The Second Law would throw on the Library Staff the burden of readily helping the reader to find HIS MATERIALS from all possible books housed in the library. This obligation can be discharged only by making the catalogue fully analytic and giving profuse subject cross-references. It would be impossible for any individual, however gifted, to carry all such information in his head. If the cross-references are not made sufficiently full, the library may have to turn away many readers unserved, while the materials sought by them are standing silently on the shelves.

CHAPTER V
The Third Law

We shall now pass on to a consideration of the Third Law. While it resembles the First Law in making its approach from the side of the books, it is in a sense a complement to the Second Law. While the Second Law concerned itself with the task of finding for every reader his appropriate book, the Third Law would urge that an appropriate reader should be found for every book. In fact, the Third Law is "EVERY BOOK ITS READER".

While the First Law revolutionised the outlook of the libraries, the Third Law would make that revolution as thorough as possible. It will be seen, further, that the implications of the Third Law are not less exacting than those of the Second Law. We shall devote this chapter to an account of the different devices employed by libraries to fulfil the requirements of the Third Law.

Perhaps a cynic may suggest the obvious device of having as few books as possible in the library. But such a device is ruled out by the extensive requirements of the Second Law; and its inconsistency with the Fifth Law will become apparent in a later chapter. The most prominent of the devices employed by libraries to satisfy the Third
Law is the ‘Open Access System’. The other devices relate to shelf-arrangement, catalogue entries, reference work, the opening of certain popular departments, publicity methods, and extension work.

THE OPEN ACCESS SYSTEM

By ‘Open Access’ is meant the opportunity to see and examine the book collection with as much freedom as in one’s own private library. In an open access library, the reader is permitted to wander among the books and lay his hands on any of them at his will and pleasure. The powerful service that this system renders to the Third Law can be realised by those who have watched a library change from a ‘Closed’ to an ‘Open Access’ state. It is a matter of common experience that the change increases the number of volumes drawn for use. More important than that is the frequency with which readers ‘make discoveries’. Not a day passes without some readers exclaiming with an agreeable surprise ‘I didn’t know that you had this book!’

It was only the other day that I found a student picking out Roland K. Wilson’s The Province of the State from the shelf, where it had had about eight years’ undisturbed rest prior to the introduction of the open access system. I asked the student who recommended the book to him. He said he did not know of the existence of the book and that he hit upon it by sheer chance, as he was browsing round in the Politics region. This chance occurs almost every minute in an open access library.

Here is another telling instance. The secretary of the local Teachers’ Guild asked me for materials bearing on Secondary Education and Matriculation. I took him round the shelves to show him some of the presidential addresses of the Education Section of the British Association for the Advancement of Science. As I was pulling out the volumes and scanning the nature of the presidential addresses, the secretary, who was browsing round the neighbouring shelves, came back with a peculiar gleam, exclaiming ‘I have found out what I wanted’. He had a thin red quarto in his hand. It was Volume I, No. 1 of the Universities Review. An article in it entitled The Dandelion and the Jack contained just the idea he wanted. This red volume had been lying on the shelves for some months quite untouched by the hand of any but the peon on dusting duty. But for the introduction of the open access system, probably it should have remained like that for ages without ever finding its reader.

If there is faith in the Third Law, it is as absurd and as ineffective for a library to deny open access and simply offer to produce any book on request, as it would be for a busy store to lock up its wares in wooden cupboards and expect its wares to sell. The store, which is anxious to see every one of its things pass into the customers’ hands, allows complete open access even to its tiny articles. Customers are allowed to come in crowds, browse round and handle any article. It looks on all people as potential customers and in its
anxiety to find a buyer for every article, apparently lets the people loose inside its premises. Any visitor to that shop is sure to be convinced of the efficacy and the wisdom of that method. Exactly, the same method should be adopted by a library that wants to find a reader for every book on its shelves.

It is a matter of common experience that the majority of readers do not know their requirements and that their interests take a definite shape only after seeing and handling a well-arranged collection of books. This factor came to be recognised only during the last 10 or 15 years in Great Britain. But in America, where the sway of the Third Law established itself even earlier, 'Open Access' had been brought into the service of that law even before the close of the nineteenth century. That a long view should be taken by the library authorities with regard to 'Open Access' is illustrated by the following extract describing the then new American tendency:

"As a rule the newer libraries are allowing a great amount of freedom in direct access to shelves on the part of all users of the library. Many of the more recent buildings have been planned so that the visitor may go directly to the shelves, and many of the older buildings have been remodelled to permit this practice. In almost every way this has been a gain. There has come with it no small loss of books. But that loss is insignificant in view of the greatly increased use of the libraries which has resulted from easy contact with books."

Thus the sway of the Third Law has even convinced the Library Authorities of the wisdom of acquiescing in the unavoidable loss and sacrifice of a few volumes to increase the chances for securing for EVERY BOOK ITS READER. But let not this remark mislead one to infer that a heavy loss of books from year to year is a necessary concomitant of the 'Open Access' system. On the other hand, experience shows that the loss from theft is really negligible. A proper measure of the theft is the percentage of the number of books lost to the number of books issued in a year. Using such a measure, Miss Isabel Ely Lord, the Librarian of Pratt Institute Free Library, has demonstrated with elaborate statistics that the theft in 'Open Access' libraries is not much greater than in 'Closed' libraries. She estimated the mean loss per year as "17 in every 10,000 circulated".

Again where a theft occurs, it is almost invariably the act of some one or two deliberate and persistent thieves. "The general public are not thieves. Thieves from libraries are a class like burglars. One man commits a large number of burglaries and creates a great deal of trouble; but this does not prove that the whole population of a

(1) Popular Science Monthly, 1904.

(2) Ibid., p. 207.
village or town is burglariously inclined. The benefit of open shelves is indisputable, and the probable loss of two or three hundred books per annum at a total cost of perhaps $150 may be considered small, if the salaries which would be required for one and possibly two more assistants, not to mention page-boys, etc., had to be paid'. Perhaps, we in the tropics may add that the loss is small when compared with the loss due to the perishing of paper and the ravages of insects, provided certain safeguards against thefts are introduced.

**Shelf Arrangement**

Even in an open access library, the chances for the fulfilment of the Third Law can be made or marred by the principle adopted for the arrangement of books on the shelves. Arrangement by size or (except in literature) by the alphabetic order of the author’s name is as arbitrary as arrangement by the colour of the cover. Ordinarily, it is not the size of a book or its author (except in literature) that determines the kind of person that will use it. It is its subject-matter. Hence, it is by the subject-matter that the books should be arranged on the shelves if they are to be given a reasonable chance to find their readers. A well articulated classified arrangement of the books on a subject basis is what the Third Law would recommend. It can be easily seen that, if all the dozen books that the library may possess on, say, Alternating

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(1) JANZOW (Laura M.): *The Library Without the Walls*, p. 187.

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Currents are kept together and in close proximity to the other books on Electrical Engineering, there will be a much greater probability for each of them to be picked up by a reader than when they are scattered among perhaps a hundred thousand volumes, in accordance with the freak of the alphabet building up the names of authors.

The subject-matter of the book is not, however, the only factor that can arrest the attention of the visitors of the library. Psychologists tell us that ‘recency’ is an important factor in securing attention. The Third Law would expect the library staff to exploit this factor as well, in the arrangement of books on the shelves and it is now a common practice in libraries to have a separate ‘Recent Additions Shelf’ very near the entrance. The soundness of the psychologist’s dictum about ‘recency’ is usually well demonstrated by the rapidity with which the Recent Additions Shelf gets emptied. It is this shelf that invariably gives the maximum satisfaction to the modern librarian, who, under the influence of the Third Law, is greatly worried by the books that won’t leave the shelves.

‘Novelty’ in shelf-arrangement is another means, not infrequently adopted to attract the attention of the visitors to books that need help in finding their readers. An occasional redistribution of the contents of shelves may help in establishing fresh contacts between men and books. Another usual device employed in this connection is the location of small attractive show cases with
books in strategic positions of the reading-room and the stack-room labelled with catching legends like 'Books worth looking into', 'Books of the hour', 'Interesting books recently unearthed' 'Long-forgotten but useful books' and so on.

Another important factor in shelf-arrangement which has a decided effect on the chance of a book to get its reader is its easy accessibility or otherwise. Books within the comfortable reach of a reader of average height are much better used. I have experimented with an assorted set of books by placing them for a few weeks on the top-most shelf, which is 6½ feet from the ground, on the bottom-most shelf, which is only 6 inches from the ground, and on the intermediate shelves. The books found readers more frequently while on the intermediate shelves than while on the others. Shelves at a height greater than 6½ ft. are a standing defiance of the Third Law. The Third Law would insist that the top-most shelf of a book rack should be within the easy reach of a man of average height standing on the floor. Similarly, shelves broader than what is necessary to hold one row of books are great sources of temptation for the library staff to arrange two rows on them one behind the other, with the result that the books of the hind row are denied the chance to get their readers. A specification for a book rack of right dimensions possessing certain other features that are necessary in the light of the other Laws of Library Science is given in the appendix.

Catalogue Entries

While well thought out shelf-arrangement is necessary, it is by no means sufficient to get for EVERY BOOK ITS READER. The catalogue also can be of immense help in this matter.

It even occasionally happens that a reader is more favourably impressed about the usefulness of a book when he sees its catalogue entry, although its size, get-up and other features might lead him to overlook it while examining the shelf. This may look strange but experience shows that it does happen. Perhaps, a recent occurrence may be cited as an example. A scholar asked one day for material on migration of population. He was taken to the shelf containing the books on the subject. There were at the most two dozen volumes. He turned them through and a little later he was helped to examine the catalogue cards relating to that class—particularly the red cross-reference cards. But, his attention was arrested by a couple of titles on the white main cards themselves and he eagerly said 'Where are these two books? I did not find them on the shelf'. But the books were actually there. They were thin unprepossessing pamphlets published by the National Research Council.1

(1) Piz., Reprint and Circular Series:—
No. 48, The Work of the Committee on Scientific Problems of Human Migration.
After looking into them he found them so interesting that he felt thankful that he was taken to the catalogue, as he would have otherwise missed those two useful publications on account of their thinness and unimposing appearance. Here it must be remembered that the reader was one who was an experienced researcher, whose daily work should have involved the scanning of the shelves of libraries.

Apart from this general service of the catalogue to the cause of the Third Law, there are certain classes of catalogue entries which are specially conducive to the fulfilment of the Third Law. They are Series Entries and Subject Cross-Reference Entries. The Series Entry in the catalogue enters a book under the name of the Series to which it belongs, if it belongs to a serial publication. It occurs in the alphabetical index part of the catalogue. In the sequence of cards, all the cards with the same series as the heading are brought together, so that it discloses at once all the books that belong to the Series. Now, let us take, as an example, the Home University Library Series. There are books on several subjects included in this series. They are all written by recognised authorities in the respective subjects. Further the exposition is popular and the style, non-technical. Even non-specialists can benefit by a perusal of the volumes and do like to do so. If a volume of this series gets only an author-entry, one who is not a specialist in the subject with which it deals may be scared away by the title of the book and by the name of the specialist, who is put down as the author. On the other hand, a specialist in the subject knowing as he will, that it is a popular book, may not go in for the book. Thus, the book may not get a reader at all. But, the series entry of the book will make the non-specialist reader at least go in for the book with eagerness. Instances of this nature may be easily multiplied. There may also be various other considerations that lead readers to pursue their study through books belonging to well-known series. Hence, a catalogue with a complete set of Series Entries may prove to be of great help in securing for EVERY BOOK ITS READER.

The Subject Cross-Reference Entry may be even of greater service. This entry will occur in the classified part of the catalogue. It will have a subject as its heading and mention the books placed under other subjects but dealing partly with the subject in the heading, stating whenever possible the particular pages which may be relevant. A book may be cross-referred in this manner from several subject headings. For example, it has been found necessary to prepare ten cross-reference cards for More's Shelbourne Essays. It is extremely doubtful if it is likely to get its legitimate quota of readers from among the students of Metaphysics, if its excellent essay entitled The
Pragmatism of William James is not cross-referred from "Pragmatism".

The experience of the Essays and Studies published by the English Association gives another practical demonstration of the service that cross-reference can render to the Third Law. These volumes were adorning the shelves for years with but an occasional sojourn into readers' hands; somehow the name of "English Association" and the look of the books had led the majority of students to regard these Essays and Studies as too high-browed to be of interest to any but the severest specialist. The Third Law had a very hard time of it in finding readers for them.

But from the moment the individual essays were cross-referred from appropriate headings, the volumes would seldom stay on the shelves. For example, the cross-reference from the heading "Shelley, criticism" to the essay on Platonism in Shelley in the fourth volume of the set, began to draw to it a continuous stream of borrowers. It went out on loan on 23rd December, on the 2nd January, on the 21st January, on the 25th January, on the 4th February, on the 13th February, on the 12th March, and so on without any rest. It was such a triumph for the Third Law, that the Second Law was hard put to it to find this book for every reader that asked for it. In fact, the demand for the book could be met only by restricting the loan for a shorter period than usual and regulating the issue by registration in advance.

Another interesting example of the extraordinary power of subject cross-reference in finding for EVERY BOOK ITS READER is the case of the ponderous composite volumes constituting the Complete Works of Count Rumford. A cross-reference card with the heading "Coffee" to pages 615-660 of the fifth volume containing an essay entitled Of the excellent qualities of Coffee and the art of making it in the highest perfection made all the difference in the career of that volume. Instead of being an inert victim to the piercing ravages of silverfish, it began its unending series of triumphant marches to the residence of one reader after another.

Even with books that are generally popular a careful cross-reference entry can increase their circle of readers. For example, Will Durant's Mansions of Philosophy began to attract a newer and wider circle of readers as soon as its tenth chapter, which is on The Breakdown of Marriage, got a cross-reference card with the heading "Marriage".

These few instances are sufficient to illustrate the importance of cross-reference in increasing the use of books. The Third Law would therefore urge the library authorities not to plead the bogey of economy and shortage of funds when the proposal for the necessary staff for cross-referencing work comes up before them. We shall have occasion to go in detail into the profit and loss
account of cross-referencing work when we discuss the Fourth Law. But it is enough to state here that, if the authorities have any faith in the Third Law, they should provide for a profusion of cross-references. They should provide the necessary technical staff to have the contents of every one of the books of the library analysed threadbare and brought to the notice of every possible class of readers by means of appropriate cross-references.

**Reference Work**

Thus, open-access, classified arrangement and analytic cataloguing are three of the necessary devices employed for getting for EVERY BOOK ITS READER. But such mechanical devices are seldom sufficient. It is doubtful whether open-access can achieve all that it can for the Third Law if the library staff interpret open-access to mean "Provide the books and keep out of the way of the readers as much as possible". In such a case, several of the books and not a few of the readers may have to share the fate of the beast between hay-stacks. Again, it is doubtful whether the card catalogue, by itself, will ever become the guide, philosopher and friend of the ordinary reader of a library. The inherent difficulties of an analytic catalogue are many and serious. It may be safely said that an average analytic card catalogue will always be in need of an interpreter.

The mechanical organisation of a library—however desirable—can never be carried to the point of dispensing with personal service. The requirement of the Third Law defies and transcends machinery. It will always require the provision of human beings as "canvassing agents" for books. It is imperative that certain members of the staff should be set apart solely to assist the reader in the use of the catalogue and in the choice of books. Their business should be to interpret the books to the readers and to canvass readers, so to speak, for the books. The provision of such a staff—the reference staff as it is called—is one of the effective devices employed by modern libraries to carry out the mandate of the Third Law.

The Reference Department of a library is expected to serve the reader in the way in which large traffic companies serve travellers in giving them illustrated folders of the new places they would like them to visit. The staff on Reference Duty have exceptional opportunities to mingle with the passing throng of readers. This direct contact with the readers brings with it opportunities to observe their tastes and wants, their actions and reactions and their likes and dislikes. As a result of such direct contacts, an experienced Reference Librarian instinctively relates readers to books and conversely a book frequently suggests a reader to whom it will appeal. He knows his community and is familiar with its mind, spirit and dominant interests. He seeks to have his finger on the pulse of his public and is ever on the wait for an opportunity to find a reader for every book.
library is like a kaleidoscope. His skill consists in turning its facets in such a way that they can all be seen and that each facet may attract those for whom it has interest. This is the kind of service that the Third Law expects from the Reference Staff.

In recent years, the eagerness to serve the cause of the Third Law seems to have led some of the libraries of the New World even to undertake house-to-house surveys. A card is provided for each house to record the number of members, their respective occupations, their reading interests and whether they are already library borrowers. A cabinet of cards of this nature gives a useful picture of the social life and the intellectual interests of the residents of the locality. It is the business of the Reference Staff to spot out potential readers from the records of such a survey and try to convert them into actual readers.

THE OPENING OF POPULAR DEPARTMENTS

This brings us to the problem of converting potential readers into actual readers. The first step in this problem is to attract such potential readers to the library. One method that is ordinarily used for this purpose is to provide the library with a Newspaper Room and a Magazine Room. They generally occupy a disproportionately large floor area and yet they are tolerated on account of their value in this respect. It is a matter of common experience that the Magazine Room attracts a larger crowd than the library proper and that the News Room is even more crowded than the Magazine Room. The library staff would go into these popular rooms at intervals, get into touch with their patrons and try to lead some of them on to the stack-room and the reading-room. Thus, apart from the Newspapers and Magazines furnishing direct reading matter, they are also coming to be used as regular baits. Such an exploitation of the craving, which humanity seems to have for news of an ephemeral nature, is one of the methods regularly adopted by libraries to increase the chance for EVERY BOOK TO GET ITS READER. The Third Law would depend on the law of probability, according to which the chance for EVERY BOOK GETTING ITS READER would increase with the increase in the number of persons visiting the library. Once this desire of the Third Law came to be recognised, one obvious corollary was that libraries should adopt all the recognised methods of publicity.

PUBLICITY

Apart from the insistence of the Third Law, the libraries stand in need of publicity for other reasons as well. It is no wonder that, when the library has been extending its scope, changing its outlook and altering its very character and functions, there should not be adequate understanding among the public as to what has been going on. For some, the library is still medieval, to others it is principally a purveyor of entertaining novels. Surprise is continually expressed when the public
discover the width of its service and the catholicity of its interests. "I didn't know that you had Music books?" "Are you open on holidays? I didn't know that." "I didn't know that your catalogue is so analytic." Such expressions as these, no doubt, interest and please the librarian; but they are also a disquieting indication that a knowledge of the service he offers has not yet spread over the entire public. They make it evident that well considered publicity, is as necessary for the public library, as for a commercial firm, in order that the public may know of its existence and of the varied service that it offers.

In a paper on Library Publicity Methods Miss Wildred Othmer Peterson, Director of Publicity of Des Moines Public Library, says, "Publicity, the art of influencing Public opinion, in all its varied forms holds a large place in the world of men to-day. It has proved its value to the business world for, had it not, certain firms in this country would not spend as much as a million dollars a year for publicity. If publicity is important to them is it not also important to Libraries? The only differences, however, are that librarians, in a great many cases, need to be educated to the importance of publicity and that libraries do not have the millions to spend. Every library now directs much time and thought towards publicity. The press lends its powerful aid and even such agencies as Moving pictures and Radio are enlisted."

Library publicity has, in fact, become a special branch of the art of publicity. Books are written about it, and in the United States, there is a publicity committee of the American Library Association, with a paid publicity officer. This Committee holds what is known as the Publicity Round Table at each of the annual conferences of the Associations. "State-wide publicity" is said to be the key-note of the Publicity Round Table. The extraordinary methods that California adopts to popularise its library system and to attract its inhabitants to its libraries in as large a number as possible are indicated in a paper discussed in the Fifty-Second Annual Conference of the American Library Association held in 1930.

Broadly speaking, library publicity falls into two classes—general publicity and individual publicity. General publicity is of the type "Eat more fruits" and "Buy more khaddar" without mentioning any special fruit-merchant or khaddar-merchant. Such general publicity in the library sphere may try to emphasise

"(1) The value of books and reading; the superiority of the book as a source of opinion, information, inspiration, education, over other forms of print;

(1) RANGANATHAN (S. K.), Ed.: The First All-Asia Educational Conference, Papers offered to the Library Service Section, p. 429.
(2) The library as a public institution, publicly supported and administered;

(3) The all round service of a live library, emphasising reference service, adult education and other less known aspects....;

(4) Some accepted library standards, as, ... book circulation per capita, book ownership per capita...."

Such general publicity would fall within the sphere of central organisations like the Madras Library Association or the State Department of Public Libraries if such a department is established. Even in countries like America and England, "the need of organised, centralised, library publicity" is being emphasised and provided for. Continuous publicity is carried on through press-notices, magazine articles, radio-talks, public lectures, demonstration tours, attractive sign-boards, periodical and itinerant exhibitions and the free distributions of leaflets and bulletins. The Japanese Library Association arranges for a country-wide celebration of a book-week in November. Such general publicity should be the predominant part of the library publicity in India, under the conditions that obtain at present.

In addition, individual libraries should see that their service is constantly brought to the notice of the public in an effective way. It is worth while for large libraries to have a special publicity assis-

(1) AMERICAN LIBRARY ASSOCIATION: _Library Extens-ion_, p. 102.

tant. It should be the business of such an assistant or of the librarian himself, if such an assistant does not exist, to adopt all the recognised methods of attracting the public to the library, so that every potential reader may be converted into an actual one, thereby increasing the chances for the fulfilment of the Third Law. In organising its publicity campaign, a library should bear in mind the general principles of publicity, such as continuity, variety, novelty, clarity and personal appeal.

Perhaps the cheapest and the most easily available medium for library publicity is the Press. The library should keep itself in touch with the local newspapers. The newspapers would generally be willing to allow some space in the general news column and the local news column for information about the library. It is desirable that the librarian or the publicity assistant should frequently consult the editors and try to conform to their instructions in the matter of style, length, periodicity and other details, so that the matter sent by the library can be directly passed on to the compositors, with the least editorial labour possible. It may be useful to publish certain types of information such as recent additions, statistics of readers and issues and similar data on definite days of the week or dates of the month, so that the public may know when to look for them. They will act as systematic reminders to the public. It is not uncommon that the number of visitors to the library is slightly greater on the 2nd or 3rd of each month, as a result of the
monthly statistics appearing in the local news column on the evening of the 1st. In addition to such systematic statements, the library should seek to appear in the press at odd intervals, whenever an opportunity offers itself for announcement such as, changes in the issue method, changes in the arrangement of books, changes in the hours, receipt of free gifts of special collections, improvements in the amenities to the public, participation of the library in exhibitions and conferences and occurrence of events about which special bibliographies may be prepared. The library staff may also be encouraged to contribute occasionally readable articles bearing on the humorous side of library experiences. It may be desirable to send to the newspapers occasional reports or extracts about the outstanding events in the libraries of other lands. Such publications sometimes rouse the curiosity of the public and induce them to take greater interest in their own libraries.

Next to the Press, mention may be made of the issue of printed or typed handbills and news-sheets. A good duplicating machine is a great necessity for libraries to use this form of publicity. It would be cheaper to use such a machine than to print. Recent additions, special bibliographies, notifications about changes of methods, descriptive notes about the personal service offered by the Reference Staff, and several such announcements can be issued in this manner both to those who are already on the members’ list and to those who are yet to be

attracted to the library. Although a little more costly, unlike the Press method of publicity, this form does not depend on the co-operation of outside agencies. It would also give ample scope for the resourcefulness of the library staff. It would be an advantage to keep a chronological and a classified file of such materials for future guidance.

A more costly mode of publicity adopted by some libraries is that of publishing a printed periodical, e.g., The Readers' Index of the Croydon Public Library; The Bulletin of the New York Public Library; The Harvard Library Notes of the Harvard University Library; The Bulletin of the John Rylands Library, Manchester. Such library periodicals seek:—

"(a) to interest the public in the library as an institution,

(b) to keep the public informed of all the library’s activities and facilities,

(c) to relate books to the existing tastes and interests of the public,

(d) to relate fresh topics to those about which borrowers already read,

(e) to arouse fresh interests,

(f) to keep the reader in touch with methods that can be followed up in books, and

(g) generally to stimulate—in an attractive "gentle" way—education, vocational and other, and culture."
These periodicals usually contain an annotated list of recent additions as well as of books of topical interest, special articles dealing with the varying forms of the activities of the library and illustrated accounts of matters of local interest which are capable of being connected with the library. Such periodicals have usually to be distributed free, if they are to serve their purpose. The cost and labour involved are generally prohibitive unless it is possible to secure a sufficient number of advertisements.

Another recognised form of publicity that may be adopted by libraries is to arrange for occasional exhibitions. Some of the libraries of California are said to have provided themselves with window space for book displays. By a judicious variation in the selection and arrangement of display material, stay-at-home books are helped to find their readers.

The radio is another medium that may well be harnessed for library publicity. American libraries are said to be already utilising this medium with remarkable success. For example, "Several libraries in Iowa broadcast occasional talks, while the libraries at the Iowa State College and Des Moines have had regular programmes for the past several years. Two of the public libraries, Des Moines and Davenport, although 175 miles apart, are co-operating in a weekly broadcast, of 15 minutes duration, giving book and magazine reviews and general information concerning books and authors . . . letters expressing interest and requesting information have been received from listeners as far distant as 750 miles". However, the report presented to the 1930 Conference of the American Library Association by the Committee on Library Radio Broadcasting expressed the view "The consensus of opinion seems to be that the value of library broadcasting as conducted at present remains to be proved. While there are obvious advantages there are also many difficulties that remain to be surmounted".

Some libraries advertise their services by means of posters. In fact there is no direct form of publicity that the libraries do not adopt. Here is an account of one ingenious and extreme form of advertisement, which has the flavour of the marketing methods of a business concern. "During the annual fair which lasts for eight or ten days . . . to give publicity to the California county library system the large electrically lighted county library map of California and Sacramento county used at the A. L. A. Conference in Philadelphia is maintained in a prominent place in the Agriculture Building. To emphasise this publicity the county libraries financed the making of thousands of county library fans bearing on one side the county library sign and on the other information regarding California county libraries. Each day a county

(1) South Indian Teacher, Vol. 3, p. 431.
In the year 1927, several visits were made to students' hostels and small groups of undergraduates were addressed whenever an opportunity occurred. Professors of colleges who took interest in the matter were requested to mention in their lecture hours the services offered by the library. That these quiet personal appeals had the desired effect may be seen from the steep ascent of the graph during the year 1927. In later years as the increase of staff could not keep pace with the increase of work in the Reference Section and in the Counter Section, it was found necessary to suspend this publicity campaign, though with great reluctance. But there is ample need for reviving and keeping up the campaign if the interests of the Third Law are to be properly served.

Extension Work

Apart from such methods of pure publicity, libraries are nowadays developing certain new types of work which, in addition to their being directly educative or recreational, lead also to publicity as an important secondary product. Such new lines of activity may be referred to as "the extension work" of libraries. The object of extension work may be said to be an attempt to turn the library into a social centre whose function is the encouragement of reading. Its aim is to make readers of non-readers, to create and stimulate the desire for good reading and to bring book and reader together. Libraries that have come under the
The Third Law

influence of the Third Law value these aims highly and take to extension work with great zeal.

One form of extension work that is very urgent in our libraries of to-day is the institution of the 'reading system'. As a result of the high percentage of illiteracy that prevails, the present generation of illiterate adults can be made to have the benefits of library service only by arranging to have books read to them at stated hours either by paid readers or by honorary readers who are actuated by a spirit of social service. We have seen in the third chapter, how this 'reading system' coupled with the formation of clubs for the liquidation of illiteracy has even converted many an illiterate adult into eager literate readers in post-war Russia. There is no reason why libraries, with this extension side properly developed, may not provide a sure solution of a similar problem in Adult Education in India as well.

Owing to paucity of books on current thought in the South Indian Languages, this form of extension work may have to be carried even farther. To induce and maintain the interests of the illiterate workmen in books and in hearing books read, it would be necessary to read to them, not only books of a religious or recreational nature, but also books of useful knowledge dealing with their daily avocation and leading to increased efficiency in their work. In the absence of such books in the mother tongue and in the absence of any prospect of such books being printed, the only practicable course would be for the library to prepare a manuscript translation of suitable books from English and have the manuscripts read to them. It must be possible to find, among the English knowing local residents, persons willing to do the translation as a piece of social service. If each library in a district undertakes the translation of one or two books in a year and all such manuscript books are systematically exchanged between the different libraries, an appreciable region of knowledge can be provided for in a reasonable time. If no competent non-commercial agency like the State or the Universities would undertake the initial supply of such books on useful knowledge, this seems to me to be the only practical way of cutting the vicious circle of the law of supply and demand. But this extreme phase of extension work is only a strictly temporary expedient, for which there will be no need as soon as a market is created for the publishers to step in.

A second form of extension work that the libraries may pursue is that of organising reading circles. Persons pursuing particular subjects for profit or pleasure may be brought together by the libraries, so as to form a reading circle. Each such circle may have a leader and not less than two and not more than five other members. The library may give special facilities for such reading circles in the matter of books, periodicals and meeting places. For this purpose a library should have a suitable suite of small seminar rooms. Such
reading circles are usually effective agencies in thoroughly exploiting the resources of the library in their respective subjects of study and hence their formation gives unusual satisfaction to the Third Law.

One of the necessary conditions for such institutions becoming popular is the fostering of a feeling of mutual cordiality and helpfulness between those who offer service and those who are served, together with a disposition to self-sacrifice. To this end, the library should strive to reduce formality to a minimum and make everyone feel at home. As a natural extension of this attitude, a modern library even goes so far in its effort as to make personal and social contacts and not infrequently offers meeting place for local learned organisations in an attempt to make them, as constituent parts of the general public, feel that it desires to function as an intellectual centre for the locality. Such meetings offer opportunities for the exploits of the Third Law.

The possibilities of this form of extension work can be inferred from "the following statement of a small English town library, of societies meeting there regularly—The British Legion, Cage Birds' Society, Chess Club, Draughtsclub, Church Lads' Brigade, Church Mothers' Meeting, Church of England Men's Society, Folk Dance Society, two or three friendly societies, The Free Church Mothers' Meeting, The Gardeners' Society, Grocers' Society, Farmers' Union, National Union of Teachers, Radio Society, Woman's Institute and Workers' Educational Association".1

Another common form of extension work is that of arranging for public lectures in the premises of the library. For this purpose all modern library buildings are provided with spacious lecture halls, fitted with a stage, a magic lantern, a cinema apparatus and other related appliances. In addition to the local associations being invited to hold their public lectures in the library's lecture hall, the library frequently arranges for special library talks either by the members of its staff or by outside experts. One special feature of such library talks is the announcement of a select list of books on the subject-matter of the talk that could be consulted in or borrowed from the library. The subjects chosen for such library talks are usually of local or topical interest. Scientific subjects also come in for a good share. Such talks ought not to be exclusively confined to topics of a religious, philosophical or puranic nature. But care should be taken to widen the range of subjects and give a chance for every phase of current thought. Whenever possible, it would be an advantage to illustrate the talks with lantern slides and moving pictures. The unique South Indian Institution of Kalakshēpam, with its happy blend of music and talk, presents enormous potentialities as an instrument of this form of extension work. But due care should

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be taken, in this case also, to lift the *Kalakshepaṃ*
from the narrow rut of subjects to which tradition
appears to have assigned it.

In western countries where this institution is
unknown, the lecture hall is used for musical
concerts as often as possible. This enables the
Third Law to find readers for the comparatively
large quantity of printed music that is usually
available in those libraries.

It is not uncommon to display in the lecture
hall the resources of the library bearing on the
event that is happening there. Sometimes, a
regular exhibition of such materials is also arranged
in an adjoining hall, through which the occupants
of the lecture hall have to pass at the close of the
function. The books referred to in the lecture hall
are carefully spread on tables, the most attractive
plates greeting the passers by. Smart attendants
of the library patiently stand by the side of the
exhibits waiting for the man whose glance would
fall on them. The moment such a man is spotted
out, the face of the attendant immediately brightens
up and with an inviting smile she offers the book
for his home use. Perhaps the man being a non-
member feels puzzled; but, before his shyness is
got over, the experienced attendant volunteers,
"Never mind, if you are not a member, you can
have privilege issue to-day, if you so desire". As
these words are being uttered a few red and green
slips are inserted in the book before it is offered
to the wondering man with the encouraging words
"Take it with you—Will you mind remembering to return this as soon as you finish it or this day fortnight, whichever is earlier?" When this wondering man reaches home and turns the pages of the book with subdued excitement, the red and green slips greet him with legends like "You are paying for the maintenance of this library; why don't you use it?" "To become a member it needs no more formality than signing a card." And so on. The audacious psychology of this form of extension work seldom seems to result in the man deliberately appropriating the book permanently for his private use.

Similar to the library talks for adults, libraries arrange also for story hours, lantern talks, dramatisations and other attractive forms of extension work and similar privilege issues, to establish contact with the children of the locality. Again it is not unusual for the library to arrange occasionally for dramatic performances by amateur troops. But in all such cases the performances do not form an end in themselves but they are all made to serve as aids to the ultimate satisfaction of the exacting Third Law.

Another form that extension work takes is the celebration of local festivals and special days of the year dedicated to particular persons or ideas and participation in local fairs. Here again the demand of the Third Law is always kept in the forefront. In our own country, where such celebrations are still attracting large crowds of people,
this form of extension work is full of great potentialities for the cause of the Third Law.

Book-Selection

Before taking leave of the Third Law, it may not be out of place to mention an important bearing of this Law on Book-Selection. In discussing the financial implications of the Second Law we had occasion to deal with this question from a slightly different point of view. It can be easily seen that one of the means of fulfilling the demands of the Third Law is to give full weight to the tastes and requirements of the clientele of the library in Book-Selection work. Some of the factors from which the tastes and requirements of the clientele could be inferred are:

1. the suggestions received directly from the readers,
2. the suggestions recorded by the assistants at the Ready Reference Desk,
3. the notes made from day to day by the Reference Staff on floor duty,
4. the main vocations of the Local Public,
5. the prospective events of national or local importance,
6. the impressions gained in interviews with the leading members of the local community and so on.

If, in this manner, books are selected with full attention to probable demand, the difficulties of the Third Law would be minimised to a large extent. But it should not be inferred from this that the library should slavishly follow the demands of readers and that it has no responsibility in steadily and consciously directing the reading tastes of its clientele along healthy channels. The Third Law would have no quarrel whatever with this aim of Book-Selection but it would remonstrate against haphazard selection which is utterly indifferent to the immediate and prospective requirements of the readers. The threat of the allotment lapsing in a few days sometimes forces a Library Authority to rely solely on the first trade list or catalogue, that chance might put in the way. This is a danger that should be avoided. Book-Selection is work that should be done from day to day taking into account the demands of readers, the progress of publication and the funds available.
Ranganathan, Shiyali Ramamrita.  
The Five Laws of Library Science.  
(Sarada Ranganathan Endowment for Library Science). 
Madras Library Association, 1931. 
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Acknowledgments:  SRELS Foundation (A. Neelameghan, K.N. Prasad, K.S. Raghavan, DRTC) and dLIST Advisory Board Member, S. Arunachalam (MS Swaminathan Research Foundation)

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