

Inventory

THE NEW YORK PUBLIC LIBRARY
RARE BOOKS AND MANUSCRIPTS DIVISION
ACCESSION SHEET

Accession # *89 M 38

Location 21-h-5/6(L)

Title VICTORY BOOK CAMPAIGN. RECORDS

Approximate inclusive dates 1941-1944

Date of receipt unknown

Received from Victory Book Campaign(?)

Volume on arrival unknown

Number of boxes (after reboxing) 5 RC (5 l.f.)

Condition Fair to good. Some papers are dirty with soot.

Restrictions None

Description

See attached sheets

Special Formats ☒ Photographs ☐ Maps ☐ Audio Tapes ☐ Films ☐ Graphics
☐ Artifacts ☐ Machine-readable records
☐ Other (list) _____

Temporary catalog card added entries

American Library Association
American Red Cross
United Service Organizations (U.S.)
Soldiers' libraries
Military post libraries
World War, 1939-1945 - Libraries
New York Public Library

Accessioned by CF

Date April 25, 1989

VICTORY BOOK CAMPAIGN RECORDS

Historical Note

The Victory Book Campaign (VBC), originally named the National Defense Book Campaign, was established in November 1941 by the American Library Association, the American Red Cross, and United Service Organizations (USO). Its founding was prompted by the need for reading matter among U.S. troops, whose number had been greatly increased by the Selective Service and Training Act of 1940, extended in September 1941 in anticipation of U.S. involvement in World War II. The campaign's purpose was to collect and distribute books as a supplement to the library service maintained by the Army and Navy in forts, camps, posts, stations, and on ships, as well as to supply books to the USO houses outside the camps and to the American Merchant Marine Library Association. Eventually the VBC also supplied books to servicemen in prisoner of war camps.

The first director of the VBC was Althea Warren, city librarian of the Los Angeles Public Library. John M. Connor assumed the directorship in May 1941. An executive board comprised two representatives and one alternate from each sponsoring organization. An advisory committee was composed of the executive board members and one representative from each of the following cooperating organizations: American Merchant Marine Library Association, Boy Scouts of America, Camp Fire Girls, Inc., Catholic Library Association, Girl Scouts, Inc., National Congress of Parents and Teachers, National Recreation Association, Special Libraries Association, and the Work Project Administration's Library Service Division. The actual collection campaign was organized on a state plan with directors for each of the 48 states and the District of Columbia.

The campaign, which was headquartered in an office in the Empire State Building in New York City, officially began with a celebrity event at the New York Public Library, January 12, 1941. In its two years of operation, the VBC collected 17,000,000 books, distributing 10,000,000 of them. The executive board chose, however, to dissolve the VBC December 31, 1943, following the War and Navy departments' decision to allocate funds for 35,000,000 books for overseas distribution.

Description

The records of the Victory Book Campaign span the years 1941 to 1944 and are arranged according to the original order of the VBC headquarters office files. They are organized into seven series as designated by the VBC:

Organization, 1941-1944

Operations, 1941-1944

Collection & Distribution, 1942-1943

Transportation & Warehouses, 1942-1943

Correspondence with Service Commands, States, 1942-1943

Publicity, 1942-1943

Pictures, 1942-1943

VICTORY BOOK CAMPAIGN RECORDS

Description, continued

Organization consists of correspondence, lists, manuals, and other material relating to the organization of the VBC. It includes reprints of photographs of a New York Public Library World War I book drive event. Operations include the minutes of the VBC, budgets, and other records relevant to the campaign's functioning. Collection & Distribution are reports, lists, statistics, and other documentation pertaining to the actual collection and distribution of books. Transportation & Warehouses include correspondence, bills of lading, and lists for the shipment and storage of books. Correspondence with Service Commands, States, is the correspondence between VBC headquarters and regional liaison librarians and state and local campaign directors, arranged alphabetically by state. Publicity consists of files on cooperating organizations and individuals and includes correspondence, posters, and press releases. Pictures are primarily photographs, although there are also a few photostats of VBC posters. Many of the photographs are of the opening campaign event at the New York Public Library and such celebrated individuals as Kitty Carlisle, Lewis Gannett, Katharine Hepburn, Fiorello LaGuardia, Gypsy Rose Lee, Chico Marx, and Wendell Wilkie.

There is a complete folder-level container list of the collection. With the exception of those in the Picture series, all folders were labeled by the VBC.

VICTORY BOOK CAMPAIGN RECORDS

Container List

<u>Box</u>	<u>Folder</u>	<u>Title/Contents</u>
1	1	Pre-Campaign Book Collection and Activity ORGANIZATION
	2	Director Selected - Althea Warren - Personal Data
	3	World War I - War Library Book Drive
	4	Evolvement of Campaign and Perfection of Plans
	5	Advisory Committee, 1942
	6	Board of Directors
	7	Board of Directors - British War Relief Society
	8	Director - Miscellaneous
	9	Plans for 1943 Campaign
	10	Campaign Committee, 1943
	11	Advisory Committee, 1943
	12	Administrative Committee
	13	President's War Relief Control Board
	14	State Directors - Bulletins * Miscellaneous
	15	American Library Association - Miscellaneous
	16	American Library Association - Aid to Libraries in War Areas
	17	American Library Association - Miscellaneous List of Libraries
	18	American Red Cross
	19	United Service Organizations
	20	Manual for States and Local Directors * 1942-1943
	21	Army - Supervisor of Camp Libraries
	22	Navy - Director of Navy Libraries
	23	American Merchant Marine Library

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Container List

<u>Box</u>	<u>Folder</u>	<u>Title/Contents</u>
1	24	Use of "Victory Book Campaign" After Termination of Campaign
	25	Adverse Newspaper Publicity - May 13, 1943
	26	Termination of Campaign
	27	Final Comprehensive Reports
		OPERATIONS
	28	Letters of Appreciation - Samples of Thousands
	29	Budgets
	30	Bibliography
	31	Council on Books in Wartime
	32	Form Letters
2	33	News-Letters
	34	Publishers - Donations
	35	Purchase of Books
	36	Rare Book Committee
	37	Aids to State Directors
	38-39	Minutes of VBC
	40	Office Manual
		COLLECTION & DISTRIBUTION
	41	Collections and Distribution - Reports
	42	Discards * Disposal
	43	Distribution - Miscellaneous
	44	Distribution - List of Army and Navy Units, USO Clubs, etc., Receiving VBC Books
	45	Distribution - Army
	46	Distribution - Navy

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<u>Box</u>	<u>Folder</u>	<u>Title/Contents</u>
2	47	Distribution - American Red Cross
	48	Distribution - American Prisoners of War
	49	Distribution - American Merchant Marine Library
	50	Distribution - Industrial Areas
	51	Distribution - U.S.O.
	52	Distribution - War Relocation Centers
		TRANSPORTATION
	53	Transportation - Motor Carriers
	54	Transportation - Railroad Freight
	55	Transportation - Government Bills of Lading, Post Office Rates
	56	Transportation - Miscellaneous
3	57	Transportation - Packing and Shipping Instructions (leaflet)
		WAREHOUSES
	58	Warehouses - Field
	59	Warehouses - New York City
		CORRESPONDENCE WITH SERVICE COMMANDS - STATES, 1942-1943
	60	Service Command Librarians
	61	Miscellaneous - Alabama
	62	Miscellaneous - Arizona
	63	Miscellaneous - Arkansas
	64	Miscellaneous - California
	65	Miscellaneous - Colorado
	66	Miscellaneous - Connecticut
	67	Miscellaneous - Delaware

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Container List

<u>Box</u>	<u>Folder</u>	<u>Title/Contents</u>
3	68	Miscellaneous - District of Columbia
	69	Miscellaneous - Florida
	70	Miscellaneous - Georgia
	71	Miscellaneous - Idaho
	72	Miscellaneous - Illinois
	73	Miscellaneous - Indiana
	74	Miscellaneous - Iowa
	75	Miscellaneous - Kansas
	76	Miscellaneous - Kentucky
	77	Miscellaneous - Louisiana
	78	Miscellaneous - Maine
	79	Miscellaneous - Maryland
	80	Miscellaneous - Massachusetts
	81	Miscellaneous - Michigan
	82	Miscellaneous - Minnesota
	83	Miscellaneous - Mississippi
	84	Miscellaneous - Missouri
	85	Miscellaneous - Montana
	86	Miscellaneous - Nebraska
	87	Miscellaneous - Nevada
	88	Miscellaneous - New Hampshire
	89	Miscellaneous - New Jersey
	90	Miscellaneous - New Mexico
	91	Miscellaneous - New York

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<u>Box</u>	<u>Folder</u>	<u>Title/Contents</u>
3	92	Miscellaneous - North Carolina
	93	Miscellaneous - North Dakota
	94	Miscellaneous - Ohio
	95	Miscellaneous - Oklahoma
	96	Miscellaneous - Oregon
	97	Miscellaneous - Pennsylvania
	98	Miscellaneous - Rhode Island
	99	Miscellaneous - South Carolina
	100	Miscellaneous - South Dakota
	101	Miscellaneous - Tennessee
	102	Miscellaneous - Texas
	103	Miscellaneous - Utah
	104	Miscellaneous - Vermont
	105	Miscellaneous - Virginia
	106	Miscellaneous - Washington
	107	Miscellaneous - West Virginia
	108	Miscellaneous - Wisconsin
	109	Miscellaneous - Wyoming
		PUBLICITY, 1942
4	110	Publicity 1942 - Plans - Progress Reports
	111	Publicity 1942 - Miscellaneous
	112	Publicity 1942 - Miscellaneous Cooperation
	113	Publicity 1942 - Magazine Cooperation
	114	Publicity 1942 - Motion Picture Cooperation

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<u>Box</u>	<u>Folder</u>	<u>Title/Contents</u>
4	115	Publicity 1942 - Publishers and Book Trade Cooperation
	116	Publicity 1942 - Radio Cooperation
	117	Publicity 1942 - Radio - Sample Speeches and Scripts
	118	Publicity 1942 - Releases - Speeches - Editorials
	119	Publicity 1942 - Commencement Day Book Collections
	120	Publicity 1942 - Victory Book Day - April 17, 1942
		PUBLICITY, 1943
	121	Publicity 1943 - Plans - Progress Reports
	122	Publicity 1943 - Miscellaneous
	123	Publicity 1943 - Miscellaneous Cooperation
	124	Publicity 1943 - Activities Programs (booklet)
	125	Publicity 1943 - Boy Scouts of America
	126	Publicity 1943 - Churches Cooperation
	127	Publicity 1943 - College Cooperation, Commencement Day Collections
	128	Publicity 1943 - Commerce and Industry Cooperation
	129	Publicity 1943 - Education Groups Cooperation
	130	Publicity 1943 - Employee Group Cooperation
	131	Publicity 1943 - Form Letters
	132	Publicity 1943 - Governors Cooperation (Proclamations)
	133	Publicity 1943 - Junior Victory Army
	134	Publicity 1943 - Labor Cooperation
	135	Publicity 1943 - Lists: Contacts for Cooperation - Miscellaneous
	136	Publicity 1943 - Mats
	137	Publicity 1943 - Mayors Cooperation

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<u>Box</u>	<u>Folder</u>	<u>Title/Contents</u>
4	138	Publicity 1943 - Milk Companies Cooperation - Haulage
	139	Publicity 1943 - Motor Haulage Cooperation
	140	Publicity 1943 - Motion Picture Cooperation
	141	Publicity 1943 - National Retailers Committee - Organization
	142	Publicity 1943 - National Retailers Committee - Cooperation
	143	Publicity 1943 - Newspapers Cooperation
	144	Publicity 1943 - New York Committee
	145	Publicity 1943 - Office of War Information
	146	Publicity 1943 - Posters (See also: Map Case)
	147	Publicity 1943 - Photostats
	148	Publicity 1943 - Professional Groups Cooperation
	149	Publicity 1943 - Publishers Cooperation
5	150	Publicity 1943 - Radio Cooperation
	151	Publicity 1943 - Railroads Cooperation
	152	Publicity 1943 - Releases - Radio
	153	Publicity 1943 - Releases - Feature
	154	Publicity 1943 - Releases - Editorial
	155	Publicity 1943 - Releases - News
	156	Publicity 1943 - Real Estate Groups Cooperation
	157	Publicity 1943 - Social Service Groups Cooperation
	158	Publicity 1943 - Speeches
	159	Publicity 1943 - Steering Committees - Typical Contest
	160	Publicity 1943 - Sub-Treasury Building Rally
	161	Publicity 1943 - Steering Committees Bulletins

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<u>Box</u>	<u>Folder</u>	<u>Title/Contents</u>
5	162	Publicity 1943 - Stuffers
	163	Publicity 1943 - Tear Sheets
	164	Publicity 1943 - United Nations Week
	165	Publicity 1943 - Women's Committee
		PICTURES, 1942
166-167		Photographs 1942
	168	Photographs 1942 - Committee and Poster
	169	Photographs 1942 - New York Public Library, A-K
	170	Photographs 1942 - New York Public Library, L-Q
171-174		Photographs 1942 - New York Public Library
	175	Photographs 1942 - Negatives
	176	Photostats of Posters 1942
		PICTURES, 1943
	177	Photographs 1943
	178	Photographs 1943 - Celebrities
	179	Photographs 1943 - Opening Day, N.Y.C.; Sorting Books; Merchant Marine
180-182		Photographs 1943 - Norwalk, Connecticut
	183	Photographs 1943 - Congressmen's Donations