on estimated incomes, occupations, and educa-
tion of the fathers of these sixteen individuals,
their own exposure to "authoritative symbols
of society," etc. It is a little disconcerting to
find this slender base subjected to computa-
tions of percentages (to one and two deci-
mals) just as it is distressing to read some of
the \textit{ad hoc} interpretations of the career-lines
of these "political communication specialists."

Harold D. Lasswell, who, to the best of my
knowledge, coined the now current term "con-
tent analysis," and who has contributed so
largely to the development of this field, sets
out the functions and the chief techniques for
analyzing the content of communications.
This compact and economical account, utiliz-
ing a series of concrete instances of content
analysis should serve to acquaint the reader
with the essential problems and procedures.

The final introductory essay, also by Pro-
fessor Lasswell, deals with the "effects of
communications." It is largely and inevitably
devoted to a critical account of how the effects
of communications might be studied since this
division of the field contains strikingly few
rigorous or systematic researches.
Whatever its limitations, the fact remains
that no other bibliographic guide to mass com-
munications approximates the value of the
Smith-Lasswell-Casey volume. Since its ap-
ppearance, the field has been growing at a rate
considerably higher than that in the period
covered by their book. Librarians, communica-
tions specialists, and interested laymen
would all be benefited were the same team
of authors to publish the third volume of their
work in the near future.—\textit{Robert K. Merton,
Columbia University.}

\textbf{Modular Planning}

\textit{Modular Planning for College and Small
University Libraries.} By Donald E. Bean
and Ralph E. Ellsworth. [Iowa City, Iowa]
Privately printed by the authors, 1948.
53p.

So-called "modular" planning for libraries
has been talked about, and written about to a
lesser extent, for more than ten years. The
idea has been given impetus since the end of
the war by the deliberations of the Cooper-
ative Committee on Library Buildings, by the
1946 Institute of the Graduate Library School
of the University of Chicago, and by speeches
and addresses at library meetings. The
present volume, in its introduction and gen-
eral comments, and in the basic plans included,
attends to be of practical assistance to those
librarians who have already become interested
through the more theoretical discussions which
have appeared in print. It succeeds very well.
It is difficult to say much more than this about
a volume of this character.

A it would be possible, of course, to produce
here another essay on modular construction
itself. Your reviewer has been a more or less
active proponent of the idea since about 1937,
when Alfred M. Githens, the architect, called
upon him at the University of Chicago with
plans for a building of this type which, alas,
was never built. But such an essay would be
out of place here, since it could not but
duplicate in essence what the authors of the
present volume have said very well indeed.
They have listed clearly the advantages of
modular construction. If they have not
pointed out its disadvantages, it is probably
because they do not exist except in theory and
in the minds of a few die-hard conservatives,
or with those who have axes to grind, like the
representative of a company which manufac-
tures multi-tier stacks who called upon me a
few days ago.

Attention should be called, however, to two
points which the authors make which have
nothing to do with modular construction itself. The first of these is the emphasis they
place upon the necessity for understanding
between the librarian and the architect which
will make it possible for the librarian to
explain what is needed clearly enough so that
the architect can translate these needs into
steel and stone. Mr. Githens made this same
point in his very admirable paper before the
Graduate Library School Institute in 1946.
It is one which needs constant emphasis.
Proper use of the book under review will at
least help the librarian to do this.

The other point is much more specific, but
not much less important. It is the warning
the authors sound against rule-of-thumb
methods of determining space needs. Their
emphas on the effect of room shape and

\textbf{OCTOBER, 1948}
other factors than floor area alone on capacity is well taken and to be remembered.

I am sure that not even the authors (neither of whom can be characterized properly as a modest man) would call this a great book. I will not even call it a good book, because that adjective is out of place when applied to a writing of this sort. But it is a useful book, and its usefulness, like that of the type of building it describes, is not of a temporary kind.—William M. Randall, U. S. Merchant Marine Academy, King's Point, N.Y.

Names and Places in the News


This new edition of Professor Greet’s *World Words* has been revised and greatly enlarged. Now listing about 25,000 entries, it contains more than twice as many as the 1944 edition. The dictionary might be more precisely titled “names and places in the news” since more than 95 per cent of the entries are for personal and place names of current interest.

Phonetic and “spelled-out” pronunciations are given for each entry. When there has been considerable disagreement over a certain pronunciation, Professor Greet inserts an explanation for his particular choice. *World Words* is a highly useful compilation of pronunciations, many of which are not to be found easily in other reference works.—Carl Reed, Columbia University Libraries.

**FOR SALE:**

Proceedings of American Society for Engineering Education (formerly Society for the Promotion of Engineering Education) Volumes 1 through 53 (years 1893 to 1946), and Volumes I and II of Report of the Investigation of Engineering Education 1923-29, including a report on technical institutes, 1928-29. $3.00 per volume. Available from

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