

**BULLETIN OF THE NEW  
HAMPSHIRE  
LIBRARY COMMISSION,  
VOLUMES 1, 2 AND 3**

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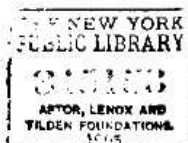
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H. H. Tompkins, Lib.



# BULLETIN OF THE NEW HAMPSHIRE LIBRARY COMMISSION

NEW SERIES.] CONCORD, N. H., MARCH, 1900. [VOLUME I, NUMBER I.

**BOARD OF LIBRARY COMMISSIONERS.**

EDWARD H. GILMAN, <i>Chairman,</i>	Exeter.
GEORGE T. CRUFT,	Bethlehem.
HOSEA W. PARKER,	Claremont.
JAMES F. BRENNAN,	Peterborough.
ARTHUR H. CHASE, <i>Secretary,</i>	Concord.

both those who are now patrons of libraries and those who ought to be; second, to have the contents of the articles of that nature that shall gradually influence the public mind to read and to read well; and finally, to convince each one that the little library which is growing up in the community where he lives can be made a source of education and of material value if he will use its resources.

The library law of 1895 directed the board of library commissioners to issue a library bulletin "at least twice in each year," such bulletin to contain "recommendations as to the best methods to be employed in library work, together with notes on library progress and such other matters of general information relating to library work as they may deem proper."

To succeed, this plan must have the full support of the library officials of each library in our state, and we earnestly urge them to keep this and subsequent bulletins at all times before the patrons of the library and influence them to read and profit by such bulletins.

In compliance with this law the board have thus far issued three bulletins, dated respectively December 31, 1895, December 31, 1896, and November 1, 1898.

The board of library commissioners announce with deep regret the death of Josiah H. Whittier, a member of the commission and its secretary from its inception in 1892 to the time of his death. Mr. Whittier was an earnest and untiring worker in the library cause in this state. During the time he was secretary one hundred and thirty-eight free libraries were established in the state and books were furnished to them by the library commissioners of the value of \$13,800.

At a recent meeting of the board the feeling was unanimous that bulletins should be issued at regular intervals and should contain, so far as possible, papers, discussions, and news items of especial interest and value to the officials and patrons of the smaller libraries of our state. The board, therefore, have decided to issue a bulletin quarterly, in the months of March, June, September, and December of each year, and present this as the initial number thereof.

All of the administrative work attending the establishment of these libraries and the selection and distribution of the books to them was done by Mr. Whittier with ability and success. He was the moving spirit of

An earnest effort will be made, first, to select articles for its pages that will appeal to the reading instinct of the general public,

\* I N C

the movement, and to his willing sacrifice of time and labor belongs the credit for the results that were obtained.

His death is a serious loss to the library field in this state and to the commission.

The board of library commissioners will be glad at all times to answer questions and give advice with reference to the administration of libraries, the best methods of increasing its usefulness, the purchase of books, and all other matters relating to the library movement in this state. They invite correspondence upon any of the troublesome questions that come to the trustees and librarian, and promise a careful consideration of the points and reasonable replies. It is the desire of the commission to come into closer touch with the libraries and to do all in their power to aid in the work.

### Library Advertising.

There is an undoubted prejudice against the word advertise. We connect with it something we call unprofessional. We recall the want column and the ever present patent medicine sign. Advertising really means "the bringing of anything into public notice." It can, like everything else, be done well or badly. To be done well, it must be done with dignity, appropriateness, and truth.

The fact is that the public knows very little of the institutions of which librarians know so much, because library news is printed almost exclusively in the professional papers, which the public neither reads nor sees. This is not because literary and popular periodicals will not take the matter. On the contrary, they are eager for it. Neither is it because the public is not interested in the subject, for when a library article does appear in a periodical not strictly professional, it attracts widespread attention. Some years ago Mr. Julian Ralph wrote an article for "Harper's Weekly" on some western libraries. He told little that was new to librarians, and yet his article was widely read and often quoted. It probably helped the popular cause of public libraries more than a hundred papers of equal merit published only in our professional papers.

The librarian's best medium for outside advertising is the local press. Let the reporters know that the library is a good place to get news. If possible, arrange for a different day for the representative of each paper to come for library items. The most casual acquaintance with reporters will convince you of their hunger for "exclusive" news. Care is, of course, necessary as to the news you give out. Personalities in regard to the staff or library patrons is not library news.

Not only should the attractions of the library be noticed, its new books and its resources on current topics of interest, but its plans for new usefulness, and especially its needs, should be made public. In making public what is needed, it is not necessary to make begging appeals, and certainly neither to criticize nor to complain. If the public is taken into your confidence as to facts, it is seldom necessary to make comments of any kind.

A striking illustration of this is Mr. Herbert Putnam's article on the Library of Congress in the January "Atlantic." To librarians this paper reveals a very deplorable state of things, but Mr. Putnam makes no criticism of either men or systems. He gives a dignified, clear, and concise statement of the facts as they now are, his plans for the future, and his estimate of what it will cost to carry them out. There is little doubt that this paper, published in a much read periodical of general interest, will do more to secure proper appropriation for the library than would reams of reports to congress direct, or dozens of appeals in library papers.

Of course, all librarians publish their annual reports in their local papers and send copies to the "Library Journal" and "Public Libraries," but did it ever occur to you that it would be a good plan to send a copy to the "Outlook," the "Critic," the "Nation," and papers of their stamp? You say they will not notice them. Perhaps not, but let them know you are alive any way.

Many libraries have a paper or bulletin of their own. Few libraries have been started that the librarian has not been approached by some enterprising publisher or printer with a proposition to publish a library monthly, to give library news and a list of

the new books added, with a certain number of copies to the library for free distribution, the publisher to get his pay from the advertising pages. My experience has led me to believe that this is a temptation of the devil. In nearly every case the publisher finds that he cannot make the paper pay after the first few issues, and the library is called upon for a subsidy, failing which the paper dies. The library name cannot safely be given to anything the library does not absolutely control. You cannot afford to save library news for your bulletins at the expense of the items in your daily papers. If the number of your new books is small, the very best place to publish them is in the local newspapers. In return for the news item, the papers will gladly print you extra copies of the list, either for nothing or for a very small charge. If you have money to buy too many books to print the list in this way, you will certainly be able to publish a monthly folder of additions, with no other matter save author, short title, and call number, for free distribution, which is perhaps the best way.

The librarian should himself—should I say herself?—personally advertise the library by being identified with every public movement for social and educational improvement. The best interests of the library will not permit the librarian to be a recluse or to be absorbed in literary pursuits of his own, or in anything else but his library. He should be in touch with business men, with the teachers of the schools, with the city authorities, charity organizations, study clubs, and church societies, and be known to all as the librarian of the public library.

The location of the library should be well advertised, and its quarters marked by a sign, large, plain, and prominently placed.

These are but a few of the ways in which outside library advertising may be done. Inside, the very best advertising is the books themselves. If the library is small, throw it all open, that the public may see and handle the books, and make it one great bulletin. If the library is large, use open shelves to advertise your very best books, those, whether of fiction or other classes, that you most want read, and that the people will most enjoy.

Use signs to direct people to what they

want, not to prohibit anything or to display rules. Mark cases and label shelves to make it as easy as possible for people to find for themselves what they want.

The use of pictures and maps in connection with your reading-list bulletins will be found very attractive, particularly if you keep them fresh and up to date.

It is hardly necessary to refer to what so universally prevails in all our libraries, the courteous treatment of all by the library employees, but I do want to say a word for the children. Intelligent, kindly help and appreciation will send from the library an army of the very best kind of boomers for it, "really, truly blowers and strikers."

H. L. ELMENDORF.

Buffalo Public Library, March 1, 1900.

### BIBLIOGRAPHIES.

*NOTE*.—The board of library commissioners intend to make this department a permanent feature of the Bulletin. No exhaustive lists of books will be given, but rather selections of those books upon each subject presented which are best adapted for purchase by the smaller libraries because of their accurate treatment of such subject in a manner so easily understood and interesting as to appeal to the average reader.

#### THE BIRDS.

The list of books which follows is in no sense designed as an exhaustive list or a bibliography of the books on ornithology especially to be recommended to the buying committee of our small libraries. Many very excellent publications suitable for, and within the purchasing means of, the village library, may be—very probably are—omitted from this list. The list comprises such books on the subject as can be recommended by the compiler from the standpoint of the practical library man rather than from that of the scientist. Of bibliographical notes, it will be noticed that the compiler has not gone into all the minor details. The fact that the book is illustrated, its last copyright date, where it is published, and what is its retail price, seem to be comprehensive enough for the ordinary small library of less than four thousand volumes. The question as to how many of these books should be possessed is to be determined by the resources of the library, always, of course, having in regard the proportions that should exist between the various classes of books, unless it