

1188 (VIC 4) Victory Book Manual 27/50 LIBRARY

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

LABOR UNIONS

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

in cooperation with

National CIO Committee for American and Allied War Relief

ADVISORY COMMITTEE

Mrs. August Belmont

John W. Davis

Edmund E. Day, President, Cornell University

A. C. Flora, President, National Education Association

Raymond B. Fosdick, President, Rockefeller Foundation

Albert S. Goss, Master, National Grange

William Green, President, American Federation of Labor

Eric A. Johnston, President, Chamber of Commerce of the United States

Dr. Frederick P. Keppel, Carnegie Corporation

George M. Morris, President, American Bar Association

Mrs. Dwight Morrow

Philip Murray, President, Congress of Industrial Organizations

Edward A. O'Neal, President, American Farm Bureau Federation

Colonel Fred W. Rankin, President, American Medical Association

Mrs. Franklin D. Roosevelt

John W. Studebaker, U. S. Commissioner of Education

Henry A. Wallace, Vice-President of the United States

Claude R. Wickard, Secretary of Agriculture

William P. Witherow, President, National Association of Manufacturers

Owen D. Young

George F. Zook, President, American Council on Education

PROGRAM

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.

The basic plan will be to present the 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 collection.

As part of the attempt to stress the importance of quality, no attempt will be made to use the attic-cleaning psychology. 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. It is a huge cooperative effort of every element in our society, working together.

GENERAL PURPOSES

A good book is a valuable and conveniently packaged projectile of morale. Our purpose is to provide books -- good books, and by that we mean both physical condition and interest--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 oversupply, for the men, women and children in defense areas where increased population has taxed the facilities of local libraries.

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
Aeronautics
Chemistry
Drawing
Machine mechanics and design
Mathematics
Mechanical drawing
Meteorology
Military Science
Navigation
Photography
Physics
Radio
Shop mechanics, etc.
4. Humorous books -- books of jokes, humorous stories, anecdotes, cartoons and group games, in good physical condition.
5. Pocket-sized editions of popular titles, both modern and classics.

COOPERATING ORGANIZATIONS

In all communities, wherever possible, a Steering Committee of three members, representatives of the American Library Association,

the American Red Cross and the United Service Organizations, has been established for assistance and cooperation in all promotion and collection activities.

The following groups will assist 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 Merchant Marine Library Association
- American Red Cross and Junior Red Cross
- American Women's Voluntary Service
- 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 Industrial Trade Associations
- Community Chests and Councils
- Fraternal orders, such as Elks, Masons, Knights of Columbus,
Lions, women's orders such as Eastern Star and Women
of the Moose
- General Federation Women's Clubs
- Granges, farm bureaus and 4-H Clubs
- Girl Scouts
- Junior League and similar social service groups
- Labor organizations (CIO and AFL)
- League of Women Voters
- Library clubs and associations
- National Congress of Parents and Teachers
- National Education Association
- National Recreation Association
- Real Estate Association
- Schools (public, private and parochial)
- Service clubs (Kiwanis, Lions, Rotary, etc.)
- Special Libraries Association
- Veteran's 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. The following are some of the places where collection boxes might be set up.

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

Beauty parlors

Drug stores

Factories

Hotel and apartment houses

Moving picture theatres

Grocery stores

Office buildings

Oil stations

Police and fire stations

Post offices

Playgrounds, field houses and community centers

Railroad and bus stations

Schools

Meeting halls and union headquarters

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

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, and on the number of books you actually collect. 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 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 Victory Book Campaign headquarters has prepared a number of aids for furthering the campaigns of individual groups. Materials include:

Posters to be pasted on collection containers

Speeches

Photographs

National Releases

Editorials

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

SUGGESTED ACTIVITIES

for

LABOR UNIONS

The following program has been prepared to furnish you with detailed suggestions.

In any or all of the following activities you undertake, be sure to send full reports and book collection totals to your own headquarters and the New York headquarters of the 1943 Victory Book Campaign.

As soon as possible, appoint a sub-committee of 3 and communicate with the local Steering Committee, consisting of a representative of the American Library Association, the American Red Cross and the United Service Organizations and other large volunteer organizations. If there is no 1943 Victory Book Campaign Steering Committee operating in your community, have the sub-committee proceed on its own to organize the community -- using the local library as the final objective of all collections. Contact your local library to find out if a Steering Committee has been formed.

1. UNION MEMBERS,...

Call a membership meeting to set forth the aims and needs of the campaign, and form your sub-committee.

Place book receptacles throughout your plant or shop. Any box or large container, trimmed with red, white and blue crepe papers and topped by a poster will do. Enlist the cooperation of management.

Have your members bring book donations to all meetings and to the shop.

If your local has any entertainment contemplated or under way, designate book donations as part of the admission charge.

Organize your women's auxiliary into book brigades for house to house collections.

Post appeals on all bulletin boards, in plants, shops and meeting halls.

Include appeal slips in all your local's mailings. These may be either four-page leaflets or single sheets, obtainable from New York headquarters of the 1943 Victory Book Campaign.

Contact the Steering Committee in your community, or your local library, for cooperation in parading your total collection to the library at the conclusion of the drive.

2. CARPENTERS, CONSTRUCTION WORKERS, ELECTRICIANS.....

Provide other cooperating groups in your community with book containers, large boxes with slots in the covers to receive book donations.

Assist in the construction of window displays, collection booths and any other community campaign activity that requires skilled workers.

Place book containers in your shops and meeting rooms for member's donations.

Include appeals and activities stories in your publications.

Include appeal leaflets (four-page or single sheet) in your mailings. These may be obtained from 1943 VBC headquarters.

Organize your women's auxiliaries into book brigades for house-to-house collections in your community.

3. PAINTERS....

Offer your skilled services to other cooperating groups in your community for the preparation of special posters, signboards, window displays, store booths, and the like.

Place book containers in your shops and meeting rooms for members' donations.

Include appeal leaflets (four-page or single sheet) in your mailings. These may be obtained from 1943 VBC headquarters.

Include appeals and activities stories in your publications.

Organize your women's auxiliaries into book brigades for house-to-house collections in your community.

4. TEAMSTERS, LOADERS, TRUCK, BUS AND TAXI DRIVERS....

Offer your motor facilities to the local Steering Committee for conveying book collections to the library.

If there is no Steering Committee in your community, contact the local librarian so that you can arrange to pick up gifts of books from other sources to be transported to the library.

Place posters on the sides of all your vehicles.

Place appeal car cards in your buses, appeal stickers in taxis. These should carry the instructions, "Give Good Books to the Boys in the Service. Deposit them at the nearest collection center, or take them yourself to the public library."

Offer your services for handling large lots of books at collection centers or libraries.

R E M E M B E R

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 and an actual number of books collected, 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 members who have contributed most to the 1943 Victory Book Campaign.

Conduct a special assembly and present your local's total collection to a ranking official.

Issue a special Victory Book edition of your house organ.

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

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