If there is any authoritative function for an association of women in the world of books, who should know it better than the president of the Woman’s National Book Association? Miss Madge Jenison, of the Sunwise Turn, elected within the past fortnight as new national head of this organization, is quite bountiful in her list of reasons for such an association, the initial one being, naturally, that which has launched women upon most of their independent ventures – the hostility or the forgetfulness of men.

Retrospectively this then is the way the Woman’s National Book Association began. During the suffrage parades in New York City, Miss Jenison was asked to march with women of her profession – the book-sellers. But where to find them? Men had an organization – the Bookseller’s League – to which women were occasionally invited to appear in the capacity of admiring audience, not as members. There were some 300 women listed in this business at that time, but it was difficult to collect the asked for 16 to make a parade unit. After this an adventurous fifty were assembled under the present organization.

The only women book-sellers who own their own shop are Miss Jennison and her colleagues of the Sunwise Turn; but other women are selling and buying books for the tracts and for large department stores. Thus the little association is fast growing into a big association, so big that it is now wooed by the men’s league.

“There is no essential reason,” says Miss Jenison, “for a segregated woman’s association; but we are going to maintain our separate association for a time, at least, because we want to work out certain fundamental ideas for which we originally came together.”

When she was asked to define these ideas, Miss Jennison explained that the Association is hostess to all the trades and professions which enter into “the circulation of thought.” So here is a scheme, differing from any yet originated by men in the book business. On the one hand, it is more democratic, on the other it is more idealistic. It aims at nothing lower than creating a united force capable of being mobilized quickly for national needs – a corps of informed workers with fingers on the public pulse. Crises have arisen recently which needed just such a chain of informed units throughout the country, Miss Jennison elucidated. Moments have come when the public wanted uncommercialized information, such moments as America’s entrance into the war, the debate on peace treaty, on the industrial situation. “We need to get away from our national provincialism,” she said. “We need to have some central place which can in an emergency make an active contribution to the thought of the country.”

To accomplish this scheme, the Book Association claims no monopoly of aristocratic and cultural branches of the business. Its membership is made up of all the trades and
all the professions that enter into the distribution of thought of artisans, craftsmen, stenographers, authors, sellers and publishers.

To give these groups a knowledge of the proportion and value each one plays in the whole plan is the aim of this year’s program of the association. The five general meetings held this winter cover the evolution of the book from wood-pulp to reader.

Intelligent cooperation in keeping clear and undefiled the channels for communicating to the public is a large order. But it is the mood of women of today to take up large orders and fire mute enthusiasm at such a scheme of practical democratic idealism. In order to hold their organization steady to the task at hand, it is demanded that it should maintain its integrity and not become a ladies’ aid or a submerged fraction of an established league of men. These women bring to the task of directing the stream of thought circulating throughout this country, minds fresh and not yet disillusioned.

December 6, 1919

Women and the Stream of Thought

If there is any authoritative function for an association of women in the world of to-day, who should know it better than the president of the Women’s National Book Association, Miss Edith Jordan. At the January meeting last, in the presence of all interested in the future of this organization, Miss Jordan stated the list of reasons for such an association, the futility of being merely, that which has hitherto existed upon most of their subordinates—women—the futility of the lieutenant at arm.

Respecting this first in the way the Woma-n’s Book Association began, during one of the Author’s meetings in New York City, Miss Jordan was elected to speak with women of her professions—women publishers. But where to find them? Not a hundred organizations, the Book Dealer’s League, to which women were personally invited to appear in the capacity of ad-5

American Library Journal, September 15, 1922

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How Book Selectors Serve the Public

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