for money. This book shows how imperative it is to make a careful analysis of the public from whom the funds are to be solicited, the importance of preparing this public for a request for funds and the organization necessary to make such a program a manageable one.

Mr. Hawthorne has not confined himself to generalizations of fund raising but presents a bill of particulars on the best way to go about it. To those who are just starting a fund-raising program, a careful reading and rereading of this book is strongly recommended. Those who have already had some years' experience will wish that they had had an opportunity to read it before they started their endeavors.—*James A. Perkins, Carnegie Corporation of New York.*

Texas A. and M. Survey

"Report of a Survey of the Library of the Texas A. and M. College October, 1949 to February, 1950." By Robert W. Orr and William H. Carlson. College Station: Texas A. and M. College, 1950, 167p. (Mimeographed).

The surveys of land-grant college libraries continue to add to our information concerning an important arm of librarianship in the