Meeting of the Board was held at Hotel La Salle, Chicago, the evening of January 2, 1920.

Present: Dr. Bostwick (chairman), Misses Rathbone and Tobitt, (recently appointed to succeed Mr. Milam, resigned), Messrs Roden and Dudgeon; also Miss Massie, Editor of The Booklist, and Mr. Utley, Secretary of the Board.

Minutes

Minutes of last meeting were approved.

Appointment of Chairman and Secretary

Dr. Bostwick and Mr. Utley were reappointed Chairman and Secretary, respectively, for the coming year.

Treasurer’s Report

The following report of the Treasurer for year 1919 was presented and accepted:

Treasurer’s Report
January 1 - December 31, 1919

Receipts

<table>
<thead>
<tr>
<th>Item</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Balance Union Trust Co., Chicago, Jan. 1, 1919</td>
<td>$786.16</td>
</tr>
<tr>
<td>Sale of publications</td>
<td>14,962.33</td>
</tr>
<tr>
<td>American Library Association, Carnegie fund income</td>
<td>4,500.00</td>
</tr>
<tr>
<td>War Service Committee appropriation toward &quot;After-War Reading lists&quot;</td>
<td>1,500.00</td>
</tr>
<tr>
<td>Refund on Voucher #2540</td>
<td>125.00</td>
</tr>
<tr>
<td>Interest on bank balance, Jan. 1 - Nov. 30, 1919, inc.</td>
<td>45.53</td>
</tr>
</tbody>
</table>

$21,919.02
Expenditures

Checks Nos. 113-124 (Vouchers Nos. 2343-2572, Inc.) $18,240.49

Distributed as follows:

Salaries $6,896.00
Publications 5,445.91
Supplies 843.59
Postage and express 1,069.03
Advertising 258.27
Incidentals 462.61
Travel 434.10

A.L.A. (Final payment 1918 account $800.00)
(First payment 1919 account $2200.00) $3,000.00

Royalties 30.98 $18,240.49

Balance, Union Trust Company 3,678.53
Balance, National Bank of the Republic 250.00
Total balance $3,928.53

Respectfully submitted,
/s/ C. B. RODEN
Treasurer.

Chicago, Dec. 29, 1919

Audited for the Finance Committee

Budget for 1920

The following Budget for 1920 was adopted:

Budget 1920

Estimated Income

Balance, December 23, 1919 $1,428.53
Carnegie Endowment fund, interest 4,500.00
Sales of publications 12,000.00
Accounts receivable, December 23, 1919 1,231.66
Sales of books - review copies 900.00
$20,060.19
Estimated Expenditures

<table>
<thead>
<tr>
<th>Description</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Salaries:</td>
<td></td>
</tr>
<tr>
<td>May Massee</td>
<td>$3,000</td>
</tr>
<tr>
<td>Inga Arntzen</td>
<td>$1,600</td>
</tr>
<tr>
<td>Lorette Jenks (or Successor)</td>
<td>$1,300</td>
</tr>
<tr>
<td>Margaret Terwilliger</td>
<td>$1,200</td>
</tr>
<tr>
<td><strong>Total Salaries</strong></td>
<td><strong>$7,100.00</strong></td>
</tr>
<tr>
<td>Printing Booklist, including Index</td>
<td>$3,000.00</td>
</tr>
<tr>
<td>Advertising</td>
<td>$300.00</td>
</tr>
<tr>
<td>A. L. A. Appropriation, 1920</td>
<td>$2,800.00</td>
</tr>
<tr>
<td>A. L. A. Appropriation, Balance for 1919, yet due</td>
<td>$600.00</td>
</tr>
<tr>
<td>Express and postage</td>
<td>$900.00</td>
</tr>
<tr>
<td>Supplies</td>
<td>$700.00</td>
</tr>
<tr>
<td>Incidental</td>
<td>$500.00</td>
</tr>
<tr>
<td>Travel</td>
<td>$500.00</td>
</tr>
<tr>
<td>Balance available for publications, etc.</td>
<td>$3,660.19</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>$20,060.19</strong></td>
</tr>
</tbody>
</table>

Graded List of Children's Books

Miss Massee reported that she had been unable to obtain the assistance of Miss Margaret Evans. The Board authorized her to proceed with the work, and select her own assistant.

List Selected from The Booklist

Miss Massee reported she expected to have this list, consisting of about 250 of the most popular titles of the past year, ready probably in February. Board approved making it as attractive in appearance as possible, and endeavoring to sell it to the public, through libraries and otherwise. Miss Massee thought price could not be less than 25c.

Appropriation to "After-War Reading Lists"

The Secretary laid before the Board a request from J. L. Wheeler for an additional appropriation of $550 ($50 a month for eleven months) toward clerical expenses in connection with prepar-
Voted, That the Board request the War Service Committee for an additional appropriation of $550 from War Service funds.

Survey and Report Upon Publishing Activities

The secretary laid before the Board the following votes which had been passed by the Committee on Enlarged Program and approved by the Executive Board:

Voted, That the Publishing Board instruct someone with publishing experience to study A.L.A. present publications and report thereon within thirty days, or as soon thereafter as possible after his appointment, and that this report be submitted with the recommendations and suggestions of the Publishing Board to the Executive Board.

Voted, That the Publishing Board be asked to instruct the Secretary to give the direction of all publishing to one competent person who shall be called the "Publisher" and shall report through its Secretary to the Publishing Board.

The Board thereupon

Voted, That the Chairman and Secretary be authorized to arrange with Mr. Frederic G. Melcher to make the requested survey and report, provided the Executive Board arrange for funds to meet the expenses incurred.

Voted, That the Chairman report to the Executive Board its regret that lack of funds prevents taking action at this time relative to the appointment of a person to take over the direction of the publishing activities.

"Essentials in Library Administration"

The Secretary reported the following arrangements he had made with Miss McCollough: Beginning with February 1st she is to spend one-half her time on "Essentials" until completion of work, probably six or eight weeks, the Board to pay her for time actually spent in the work, at rate of her regular salary. The Board approved these arrangements.

Reading List on Library Economy

The Secretary reported the need for a good reading list on
"Library Economy", and it was

Voted, That the Secretary be authorized to correspond with the Library Schools with reference to preparation of such a list by a competent person.

Publication on "Responsibilities of Library Trustees"

The need for such a publication was discussed and it was

Voted, To refer the subject to the Chairman and Secretary with power to act.

Handbook on Country Libraries

The Secretary informed the Board that Mr. Joy E. Morgan was preparing a Handbook on County Libraries, and recommended that the Board give careful consideration to its publication as an A.L.A. publication. It was

Voted, That the Secretary be authorized to write Mr. Morgan that the Board will be glad to see the manuscript when ready and to give careful consideration to publishing it.

Adjourned.

GEORGE B. UTLEY

Secretary
Under date of March 2, 1920, George B. Utley presented his resignation as Secretary of the A.L.A. Publishing Board, effective April 15th.

By correspondence vote the Publishing Board appointed Carl H. Milam Secretary of the A.L.A. Publishing Board for balance of year 1920, this appointment effective April 15th.
CORRESPONDENCE VOTE

May 29, 1920

Dr. Bostwick having requested a correspondence vote on printing the pamphlet, "A Call to Librarianship," with certain revisions, the following votes were cast:

Votes approving printing  -  4
Votes disapproving printing  -  1

This correspondence vote, therefore, is not effective.
A. L. A. PUBLISHING BOARD
The Antlers, Colorado Springs, Colo.

June 4, 1920

Present: Arthur E. Bostwick, Carl B. Roden, Edith Tobitt, Carl H. Milam, Secretary and Sarah C. N. Bogle, Assistant Secretary, also May Massie, Editor of The Booklist.

The minutes of the meeting of January 9, 1920, were approved.

The Editor of The Booklist presented various matters for consideration and informal discussion.

It was, Voted, that Inga Arntzen's salary be increased from $1600 to $2000.

Report by Frederic G. Melcher

"A Report to the Publishing Board of the American Library Association of an Examination of Publishing Affairs Made March 1920," by Frederic G. Melcher, copies of which had been previously distributed, was considered, and it was Voted, that the Report be transmitted to the Executive Board with approval of its general recommendations.

Report of Progress on Publications In Preparation

Report was made by the Secretary of progress being made on publications in preparation as follows:

Stearns' "Essentials in library administration" is not completed and the Secretary was instructed to ask Ethel F. McCollough for the approximate date of its completion.

Effie L. Power's "List of reading on how to prepare for library work" is under way and only waiting until Miss Power
can have access to certain material for its completion.

A pamphlet on "The responsibilities of library trustees" was authorized and the secretary was instructed to handle this matter as seemed best to him, securing, if possible, a well-known trustee to do it.

The Secretary was authorized to reprint with slight modifications the "Call to Librarianship," omitting certain points to which objections were made.

It was

Voted, that when received Joy E. Morgan's Handbook on County libraries" be submitted to M. S. Dudgeon for review and report.

Voted, that the manuscript of the Swedish list and the Danish and Norwegian list be read by Carl B. Roden, who shall advise with John Foster Carr concerning these.

Voted, that the manuscript for the "Annotated Index to plays" be printed when received.

Voted, that the "List of Government publications," prepared by Sophie H. Powell, be referred to H. A. B. Meyer and Edna Bullock for reviewing and recommendation.

The Secretary recommended to the Board that Mary E. Hazeltine's "Anniversaries and Holidays" be published as soon as copy is completed. No action was taken but the Secretary was authorized to communicate with the editors of the first edition.

It was Voted, that H. M. Lydenberg's sketch of Dr. Billings be held for the present.

The Secretary was instructed to read the revised edition of Mary W. Plummer's chapter of the A.L.A. Manual of library economy on "Training for librarianship," revised by Frank K. Walter. If satisfactory the Secretary was authorized to print.
"Viewpoints in Biography". It was

Voted, that this be referred to Josephine A. Rathbone for reading with the idea of making it as uniform in style as possible with Miss Rathbone's "Viewpoints in Travel."

"A.L.A. Catalog." It was

Voted, that the Booklist office be authorized to begin the preparation of the A.L.A. Catalog, 1912 to date.

Books and Pamphlets Nearly Out of Print

The Secretary was authorized to ask the authors of the following chapters of the A.L.A. Manual of library economy to revise their chapters. Where necessary the Secretary was instructed to ask someone else to conduct such revision but with the approval of the author.

Chap. 4. College and University library, by J. I. Wyer.
14. Library service, by Emma V. Baldwin
15. Branch libraries and other distributing agencies, by Linda A. Eastman.
29. Library work with children, by Frances J. Oclott.

Voted, that the following books be revised:

Lists of material which may be obtained free or at small cost, by Mary J. Booth.
List of Hungarian books, by J. Maud Campbell.

Voted, that "A village library in Massachusetts," by Mary A. Tarbell, be not reprinted.

The Secretary was instructed to print these in sequence according to his judgment.

It was Voted, that the following books be revised and where necessary collaboration suggested:

A.L.A. Manual of library economy:
Directions for the librarian of a small library, by Zaidee Brown.
Mending and repair of books, by Margaret W. Brown.
Vocational guidance through the library, by Hall and Moulton.

It was also Voted, that the revision of the following books be completed:

A.L.A. Manual of library economy:
chap. 32. Reference department, by E. C. Richardson.
32. Library printing, by Frank K. Walter.

Voted, that Bracq's "Selected list of French books" be not reprinted.

Kildal's "Selected list of Norwegian and Danish books" was referred for later consideration.

Suggestions for New Publications

The Secretary was authorized to ask O. C. Davis to submit his card index to storytelling material (5000 cards) and if worth while Mr. Davis' permission be obtained to secure collaboration in its editing.

Voted, that the need is evident for a book on plans for library buildings drawn to scale and the Secretary is authorized to communicate with Chalmers Hadley, asking if he would be willing to undertake this.

The Editor of The Booklist reported that a selective graded list of children's books is being prepared.

A list of Latin-American bibliographies, prepared by C. H. Jones was brought to the attention of the Board and authority was given the Secretary to have the list properly considered and suitable recommendation made.
Voted, that the suggestion made by William E. Clark in regard to publishing lists of ten or twenty books for small country libraries should be referred to the Publicity Committee.

The Secretary was instructed to take first steps toward the compilation of a Speakers Handbook, and also to investigate the possibility of issuing a pamphlet on the principles of book selection.

The Secretary was instructed to consider the advisability of compiling an index to the best pictures, using lists of pictures from libraries when available. It was suggested that the compilation might be given the various library schools as a bibliographic problem with one instructor in charge as editor.

The need of an index to library periodicals was discussed but no action was taken.

Voted, that Miss Masee is authorized to secure someone to prepare a high school list for publication.

Meeting adjourned.
REPORT TO THE PUBLISHING BOARD OF THE AMERICAN LIBRARY ASSOCIATION OF AN EXAMINATION OF PUBLISHING AFFAIRS MADE MARCH 1920

Submitted by
FREDERIC G. MELCHER

THE PUBLISHING AGENCY

The suggestion that there be a special man, to be known as a "promotion" officer, depends on there being either a much larger volume of promotion than at present, or which is greater this expense, or no outside income over and above the cost of the campaign now under way. Whether the full amount suggested by this new budget, or part of it, would be sufficient to go ahead in such a new campaign. At present the advertising and promotion has been divided into three parts, one, the amount of the advertising, the miscellaneous publications, and the other the issue of the magazine, which are essentially independent of each other. The first is handled by Mr. Willey, the first as secretary of the A.L.A., the second at least for the Publishing Board, and it is in this part of the functions of such
REPORT TO THE PUBLISHING BOARD OF THE AMERICAN LIBRARY ASSOCIATION OF AN EXAMINATION OF PUBLISHING AFFAIRS MADE MARCH 1920

Submitted by Frederic G. Melcher

Mr. Arthur E. Boatwick
Chairman of the Board.

My dear Mr. Boatwick:

The report hereby rendered is done under a vote adopted by the Executive Board and submitted to me by the Executive Secretary, George B. Utley.

"VOTED, That the Publishing Board instruct someone with publishing experience to study the A.L.A. present publications and report thereon within thirty days, or as soon thereafter as possible, after his appointment, and that this report be submitted with recommendations and suggestions of the publishing Board to the Executive Board."

In pursuance of this request, I have made a study of the past publications of the Board, a detailed examination of its budgets for six years, and I spent three days, from March 2nd to 4th, in the office of the Association at Chicago, endeavoring to find such facts and figures as might throw light on the subject in hand. I should like to express, at the start, my appreciation of the complete courtesies extended by the Chicago office, which made the work both easy and pleasant. While this vote calls only for an examination of the present conditions and past enterprises, one could not make a report without somewhat remembering that the Chicago meeting passed a recommendation to read:

"VOTED, That the Publishing Board be asked to instruct the Secretary to give the direction of all publishing to one competent person, who shall be called the 'publisher' and shall report thru the Secretary to the Publishing Board."

There are two suggestions in this vote that bear directly on one comment on the present situation.

THE PUBLISHING AGENT

The suggestion that there be a special man, to be known as a "publisher" of course depends on there being either a much larger volume of publications than at present, by which to cover this expense, or an outside income such as would be received from the budget dependent on the campaign now under way. Either the full amount suggested by this new budget, or part of it, would be sufficient to go ahead on such a new basis. As at present constituted, the work of Publishing has been divided into three parts, one, the issue of The Bulletin, another, the miscellaneous publications, and the other the issue of The Booklist, which has been handled independently by Miss Massie. The first and second have been handled by Mr. Utley, the first as secretary of the A.L.A., the second as agent for the Publishing Board, and it is this part of the functions of the
Executive Secretary that would be taken over by the "publisher." Such a "publisher's" duties might also well include the preparation and manufacture of all material needed for publicity and extension work, thus taking advantage of his expert knowledge of production, the cost of the material being passed over to these other committees. If it would seem that there should be such a person experienced in production, whose sole duties were those of getting this material published and getting it to its widest circulation, it would be the most important change that could be made in the present methods. In this connection it should be said that the examination shows a remarkable amount of work accomplished under the present plan, this being done by Mr. Utley with his left hand, as it were, a steady flow of publications having been brought forward, efficient records kept, a great helpfulness in watching the different publications and well planned efforts put out toward distribution. The amount that has been done with the little time Mr. Utley must have been able to spare for this work is an exhibit of excellent executive ability under rather hampered conditions. The year of 1914-15 shows fifteen new publications and four reprints; the next year, eighteen publications and eleven reprints; the next, six new publications and five reprints; the next, six new publications and three reprints, this over and above the preparation and distribution of The Bulletin. This is considerable output, inconsideration of the difficulty that there always is in getting material of this kind accurately carried thru, and with authors scattered in various parts of the country. The amount of product has, of course, been conditional, also, by the amount of money available, and by the policy of the Association not to charge such an amount for its publications as would produce a margin of profit on which to build funds for an extension of business.

THE PUBLICATION BOARD

The success of an officer, to be known as the "publisher", would be probably dependent on the special co-operation and support he would get from some group in the Association and specifically elected or appointed to consider and nurture this part of the Association's interest. If such a publishing agent started with a free hand, the first thing that he would wish for his success would be such a group behind it, and the present plan of an elected publishing board seems to provide the type of group that such an agent would want, so that there would seem to be no need for a change in plan. The "publisher" would want direct relations with the Executive Secretary on all matters of production, and thru him obtain the direction and support of the Board on planning for these enterprises, old and new. A scattered Board is undoubtedly a difficult one to obtain the best results from, and yet a broad basis of opinion could not well be had without such scattering. With an agent specifically on this work, he or she would be able to get far closer co-operation from the Board, because of being able to follow the various processes from inception to distribution more closely, and by having time to keep his Committee constantly in touch with the conditions that were facing this part of the Association's work. If the "publisher" has the backing of a board with a chairman such as Mr. Legler or Mr. Bostwick and a group selected for their ability to contribute various types or experience to the joint work, he will be well prepared for progressive work.

THE SIZE OF THE PUBLISHING ACTIVITIES -- PRESENT AND FUTURE

Any comment on the publishing work should be prefaced by comment on
the total amount of the business involved. In the last six years, the total sales of the office have averaged $15,000. This includes all of the general publications and The Booklist. This is, of course, as a publishing business, a very small amount, and even this has been made possible only by the endowment, the relation of which to the general problem must be constantly kept in mind. We now print an analysis of the general situation, showing, in a general way, how the money has been used. This will show that the income from the Carnegie fund, an annual amount of $4,500, has been used to cover an annual deficit of The Booklist averaging about $3,500 and the balance has covered the difference between sales and production costs, in the general publishing. The deficit from The Booklist would be larger but for the fact that there is an income from the sale of books sent as editorial copies of $300 a year. The increasing cost of printing The Booklist makes the question of this deficit especially urgent at this time.

GENERAL PUBLICATIONS -- SALES AND EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>14-15</th>
<th>15-16</th>
<th>16-17</th>
<th>17-18</th>
<th>19-19</th>
<th>19-20</th>
<th>Average</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sales</td>
<td>$10,562</td>
<td>$9,565</td>
<td>$6,857</td>
<td>$10,370</td>
<td>$5,992</td>
<td>$6,000</td>
<td>$6,075</td>
</tr>
<tr>
<td>Printing and ed.</td>
<td>7,453</td>
<td>6,227</td>
<td>2,120</td>
<td>6,161</td>
<td>4,078</td>
<td>3,560</td>
<td>4,900</td>
</tr>
<tr>
<td>Total expense</td>
<td>11,415</td>
<td>10,088</td>
<td>5,884</td>
<td>10,681</td>
<td>7,931</td>
<td>8,820</td>
<td>9,233</td>
</tr>
<tr>
<td>Deficit</td>
<td>5,853</td>
<td>1,325</td>
<td>*375</td>
<td>311</td>
<td>2,009</td>
<td>2,220</td>
<td>1,657</td>
</tr>
</tbody>
</table>

*Profit

The general sales totals in 1918 to 1919 were affected by two things, the giving up of the printing of the periodicals cards, which was transferred to The H. W. Wilson Company, and the coming into the war, which drew the energies of all the Library Association to other matters than publishing. It has not been the intention of the Board to make the general publications always pay for themselves, and the figures seem to show that expense exceeded the sales receipts by about 12%. Besides this there is the stock on hand, on which no estimate has been made for this report. Taking this into consideration, the general publication account would probably balance, which would seem a very satisfactory handling of costs and receipts.

Under the present methods and overhead expenses, the figures would seem to indicate that the selling price of a book should be double printing cost, in order to cover all expenses, and allowing for unsold copies, the selling price should be probably two and a half times the printing cost, if the accounts were to be expected to balance. A book like "Kroeger's Guide" is priced on about the right basis, costing 75¢ and selling to advance sales at $2.00. "The Viewpoints of Travel" cost 25¢ a copy and is priced at 50¢, which is not quite as large a proportion. There is a good way to get prompt support from new enterprises like the one adopted by Kroeger's, by having one price for advance orders and an advance price for later orders. In this way, the office could get the bulk of the orders in more promptly, which could thus be more cheaply handled. The advanced price for later copies would be justified by the additional expense of handling single orders.

Another suggestion would be that, now that the confusion of war is over, a careful account of stock be taken, and some method be adopted of disposing of any titles on which there is a large overstock, a disposal at any figure that will put the stock in a proper quantity—such an item, for instance, as "Literature of Shakespeare", or "The Reading List on the 14 Points."
On the following pages is given a detailed report of the various general publications as drawn from the records in the publication office. Such report of course adds nothing to what is available, but it may present the material in a new way that will enable the Board to make generalizations for future use. It may show, for instance, that the "Manual of Library Economy" is being sold at a price that is much lower than is justified by the cost, unless this be considered largely as propaganda. It shows that the Warner Library cards sold well and profitably, and other things in this field might be done. It shows that Kroeger's "Reference Books" and the "List of Subject Headings" are two very profitable and readily sold items, and the same is true with "Books for Boys and Girls" and "Books for High Schools." It will show the small amount of business involved in the "Foreign Booklists" and the chance probably of increasing this. Various deductions can be made from such columns, depending on the project which might be under consideration. Not all the figures are filled in, as there were naturally some details missing from the office accounts, and it is not necessary for such generalizations that these should be absolutely complete.

**PUBLICATIOJ RECORDS OF 1909-1919**

<table>
<thead>
<tr>
<th>Description</th>
<th>Copies Printed</th>
<th>Copies Sold</th>
<th>Priced at cost</th>
<th>Total Copy Receipts</th>
<th>Average Receipts</th>
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</thead>
<tbody>
<tr>
<td>A.L.A. Catalog 1904-11 Clo</td>
<td>6010</td>
<td>5525</td>
<td>$1.50</td>
<td>$4910</td>
<td>$1.25</td>
</tr>
<tr>
<td>Index to Gen. Literature—&quot;</td>
<td>?</td>
<td>300</td>
<td>6.00</td>
<td>?</td>
<td>3.00</td>
</tr>
<tr>
<td>Index to Gen. Literature—Supp.</td>
<td>Clo. 1000</td>
<td>750</td>
<td>4.00</td>
<td>1413</td>
<td>3.71</td>
</tr>
<tr>
<td>A.L.A. Portrait Index Clo</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Index to Library Reports (1913)</td>
<td>Clo. 1000</td>
<td>414</td>
<td>1.00</td>
<td>414</td>
<td>.92</td>
</tr>
<tr>
<td>Index to Kindergarten Songs (1915)</td>
<td>Clo. 1000</td>
<td>354</td>
<td>1.50</td>
<td>531</td>
<td>1.40</td>
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<tr>
<td>Hints to Small Libraries</td>
<td>Clo. 1087</td>
<td>737</td>
<td>.75</td>
<td>281</td>
<td>.73</td>
</tr>
<tr>
<td>Apprentice Course (1918) Plates</td>
<td>Clo. 3000</td>
<td>1443</td>
<td>.75</td>
<td>783</td>
<td>.61</td>
</tr>
<tr>
<td>Literature of Shakespeare</td>
<td>2000</td>
<td>622</td>
<td>.50</td>
<td>231</td>
<td>.48</td>
</tr>
<tr>
<td>Viewpoints of Travel</td>
<td>5000</td>
<td>?</td>
<td>.50</td>
<td>789</td>
<td>?</td>
</tr>
<tr>
<td>Material at Small Cost</td>
<td>2500</td>
<td>2389</td>
<td>.25</td>
<td>320</td>
<td>.19</td>
</tr>
<tr>
<td>Cataloging small libraries (1915)</td>
<td>3000</td>
<td>2750</td>
<td>1.25</td>
<td>2177(203)</td>
<td>1.10</td>
</tr>
<tr>
<td>List of subject headings</td>
<td>5000</td>
<td>5833(?)</td>
<td>2.50</td>
<td>4837</td>
<td>2.50</td>
</tr>
<tr>
<td>Kroeger's Guide 1919</td>
<td>3985</td>
<td>3584</td>
<td>2.50</td>
<td>3007</td>
<td>2.00</td>
</tr>
<tr>
<td>Books for Boys and Girls (1915)</td>
<td>5000</td>
<td>4618</td>
<td>.20</td>
<td>955</td>
<td>.12</td>
</tr>
<tr>
<td>550 Children's Books</td>
<td>?</td>
<td>1704</td>
<td>.15</td>
<td>335(Ed. 250)</td>
<td>.13</td>
</tr>
<tr>
<td>For reading aloud</td>
<td>3000</td>
<td>2750</td>
<td>.10</td>
<td>120</td>
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<tr>
<td>Hospital library</td>
<td>2000</td>
<td>1857</td>
<td>.25</td>
<td>200</td>
<td>.23</td>
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<tr>
<td>Books for High Schools(1913)2000</td>
<td>1557</td>
<td>50</td>
<td>270</td>
<td>1/2 614</td>
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<td>Publications</td>
<td>Copies Printed</td>
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<tr>
<td>--------------------------------------------------</td>
<td>----------------</td>
<td>-------------</td>
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<tr>
<td>Periodicals for small libraries 3rd ed.</td>
<td>2000</td>
<td>284</td>
<td>.15</td>
<td>$181.00</td>
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<tr>
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<td>3000</td>
<td>1274</td>
<td>.68</td>
<td>852.32</td>
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<td>Geography List (1914)</td>
<td>5000</td>
<td>2958</td>
<td>.14</td>
<td>4181.60</td>
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<tr>
<td>Jepper's List of Editions (1912)</td>
<td>1000</td>
<td>810</td>
<td>.11</td>
<td>891.00</td>
<td>.011</td>
</tr>
<tr>
<td>Special indexes in American Libraries (1917)</td>
<td>1000</td>
<td>255</td>
<td>.49</td>
<td>125.90</td>
<td>.05</td>
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<td>Subject Headings for Juvenile Books (1913)</td>
<td>2000</td>
<td>1028</td>
<td>.43</td>
<td>439.40</td>
<td>.417</td>
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<tr>
<td>A.L.A. Booklist v.1-6 Index (1914)</td>
<td>2500</td>
<td>1447</td>
<td>.225</td>
<td>341.87</td>
<td>.124</td>
</tr>
<tr>
<td>Catalog Rules - Number reprinted since 1914</td>
<td>5000</td>
<td>3000</td>
<td>.40</td>
<td>1218.00</td>
<td>.154</td>
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<td>Bostwick's Social Centre</td>
<td>1000</td>
<td>255</td>
<td>14.58</td>
<td>3672.90</td>
<td>.42</td>
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<td>Certain's Standard Library Organization</td>
<td>1500</td>
<td>1359</td>
<td>.58</td>
<td>795.82</td>
<td>.5943</td>
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<td>Certain's Standard Library Organization (new Ed.)</td>
<td>500</td>
<td>295</td>
<td>50.</td>
<td>1450.00</td>
<td>.51</td>
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<tr>
<td>Some Pop. Books on Gt. War</td>
<td>32250</td>
<td>31384</td>
<td>.33677</td>
<td>10684.64</td>
<td>.28</td>
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<tr>
<td>Rural School Libraries (N.E.A.)</td>
<td>1000</td>
<td>964</td>
<td>.18</td>
<td>175.00</td>
<td>.4</td>
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<tr>
<td>Lists for School Libraries (NEA)</td>
<td>2000</td>
<td>2200</td>
<td>.21</td>
<td>462.00</td>
<td>.7</td>
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<tr>
<td>Reading List on 14 pts.</td>
<td>41223</td>
<td>36423</td>
<td>.3511</td>
<td>12875.00</td>
<td>.4</td>
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<tr>
<td>Library statistics</td>
<td>300</td>
<td>91</td>
<td>.16</td>
<td>48.60</td>
<td>.7</td>
</tr>
<tr>
<td>Making maps</td>
<td>300</td>
<td>147</td>
<td>.6</td>
<td>167.34</td>
<td>.7</td>
</tr>
<tr>
<td>Books and the lives of children</td>
<td>500</td>
<td>234</td>
<td>13.</td>
<td>2964.00</td>
<td>11.00</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
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**REPRINTS AND CARDS**

<table>
<thead>
<tr>
<th>Items</th>
<th>Copies</th>
<th>Priced at</th>
<th>Total cost</th>
<th>Aver. Receipts</th>
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<tr>
<td>Warner Library Cards</td>
<td>350 sets 333</td>
<td>.50</td>
<td>173.50</td>
<td>51.43</td>
</tr>
<tr>
<td>Great debates in Amer. Hist. Cards</td>
<td>200 Ed. 200</td>
<td>.60</td>
<td>120.00</td>
<td>6.00</td>
</tr>
<tr>
<td>Ree d's Modern El. Cards</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
</tr>
</tbody>
</table>

**MANUAL OF LIBRARY ECONOMY**

Sold by Chapters, 10¢ ea. (4¢ in 25 lots but few sold)
Printed from plates. In 1919 they cost $.077 ea. to make in lots of 2500.

- Total receipts in 9 years $3349
- Average receipts $372.
- Expense in 9 years $2,727
- Total sales about 4650 $ per year
- Per title $230

- 32 planned
- 28 printed
- 2 out print

**LIBRARY HANDBOOKS**

<table>
<thead>
<tr>
<th>Records 1909 to 1919</th>
<th>Sold</th>
<th>Per Yr.</th>
<th>Priced</th>
<th>Total</th>
<th>Mfd.</th>
<th>Total</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>No. 1 Library Admin.</td>
<td>0.P.</td>
<td>4800</td>
<td>430</td>
<td>25¢</td>
<td>5.5¢</td>
<td>685</td>
<td>752</td>
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<tr>
<td>No. 2 Cataloging</td>
<td>O.P.</td>
<td>3335</td>
<td>555</td>
<td>25¢</td>
<td>3.4¢</td>
<td>204</td>
<td>504</td>
</tr>
<tr>
<td>No.</td>
<td>Title</td>
<td>Qty</td>
<td>Per Yr.</td>
<td>Sold</td>
<td>Cost</td>
<td>Total Receipts</td>
<td></td>
</tr>
<tr>
<td>-------</td>
<td>--------------------------------------------</td>
<td>------</td>
<td>---------</td>
<td>------</td>
<td>------</td>
<td>----------------</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Traveling Libraries (No Plates)</td>
<td>1772</td>
<td>275</td>
<td>1800</td>
<td>400</td>
<td>231 (?)</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Aids to Book Selection</td>
<td>3150</td>
<td>530</td>
<td>0.15</td>
<td>0.15</td>
<td>164</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Binding (Rev. Ed.) (Plates) 500 on hand</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Mending and repair</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Government Documents</td>
<td>1929</td>
<td>600</td>
<td>0.15</td>
<td>0.15</td>
<td>231</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Choosing Editions</td>
<td>2546</td>
<td>635</td>
<td>0.15</td>
<td>0.15</td>
<td>134</td>
<td></td>
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<tr>
<td>9</td>
<td>Normal Library Budget 400</td>
<td>2558</td>
<td>510</td>
<td>0.15</td>
<td>0.15</td>
<td>323</td>
<td></td>
</tr>
<tr>
<td>10</td>
<td>Institutional Libraries 600</td>
<td>2538</td>
<td>510</td>
<td>0.15</td>
<td>0.15</td>
<td>189</td>
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**Foreign Book Lists: Records 1909 to 1919**

<table>
<thead>
<tr>
<th>No.</th>
<th>Title</th>
<th>Qty</th>
<th>Per Yr.</th>
<th>Sold</th>
<th>Cost</th>
<th>Total Receipts</th>
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</thead>
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<tr>
<td>1</td>
<td>German Books</td>
<td>405</td>
<td>40</td>
<td>50¢</td>
<td>50¢</td>
<td>46¢</td>
</tr>
<tr>
<td>2</td>
<td>Hungarian Books</td>
<td>263</td>
<td>25</td>
<td>15¢</td>
<td>15¢</td>
<td>13¢</td>
</tr>
<tr>
<td>3</td>
<td>French Books</td>
<td>483</td>
<td>45</td>
<td>25¢</td>
<td>25¢</td>
<td>22¢</td>
</tr>
<tr>
<td>4</td>
<td>Italian Books O.P.</td>
<td>284</td>
<td>60</td>
<td>40¢</td>
<td>40¢</td>
<td>38¢</td>
</tr>
<tr>
<td>5</td>
<td>Swedish Books</td>
<td>462</td>
<td>45</td>
<td>25¢</td>
<td>25¢</td>
<td>23¢</td>
</tr>
<tr>
<td>6</td>
<td>Polish Books</td>
<td>778</td>
<td>40</td>
<td>25¢</td>
<td>25¢</td>
<td>20¢</td>
</tr>
<tr>
<td>7</td>
<td>Russian</td>
<td>979</td>
<td>330</td>
<td>50¢</td>
<td>22¢</td>
<td>40¢</td>
</tr>
<tr>
<td>8</td>
<td>Recent French</td>
<td>335</td>
<td>110</td>
<td>25¢</td>
<td>12.5¢</td>
<td>21¢</td>
</tr>
<tr>
<td>9</td>
<td>Printed by Polish Nat'l Alliance</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>$227 Total Year's receipts</td>
</tr>
</tbody>
</table>

**SUGGESTIONS FOR NEW PUBLICATIONS**

In going over the present list of publications of the Association and in talking with various members as to the usefulness of these items and the things that might be done, the following suggestions for the future publications have been noted, that they may have some value:
A Manual on Extension Work, both for county use and city areas. The county idea is now extending rapidly and the technique of distributing books economically over broader areas so different from other handling of books that a special manual would seem important.

**Library Buildings**  The Association has looked over before the possibilities of a book on this subject, and have seemed to find it impractical, yet there seems to be a real need for a volume that would give some consensus of the present opinion on library planning and construction—An illustrated book.

**Library Law** Each year sees changes and new ideas embodied in the state laws on libraries, and a gathering and weighing of these might be helpful.

**Speaker’s Handbook** Those who have to present the library idea to the public, whether librarian or trustees, would find help in a handbook that would give concrete suggestions and illustrative material for presenting the subject. This book could supply material for public talks, as the Blue Letters have supplied material for numerous editorials.

**List of Books for Branch Libraries.** There seems to be no list in print at present that will give a quick check-list for purchasing books for city branches. Most brief lists contain much material that properly belongs only in the central library.

**List for First Purchase.** There seems a possible need for a new list for the smallest libraries, say, from 1000 to 1500 volumes. There has been so much change in the material in the practical fields of knowledge that a new list might prevent much waste.

**Principles of Book Selection.** Schools and study classes seem to need a new volume that will explain the principles of book selection and the way that material in various classes is best weighed and judged. The problems of buying are going to be increased during the changes that new currents of thought and new problems of manufacture will bring into the book world.

**Index to General Field of Pictures.** An index to cover available pictures would be a large undertaking, but of great value if it could be supported. Pictures in the field of travel, history, science and general information.

**Library Magazine Index.** An index to all Library magazines and periodicals would seem a fine thing if it could be underwritten.

**General Index to Balladries.** An important undertaking and worthy of support if funds were available.

**Registration of Bibliographies.** There is often much duplication of work in the library field in the making of bibliographies. The office might well serve as a registration point for those about to start on an undertaking and this registration list might be published in some one of the office organs.

**REACHING THE GENERAL PUBLIC**

One of the most interesting problems presented by the Association’s publishing is the possibility of making its carefully planned material more widely used outside of the profession. There can be no doubt that the public would be greatly
benefited by having, in some way, the trained opinions of librarians made available to them in their reading and book buying. Whether this can be done by direct sale of publications to the public, or to booksellers and teachers, who guide the public, is an idea to which much thought should be given.

It is natural to try to estimate what would be the result of binding some of the books in a permanent way, presenting these to the public in usual book-selling channels. There is a possibility that the association might make definite connections with some well known trade publishing house, that their more important publications of general interest might find distribution thru the established channels of such a publisher, for example, Appleton & Company have been publishers for the National Municipal League, and their important co-operative books on civic problems have found a good general sale, much more, probably, than if they had been issued as proceedings or in paper bound books by the League itself. Doubleday, Page have in the same way put their channels of distribution at the disposal of the Associated Advertising Clubs of the World. It might be said that there would be two objections to this: First, that the A.L.A. should not recognize any publisher as its official outlet, their relation to producers of books being quite different from that of the two associations mentioned. It seems likely, however, that this would produce no embarrassment if a good publishing house were selected. Second, that it would increase the cost of these books to the libraries. The cloth books would of course be more than the paper, and yet even the students in the schools might be glad to have working tools in this permanent form. Such a series might include only those which deserve to be in permanent form. In this same field of discussion it might be noted that booklists have found a good general usage when they have been accompanied by text as a prelude to the list. For instance, Baldwin's "Book Lover", published by McClure, has had a wide general sale and a broad influence on home libraries. If it had been made up of lists only, this might not have been accomplished. Several books on children's reading have come into wide usage, simply because they were presented text and list together, and distributed thru popular channels. It might well be that such interesting books as "The Viewpoint Series" might reach more people who would be appreciative of its guidance if put out in such a form as these last two books mentioned.

HEADQUARTERS HOUSE ORGAN

Those who have directed any of the extension work of the Association during the last two years appreciate the value of some form of continuous communication between headquarters and outlying workers, and it might well be that the Association with its large activities would be greatly benefited by having a house organ which would serve as the voice of the Headquarters to the members in all parts of the country. Such a house organ might take the place of the present Bulletin, except for large issues, such as convention reports and annual reports and annual lists of members. This would also give various committees a quicker means of reporting and communicating.

LOCAL HOUSE ORGANS

It has been suggested that Headquarters might issue a co-operative bulletin, to be used by local libraries for their publicity purposes. A careful examination of the Characteristics of the most successful local publicity bulletins make it seem doubtful whether any organ edited as a central point would be useful to all libraries.
Local color is a thing that adds much to effectiveness, and brief reading lists must be adapted to local collections. It might well be, however, that the house organ in Headquarters might include a column or two of material which could be clipped for local purposes—anecdotes and statistics of library usefulness that would make an appeal wherever printed. This same material might be useful to trustees and librarians in presenting the library cause, as suggested in the Speaker's Handbook.

NEW TRACTS

If the publishing Board is placed in a definite relation to the general extension work, there will be increased need for pamphlets for local propaganda, and these might be made ready by the Publishing Board and sold thru regular channels, or, in quantity cost, to those working in the extension and publicity field.

There would seem to be need of a pamphlet giving concrete suggestions as to what communities of various sizes and types should do in supporting their library, and also, in turn, showing what they should expect in service for the amount of expenditure that they make—a pamphlet that instructs the general public on how to use the public library, and one on how the business man can get the most use out of the Public Library. The wide experience in selling the library idea that comes from the enlarged program campaign should be promptly put into pamphlet form for continuing the extension work, as the material thus gathered will be invaluable for such purposes.

THE BOOKLIST

No report can be made on this part of the Association's publishing activities without first facing the suggestion that has been made that The Booklist should change its form and expand into a periodical for reaching the general reader. I have tried to consider this suggestion from all possible angles, but it is my opinion that if a periodical is planned for reaching the general reader, it should not and could not take over functions of The Booklist, which has a definite field and purpose that I believe would not be as well carried out if the list was made with the general public in mind. This report, therefore, will examine The Booklist as it is, in view of estimating its present efficiency and future possibilities along present lines, and I will in another section make such comment as I can on the larger proposal.

THE BOOKLIST ORGANIZATION

According to the policies of the Publishing Board, The Booklist has been handled separately from the other publication enterprises, and the editor has been responsible directly to the Board. There has apparently been no reason for the editor working on this to work on other publications, as the others have been prepared out of the office. In wider plans for publication, some inter-relation of the works of the different types of editors might be necessary for the greatest efficiency, which is not apparent in the enterprises as now conducted.
FINANCES

An examination of the sales receipts, printing costs and salary expense as printed herewith shows the relation between costs and receipts, and also indicates that the sales of The Booklist have only contributed in a small part to the editorial expense after covering printing costs. An estimate for 1920 shows a printing cost of about $3,000, an editorial cost, now arranged for, of $7,100 as against sales of last year of $5,339 and receipts from books sold $900. This indicates a deficit of $4,540, almost enough to use up the entire Carnegie fund. This condition emphasizes the importance of finding possible new sources of income.

POSSIBLE INCREASED SOURCES OF INCOME

The printing cost of The Booklist is about 80 cents per year per subscriber for the ten issues. There is also for each new subscriber a postage cost of perhaps 10 cents. This means a gross contribution toward editorial expense of 80 cents per new subscription. This makes it apparent that new subscribers will make a real contribution toward the expenses, and that in a campaign for subscribers, even tho it should cost $50.00 for every hundred subscriptions obtained, it would still be worth while. This margin over reproduction cost should be kept in mind as an incentive toward trying new experiments to obtain circulation.

It has been asked whether advertising could be advantageously taken. Let us suppose that there were obtained six pages of advertising per issue at $35.00 per page at a probable discount to quantity users to about $30.00 per page. This would mean a gross income from advertising in ten issues of $1,800. Against this would be the cost of setting and of paper and printing of perhaps $10.00 per page, leaving $1,200. Against this must be reckoned the cost of collecting this advertising, and the correspondence, etc. It would apparently have to be done at an extremely low cost, in order to leave any contribution whatsoever. There would also come the question of whether the advertising would appear to affect the impartiality of the list. If the book advertising were taken, no publisher would, I feel sure, expect his space to influence the list. There is, however, the possibility that users might suspect this, and also the possibility of some incongruity in having a book praised in the advertising and left out of the list. The other type of advertising would obviously be library supplies. In this there could be no possible effect on the list. The only thing I should suggest would be that there should be an avoidance of any predominating name of the advertiser, i.e., the use of the back cover, for instance, steadily by any one manufacturer, which might give the wrong impression to subscribers. The advertising might help toward the expenses, but the plan would have to be examined carefully, to be sure that there would really be a net contribution.

NEW POSSIBILITIES OF CIRCULATION

There might seem to be about five general fields of circulation for The Booklist: (1) the large general library; (2) the small public library; (3) the school library and school teachers; (4) clubs and study groups; (5) the general cultivated reader.
FIRST

It seems to me doubtful whether The Booklist can be of special importance to the large library, and it would seem very doubtful whether it should strive to do this, with the other important fields it has to have in mind. Large libraries have trained buyers in their departments, and of necessity should work faster than is possible thru this method. Large libraries probably still take The Booklist for checking up and for clipping purposes.

SECOND

It is with the small public library in mind that The Booklist has been especially prepared and should be especially prepared. To increase circulation in this direction, special care should be exercised that the small librarian and buying groups of trustees should not acquire any feeling of prejudice as might come from their sensing that some central group was trying to improve their methods or dictate to them from without. I would suggest that the frequently used plan of an editor's page be made a regular feature and that this page, beside informing the small library of general tendencies and events in publishing and buying, should attempt to keep that attitude of personal service which would disarm such criticism as suggested. It might also be well, with what traveling can be allowed for by the editor-in-chief, that a special effort be made to reach district meetings, perhaps in preference to larger or state meetings, as in the district meeting the small librarian becomes most vocal, and in such groups the editor could make contacts that would help for a wider usefulness of the list.

It can be pointed out that there is a large amount of mis-directed and wasteful buying done in the smaller libraries, in spite of aids offered, and this problem must be patiently approached, both by selling The Booklist and Booklist idea side by side. It is in the field of the small library, also, that the character of the notes becomes most crucial. It is the librarian in the small town that gets the most criticism on stories that their readers believe 'questionable,' and for that reason The Booklist notes, I believe, should be carefully explicit on this point without changing the present standard of selection.

THIRD

It seems very probable that the number of school libraries will rapidly increase, and, at the same time, the number of trained librarians in charge of these libraries. In view of this, it might be well to make special recommendations for school libraries, similar to the starring system for small libraries, and to print this selection on another page of the list. It should be pointed out to school librarians that the teachers in various departments of the school would find much profit in using this list in selecting books for their several departments, and in this way extra subscriptions might be built up.

FOURTH

It seems very probable that The Booklist would be of very real use to clubs and study groups who are following literature, current events or social forms. There is, however, an obvious difficulty in searching out for this group of subscribers. A mailing list obtained from the American Federation of Women's Clubs might well be helpful, and it would seem very possible to enlist the assistance of local librarians in obtaining names of the people and groups who would be interested. With such definite lists, a canvass for circulation could be made, and, as pointed out above, such additional subscriptions would be very profitable if they could be obtained at an expense of not more than $50.00 per hundred.
FIFTH

There would seem to be good reasons for seeking larger circulation among general readers, but there will, however, be great difficulty in finding any good method of getting addresses for soliciting subscriptions. I believe that the notes should be kept headed toward the needs of the small librarian and should not be changed to suit the needs of a possible audience in the general field. The general public must accept The Booklist as it is made for libraries, not as remade with them in mind.

POSSIBLE DEVELOPMENT

In addition to the school list for first purchase suggested in paragraph three above, it would seem well to increase the usefulness of the list by having regular donations on the best books in foreign languages. These lists should be made by people who know both the foreign language and the American interest, if such persons can be found. This feature would be something not now accomplished in any other medium, and would supply a feature making the list of added value to the large library.

THE CO-OPERATIVE FEATURE OF THE LIST BUILDING

The whole plan of The Booklist and its publication hinges on an acceptance of its method of building the list. I have found no one who believes that the present method of careful co-operative selection should be dropped. If the list was made up from the opinions of a small centrally located group, it would lack the feature that makes it different from other lists, and would put it more in the class of the "Weekly Record." This means that the items get entered and actually to the attention of purchasing librarians about three months after the date of the books' publication. The time in between seems necessary for the sending out of questionnaires, sending out the books themselves and the final details of printing and mailing. If this period could be shortened in any way, it would always be to the distinct advantage of the list and its usefulness. The methods now employed seem to be as rapid as any as could be devised, but it might be possible by a careful consideration to increase the speed at some points. On certain items of very obvious value, the plan might be laid down to secure more prompt opinions and inclusion than could be had by the regular routine. On books other than in the field of creative literature, opinions of a less number of people might be equally authoritative, as the reputation of the book's author and publisher would carry very great weight. On certain types of books it might be possible more often to get advance sheets, so that the consideration could be much nearer the date of publication. It might also be feasible to work up a service for large libraries, giving check-lists of desirable books in special fields, especially in such sections as sociology, history, science. On such books a special list could give advance suggestions, which would, however, not be considered a final opinion. In that way, really helpful service could be built up that would enable the larger library to meet their demands more promptly.

The format of The Booklist seems to be admirably suited to its purpose, and the typography of the different paragraphs such that clippings can be usefully made to subscribing libraries. It might be suggested that a careful study be made of the possibility of increasing the attractiveness of the periodical by a change in cover. The present cover is of good typography, but suffers the handicap that such plain covers have of giving the impression of its being a tract or a list only
for the professional worker. It might be well possibly to design a simple border, or even a more slightly elaborated line design such as is often seen on self-covered pamphlets. Such a change would cause other people to take an interest in the periodical, and, after the initial expense of the plate, would add nothing to the current expense of production.

THE POSSIBILITY OF A NEW PUBLICATION

The suggestion has been made and widely discussed that the American Library Association undertake a new publication, to reach the general reading public, with information on books and the general 'use of print'. Such a periodical has been described as doing for books what The International Studio does for art. Any effort that would help to build up in the American people a wider use and appreciation of books has very instant sympathy, but there are, however, difficulties that should be carefully considered.

FIRST

Notes prepared on all these books with the small library in mind are of necessity different from notes prepared for the general public. Therefore, a note equally valuable to both is not at all compatible. Just as in the book-trade there is a marked differentiation between trade "copy" to describe a book and consumer "copy" so called. If The Booklist were a supplement to a new periodical, the notes should be changed, and in fact preferably written by another party without the small library point of view in mind. The public would appreciate this trained guidance in the choice of books, but the comments could not be conveyed in the same type of paragraph.

SECOND

Unless the new periodical is to be definitely an endowed proposal, past experience in book periodicals should be examined and weighed carefully. Last year John Wanamaker gave up publication of his "Book Monthly;" Scribner's carried for several years a periodical called "The Book Buyer;" very attractively planned and edited, but not a financial success; Bobbs-Merrill Company lost a very large amount of money in a magazine called "The Reader;" Putnam tried in recent years to revive "Putnam's Monthly," and the attempt was not successful; "The Bookman" was never considered profitable by Dodd, Mead & Company, and altho Doran has increased the circulation from eight thousand up to about fifteen thousand, they have probably not yet gotten it on a fully self-supporting basis. This does not argue that plans could not be made that would be different in scope that these magazines included; at the same time, it does argue for caution.

THIRD

Does the public wish to read about books sufficiently to subscribe largely to a periodical? There seems to be considerable doubt on this subject. Magazines on art do not achieve a large circulation, and magazines on books may suffer for the same reason. It might be estimated that the public does not want to read much about literature, which is, after all, only a step-child to literature itself. In endeavoring to estimate what approach the average cultivated reader has to his knowledge of books, it would seem as if the small offerings of critical and bookish information were more acceptable than similar material offered in bulk. A reader who finds bookish essays in "The Atlantic," critical comment in "The Nation," and fresh
News in "The New York Evening Post" might be less interested if this same composite material came to him all in one cover. Many, if they were examining their own literary interests, would estimate that this was their feeling.

### THE BOOKLIST SALES AND EXPENSES

<table>
<thead>
<tr>
<th></th>
<th>'14-'15</th>
<th>'15-'16</th>
<th>'16-'17</th>
<th>'17-'18</th>
<th>'18-'19</th>
<th>'19-'20</th>
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<tr>
<td>Printing</td>
<td>$1854</td>
<td>$1852</td>
<td>$2501</td>
<td>$2335</td>
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<tr>
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<td>1110</td>
<td>912</td>
<td>1129</td>
<td>955</td>
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<tr>
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<td>$8185</td>
<td>$9276</td>
<td>$11240</td>
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<tr>
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<td>$3294</td>
<td>$3505</td>
<td><strong>$5339</strong></td>
<td><strong>$6000</strong> Est.</td>
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**Sales of Ed. Copies**

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<th>300</th>
<th>300</th>
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<td></td>
<td>$5382</td>
<td>$4087</td>
<td>$4194</td>
<td>$4403</td>
<td>$3229</td>
<td><strong>$3900</strong></td>
</tr>
</tbody>
</table>

**Deficit**

|                | $3486   | $3475   | $3973   | $3782   | $3047   | $4340   |

* This item of Miscellaneous Expense is a rough estimate obtained by taking 20% of the general office expenses, addressograph supplies, advertising, postage and express, supplies, travel; also including 20% of the item of Headquarters Expense. The other 80% belongs on general publications.

** The $1.50 subscription price went into effect January 1, 1919. Full effect not complete until 1920.

Among the new publications suggested were the following for use as text books in library schools:

- Fundamentals of book selection
- Sketches of earlier American librarians
- A small volume on library administration, a comprehensive text including forms, statistics, bisines, etc.
- Code for classifiers
- History of libraries and library movements in America and Europe
- History of printing from movable type
- Handbook of selected, annotated subject bibliographies...
A.L.A. PUBLISHING BOARD

Hotel LaSalle, Chicago, Ill.

December 29, 1920.

Present: Dr. Bostwick, Mr. Dudgeon, Mr. Roden, Mr. Utley; also Miss Massee, Miss Bogle (part of the time) and the Secretary.

From about 10 to 11:45 the meeting was open to all interested. Most of the time was devoted to discussion of The Booklist - methods of improvement and methods of reducing the cost.

The suggestions included:

- Classified annual summary
- Elimination of advanced list
- Turning over to commercial publisher
- Reducing number of titles
- Using cheaper paper
- Methods of increasing circulation
- etc.

Among the new publications suggested were the following for use as text books in library schools:

- Fundamentals of book selection
- Sketches of earlier American librarians-1 small volume
- Library administration, a comprehensive book including forms, statistics, blanks, etc.
- Code for classifiers
- History of Libraries and Library Movements in America and Europe
- History of printing from movable type
- Textbook of selected, annotated subject bibliography.
In the closed session the regular business was transacted.

The minutes of the meeting held June 4, 1920 were approved.

Dr. Bostwick and Mr. Milam were reelected Chairman and Secretary, respectively.

The financial report for 1921, as submitted, was approved, subject to an audit to be made by Certified Public Accountants. (Copy attached).

A budget for 1921 was approved (copy attached).

A statement by the Secretary about publications under consideration was read. (Filed A.L.A. Secy. statement & Pub. 13th)

THE BOOKLIST

Voted: That the Secretary offer new and "additional" subscriptions at a special rate of $1.50 for a limited time.

Voted: That the Secretary and Editor be instructed to investigate and adopt all reasonable methods of reducing the cost.

Voted: That, in view of the fact that the deficit for 1921 will apparently be somewhat less than it had previously been estimated because of additional receipts, any action with regard to a further raise in price be postponed for the present.


Voted: That the Editor of the Booklist employ assistants at once to enable the Booklist staff to compile the Catalog; at a cost of not to exceed $1500.00.
Voted: That the Secretary arrange to take advance subscriptions before the end of the year; prices to be in about the following proportions: Regular price $2.50, advance subscriptions $2.25, advance orders paid in advance $2.00.

A.L.A. MANUAL, CHAP. 4, COLLEGE & UNIVERSITY LIBRARIES

Voted: That the new edition be printed.

ANNIVERSARIES & HOLIDAYS

Voted: That the Secretary be authorized to contract with Miss M.E. Hazeltine for her proposed book on Anniversaries and Holidays, offering to pay a reasonable royalty after a certain number are sold and guaranteeing to reimburse her for further expenses up to $600.00.

ANNOTATED LIST OF PLAYS FOR CHILDREN

Voted: That the Annotated List of Plays for Children by A.I. Hazeltine be published in book form.

BIBLIOGRAPHY OF LIBRARY ECONOMY

Voted: That the Secretary suggest the publication of a current index to library books and periodicals to H.W. Wilson.

BOOKLIST BOOKS, 1929

Voted: That this list be compiled and printed.

BOOK SELECTION

Voted: That the Secretary investigate and report on the possibility of publishing or causing to be published a book on this subject.

CATALOG RULES

Voted: That the Secretary reprint a reasonable number for use in America, the number to depend on the wishes of the Catalog Committee with regard to revision.
Voted: That the Secretary have printed for The (British) Library Association whatever quantity may be desired, at no expense to the Publishing Board.

CHRISTMAS LIST

Voted: That a short Christmas list be prepared by Miss Massie and Miss Bogle.

COUNTY LIBRARY PAMPHLET

Voted: That the Secretary be authorized to have a County Library pamphlet compiled for immediate publication at a cost (if necessary) of not to exceed $150.00.

A COUNTY LIBRARY WITH RURAL BOOK DELIVERY - (HAGERSTOWN)

Voted: That this pamphlet be reprinted with additional and supplementary material describing briefly some other county libraries.

GUIDE TO REFERENCE BOOKS

Voted: That Miss Ludge be authorized to go ahead with the preparation of a new edition; and that the Secretary be authorized to offer a reasonable royalty.

INSTITUTION LIBRARIES

Voted: That the Committee on Institution Libraries be asked to investigate the need for a publication on this subject and report.

THE NEW VOTER - (CLEVELAND)

Voted: That the Secretary offer this to libraries and print it only on condition that advance orders be received sufficient to cover cost of printing.

RECRUITING FOR LIBRARIANSHIP

Voted: That a leaflet by Christopher Morley on this subject be issued.
STANDARD LIBRARY ORGANIZATION AND EQUIPMENT FOR SECONDARY SCHOOLS

Voted: That the bill for $361.00 for this publication be paid from Publishing Board funds.

VIEWPOINTS IN BIOGRAPHY *(TAPPERT)*

Voted: That this publication be issued at once.

Meeting adjourned. 

[Signature]

Secretary.

A communication from Miss Marvin was read, suggesting the publication of something like the Pacific-Northwest Library Association's Cumulative Bulletin on Subscription Books.

**VOTED.** To refer this to the person who undertakes the writing of a book on "Book selection."
A. L. A. PUBLISHING BOARD FUNDS

Receipts 1920

Balance, Union Trust Co., Chicago, Jan. 1, 1920 $3,178.53
Balance, Nat'l Bank of the Republic, Chicago, Jan. 1, 1920 256.00 $3,434.53

Sale of publications 14,795.85
Sale of books (review copies) 810.00
American Library Association Carnegie Fund Income 5,000.00
Refund on voucher no. 2591 50.00
Interest on bank balance, Dec. 1, 1919- Nov. 30, 1920 40.00

Total . . . . . . . . $24,624.38

Expenditures 1920

Salaries 7,249.95
Printing The Booklist 3,987.12
Publications 6,476.61
Supplies 718.00
Postage and express 1,063.77
Advertising 503.62
Incidentals 433.92
Travel 444.65
Auditing accounts, June 1919-1920, inc. 79.05
Royalties 92.50
Survey of Publishing Board activities 300.00
A.L.A. for Headquarters expenses 1,300.00
Balance, Union Trust Co., Chicago, Dec. 31, 1920 $1,705.31
Balance, Nat'l Bank of the Republic, Chicago, Dec. 31, 1920 250.00 1,955.31 (see note)

Total . . . . . . . . $24,624.38

(Note: Additional bills for 1920 not yet in estimated at $821.00 reduce the balance by this amount.)

c. 24, 1920

Edward D. Freedell
Treasurer.
A. L. A. PUBLISHING BOARD FUNDS

Budget 1921

Estimated Income

Balance, January 1, 1921
Union Trust Company $1,705.31
National Bank of the Republic 250.00 $1,955.31 (See note)
Accounts receivable 2,104.72
A.L.A. Income Carnegie Endowment 4,000.00
Sale of Publications 16,400.00
Sale of Books (review copies) 900.00
Interest 35.00

Total: $25,395.03 (See note)

(Note: Additional bills for 1920 not yet in, estimated at $821.00, reduce the balance and the total by this amount.)

Estimated Expenditures

Salaries
7,500.00 (See below)

Printing The Booklist
For 1920 (bills not received) 450.00
For 1921 4,700.00 5,150.00

Advertising
300.00

General Fund (Headquarters expense 1920) 1,200.00
General Fund (" 1921) 2,800.00

Express and Postage
900.00

Supplies
800.00

Incidentals
500.00

Travel
500.00

Publications
For 1920 (unpaid) 361.00
For 1921 4,774.03 5,135.03

Total: $25,395.03

Salaries
Miss Massee $3,000.00
Miss Arntzen 2,000.00
Miss Ten Cate 1,300.00
Miss Pehwilliger 1,200.00

$7,500.00