

ward and logical in sequence. The first three chapters present an overview of the field, the skills required of persons, and the role of the administrator. A full third of the book deals with technical processing and direct readers' services. New techniques (automation), new materials (audiovisuals), and building planning are discussed and their interlocking relationships to the earlier chapters drawn. The final chapters treat of the interface with the National Library of Medicine, with the public at large, and with professional associations. *Medical Reference Works, 1679-1966: a selected bibliography, 1967, and Supplement I, 1970*, Chicago, Medical Library Association, complement the *Handbook* and will be essential at least for institutional purchasers. In earlier editions, this material appeared as a chapter in the *Handbook*.

The editors and sponsors of this major contribution to the library literature are to be congratulated on a job well done.—*James W. Barry, Rutgers—The State University.*

**Management Personnel in Libraries: A Theoretical Model for Analysis.** Kenneth H. Plate. Rockaway, N.J.: American Faculty Press, 1970. 100p.

This study is based upon a carefully constructed, written questionnaire followed by structured interviews with eighty-nine persons holding middle management positions in fifteen libraries. All libraries were Association of Research Libraries members and located in the Northeastern part of the country. Middle managers, as defined by Professor Plate's study, occupy "positions involving direct supervision of four or more professional librarians, excluding directors, associate directors, and assistant directors." Aside from the direct results of the project, a collateral purpose of the project was to develop techniques for other studies which might involve other kinds of personnel explorations and/or larger samplings of library personnel.

The purpose of the study was to define a composite professional personality profile of librarians in supervisory positions, not only to determine their own characteristics, but their attitudes toward library directors and their influence in affecting professional attitudes of personnel under their supervi-

sion. The profiles include such factors as institutional loyalty as contrasted to larger professional loyalty, attitudes toward "controversial" questions within the library, attitudes toward the library director as well as supervisees, job satisfaction, and professional development of the staff supervised.

Plate's book derives from his doctoral dissertation and was supported by a grant from the U.S. Office of Education. It carries an introduction by Dr. Robert Presthus. While the composite profiles of the eighty-nine middle managers are interesting, they are not in any way surprising. Like too many doctoral dissertations in library science Plate's study perhaps only proves the obvious. The scope and size of this slender volume raise a question as to whether or not it deserved publication as a monograph.—*Kenneth R. Shaffer, Simmons College.*

**The Joseph Jacobs Directory of the Jewish Press in America.** New York: The Joseph Jacobs Organization, 1970. 140p. \$10.00.

A typical entry in this directory of the Jewish press includes address, frequency, circulation figures, date of establishment, and names of staff. It also describes the readership, the editorial emphasis, deadlines, the "size and mechanical requirements," advertising rates, and special issues. In short, the directory is commercially oriented, aimed at those who might want to reach the "prime" Jewish market: "a market of above average income, above average education, a market that is brand and quality conscious." Indeed, two introductory sections are "Top Jewish Markets," a tabulation of major cities and their Jewish population, and "Reaching the Jewish Market," an essay in "ethnic marketing."

How good is the coverage? Seventy-two "metropolitan and regional" publications are listed in an arrangement by state, twenty-nine "national" publications are in an alphabetical sequence, and ten Canadian titles are arranged by province. There are separate title indexes for the United States and Canada. By comparison, the list of Jewish periodicals in Volume 71 of the *American Jewish Yearbook, 1970 (AJYB)* has over 190 titles for the United States and twenty titles for Canada, not counting the many smaller publications listed under