

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

"National Jewish Organizations." Since I counted nineteen titles in the book under review that were not in the AJYB list, there are over 115 titles in AJYB not in *The Jewish Press in America*. The AJYB list includes title, address, date of establishment, principal editor, frequency, and issuing organization, when applicable. The sixth edition of Josef Fraenkel's *The Jewish Press of the World* (London: Cultural Department, World Jewish Congress, 1967; \$1.25) has 245 titles for the United States and twenty-one for Canada; this gives information about editors and principal contributors, circulation statistics, political affiliation, and year of founding, in addition to title and address. While neither AJYB nor *Fraenkel* can serve advertisers easily, either is good for most library use and much more comprehensive than *The Jewish Press in America*.

The criteria for inclusion and the degree of comprehensiveness are not mentioned. Almost all quarterlies and all titles of lesser frequency are omitted. Many scholarly, cultural, and political periodicals that are directed at small, special readerships are not included, thus ignoring many important titles. In fairness, it can be noted that the omitted titles are largely without advertising and in general would be of little interest to those seeking the wide Jewish "market."

While this small paperback might be valuable to the advertising community, the price seems high for reports on 111 titles seemingly based on answers to a questionnaire. The two-page "History of the Jewish Press in America" and nine-page "Yiddish-English Dictionary" are quite journalistic and add little to the value.—Herbert C. Zafren, *Hebrew Union College*.

OTHER BOOKS OF INTEREST TO ACADEMIC LIBRARIANS

American Book Publishing Record: Annual Cumulative 1970. New York: R. R. Bowker Co., 1971. 1727p. \$35.00. (66-19741). (ISBN 0-8352-0469-3).

An Introductory Bibliography of Black Study Resources in the Eastern New Mexico University Library. Portales,

N.M.: University Library, Eastern New Mexico University, 1970. 69p.

Annual Report of the Librarian of Congress for the Fiscal Year Ending June 30, 1970. Washington, D.C.: Library of Congress, 1971. 169p. (6-6273).

Bogdanor, V. B. *A Bibliography for Students of Politics*. New York: Oxford University Press, 1971. 113p. \$2.50.

Book Development in the Service of Education: Report by the UNESCO Secretariat. New York: UNESCO Publications Center, 1971. 26p. free. (71-04459).

Books for Children: Preschool through Junior High School, 1969-1970. Chicago: American Library Association, 1971. 127p. \$3.50. (66-29507). (ISBN 0-8389-0099-2).

Bowles, Frank and DeCosta, Frank A. *Between Two Worlds: A Profile of Negro Higher Education*. New York: McGraw-Hill, 1971. 326p. \$7.95. (70-141304). (123456789MAMM987654321). (07-010024-1).

Chapin, Ned. *Flowcharts*. Princeton: Auerbach Publishers, 1971. 179p. (13-147199). (ISBN 0-87769-061-8).

Cheney, Frances Neel. *Fundamental Reference Sources*. Chicago: American Library Association, 1971. 318p. \$8.50. (73-151051). (ISBN 0-8389-0081-X).

Davis, Gordon B. *Introduction to Electronic Computers*. 2d ed. New York: McGraw-Hill Book Co., 1971. 683p. \$12.50. (79-154226). (07-015821-5).

Dickinson, A. T., Jr. *American Historical Fiction*. 3d ed. Metuchen, N.J.: Scarecrow Press, Inc., 1971. 380p. \$10.00. (78-146503). (ISBN 0-8108-0370-4).

Fletcher, John, ed. *The Use of Economics Literature*. Hamden, Conn.: The Shoe String Press, Inc., 1971. 310p. \$12.50. (ISBN 0-208-01206-0).

Goode, Stephen H., comp. *Index to Commonwealth Little Magazines, 1968-1969*. Troy, N.Y.: The Whitston Publishing Company, Inc., 1970. 350p. \$10.50. (66-28796).

Haro, Robert P. *Latin Americana Research in the United States and Canada: A Guide and Directory*. Chicago: American Library Association, 1971. 111p. (72-138653). (ISBN 0-8389-0093-3).

Heard, J. Norman and Hoover, Jimmie H.