

and one has published the results. This sort of thing represents a further gain over the old rule-of-thumb attitude toward museum instruction.

PUBLIC RELATIONS

There has been a marked increase of energy and skill in developing relations between museums and the public during very recent years. Part of this has been stimulated by increased museum activity, and part is in response to the enlarging public interest in archeological work, scientific progress, and geographical discovery. The daily press mirrors the change. During a typical winter month in 1930 the New York Times contained more than 50 stories on museums, filling two dozen columns or about three pages.

An interesting case of cooperation between several museums, a newspaper, and a broadcasting station is an experiment with rotoradio talks. For many months the Buffalo Courier-Express has been devoting a page of its rotogravure section each Sunday to pictures supplied by the three Buffalo museums in turn. Each installment is followed on the evening of publication by a museum talk broadcast from station WKBW on the subject of the pictures. An announcement in the paper calls attention to the talks.

Eleven museums started new serial publications of their own during the biennium. Each of these popular serials has the double purpose of creating interest in art, science, or history, and of making its sponsor museum better known.

NATIONAL AND INTERNATIONAL WORK

New developments of nation-wide scope have turned, naturally enough, around the American Association of Museums. International developments have come from relations between this body and its sister organizations abroad.

An instance of national progress will suffice. In 1930 a plan of retirement support for museum workers was drafted by the association of museums after a study of pension plans in other fields. The plan was announced and is ready to go into effect, but the general state of finances has made further discussion of the subject inopportune for the present. In its last annual report, the Carnegie Foundation for the Advancement of Teaching compared this project with its own teachers retirement plan, administered by the Teachers Insurance and Annuity Association, in these words: "Both plans are designed to serve bodies of professional men and women scattered in small groups over wide areas and employed by separately incorporated bodies. Both plans avail themselves of the services of life-insurance companies. Both plans are sound, contractual, and nonpaternalistic."