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1943

# VICTORY BOOK CAMPAIGN

Sponsored by

AMERICAN LIBRARY ASSOCIATION  
AMERICAN RED CROSS  
UNITED SERVICE ORGANIZATIONS

January 5, 1943 to March 5, 1943

National Campaign Board

FRANKLIN P. ADAMS - EDWARD L. BERNAYS  
NORMAN COUSINS  
Co-chairmen

★ ★ ★

## ACTIVITIES PROGRAM FOR COMMERCE AND INDUSTRY GROUPS

For Participation  
in the Drive for

MORE AND BETTER BOOKS  
For Our Armed Forces

★ ★ ★

Prepared and Distributed by

1943 VICTORY BOOK CAMPAIGN COMMITTEE  
Empire State Building  
New York City

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## SALIENT FACTS

The 1943 Victory Book Campaign has been designated by the Army and Navy as the official agency for the collection of books to be distributed among the nation's fighting men. Sponsoring the drive to obtain "more and better books" in 1943 are the American Library Association, the American Red Cross, and the United Service Organizations.

In the 1942 Victory Book Campaign, which began on January 12, 1942 and which ended on November 5th, quality and quantity were stressed with the emphasis upon the latter. The public responded by contributing more than eleven million books. Approximately 50% of these, after sorting for condition and for subject matter, were considered suitable for distribution. The campaign this year will also stress quality and quantity, with emphasis upon the former. Hence no official quota will be publicly announced for this year, except in general terms looking towards the collection of millions of books for the armed services. The unannounced aim, of course, will be to reach or exceed the quota of ten million books announced for the last campaign.

The basic strategy will be to present the new campaign in terms of books each individual can and is supposed to give to the individual soldier and sailor—rather than in terms of a staggering overall quota. The purpose is to enable the individual giver to identify himself with the reading needs of an individual soldier, sailor, marine or merchantman.

As part of the attempt to stress the importance of quality, no attempt will be made to use the attic-cleaning psychology in stimulating people to contribute. It is the feeling of the committee that Americans are not anxious to make insignificant sacrifices. They are anxious to make sacrifices, but they want to be sure that these sacrifices are worthwhile. Hence, the final test will be stated as follows: "Any book you really want to keep is a good one to give."

Another basic theme is that the collection of these books is a national effort in which every group interest and interest group are



pulling together. Emphasis will be placed everywhere on the fact that this is not a drive of the Library alone, or the Red Cross alone, or the USO alone. It is a huge cooperative effort of every element in our society, working together to secure these books for the armed forces.

### GENERAL PURPOSES

A valuable and conveniently packaged projectile of morale is a good book. This book may deal with the war; it may deal with the peace; it may range from current affairs to history and biography; it may entertain, inspire, illuminate; it may provide technical information to help a fellow get ahead in the Army or Navy today and in civilian life tomorrow. But most importantly, it is a book that is not dog eared or tattered; it is not scrap. The first function of a book is that it be read. Only books in first class physical condition can be used.

As a weapon in the war of ideas, a book has a place to fill in this war. Whether as a source of morale or information, it is recognized by our military leaders as part of our fighting equipment. Our purpose, therefore, is to provide books—good books, and by that we embrace both physical condition and readability—for the increasing millions of our fighting men—soldiers, sailors, marines, coast guardsmen, merchant seamen. We also propose to provide books for USO centers outside the camps, and for the American Merchant Marine Library Association; and finally, in the event of an over-supply, for the men, women and children in defense areas where increased population has taxed the facilities of local libraries.

To sum up, a good test for any book is this: "Any book you really want to keep is a good one to give." Remember that "good books are ammunition; good ideas are bullets."

### MATERIAL DESIRED

Conferences held with the Army and Navy Special Services officers indicate their preference for the following kinds of books:

1. Current best sellers (Book of the Month, Literary Guild and other book club selections) and the more recently published (1930 to date) popular fiction and popular non-fiction, in *good* physical condition.

2. Adventure and westerns, detective and mystery fiction in *good* physical condition. (These are described by camp librarians as the two types of books most sought after, and most read by the men.)

3. Technical books published since 1935 in the fields of

Architecture	Meteorology
Aeronautics	Military Science
Chemistry	Navigation
Drawing	Photography
Machine mechanics and design	Physics
Mathematics	Radio
Mechanical drawing	Shop mechanics, etc.

4. Humorous books—books of jokes, humorous stories, anecdotes, cartoons and group games in *good* physical condition.

5. Pocket Books, and other small sized editions of popular titles.

### COOPERATING ORGANIZATIONS

In carrying out a program of active participation in the 1943 Victory Book Campaign we suggest you take advantage of the cooperative services of various organized groups in your field or your community.

The following organizations are available for consultation and assistance in promotion and collection activities.

(Sponsoring Organizations)

The American Red Cross

The American Library Association

United Service Organizations

Young Men's Christian Associations

Young Women's Christian Associations

National Catholic Community Service

Jewish Welfare Board

Salvation Army

National Travelers Aid Association

In addition, contact the following groups as being equipped for effective assistance in facilitating collections, obtaining storage space,

window displays and collection centers, and generally acquainting the public with the specific aims and needs of the campaign. They are:

American Federation of Teachers  
American Merchant Marine Library Association  
American Red Cross and Junior Red Cross  
American Women's Voluntary Service  
Boys' Clubs of America, Inc.  
Boy Rangers  
Boy Scouts  
Camp Fire Girls  
Catholic Library Association  
Chamber of Commerce and its women's auxiliary  
Churches and Sunday schools and ministerial associations  
Civilian Defense Volunteer Offices  
Commerce and Industry Trade Associations  
Community Chests and Councils, Inc.  
Fraternal orders, such as Elks, Masons, Knights of Columbus,  
Lions, and women's orders, such as Eastern Star and  
Women of the Moose.  
General Federation of Women's Clubs  
Granges, farm bureaus and 4-H Clubs  
Girl Scouts  
Junior League and similar social service groups  
Labor organizations (C. I. O. and A. F. of L.)  
League of Women Voters  
Library clubs and associations  
Merchants Associations  
National Congress of Parents and Teachers  
National Council of Catholic Women  
National Council of Jewish Women  
National Council of Women of the U. S., Inc.  
National Education Association  
National Recreation Association  
Progressive Education Association  
Real Estate Associations  
Schools (public, private and parochial)  
Service clubs (Kiwanis, Lions, Rotary, etc.)  
Special Libraries Association  
Veterans' organizations and their auxiliaries, such as American  
Legion, Veterans of Foreign Wars, Jewish War Veterans

## COLLECTIONS

The collection of books will be carried on in every town of the United States from January 5 to March 5, 1943. Libraries in local communities will act as receiving and sorting centers and the flow of books should be from home shelves to collection centers, to the library.

Committees should be formed, or individual persons appointed, to carry out the various phases, both in preparation and in actual collections, of your participating activities.

If you have no motorized facilities available for turning in your book collections to the local library, please check with the librarian so that arrangements can be made to have your books picked up by a motor corps which has already offered its services.

Conversely, please check with your local librarian to arrange to pick up through your motor corps facilities any gifts of books which have been offered to the library.

To facilitate collections, enlist the aid of merchants groups, education associations, school superintendents, real estate associations, for placement of collection boxes. The following are some of the places where such boxes might be set up:

Libraries (public library and all its branches and stations, school, college and special libraries).

Beauty parlors  
Drug stores  
Factories  
Hotels and apartment houses  
Moving picture theaters  
Grocery stores  
Office buildings  
Oil stations  
Police and fire stations  
Post offices  
Playgrounds, field houses and community centers  
Railroad and bus stations  
Schools

Enlist the aid of manufacturers and schools for donations of book containers. Manual training classes are equipped to make containers.



Seek the cooperation of Boy Scouts, Camp Fire Girls, Girl Scouts and members of the Junior Red Cross for house-to-house collections.

Enlist the aid of the motor corps of the Red Cross, Junior League, A. W. V. S., and of industrial firms having trucking facilities, to pick up the books at collection centers and transport them to the library.

Contact the newspaper editor for cooperation and service.

Official opening day of the 1943 Victory Book Campaign will be Tuesday, January 5. Gear your activities to dramatize opening day. Ask the Mayor, a ranking official, a distinguished personality to present the first book.

VICTORY BOOK DAY, Friday, March 5, will officially close the campaign. Build up to Victory Book Day as a grand finale. Award prizes, scrolls for collection contests, slogan, poster, window display, essay contests. Present the books collected to a ranking official at a reception or dinner. Arrange a parade of books to the library.

Maintain a stream of events for the intervening weeks to keep interest alive and incentive well to the fore. These events may include:

Special luncheons, dinners, honoring authors, servicemen, for book collections.

Contests for slogans, posters, essays, unique containers, collection totals.

Exhibits of rare books turned up, photographs, service equipment.

Victory Book-of-the-Week displays, such as large graphs indicating rising weekly totals, scales tipped in favor of more and better books, giant thermometers showing weekly totals.

Forum discussions to acquaint different groups with aims and needs.

Entertainments for which books will be admission price.

Keep newspapers, your own and the community's, informed of

all your activities. Utilize the radio for appeals, spot announcements. Canvass all bulletin boards and keep them posted.

**IMPORTANT:** To facilitate national publicity and to aid other groups in doing their part in the campaign, remember to report regularly to your local headquarters on all the activities you undertake. They, in turn, should keep state headquarters posted for the collation of reports to national headquarters, such reports to be passed on regularly to the national headquarters of the 1943 Victory Book Campaign.

### SUGGESTED SLOGANS

Count Your Books and Give the Books That Count  
Any Book You Really Want to Keep is a Good One to Give  
Give More Books, Give Good Books

### PARTICIPATION AIDS

The VBC headquarters has prepared a number of aids for furthering the campaigns of individual groups. Materials include:

Posters to be pasted on collection containers

Speeches for classroom, lecture platform

Photographs

National Releases

Editorials

Copies of these, and extra copies of the activities program may be obtained upon request.

We feel sure that you will wish to cooperate with us in this program and will be glad to have your own additional suggestions as to how we can best accomplish our aims. Communicate with:

FRANKLIN P. ADAMS, EDWARD L. BERNAYS, NORMAN COUSINS  
Co-Chairmen: National Campaign Board  
1943 Victory Book Campaign Committee  
Room 1503 Empire State Building  
New York City

## **SUGGESTED ACTIVITIES FOR COMMERCE AND INDUSTRY**

The following program has been prepared to furnish you with detailed suggestions for cooperation in the drive. It lends itself to the full participation of your group, or to inclusion in your year-long plan of war work. It assures your place in the broad national scope of the 1943 Victory Book Campaign, in the cooperative effort of the three sponsoring organizations.

### **IN STORES**

Conduct an employee group meeting on the opening day of the campaign. Schedule a well-known author, or a ranking store official as speaker to describe aims of campaign and specific book needs. Also designate a volunteer committee to be responsible for your 1943 Victory Book Campaign.

Place collection containers in strategic spots throughout your store. Any sort of large box or receptacle, covered with red, white and blue crepe paper and topped by a poster, will do.

Schedule a Victory Book Day once a week. Enlist a noted author, stage, screen or radio personality to preside at a booth—a different figure each week—to exchange autographs for books.

If you have any employee entertainments contemplated or under way, designate book donations as a price of admission.

Conduct inter-store (for chain stores) contests for best-decorated, more original type of collection container. Give appropriate publicity to the winners in your house organ.

Set up window displays with campaign posters, Army, Navy paraphernalia, photographs of servicemen enjoying good reading in off-duty hours. Posters can be obtained from 1943 Victory Book Campaign Headquarters in New York. For other material, contact service public relations officers.

Place posters throughout premises, with large arrows pointing to collection places.

Circulate weekly personnel memos, urging employees to "bring in tomorrow the book you enjoyed today."

Use campaign slogans, illustrations, aims, as background themes in your consumer advertising.

Include campaign leaflets in monthly bill envelopes.

These could be a single appeal slip, or a four-page booklet, outlining the aims and needs of the campaign.

Enlist your saleshelp for direct appeals to customers, especially in book departments.

### **IN HOTELS, APARTMENT BUILDINGS**

Place collection containers prominently in lobbies.

Post 1943 Victory Book Campaign appeals in elevators and lobbies.

Enlist personnel, elevator men, bellhops, etc., into "Book Brigades" for direct door-to-door soliciting of books.

Conduct a contest among your employees for the highest collection totals.

Place appeal slips under glass tops of desks, dining room and cafe tables. Carry an appeal line (slogan) on daily menus.

### **IN MOTION PICTURE THEATRES**

Place collection containers in lobbies, rest rooms.

Conduct, on a regular weekly schedule, special Victory Book Campaign nights, donating and advertising free admissions for every 50th, 100th, (or whatever figure is feasible) book contributed. We suggest you contact community groups, such as women's clubs, Boy Scouts, Girl Scouts, A. W. V. S., Elks, Junior League, etc., for volunteers to make lobby collections on the above nights.

Poll servicemen patrons on book preferences, various categories, titles, authors. Ticket takers could hand out small, convenient questionnaire. Post results prominently in lobbies for the guidance of the general public. This should make an interesting exhibit for the duration of the campaign.



Make up and exhibit trailers showing servicemen's need of good books and making appeal for contributions.

Include mention of the campaign in your newspaper advertisement and as a tag line on your weekly program mailings.

## IN FACTORIES

Conduct an employee group meeting to set forth the aims and needs of the campaign.

Place book containers throughout your plant. Any box or receptacle, trimmed with red, white and blue paper and topped by a poster will do.

Collect book pledges from all employees as part of your personnel department plan. Appoint section captains to follow up on collecting the pledged books.

Conduct inter-department competition for highest weekly, or over-all collections.

Post appeals and specific book needs on all bulletin boards.

For any employee entertainments contemplated or under way, designate books as the price of admission.

Include regular reports on collection totals and activities in your house organ.

## INDUSTRY, OFFICES

Make a survey of your headquarters for best collection locations and place containers. Any box or receptacle, trimmed with red, white and blue crepe paper topped with a poster, will do.

Install a "Five Foot Victory Book Shelf" to be filled weekly. This can be made with planking and decorated with a giant cardboard ruler.

Post appeals on all bulletin boards.

Feature campaign needs and weekly collection results regularly in your house organ.

Publish a special Victory Book Campaign edition of your house organ, emphasizing the part your company is taking in the campaign.

Appoint volunteer book collectors in all departments and stage inter-department competition for the highest collection total.

## UTILIZING THE NEWSPAPER, RADIO, ETC.

Promote the campaign with appeals in your radio programs.

Integrate the message of the 1943 Victory Book Campaign in your institutional, newspaper and magazine advertising.

Help to stimulate your employees' interest by issuing frequent newspaper releases and trade journal stories on your company's collection efforts.

Enclose 1943 Victory Book Campaign appeal leaflets in your regular business mailing. These may be single slips or four-page folders delineating the aims and needs of the drive.

## IN THE FIELD

Agencies with distributive facilities, trucks, wagons, etc.

Schedule house-to-house book collections to coincide with daily delivery rounds.

Place posters on the sides of all delivery vehicles.

Conduct a contest among employees for greatest collection totals.

Enlist canvassers and delivery people to distribute appeal leaflets on their daily rounds. These may be single sheets or four-page booklets, delineating the aims and needs of the drive.

Enlist field employees to make surveys of their routes for the location of most effective collection centers.

## IMPORTANT

If you have no motor facilities available, check with your local library as your book collections accrue each week. The librarian will make arrangements to have your donations picked up by a motor corps which has volunteered its services.

If you have motor facilities available, here again check with the local librarian so that you can arrange to pick up gifts of books to be transported to the library.

In addition to the publicity you give to your collection totals and campaign activities, be sure to send regular reports on both phases of your participation to the New York Headquarters of the 1943 Victory Book Campaign for use in their national publicity releases.

**HIGHLIGHT YOUR CAMPAIGN BY PLANNING  
A SPECIAL PROGRAM FOR THE COMPLETION OF THE  
1943 VICTORY BOOK CAMPAIGN  
VICTORY BOOK DAY—FRIDAY, MARCH 5**

Award a prize or scroll to the employees who have contributed most to the 1943 Victory Book Campaign.

Conduct a special employee assembly and present your company's total collection to a ranking official, or the president of the company.

Issue a special Victory Book edition of your house organ.

Prepare a special Victory Book exhibit for shop, store, or window display.

During the preceding weeks tie up your business advertising copy with the theme of the 1943 Victory Book Campaign—"Any book you really want to keep is a good one to give."

Organize a parade, with the aid of a community motor corps (A. W. V. S., Junior League, Red Cross) for the delivery of books from your collection centers to the library.