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TRADE

Winds

IN HONOR OF National Library Week the following anecdotes were collected by Everette E. Sentman, editor-in-chief of Tangley Oaks Educational Center, a few miles outside of Chicago. They've published millions of fine educational books for young people. Mr. Sentman's most recent one is a booklet, "The Encyclopedia—A Key to Effective Teaching," which has in a few months gone to several hundred thousand teachers, librarians,



and the like. He says he is now buzzing around the country getting ideas for a "book about books" which he and Helen Huus of the University of Pennsylvania are writing.

Sentman has his office in what was a guest bedroom of a baronial Tudor mansion built by Philip D. Armour. He maintains that the simple life—floating in the Tangley Oaks swimming pool, hiking along its nature trail, strolling amid its 20,000 jonquils, bass fishing in its lakes—is most conducive to editorial creativity. It ought to be. Here's what he found out talking to librarians.

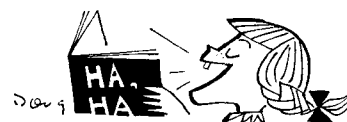
ONE OF THE BUSIEST libraries in the campaign to encourage reading is the Enoch Pratt Free Library in Baltimore. The Pratt's free-wheeling program department has edified Baltimoreans on such subjects as meat cutting, crime, race relations, world affairs, buying a house, family life, den motherhood, aging, and embalming. Each lecture, concert, seminar, or panel discussion is accompanied by worthwhile reading lists. The general reference department answers more than 30,000 questions a year, chiefly on sex but including such arresting inquiries as "How do you decorate a bicycle to look like Fort McHenry?" Three years ago the Pratt inaugurated a smoking lounge for readers, and thus far has not encountered the problem reported at the Toledo Public Library, where a "Cease and Desist" circular was issued for the unknown patron who persistently marked his place in the book with burnt matches.

SPEAKING OF BOOKMARKS, a book returned to Marie M. Page of the New

Orleans Public Library contained a small fish (dead). At the Sioux City Library, Mrs. Harold Schwagerl records the usual bobby pins, pencils, Confederate money, and combs used as bookmarks, plus one fried egg and a strip of uncooked bacon, no doubt left by an Iowa patriot to remind the next reader of the state's preeminence in hog-and-egg production. A solicitous librarian asked a San Bernardino (California) borrower, "Did you enjoy the book?" "Not much," he replied, "but the letter someone left in it was a lulu!"

IN NEWARK, New Jersey, a telephone patron complained that the library failed him for the first time when it assured him it could not supply him with racing forms and tip sheets. The Newark Public Library, under the able direction of John Boynton Kaiser, has an excellent record of service to the community, including first aid in domestic emergencies. A man telephoned frantically inquiring how to stretch a sweater. He was doing the washing while his wife was away at work, and one of her sweaters shrank to a fraction of its former dimensions. He received the appropriate directions, Mr. Sentman says.

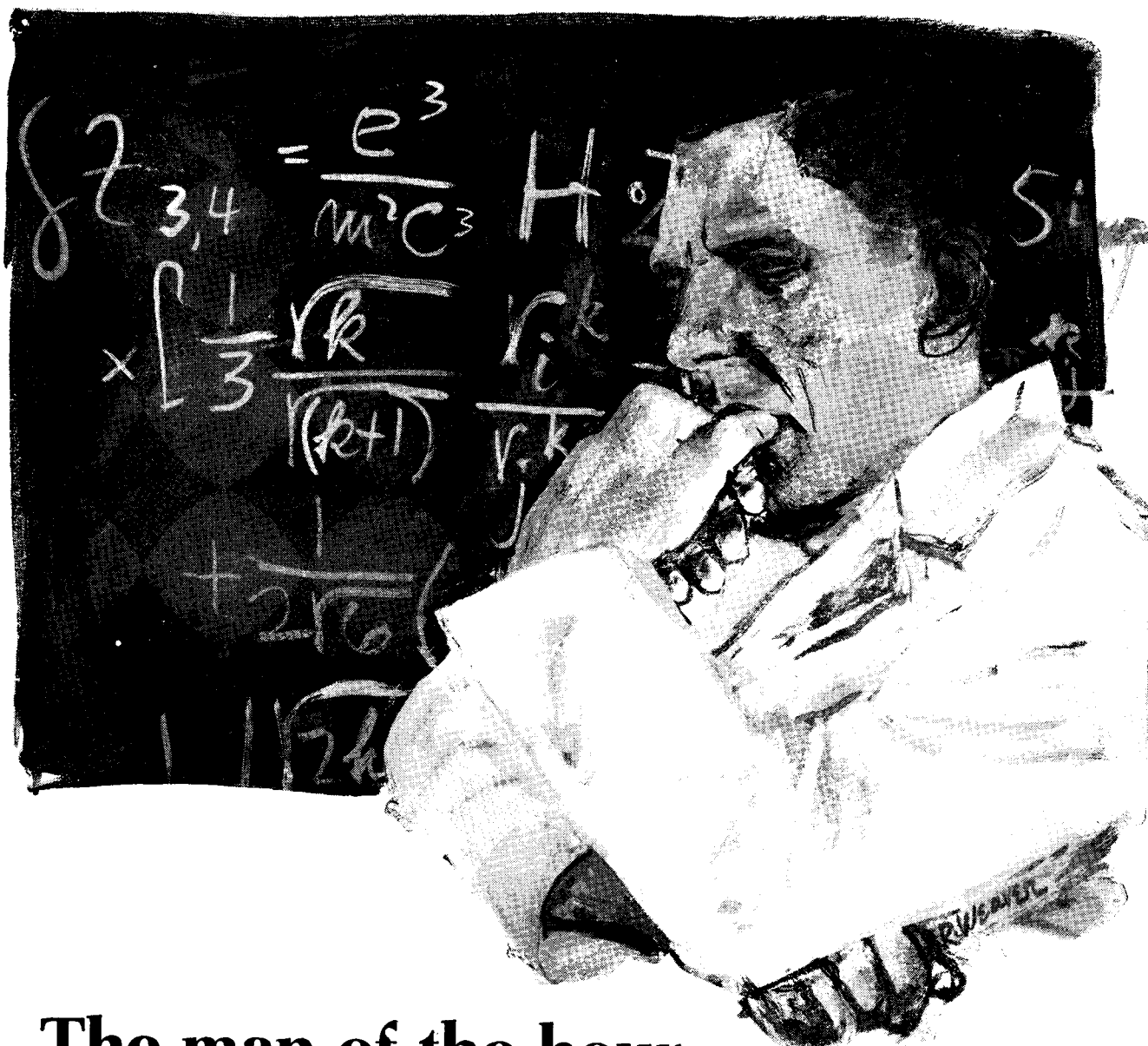
Newark believes in catching readers before they can read, with story-



telling and other lures. Introducing the "Sorcerer's Apprentice," the library's storyteller asked a group of children if they knew what a sorcerer was. One small boy almost broke up the meeting when he responded, "A sorcerer is what you put the cup on." In the course of a book discussion televised by the Newark library and the board of education a little girl informed her audience that she wanted to tell them about a book which had "tickled her reading tooth."

A BROOKLYN HOUSEWIFE testified that the new East Flatbush Branch Library saved her marriage. "My husband and I were always arguing about television programs. Now that we have a library handy, I read while he watches TV."

Librarians will go to great lengths to get you inside the library. Emerson



The man of the hour is the man who KNOWS

At this particular hour, of course, the man who knows science is more in the spotlight among us than other men.

We are reacting normally to the momentous events of the months just gone.

In the long run, in this nation, however, we always have valued all those among us who know, who seek to know, who devote their lives to knowing.

What they know, what they want to know is only part of their importance to us. It matters even more that there be enough such men, that they

be free men, thinking, studying, exploring as only free men may think and study and explore.

This is a good time to restate our attitudes toward such men, and toward the impulses that drive them on.

For surely these are among the noblest impulses of man, the equal, perhaps, of patriotism, greater than ambition, greater than the need for a livelihood or fame: the impulse, the instinct, the passion to KNOW.

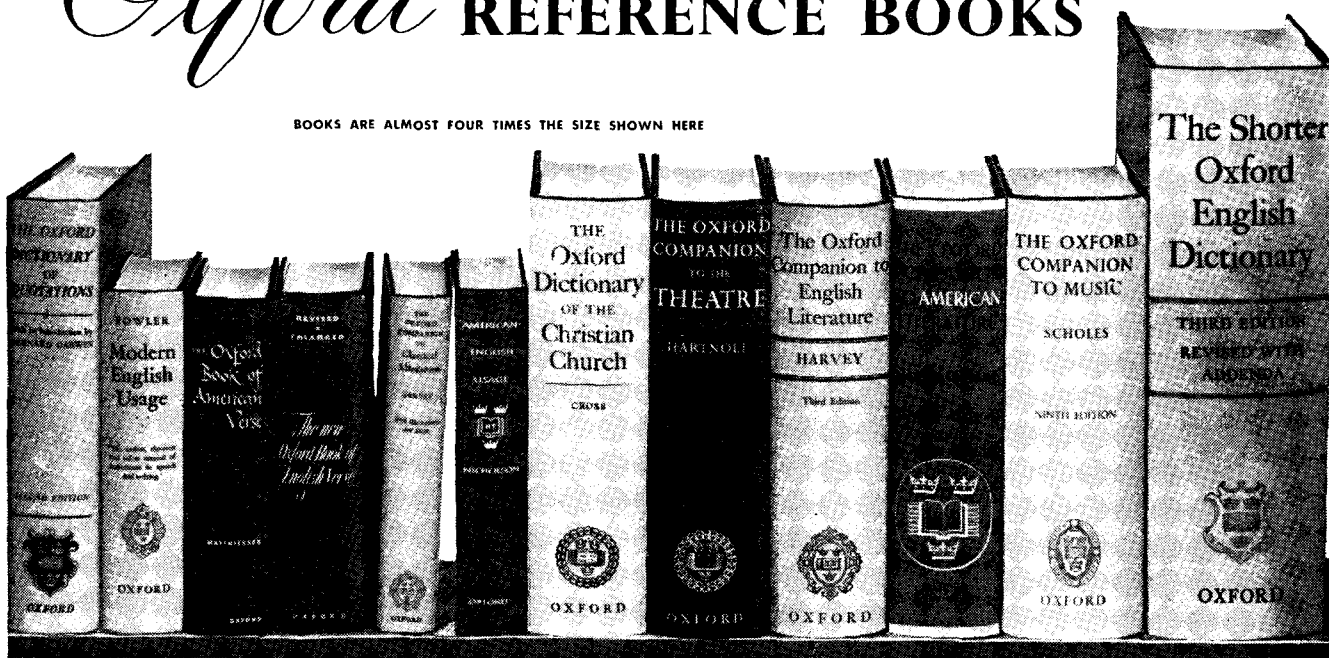
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Greenaway, Director of the Free Library of Philadelphia, once used a Broadway chorus line to pack 'em in. Things are not quite that lively in Highland Park, Illinois, where every newcomer to exurbanity receives a friendly letter of welcome from the library, with a map of the city and a pamphlet listing library services. The Syracuse (New York) Public Library goes a step further and sends each new resident a borrower's card, without the usual formalities but with the library director's cordial invitation to use it as often as possible.

AT THE DISTRICT of Columbia Public Library, Helen Evans was helping a little girl fill out the registration form for a library card. "What is your father's name?" "I don't know." "What is your mother's name?" "I don't know." "Well, what does your father call your mother?" The little girl said, "Peaches."

In the Miami Public Library, a small boy from the story-hour group rushed up to Mary Daffin and said, "I gotta go!" Miss Daffin, realizing that films were being shown in the Browsing Room and that the rest rooms were unavailable, shepherded the lad to the staff rest room, cautioning him to be very quiet. He looked at her reprovingly, "Lady, I just want to go home!"

A seven-year-old banged on the desk in a Columbus (Ohio) library branch, asking clothes-repair service for his five-year-old tag-along. The librarian, busy on the phone, smiled and shook her head. Whereupon, in a treble that carried clear back to the Biography section, the boy voiced his anguish, "But my brother's pants are falling off!"

RECENTLY A MALE voice over the telephone asked Mary McCarthy at the Toledo Public Library to help settle an argument by looking up whether the Cleveland baseball team had ever played in a World Series.

Pushing up her catcher's mask, Mary replied at once, "The Cleveland Indians won the American League Pennant in 1920, played the Dodgers and won the Series." After a few seconds of dead silence an abashed but colorful voice said, "Are you sure? You didn't look it up." Whereupon Miss McCarthy told him why in this instance she was able to bypass the rule of quoting an authority. She herself, as a very young Cleveland fan, saw two of those World Series games, including Wambsganns's famous triple play.

SEVERAL ENCYCLOPEDIA PUBLISHERS maintain reference libraries as a service to their subscribers. Questions run



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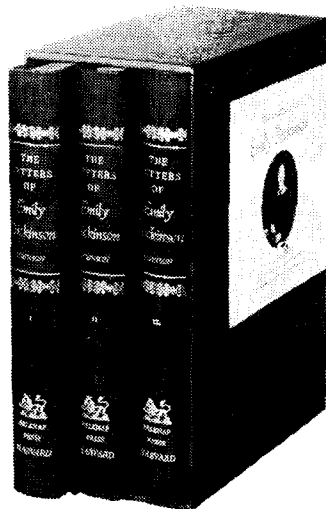
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heavily to school subjects during the winter season ("Please send me help on Dismal Fractions"), and to natural history in summer ("Can you plant tulips and petunias in the same bed?")

Pencil wobbling with excitement, a little fiend at the Bret Harte School in Chicago wrote this question to his encyclopedia's reference librarian: "What would the switch man do if he had swithed trains on the same track opisite each other at full speed and the swith was jamed?" We hope the answer was satisfactorily realistic: "He'd run."

Occasionally reference librarians get a request to write a thesis or draw plans for a house. A dweller in the Libertyville countryside north of Chicago, Mr. Sentman tells us, asked for help in restoring to a fragrant corner of his garden its former rustic charm. A librarian with a genius for alliteration prescribed a perennial planting plan of pachysandra, pipsissewa, prunus persica, and periwinkles to prettify the path to the privy.

IN THE COMING YEARS libraries must reach people they have never reached before. One from the unreached multitude is described by Mrs. Lillian Moore Bradshaw, Coordinator of Adult Services in the Dallas Public Library:

"He was about seventeen, dressed in tight-fitting levis and a nondescript shirt. He entered the library with a shrug and a swagger, ill at ease and determined that no one should know it. After he had wandered around for a while, disregarding offers of assistance, I confronted him and said, 'Hi. Find what you need?' It developed that he needed a 'biography' for school, any biography 'just so the guy ain't dead.' We started with Joe E. Lewis, Doak Walker, Bob Mathias. Our patron began to show a spark of interest and blurted, 'But these guys ain't oddballs!' He took two books instead of one. By this time he was recovering some of his aplomb.

"He wasn't used to saying thanks. But as he swaggered to the door he turned and yelled, 'Jeez, this place ain't so bad after all!'"

—JEROME BEATTY, JR.

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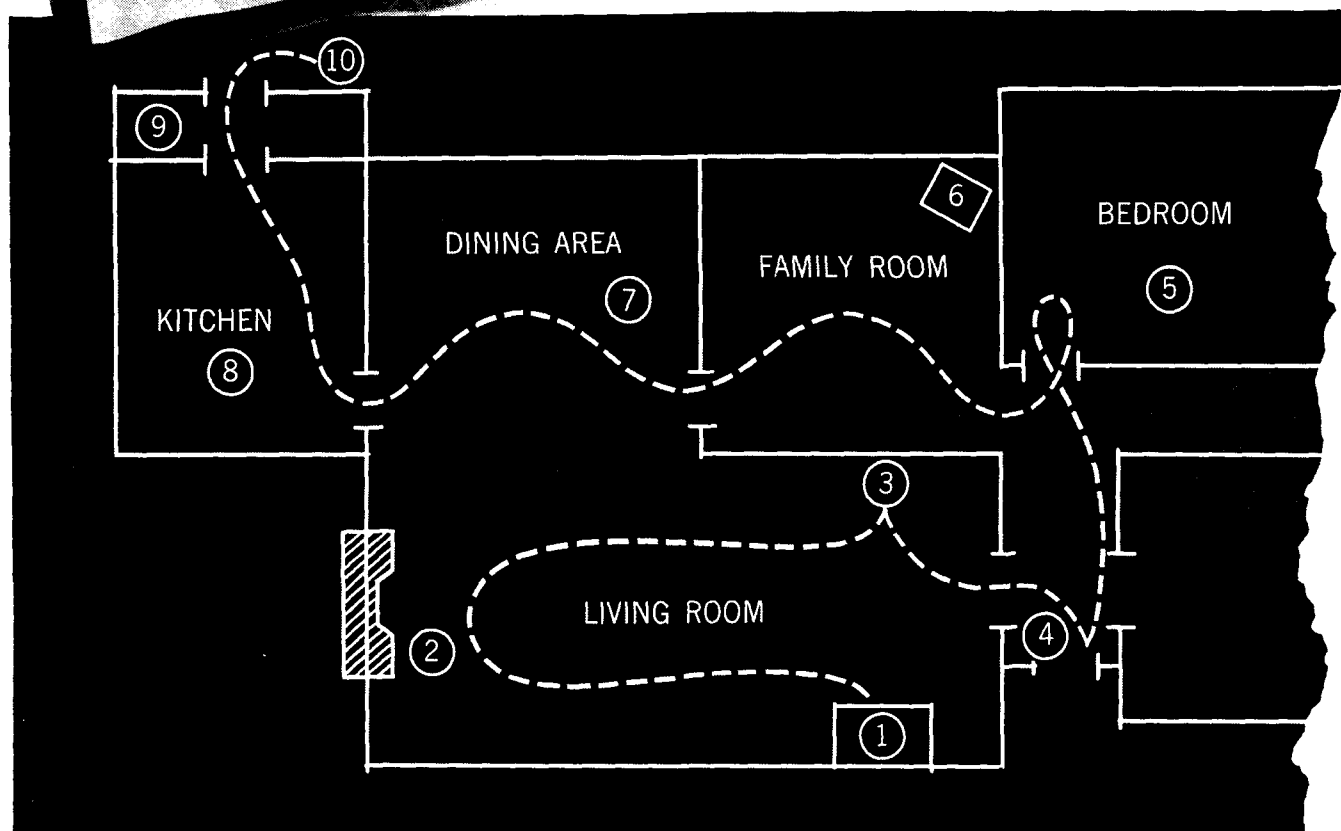
PETER FLEMING:
OPERATION SEA LION

With the exception of Switzerland, all Europe had suffered in modern times the incursion of a conquering army into at least a part of their territories; several of them more than once. Britain alone had escaped it for nearly a thousand years.

The case of the crumpled letter!

*Electric Light & Power
371 Yankee Street
City*

Scene: The Nelson home. Time: A Saturday evening



1 The desk where Mr. Nelson opened his month-end bills and wrote an indignant letter to the electric company . . . protesting against their advertising that electricity gives more value for every dollar than any other item in the family budget.

2 Where Mr. Nelson looked at the electric clock over the mantel to see if he had time to mail his letter before dinner.

3 The hi-fi set that he turned off as he left the living room.

4 Where Mr. Nelson paused to check the setting on the furnace thermostat and turn on the porch light to guide the dinner guests.

5 His daughter's bedroom where he stopped a moment to watch her drying her hair with the electric hair dryer and admire the dress she had just ironed for her date.

6 The TV, with Junior parked in front of it watching "Masked Riders of the Range."

7 The electric coffeemaker and toaster, ready and waiting to do dinner duty.

8 The all-electric kitchen, where dinner was cooking and Mrs. Nelson was taking ice cubes from the refrigerator—and where the electric dishwasher and clotheswasher and dryer were waiting to do the clean-up chores ahead.

9 The back porch, where Mr. N. paused to think things over—realizing that his family *was* putting electricity to work in dozens of ways all over the house . . . ways he often forgot. So maybe the electric company was right about the value of his service.

10 The trash can into which he tossed his crumpled letter.

America's Independent Electric Light and Power Companies*

*Company names on request through this magazine

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THE DAY YOU PERSUADED YOUR FAMILY TO "WAKE UP AND READ"...

Your son soon found that he could turn a "c" into a "b" and a "b" into an "a." His outside reading on school subjects gave him a much clearer and more complete understanding of what his teachers were trying to help him achieve. His delightful forays into the world of fiction took him on underwater shark hunts, into the jungles on patrols with the U. S. Marines, and into the sunsets of the seven seas.

Your daughter wanted to know the "why" of people. She learned about families and why they succeed or why they fail. She saw new challenges and new frontiers as she read historical appraisals of what has gone before and philosophical estimates of what can lie ahead. She questions, she probes, she studies.

Your wife is a little better informed on the affairs of the world. She's reading and learning and holding her own in discussions. She is now more of a wife and less of a housemaid. She is now more of an advisor than just a house mother. She is now more of a citizen than just a housewife.

Your family is a happier family because it's a more intelligent family. It has found in the regular reading of books, new joy, new interests, new lives. They know more about their schoolwork, they know more about the subjects discussed in the daily press, they know more about their lives than they've ever known before. And they owe it all to you . . . for it was you who persuaded them one day to "wake up and read."

"FOR A BETTER-READ, BETTER-INFORMED AMERICA"



NATIONAL LIBRARY WEEK, MARCH 16-22, 1958

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WHAT THE FOUNDING FATHERS BELIEVED

Much is known about the political ideas of the small group of men who figured in the making of the United States. But what about their personal philosophies and religious beliefs? This is the subject of a new book, "In God We Trust," to be published shortly by Harper & Bros. The following article is drawn from the opening chapter of that book.



BENJAMIN FRANKLIN: "Here is my creed. I believe in one God, Creator of the Universe. That he governs it by his Providence. That he ought to be worshipped. That the most acceptable service we render to him is doing good to his other children. That the soul of man is immortal, and will be treated with justice in another life respecting its conduct in this. These I take to be the fundamental principles of all sound religion . . ."

By NORMAN COUSINS

THE young men who designed the government of the United States—many of them were in their thirties—were a talented and influential group of joiners. They were joiners not in the sense that they belonged to any band or group that presented itself. They were the kind of working joiners who, like the philosopher-statesmen of early Greece, sought perfection through an integrated wholeness. The young American giants knew how to put men and ideas together. They saw no walls separating science, philosophy, religion, and art.

The term "whole man" has become somewhat frayed in our time through endless argument over its essential meaning: exactly what is a "whole man"; what is he like; how did he become one? To the extent that example has the power to settle an argument, it may be rewarding to scrutinize the human display case of the Revolutionary period of our history. The youthful Founding Fathers were, many of them, dramatic examples of whole men. What was most remarkable about this was that they themselves saw nothing remarkable about it. They believed it entirely natural that a human being should seek and achieve the broadest possible personal development. Indeed, it was unnatural for a man to be shut off from anything inside him capable of growth. For man's natural rights were not limited to

the political. His natural rights had something to do with his place in the world and the stretching power of his spirit and talent. The end of government, therefore, was to translate freedom into creative growth. The government that understood this was a wise one, for the whole men it helped to produce were best fitted to understand the difficult business of operating a complex society.

I must not make it seem that we are dealing here with men who were so preoccupied with grand designs and abstractions that they knew little about the enjoyment of living. Far from it. They had a zest for life. It grew out of the conviction that life must be lived at its fullest, whether for the individual or the society itself. An exciting life was more than high adventure or fancy diversions. It depended not at all on the standardized situations that were supposed to stimulate or satisfy. A truly exciting life was connected to high sensitivity. For awareness came with the gift of life. In order to mean anything, awareness had to be sharpened and put to work. It was not enough that awareness should enable the human being to respond to beauty. He had to respond to people. Thus, awareness meant compassion.

WHO are the American Founding Fathers? In a literal sense, this would include everyone who had a vital part in establishing the American colonies and in molding American freedoms and independence. Over the years, however, there has been a logical tendency to use