

VOLUME XV

NUMBER 2

*The*  
**M o n a d n o c k**  
*of the*  
**CLARK UNIVERSITY**  
**GEOGRAPHICAL SOCIETY**

MAY, 1941



"Here Nature has given much by withholding much. Here man found his birthright, the privilege of struggle."

—*Simple*



GEOGRAPHY WORKROOM

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# THE MONADNOCK

OF THE  
CLARK UNIVERSITY GEOGRAPHICAL SOCIETY

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VOL. XV

MAY, 1941

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## PROFESSIONAL GEOGRAPHY

The editors of the *MONADNOCK* would like to express their deep appreciation to Dr. Meredith Burrill and Dr. Carleton Barnes for submitting the following article for publication in this issue.

Dr. Burrill, Ph.D. 1930, is in the General Land Office of the Department of Interior in Washington, D. C. Dr. Barnes, Ph.D. 1929, is in the Department of Agriculture in Washington.

We hope that this will be a precedent for future *MONADNOCKS* and that each year one of the alumni will contribute as generously as have Dr. Barnes and Dr. Burrill.

What can geographers do professionally other than to teach and incidentally to contribute to the literature of the discipline, and in what capacities can they do it? This is "the problem" faced by those who elect to become geographers but who prefer non-academic work. It also poses a problem for geography as a discipline and for the universities. General acceptance of the practical, non-academic utility of the subject will go hand in hand with professional practice of geography. Each will call forth the other and neither can go far without the other. This brief paper will consider, without attempting to cover the entire field, some non-academic things that professional geographers now do, other things that they might do, capacities in which the professional but non-professorial geographers act, other capacities in which they might act, and the bearing of all this on the graduate study of geography.

The question, "What can professional geographers do?" immediately raises another. Who are to be considered professional geographers? It would appear that geography has from time to time decorated itself with the reputations of eminent men whose scholarly or scientific distinction has been won in other fields. These men generally

have a deep interest in geography and they have made important contributions to its borders and to its philosophy, but on the whole they do not profess geography. They hold positions as geologists, or ecologists, *et cetera*, and consider themselves as such, as is indicated by their listing in biographical directories. Their experience is pertinent in that it suggests that a second field of competence will facilitate the entrance of geographers into that field as geographers, or as specialists in work bordering on geography. However, the statement of things that professional geographers now do will include only the work of those who consider themselves geographers by virtue of their training or their present positions.

The work of professional geographers, so defined, includes regional analysis, commodity and/or industrial analysis, evaluation of competing claims for land use, fact finding in field and office, map work and related matters, writing, editing, exploration, and work in related disciplines requiring the geographer's breadth of training and experience.

They do such work in government service in various capacities, as advisers on the planning of public programs and public works, on the use of public lands or resources or on the use of private lands in the public interest, on questions involving boundaries, geographic names, immigration quotas, map and mapping problems, and on the work of the Bureau of the Census. Other professional geographers are members of research divisions of federal agencies, of the staffs of map divisions of libraries and the National Archives. Professional geographers also rendered important assistance during and after World War I as experts on commodity control, foreign regions and populations.

The number of professional geographers engaged in planning and evaluating public programs and public works is relatively small but increasing. Their contribution may well become large. The geographer's contribution, less direct and less concrete than that of the engineer or accountant, and less familiar than that of the economist, has not been brought to the attention of public officials, in the past, with the same insistence, but an excellent beginning has been made. The potential opportunity of course increases as the public assumes responsibility for more functions—the more public activities, the more work in planning them. Public facilities and public pro-

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The following articles are excerpts from letters received by the MONADNOCK from Clark Alumni. Although the number of responses is only a small fraction of all our alumni, the material suitable for publishing is larger in volume and from more varied sources than for many years. We have tried to use as much of each letter as possible.

#### ALPERT, LEO

Mr. Alpert is in the United States Army Air Corps Reserve, training in weather and forecasting at Massachusetts Institute of Technology.

“... Work here at Tech keeps one busy, thirty hours of assigned classes a week. In addition to preparing daily flight and terminal forecasts, I have the good fortune to be sitting in on a course in Long Range Weather Forecasting given by Dr. Willett who is in charge of the five-day forecasts prepared at Tech. It is a fascinating study, but delves rather deeply into theoretical considerations.

“‘American Air Mass Properties’ interests me right now and there is a possibility that I may do some work on it at Tech as soon as I can find time from my regular duties. I have been working, off and on, on the ‘Geographic Factors in Air Mass Analysis and Forecasting’ so you see I haven’t entirely deserted the field of Geography.

“In June we will be commissioned second lieutenants and are going to Mitchel Field for a month of routine study and from there leave for our posts in such dispersed localities as Alaska, Philippines, Trinidad, and Newfoundland.

“One comment in regard to geography in the non-academic field: Until graduate schools of geography can attract students with a good background in the basic sciences, and then train them thoroughly in the physical nature of geography, it will not be recognized as anything more than one of those subjects taught in some of our schools and colleges.”

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#### BLACK, LLOYD

“... After the thirteen weeks’ training course here I hope to get something a bit more geographic, such as an assignment to a mapping unit. . . .”

Lloyd Black’s address for the present (to June 26) is Company D-4, 76th Infantry Training Battalion, Camp Roberts, Calif. He was inducted into service in March.

BLOMFIELDS, C. J.

Mr. and Mrs. Blomfield at Detroit, Michigan, send us their "biggest news item" . . . the birth of a daughter, Marie Elizabeth, on April 3, 1941.

BUZZARD, ROBERT G.

" . . . I did not get to attend the geography meetings at Baton Rouge during the Christmas holidays, but the reports which came to me through Clark alumni were interesting and quite acceptable. I have written no articles for publication during the past year, but possibly have done the field of geography some service, and Clark in particular, in that the choice of a new head of the department of geography in our institution chances to be a Clark graduate (Norm Carls). . . . Even though I have not been teaching geography for seven and one-half years, I still have days of longing for classroom work. President Atwood told me in 1933 that this would happen, but I felt certain at that time he was mistaken. Now I realize how wise his statements were. . . ."

CARLS, NORMAN

"Dr. Charles H. Coleman, of our Eastern Illinois State Teachers College history department, and I will conduct a traveling class on a field studies tour of eastern United States during six weeks of our eight weeks' summer term. The organization of this first course in a projected field studies program on a low-cost non-profit basis was made possible through the interests and efforts of Dr. Robert G. Buzzard (Clark University), president of the college. We all believe that directed field studies are highly satisfactory learning experiences. They stick to the brain cells."

Since this letter has been written we have had word to the effect that Norm Carls has been called into military service and will be away from his position through the next academic year.

CHAMBERLIN, THOMAS W.

"At present I am an associate professor of Geography at the State Teachers College, Johnson City, Tenn. My students do not come to school barefooted nor do they wear overalls. In fact you would have difficulty in distinguishing them from their northern counterparts with the exception of a slight southern drawl. We really call

this an extension of the North into the South. Due to the elevation of 1,800 feet, the growth of cotton is prevented throughout the region. For that reason there are relatively few negroes here and only a slight southern accent except for the few 'invaders' from other parts of the South. This is a growing industrial section with many lumber mills, furniture factories, brick works, flour mills, and book binding plants. The Eastman 'tenite' plant along with the Bemberg and North American Rayon plants are located only a few miles from Johnson City. . . .

"In addition to the usual teaching I have had the chairmanship of the Geography Section of the Tennessee Education Association. We had an interesting program for the meetings held in Nashville, April 11th and 12th. I had Dr. Carl L. Stotz (Clark) of the University of Pittsburgh as the out-of-state speaker for the Geography and History sections. . . .

"Last summer Mrs. Chamberlin and I spent about three months in Havana, Cuba, collecting material and studying the urban and industrial geography of Havana for my dissertation. In July, Rafael Pico joined our party and together we took a trip across the Island to Santiago de Cuba. Other highlights of the summer included working with Father Lanza, Director of the Meteorological Observatory at Belen College, being questioned by the police as a fifth columnist, and working with the American Consulate who helped me get into the private files of several government bureaus."

CRESSEY, GEORGE B.

"I am to give a series of lectures on the Far East at Columbia next summer but I expect to put in most of the vacation, as was the case last year, on the manuscript of my book *Asia's Lands and Peoples* with publication expected in 1942. I am currently giving a series of weekly radio talks over WSYR on the Geography of the War, Monday evenings at 9:45."

Dr. Cressey has mentioned only a few of his many activities. We have heard of others and would like to mention that he presented a paper in the fall to the New York State Geographical Association at its meeting in Rochester and is at present head of a committee of geographers preparing a geographical study of the State of New York.

FAIRCHILDS, MR. AND MRS. J. E.

“. . . Not very much in the line of activities to report so far as I am concerned. My job as editorial assistant at the American Geographical Society keeps me busy. One activity I do enjoy though, is the secretaryship of the New York group of the Society of Woman Geographers.

“My husband has been very busy geographically. In addition to the Cooper Union Lecture Course, he gave a paper at the Geography Section of the A. A. A. S. meetings in Philadelphia in December. Most of the fall was spent on the booklet, ‘European Possessions in the Caribbean Area,’ which was published in January. In addition to his regular classwork at Hunter, he is now teaching an evening course in Meteorology at Columbia as well.

“Those are the highlights from the Fairchilds.”

FREEMAN, O. W.

Besides being Head of the Department of Physical Science at Eastern Washington College of Education in Cheney, Washington, Dr. Freeman finds time to publish an unusually large amount of material. From a recent letter, we find that still more is being made ready for publication. In Dr. Freeman’s own words, “. . . During recent months I have been writing several of the chapters for a forthcoming textbook and reference work on the Pacific Northwest, of which I am co-editor, to be published by John Wiley and Sons for fall delivery.

“During the second half of the summer session I will teach two courses on the Pacific Northwest at the University of Washington.”

JAMES, PRESTON

Dr. James continues as chairman of the Committee on Research of the Division of Geology and Geography, National Research Council. He is also secretary of the American Council of Learned Societies Committee on Latin American Studies, and editor of the Brazilian Geography section of the *Handbook of Latin American Studies*. He was recently appointed a member of the Curriculum Committee of the National Council for the Social Studies, and addressed the meeting of that society at Atlantic City in February.

Dr. James’ book, “Latin America: A Human Geography,” will be published by the Odyssey Press, New York, probably in August.

This coming summer he will offer two courses in geography at the Harvard Summer School in Cambridge.

KOEPPE, CLARENCE E.

“. . . My geography knowledge is suffering by reason of the fact that I have been on extended active duty in the Army of the United States at this headquarters since August 11, 1940; and my orders call for a continuance of that duty at least until February 10, 1941.”

Dr. Koeppe is a Major in the Signal Corps stationed at St. Louis, Missouri.

LEMAIRE, MINNIE E.

“. . . The principal news is that I was fortunate enough this summer to visit Argentina, Uruguay, and Brazil. Needless to say, I had a wonderful trip, enjoyed myself tremendously, yet learned a lot. Since my return, I have been doing some lecturing, including an address before the Society of Women Geographers and the Chicago College Club in Chicago.”

Miss Lemaire teaches at the State Teachers College, La Crosse, Wisconsin.

LLOYD, TREVOR

“. . . I’ve been working rather hard on a little problem which arose about two weeks ago. An expedition is planned to go north to the Arctic Circle at the beginning of April (1942) to do some ornithological work in a little known area in Queen Maude Gulf. I’m ‘honored’ by the title of geographer (duties are numerous including making the maps, running the meteorological instruments, geology, ‘eskimology’ and of course, making preliminary reconnaissance exploratory vegetational zonal maps). . . .

“I’ve borrowed a few items from the C. U. G. S. Bibliography and added some more and made it into a list of books suitable for school libraries in this region. . . .

“As to what I am doing apart from reading how to make a snow house with nothing but snow and a butcher’s knife, and how to keep warm when standing beneath the stars looking through a theodolite—I’m trying to reduce portions of my work on the Red River Valley into the limits imposed by editors of scientific publications. . . .”

Trevor Lloyd, last year’s C. U. G. S. president, is teaching in Winnipeg.

MASON, CAROL Y.

Miss Mason is Chairman of the Geography Section, Missouri State Teachers College for 1940, and Secretary of the Maryville Chapter, American Association of University Professors (1940-1942). She conducted a Study Group on Latin America for six weeks in 1940 for the A. A. U. W.

McCUNE, SHANNON

Shannon McCune writes from Ohio State University in Columbus. His letter begins with a seemingly universal statement of a geographer's life.

"... We are busy as usual. . . . I am working now on putting out a series on the Climate of Korea (Series B) in the *Research Monograph on Korea*. . . .

"I shall be here this summer, teaching somewhat the same courses as at present—introductory section and the advanced course on Asia."

OLIVER, A. RUSSELL

"... The only information about myself that probably will be of interest is that I am now acting head of the department of geology and geography at the University of North Dakota. My promotion took effect February 1 of this year. . . ."

OLSON, RALPH E.

"... After a year of teaching at the State Teachers College in Moorhead, Minnesota, I took up my present position (Department of Geography, University of Nebraska) in June, 1940, and I expect to remain here until August, 1941. . . .

"My plans are to return to Clark next year to finish writing my Ph.D. thesis. . . . I should have said 'our' plans are to return to Clark, for Miss Margaret Carlson of Fergus Falls, Minnesota, and I are to be married on June 6, 1941."

PARKER, HARRY C.

Junior Park Naturalist in Yosemite National Park. "... Your request for remarks concerning non-academic geography is a 'bait' of the most tempting kind. However, I am so completely snowed under in the intricacies of a new job in an 1,189 square-mile 'baili-

wick' that I cannot give adequate thought to making many concrete suggestions.

"I would, however, like to make the most earnest plea for more and better training for non-academic geography. To my mind, the great secret of Clark's high standing lies in the very fact that it is based on the principle of learning by doing. If facilities and time can be found to provide more thorough training in the practical aspects in the field, the school will be in an even better position to furnish the kind of geographer that the world needs for the solution of its problems. It is my personal conviction that such geographers cannot be trained solely in the library, workroom, or teaching profession.—Having come to two highly different jobs in two extremely different types of country within a year after leaving Worcester, I have had forcibly brought home to me the great value of the emphasis placed at Clark on learning broad principles which hold true throughout the world, rather than devoting too much time to mastering specific detail concerning comparatively small, unrelated areas. This indefinable "feeling" for geographic principles obtained at Clark has enabled me to fit more readily into the story each place where I worked and to understand more readily the adjustment required by the environment at each place. . . . Much of my knowledge of geographical elements, however, has been displaced long since in the struggle to learn about police work, fire control, telephone line maintenance, and skiing, not to mention the endeavor to become familiar with the actual lay of the land in two vast, wild areas. . . . In addition to a share in regular educational activities, I am mainly responsible for the Park Museum, its maintenance and exhibits. . . ."

PICO, RAFAEL

"During this academic year, due to illness, I am back in Puerto Rico (University of Puerto Rico). . . .

"Now that I am back here, I cherish more than ever the publication that keeps us in touch with the workroom and alumni of Clark. . . ."

QUIMBY, MARGARET

"I have a very geographical position with *Time* magazine as an editorial assistant—a vague title covering many kinds of work. I am in charge of maps, do research and prepare copy for our weekly map. I also supply geographical material needed in the World

War and Foreign News departments. The job is very interesting and my political geography background is invaluable."

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RISTOW, WALTER W.

"... I look forward with interest to the alumni issue of the *MONADNOCK*. The announcement of the special topic 'Geography in the Non-academic Field' has an especial appeal to me as one of the non-professorial graduates. Here in the map room of a large city library (New York), we are called upon each day to dish out a variety of geographical information. The questions follow no general line, and come from no one class of society. We have learned to expect any type of request, and have come to regard unusual problems as commonplace. . . .

"During the past year I have been President of the New York Public Library Staff Association. One of the most pleasurable of my tasks was serving as toastmaster at our annual banquet. Our guest speakers for the occasion were Borough President Stanley M. Isaacs, and authors Carl Van Doren and Jules Romains. . . .

"Having experienced the excitement of being caught in Europe at the outbreak of war in 1939, last summer I chose as a vacation itinerary the more peaceful field of the Caribbean and Mexico. . . .

"In July I expect to welcome Norm Carls and a group of his students to New York City, and look forward to seeing many of the Clark people here next December for the Geography meetings."

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ROBERTS, CATHERINE M.

Miss Roberts is a member of the State Normal School faculty at Potsdam, New York.

"... I have organized and started two new courses this year. All three geography courses are now organized with laboratory periods. They are a fundamentals course, economic geography and physiography. . . .

"I have worked this year with several New York state geographers on a committee headed by Dr. George Cressey of Syracuse University. We have been most interested in getting together some material on New York State geography and making it available for others. . . .

"Last summer I traveled several thousand miles in the eastern and southeastern states. This summer I am anticipating another trip of similar length."

ROBERTSON, INA CULLOM

From the State Teachers College, Valley City, North Dakota, Miss Robertson writes that she is conducting a field trip to Mexico this coming summer.

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ROBINSON, VIRGINIA

"... There is little for the alumni concerning my activities except that I made a 14,000-mile trip "West" last summer which included 300 miles on horse back through the National Parks. I had a very pleasant visit with Agnes Allen in Flagstaff, Arizona. . . ."

Miss Robinson is in Montclair, N. J.

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SHAW, EARL B.

Earl Shaw is very busy right now preparing for the New England Geographical Society meeting which will be held at Worcester State Teachers College May 2 and 3.

This coming summer he will be at the State Teachers College in Buffalo, N. Y., teaching courses in Latin America and Economic Geography. Following summer school he is planning a trip either to the Caribbean (he and his wife were in Puerto Rico last summer) or through the United States.

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SHIPMAN, JULIA M.

From Mount Holyoke College in South Hadley, Massachusetts, Miss Shipman writes:

"... Last August I drove to Mexico City and back, visiting en-route in West Virginia, Tennessee, Georgia, Alabama, Louisiana, and Texas; thus covering considerable territory not previously seen in the United States. We had twelve days only in Mexico but did considerable traveling and enjoyed every minute. I'm sure it contributed to my enthusiasm in teaching Mexico as well as to my ability to interpret what I read. . . .

"Next summer (1941) I am expecting to teach at the Nebraska University summer session, and I hope to do a little field work in the Middle West in August."

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SIMPSON, ROBERT

Bob Simpson, at Rochester, N. Y., has had a very busy year with activities ranging from training students in C. A. A., working on

committees of various sorts, teaching and studying for his Ph.D. finals which he passed on April 28.

Bob acted as chairman for the New York State Geographical Society meetings held in Rochester last fall. From his report it appears that Clark was well represented. Papers were given by the following alumni: George B. Cressey, Grace Muse, Katheryne Thomas Whittemore, and Catherine Roberts.

He is teaching meteorology for the C. A. A. training this year and will continue that course through the summer. After summer school Bob is planning a research trip into Latin America.

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#### STOTZ, CARL

“... The Department of Geography here (University of Pittsburgh) continues to grow in terms of student numbers, standards and activities. We expect to conduct an ‘Institute of Current Affairs’ again this summer since last summer’s venture was so very successful. . . .”

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#### VAN CLEEF, EUGENE

Dr. Van Cleef, of Ohio State, served as Chairman of the A. A. G. committee to arrange the program for one day at the Christmas meeting of the A. A. A. S. at Philadelphia. This was a joint project of the A. A. G. and A. A. A. S. (Section E. At this joint meeting, special emphasis was placed on the theme, “The Geography of National Defense.”)

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#### VAN ROYEN, W.

Dr. Van Royen, now at Brooklyn College, is much closer to Clark this year and has been with the group on two or three occasions. “. . . Since I am in the Department of Economics here, I naturally do quite a bit of ‘hobnobbing’ with economists. I find it stimulating. I hope for geography that it also works the other way around. When I get tired of economic discussions, well, there are a whole group of geographers at 156th Street and Broadway who always receive fellow-geographers with wide open arms. . . . I spent part of my time this fall collaborating with Dr. Wright, of the American Geographical, on the Dutch portion of their Caribbean booklet. . . . Incidentally, the latch string will always be out for any Clark people who happen to come this way. We have some swell

oysters here, as long as the R’s hold out, some good swimming after that, and even some sailing. (Maybe we New York ‘Clarkers’ could start a geographic guide service to the best stage shows, night clubs, etc., for visiting alumni.) . . .”

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Some of the answers to our annual spring letter were merely acknowledgments of that letter or envelopes enclosing the yearly contribution. We are unable to write much about an alumnus in cases such as this, but as they did respond to our request we want to thank them as every contribution was a help in editing this issue.

Agnes M. Allen, Catherine Cox, Floyd Cunningham, Sam Dashiell, Edna M. Gueffroy, Bert Hudgins, Urban Linchan, Paul Morrison, Merle Myers, August L. Reinhard, Agnes Renner, Robert J. Voskuil.

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#### PROFESSIONAL GEOGRAPHY

(Continued from Page 4)

grams are administered at all levels of government; national, state and local. Planning of these programs must therefore be done at all levels.

Governments have recently increased their activity in what is often called public works. This may mean direct construction or loans or grants to lower levels of government, to coöperative associations, or even to private individuals. It ranges from the construction of large, expensive works, such as the Grand Coulee development, down to lending a farmer a few hundred dollars to build some terraces. If this activity is to serve the interest of the general public and not be just an indiscriminate spending of public funds, each project or group of projects must be evaluated to see if the public benefits warrant the expenditure. Furthermore, it must be evaluated in the full environment of its local area, its geographic region. Hence somewhere during the evaluation, the project needs to be considered by one who knows the *whole* of a region, not just its soils, not just its trade, not just its manufacturing, not just its climate, but all of these things and more—the full setting within which the proposed activity is to be undertaken. Recognition that the geographer is a good person to perform this function is indicated by the recent employment of a group of geographers by the National Resources Planning Board to apply regional analysis to its evaluation of Federal Public Works programs, including forestry, flood control, soil conservation, reclamation, recreation, drainage, housing, power and navigation and other programs. It is indicated, likewise, by the establishment of a geo-



graphic section in the Tennessee Valley Authority to do fact finding and regional analysis with reference to electric lines, recreation facilities and many other problems, and indicated further by the employment of a geographer by the Rural Electrification Administration to undertake analysis of areas to help ascertain the desirability of loans to local electric coöperatives for rural electric lines.

Closely related to the problem of planning programs of public works and facilities is that of land use planning. This has two important and distinct phases. One is concerned with planning the use of areas owned and administered by the public, such as the public domain in western United States and Alaska, the national forests, state and county owned lands. The determination of what particular combination of uses from among all those which compete for an area, best serves the public interest, must be made by each agency administering public land, if it is not remiss in carrying out its duty.

This determination requires the same kind of knowledge as the evaluation of public works projects, namely, a thorough understanding of the full setting or environment of the area in question, something which the geographer, trained in regional analysis and interpretation, is able to provide. The General Land Office of the Department of the Interior, administering the public domain in the western United States and Alaska, employs a professional geographer to help it handle the problem of best land use. The National Forests are faced with similar problems of administration for best land use. What combination of timber production, recreation, grazing, power, or wild life propagation best serves the public interest on a given forest? Foresters so far have not availed themselves of geographers to help handle this problem, but it is likely that a professional geographer-forester could greatly facilitate the work.

The other aspect of land use planning deals with planning the use of privately owned land in the public interest, desirable land use to be effected mainly by education, demonstration, reasoning, and human persuasion. It necessitates reaching a judgment as to the uses of private land that are in the interest of the public welfare, and enlisting the coöperation of private owners. It involves the wise use of public funds and public instruments to influence the use of private land. It tells us, for example, the areas where continued drought relief merely perpetuates the need for drought relief and makes it

chronic, whereas the same money devoted to settler relocation might avoid the need for relief. Again, a thorough knowledge of the environment of a region is needed, not just the climate, the soil, or the population, but the full setting.

Professional geographers with their understanding of the comparative advantage enjoyed by favored regions, by expanding industries and by certain commodities in competition with others, are in a position to render valuable services to business, as well as to government. In fact, such regional, commodity and industrial analysis may even become the keystone of professional geography. While such services may take any one of varied forms according to the preparation, interest and imagination of the individual geographer, it is suggested that if persons are to be purposefully trained for such work it will probably be advisable to concentrate upon a few fields such as investments, markets, materials and enterprise location.

While the development of this phase of professional geography is largely in the future, it seems worth while to consider briefly the usefulness of professional geographers as advisers to business executives. The types of analysis described for public programs and land planning are equally applicable to many forms of private enterprise. An estimate of the ability of the area to produce revenue constitutes a large part of the evaluation of securities of governmental units, both foreign and domestic. The bearing of geographic analysis of regions, commodities and industries upon the evaluation of industrial securities requires no elaboration here. Forecasting land values likewise involves the same thorough understanding of the bases of regional economies. Banks, insurance companies and investment houses should be particularly interested in this type of service. It is recalled that a large investment company employed a geographer, but unfortunately so shortly before the depression that his usefulness could not be demonstrated before drastic curtailment of staff eliminated the opportunity.

In the field of marketing the professional geographer can advise on market capacities and peculiar needs, the delimitation and size of sales territories and the stability of the sources of spendable income.

The selection of locations for productive enterprises has been the subject of much attention in recent years. Several geographers have considered various aspects of the problem although none are known to have devoted their full time to it.

How can the universities better train professional geographers? The authors do not presume to tell the universities what they should do but offer the following suggestions for what they are worth. The professional geographers "second field of competence" is readily translated into a non-geographic minor. By this is meant not merely a theoretical consideration of the minor field but an emphasis on practical problems, tools and methods. Students who have their second field of competence before the advanced study of geography will have many opportunities during the period of study to practice the sort of work which they may elect to do. For public service, work in public administration and political science with emphasis on concrete problems at various levels of government and in specific areas will be helpful. For practical experience, arrangements between universities and federal, state or municipal agencies, whereby students might serve internships in public administration, might have merit.

For service involving analysis of economic problems, whether in private business or in government, it is suggested that work in regional and economic geography carry stress on practical application. This is a good place, too, to suggest that in the opinion of the authors, every economic geographer should be able to use at least the simpler statistical techniques and should know more than elementary economics.

Lest the tone of this article be considered over-optimistic it may be well to remind prospective professional geographers that to plow the untouched fields will take courage and imagination with no guarantee of success.

## PUBLICATIONS OF CLARK GEOGRAPHERS

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