

shelf, the Snead Reflector, the solid concrete floor, and efforts to develop new techniques for ventilating libraries. Baumann is not so explicit in tracing the history of library architecture up the twentieth century. He merely provides a background. The reader should not hesitate to read other sources for a more comprehensive treatment of the history of library architecture. One of Baumann's themes does emerge quite early and that is the "eroding of the stack form" by merging readers and books.

Baumann takes this theme, the "eroding of the stack form," and develops it by summarizing Macdonald's 1933 article "A Library of the Future" which spelled out Macdonald's theory of modular design for libraries. The term "modular" would be used much later. Macdonald saw libraries with lower ceilings, lounge furniture in stack areas, complete access to books, elimination of interior dividing walls, flexible units of space nine feet by nine feet, and "softly glowing tubes on the ceiling." It's a shame that Baumann interjects that sixty-seven lines had to be cut from the festschrift version of the article so that it could be accommodated in two issues of *Library Journal*. However, such irrelevant data does not harm an otherwise smooth transition the author makes to the State University of Iowa where Ralph Ellsworth suggests to Macdonald that spaces be on 20' by 10' centers or to a 1955 article in which Macdonald recommends 27 foot square modules. The reader is made very aware that the modular concept in library design is actually a very recent development.

Baumann uses the subtle technique of relating many seemingly isolated events in Macdonald's life which, as a composite, illustrate just how broad was the scope of the activities of Macdonald and Snead and Company. The author views Macdonald as a catalyst who was in touch with his time and took full advantage of every opportunity to promote his ideas on library construction and to promote the business interests of Snead and Company.

The author leads the reader to an understanding of how the current methods of library construction came about. Those prejudiced against modular construction as ugly will be happy to read that even Macdonald always included some two story space in his

designs to break up the monotonous lines of a modular building. As effective as the author is in bringing about this understanding, the reader must be aware that such a thoroughly documented account can be very boring reading. The reader who stays with it will get a fairly good picture of the evolution of the modular concept and its effect on library design.

A scant index is a drawback. The illustrations are pertinent but lack clarity. There is a Library Building Survey, 1930-1960, of public and academic libraries indicating use of fixed stacks, requirement for interior reading spaces, use of fluorescent lighting, air conditioning, modular construction, and column spacing and also a listing of Snead and Company bookstack installations from 1887 to 1952 throughout the world. A twenty page selected bibliography is appended.—*John K. Mayeski, Planning Assistant, University of Washington Library, Seattle, Washington.*

Goulart, Ron. ***Cheap Thrills: An Informal History of the Pulp Magazines.*** Arlington House, 1972. \$7.95.

In the bleak years of the Great Depression, millions of stay-at-home readers found vicarious adventure and romance in the pages of pulp magazines. Printed on the cheapest paper and priced at ten or fifteen cents an issue, pulpwood magazines first appeared on the American scene in the late nineteenth century, but their peak popularity came during the 1920s and 30s when more than 200 were sold on newsstands. The authors of these lurid tales range from such respected writers as Tennessee Williams, Harold Lamb, and Erle Stanley Gardner, who began their careers as contributors to the pulps, to Edgar Rice Burroughs and the legendary Robert E. Howard. H. L. Mencken founded a pulp called *The Black Mask* in 1920, and Sinclair Lewis worked for a time as an editorial assistant on *Adventure*, "the aristocrat of cheap magazines."

A wide range of subjects were represented in this flamboyant literature—crime, sports, science, adventure at sea, in the air, and in the American West. "In the decades between the two World Wars," Goulart points out, "the pulps became one of the major packagers of fiction heroes." Although their lurid cover illustrations depicting the

exploits of cowboys, explorers, or tough detectives shocked middle class prejudices, most authors followed a story line in which virtue always triumphed over evil. They also tried to instill in their readers a strong sense of patriotism, and it was no accident that A. J. Hoffman, a pulpwood publisher, played a key role in the formation of the American Legion. The importance of this proletarian literature to the historian of ideas and social attitudes has long been recognized, but their troublesome format and poor quality paper has discouraged librarians from collecting pulps in quantity. Only a few large research libraries have built extensive collections for researchers.

There is a real need for an objective history of pulp publishing which will assess its contribution to our national culture. Unfortunately, this book fails to fill that need despite the author's obvious familiarity with this literature. His book is essentially a scissors and paste job, consisting of generous extracts from the stories, references to the works of other historians, and extensive quotations from the oral reminiscences of pulp fiction greats. It lacks an index, a bibliography, and bibliographic footnotes. It may prove to be a useful introduction to this literature and its authors, however, for those librarians who are becoming involved in the acquisition of popular culture for the research library.—*Jack A. Clark, University of Wisconsin Library School, Madison, Wisconsin.*

OTHER BOOKS OF INTEREST TO ACADEMIC LIBRARIANS

- Bennett, Frederick. *Cataloguing in Practice*. Hamden, Conn.: Shoe String Press, Inc., 1972. 74p. \$4.50. (ISBN: 0-208-01181-1).
- Cass, Francis Michael Bernard. *Librarians in New South Wales, A Study*. Adelaide: Libraries Board of South Australia, 1972. 176p. \$6.90. (ISBN: 0-7243-0033-3).
- Clark, Jane. *Reference Aids in Canadian History*. University of Toronto Library, Reference Series No. 14, 1972. \$5.00.
- Clifford, Martin. *Handbook of Electronic Tables*. Blue Ridge Summit, Pa.: Tab Books, 1972. 224p. \$4.95. (72-87458). (SBN: 0-8306-1125-8).
- Conrat, Maisie and Richard. *Executive Order 9066, The Internment of 110,000 Japanese Americans*. California Historical Society, 1972. 120p. \$3.95. (70-178278).
- Cunha, George Martin and Cunha, Dorothy Grant. *Conservation of Library Materials*. Metuchen, N.J.: Scarecrow Press, Inc., 1972. \$11.00. 428p. (77-163871). (ISBN: 0-8108-0525-1).
- Enright, B. J. *New Media and the Library in Education*. Hamden, Conn.: Linnet Books, 1972. 162p. \$7.50. (ISBN: 0-208-01175-7).
- Francis, Sir Frank. *Bibliographical Information in Manuscript Collections*. New Brunswick, N.J.: Rutgers University Graduate School of Library Service, 1972. 28p. \$1.00.
- Gallup, Dr. George H. *The Gallup Poll: Public Opinion, 1935-1971*. Vols. I, II, III. By the founder and chairman of American Institute of Public Opinion. New York: Random House, 1972. 2,500p. \$95.00. (3-vol. set). (77-39867). (ISBN: 0-394-47270-5).
- Greeley, Andrew. *Unsecular Man: The Persistence of Religion*. New York: Schocken Books, 1972. 280p. \$7.95. (72-79446).
- Grose, B. Donald. *The Antiquarian Booktrade: An International Directory of Subject Specialists*. Metuchen, N.J.: Scarecrow Press, Inc., 1972. 176p. \$5.00. (72-6996). (ISBN: 0-8108-0544-8).
- Herner, Saul and Vellucci, Matthew J. *Selected Federal Computer-Based Information Systems*. Washington, D.C.: Information Resources Press, 1972. 215p. \$24.95. (72-85016). (ISBN: 0-87815-007-2).
- Hoadley, Irene Braden, and Clark, Alice C. eds. *Quantitative Methods in Librarianship*. Metuchen, N.J.: Scarecrow Press, Inc., 1972. 272p. \$11.00. (73-149-962). (ISBN: 0-8371-6061-8).
- Hunter, Eric J. *Anglo-American Cataloguing Rules*. Hamden, Conn.: Shoe String Press, Inc. 1972. \$6.00. (ISBN: 0-208-00882-9).
- International Literary Market Place, 1973-1974*. New York: R. R. Bowker Co., 1972. 262p. \$15.50. (65-28326). (ISBN: 0-8352-0585-1).
- International Publication Service. *International Publications, An Annual Annotated Subject Bibliography, 1972/73*. New