Special Libraries, February 1922

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Trade Catalogues in Carnegie Library, Pittsburgh

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A few years ago, a writer in the Engineering Record (v. 71, p. 407) expressed himself as follows on the subject of trade catalogues: "In my opinion and in the opinion of a number of engineers, specification writers and purchasing agents of well-known firms with whom I have conversed, the average trade catalog is the most abused and wasted form of advertising there is today." The same writer stated further that "Easily 70 per cent of the catalogs are thrown away."

There is considerable justification for this attitude, for much of the trade literature published is so lacking in logical arrangement that its utility is greatly impaired. In spite of numerous shortcomings, however, it must be admitted that trade literature today contains a vast amount of valuable information which is not available elsewhere; thus any library which is even moderately concerned with technical and industrial service will find that this service may be greatly enhanced by collecting trade catalogues and making them accessible.

The fact that so much trade literature is generally thrown away strengthens the argument for its preservation in reference libraries. With industrial organizations, trade catalogues are usually the perquisite of the purchasing agent and, in many cases, circulars and bulletins escape the waste-basket only if they happen to reach the buyer when he is "in the market." In the case of more pretentious material, such as bound catalogues, when a new edition is received the older one is generally discarded. As these old ones are sometimes badly needed for comparison, or to help establish "the state of the art" in patent litigation, etc., the library which can afford the space will find it advantageous to keep obsolete editions.

Many years ago the Technology Department of the Carnegie Library of Pittsburgh began the systematic collection and arrangement of trade literature and the collection now represents some 3,600 manufacturers and contains about 12,000 "catalogues." (These figures are based on the practice, mentioned below, of placing bulletins, circulars, etc., in binders and counting each binder as one "catalogue"—actually there are probably 60,000 separate pieces of literature in the collection.)

Collecting and Arranging Material

In establishing the collection, considerable help was given by certain technical and trade journals which were willing to print brief announcements of the project, but, in general, the collection has been built up by individual requests for literature. The chief sources for originating these requests are (1) announcements of new catalogues, usually in advertisements and in the review columns of technical and trade journals, and (2) lists of manufacturers in lines where weakness in the existing collection is disclosed. Though the nature of the material forbids keeping the entire collection on open shelves, several hundred of the more recent, bound catalogues are usually kept in display cases in the Technology Room. A sign on these cases calls attention to the collection and has been instrumental in securing local publications.

Material in pamphlet form is sometimes accompanied by binders. Usually, however, the Library must supply binders and the Library bindery furnishes these at a very low cost. They are made in two standard sizes, with eyelets so that material may be punched and either laced in or fastened with long paper "rivets." Each binder is treated as one volume, and accessioned, the same accession number appearing on the corresponding card in the name index.

The arrangement of a collection of trade literature should be governed by the nature of the service demanded. Many industrial companies and some libraries have adopted the policy of arranging catalogues on the shelves according to "Dewey" or some other system of classification. The greatest obstacle to this method is that there are many excellent catalogues which cannot be satisfactorily classified, and which must be fitted
awkwardly into the classification scheme, or placed in a "miscellaneous" file. This is true particularly of the large catalogues of jobbers and middlemen. No scheme is likely to provide acceptable classification for such material as a Sears, Roebuck & Company catalogue.

In the Carnegie Library of Pittsburgh, trade literature is shelved alphabetically by names of firms, using the following arbitrary arrangement for the publications under each firm. This brings together material of the same kind and presents no problems of classification.

**Bul.letins** .......................... 100
Catalouges: "complete," "general," "particular" .................. 200
Catalouges: "partial," "sectional" .................. 300
Circulars .......................... 400
Folders, Ayers, leaflets, etc. .......................... 600
Instruction books .......................... 700
Photographs, idea-mu.lts, etc., of products .......................... 700
Special publications (reprints of magazine articles, etc.) .......................... 800
Testimonials .......................... 900
Samples of products .......................... 100

Of course, only a very few firms will have any such wealth of publications as here indicated, but the scheme provides for even the most elaborate series. In most cases all material will fall in the first three or four subdivisions, which are easily remembered, and, through a coincidence, material which may be referred to subdivisions 600 to 900 bears just enough relation to the corresponding "Dewey" classes to give the scheme a slight mnemonic value. Subdivision 600 takes care of such material as samples books of paper stock, linoleum, oilcloth, wall-paper, etc. Separate card indexes are kept by subjects and by names of manufacturers.

**Name Index**

In the name index, entries are, of course, under the name of the individual or company publishing the literature—not the local dealer or distributor, even though the latter may have an imprint or "sticker" on the catalogue. The cards in the name index give reasonably full information regarding the publications listed, and bear (in red) the numerical symbol indicating the relative location of the publication among others published by the same firm; any particular catalogue (or set of bulletins) is thus definitely identified by the firm name and the numerical symbol.

A card is filed for each publication except in the case of certain regularly numbered series; in this case, the series of bulletins or circulars is regarded as equivalent to a single catalogue, and but one card is made for the set. The cards in the name index are furnished at intervals to be placed with the set in a binder. Occasionally the manufacturers will themselves classify certain sets of bulletins, in which case the class is considered as the unit; the "Allis-Chalmers "Flour Mill Bulletin," "Electrical Bulletins," etc., being in separate binders and each class indicated separately in the card-indexes. Sets of bulletins are kept in loose-leaf binders and in rare cases where there is no published list of the numbers in an important set, it is worth while to make a table of contents on a sheet to be filed in front of each binder. This is perhaps better than entering each in the card-index.

The failure to make a separate card for each piece of literature does not seriously impair the reference value of the collection, because trade directories, such as "Thomas" and "Hendricks" indicate the manufacturer of a special product not shown in the subject index. Then, if the literature of this manufacturer is available, it is usually no more tedious to turn through his bulletins, etc., than it would be to look through a large number of cards.

This arrangement operates better than classifying catalogues, because the demand comes both by firm name and by subject. The former demand automatically met by shelf arrangement, and the latter by the subject index, occasionally supplemented by trade directories. With a classified scheme more time would be required in preparation for the shelves; much difficulty would arise in the case of general catalogues, which do not admit of satisfactory classification, and there would remain the problem of getting at the material by firm name.

Many publications issued as trade literature are of high technical value, and, when these are of sufficient importance to justify it, they are assigned to the general book collection—usually the reference collection—and hundreds of such publications have been classified and entered in the Technology Department catalogue. To get the best service from the trade literature collection, however, it is desirable that all publications of any manufacturer shall be indicated therein, so when a publication is assigned to the book collection a card is immediately filed in the trade literature name index, and later, when the publication is catalogued, this card is provided with the call number identifying it. For this purpose, white cards are used, while the trade literature indexes, in general, are of cheap manila stock.

With many manufacturers and dealers the most important trade literature is in the form of "house organs." In order that this material may be represented, a salmon card for each house organ is filed in the name index to trade literature. The Technology Department receives more than 300 house organs. These are checked as received, filed for permanent reference, and card catalogued by subject, title, and name.
of company; but this material is not included with the trade catalogue collection and need not be discussed here.

Trade names are entered rather sparingly, since comprehensive lists, especially for American products, appear in various trade directories, but entries are made for many names, such as "Dannemora steel" and "D'Auria pumping engines," which in many cases are not readily identified through directories.

Subject Index

In the subject index, entries are quite brief, listing only the names of manufacturers whose trade literature relates to the product indexed. The symbol (f) before a firm's name indicates that the literature is foreign. Cross references are provided. Under "Cranes," we find See also "Derricks" and "Hoisting and Conveying Machinery," under the latter of which ten cards are filed with entries. The practice of placing numerous entries on a single card is perhaps illogical, for eventually many cards will have to be rewritten, but it is a time saver in using the subject index, and the original entries are spaced widely so that others may be inserted. With these brief entries, it is, of course, necessary to refer to the name index or the shelves to determine the dates and nature of the publications available under each firm. Subject headings are developed according to the nature of the material and there is no standard list, but an effort has been made to make headings specific rather than broad, so that all the material under any subject may be relevant.

Use of the Collection

Aside from definite requests from patrons who know of the trade literature collection, both the Technology Department and the Reference libraries have many questions which could not possibly be answered through any other material in the Library. Almost daily, inquiries come for addresses of manufacturers in various lines, and the trade literature collection is now so strong that in many cases the inquirer can be told that the catalogues of most of these manufacturers may be consulted here. The small part of the collection shelved in the Technology Room seems to be of never-failing interest. The fact that visitors sit by the hour examining these catalogues, indicates that they are entertaining as well as instructive.

Special Trade Literature Collections

The "Catalogue Studies" compiled by Whipple's Technical Laboratories, Allston Square, Boston, constitutes a valuable adjunct to the general trade literature collection. The scope is more restricted as it represents, to quote the compilers, "the assembled literature of manufacturers of technical merchandise." It includes actual catalogues of machinery, engineering equipment, etc. these catalogues being bound in uniform covers, and provided with an index in a separate pamphlet. This index includes names of companies, subjects, lists of blue-prints, line drawings, tables, and "engineering data," the last of these lists calling attention to instructions, tests, standards, technical papers, etc., scattered through the various catalogues comprising the "Studies." The service for 1921 represents 147 companies and forms 60 numbered volumes most of which appear in two or more parts. Publications of the same company are generally bound in one volume but this feature is unimportant as everything is indexed.

For many years architects, contractors, and engineers have been familiar with "Sweet's Architectural Catalogue" and "Sweet's Engineering Catalogue," which were probably the pioneers in the field of "union" catalogues made up by devoting one or more pages to the trade literature of each manufacturer listed. During recent years many other "union" catalogue projects have been undertaken and there are now at least a dozen published in the United States, each covering some special technical field and each usually containing technical information which adds to the value of the work.

Generally the manufacturers represented in these catalogues pay generously for the space they use, thus contributing to the cost of publication, and publicity is supposed to be secured through free distribution of the catalogues. Libraries in industrial communities afford the best possible field for publicity, and where these catalogues are available free, they should be secured. Several of the compilers, however, now place a price on their catalogues and the purchase cannot always be recommended, in view of the fact that the space given each manufacturer in too brief to form a substitute for a general collection of trade catalogues.

In 1917 (Inland Printer, v. 59, p. 38) there was predicted, as a possibility of the ensuing five years, a loose-leaf "master catalogue" including not only trade literature, but freight rates, discounts, prices, etc., and extending to such refinements as varying the color of paper for sheets issued during different years. Even if such a project should materialize it is doubtful if it could ever be carried out on a scale sufficiently comprehensive to do away with the necessity for a general catalogue collection.
Trade and Class Directories Copyrighted in the U. S.

1919—Date. Part 1, A—1.

Prepared by the Business Branch of the Newark Public Library, Newark, N. J.

Entries in this list are taken only from the copyright records which appear monthly in the catalog of copyright entries, part 1, group 2. This accounts for the omission of information, such as price and volume, from time to time. The omission of some well-known trade directories, which have not been published since 1918 for instance, is accounted for by the date margins selected, viz., 1919—date.

Others have not been copyrighted at all.

This is the first time an attempt has been made to print a comprehensive list of trade directories. It is hoped that the list may be kept up to date, and expanded both as to information given about the various directories as well as to the number of directories. Many trade periodicals issue buyers' directories regularly, which, by reason of scope and authority, fully warrant inclusion in an ultimate list of trade directories.

Accountants' Office.

Advertising.
McKitterick's dir. of advertisers, Geo. McKitterick, N. Y. 1919, v. 50 1920 v. 51.

Advertising Trade.

Agricultural Implement and Machinery Trade.

Agriculture.

Aircraft Industry.
Register of aircraft pilots. Underwriters' Laboratories, Chicago. 1921.

Architects' Office.
Architects of Central Western states. F. W. Dodge Co., N. Y. 1921.
Architects of Western states and Northern N. J. F. W. Dodge Co., N. Y. 1921.
Architects of the Middle Atlantic states. F. W. Dodge Co., N. Y. 1921.

Artists.
Bookplate annual. Alfred Fowler, Kansas City, Mo. 1919, 1920, 1921.
Dir. of bookplate artists. Alfred Fowler, Kansas City, Mo. 1919, 1920, 1921.

Associations—Agricultural
Stevenson's official dir. of Indiana farmers' buying and shipping associations, James A. Stevenson, Adrian, Mich. 1921.

— New England.
Dir. of agricultural and affiliated organizations. Boston Chamber of Commerce, Boston, Mass. 1921.

— Commercial.

— Fraternal.
Masonic dir. Wm Johnston Co., Chicago. 1921, v. 3.

— Medical.
Dir. of tuberculosis assoc. and committees in the U. S. Nat. Tuberculosis Assoc., N. Y. 1919.

Automobile Accessories Business.
Jobbers, exporters, automobile accessories, garage equipment, tools, hardware, specialty Auto Parts Co., Inc., N. Y. 1920.

Automobile Trade.
Engage, taxi and auto dir. Yellow Cab Co., Houston. 1920, 1921.
Chilton automobile dir. dropped names.
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Des Moines.

Des Moines used automobile market guide L. J. Davy, Des Moines, 1921.

N. Y.


Seattle.


Banking Business.


Bank almanac. Lewy Printing Co., Indianapolis, 1921.


Bankers' and brokers' directory with list of buyers and accountants Williams & Co., N. Y. 1919, v. 27, 28, 29, 1920, v. 40, 41, 42. 1921, v. 42. 43.


Dir. member banks, Federal Reserve District No. 7. F. Longworth, Chicago, 1920.


Beauty Parlors.

Amer. almanac and biographical dir. of hair dressing and beauty culture and allied professions. Ludwig Walter Alywn-Schmidt, N. Y. 1921.

Book Collectors.


Brewing Trade.


Building Material Trade.


Building Trades—Chicago.


Indiana.

Classified building trades dir. of Indianapolis. Indianapolis, 1919.

Milwaukee.


Minnesota.


Philadelphia.


Pittsburgh.


Toledo.

Classified dir. of reliable firms in the building trades of Toledo, O. R. M. Rossner, N. Y. 1919.

Canning Trade.


Salmon packer's directory (Register) Miller Freeman, Seattle, 1919, 1920.

Cattle Raising Business.


Cement Trade.

Dir. of cement, gypsum and lime manufacturers, with which is included sand, gravel, and crushed stone. Internat. Trade Press, Inc., Chicago, 1919, 13th ed.

Chemical and Drug Trade.


Green book for buyers. Oil, Paint & Drug Reporter, N. Y. 1920, 1921, $2.00.


Stubbs' buyers' directory for the wholesale drug, chemical and allied trades. A. Stubbs, N. Y. 1919.

Chinese
Who's who of the Chinese students in Amer.
China Student's Alliance of the U. S.
A., Berkeley, Calif. 1921.

Churches
Annual reference book and dir., of the Catho-
lic clergyman of New England (province
1918, 27th an. pubd. 1921.
Catholic telegraph almanac and catho-
in 1898, T. P. Hart, Cincinnati). 1920,
1921.
Lively church annual and churchman's
almanac. Morehouse Pub. Co., Milwau-
kee, 1921.
Official Catholic dir. and clergy list, P. J.

Clothing Trade
Dir. of men and women's fabrics. Fair-
Gerrick's dress buyers guide. Ed. Gerrick
Co., Inc., N. Y. 1921.

Baltimore
Fairchild's men's wear and women's wear
dir. Fairchild Pub. Co., Chicago 1920,
1921. Semi-annually.

Boston
Fairchild's men's wear and women's wear.

Chicago
Fairchild's Chicago apparel gazette dir.
Fairchild Pub. Co. Chicago 1919, 1920,
1921. Semi-annually.

Cincinnati
Fairchild's men's wear and women's wear
N. Y. 1920, 1921.

Cleveland
Fairchild's women's wear and men's wear
dir. Fairchild Pub. Co. Chicago, 1920,
v. 1. 1921, v. 2.

Men
Royal outfitter dir. Haberdasher Co. N.
Y. 1920, 1921. Semi-annually.
Haberdasher red book dir. Haberdasher
Men's and boys' clothing, furnishings, etc.
Ben Wiener Co., N. Y. 1921.
Men's wear daily news record dir. Fair-
Semi-annually.

Men—N. Y.
Fairchild's men's wear dir. of N. Y. Fair-
Semi-annually.
Men's apparel club of N. Y. — Yearbook.
Men's Apparel Club of N. Y., Rochester,
N. Y. 1921.
Men's wear daily news record dir. Fair-
child Pub. Co. N. Y. 1919, 1920. Semi-
annually.

Milwaukee
Fairchild's men's wear and women's wear

Philadelphia
Fairchild's men's wear and women's wear
dir. Fairchild Pub. Co., Chicago, 1919,
1920, 1921. Semi-annually.

Women
Fairchild's daily news record and women's
weaver's dir. from the textile and apparel
1920, $2.00.
Fairchild's dir. of fabrics, women's wear.
Semi-annually.

Women—Chicago
Fairchild's women's wear dir. Fairchild
annually.

Women—N. Y.
Fairchild's women's wear dir. Fairchild
annually.
Fairchild's women's wear dir. of under-
1921.

Clubs—N. Y.
Club members of N. Y. John B. Gibson,

Women
Official register and dir. of the women's
clubs in Amer. Helen M. Winslow, Burl-
ley, Mass. 1919, v. 21, 1920, v. 22, 1921,
no. 25.$2.50.

Women—N. Y.
Club women of N. Y. Club Women of N.
Y. (Pub. 1920-21, N. Y. Club Women's Blue

Coal Trade
Coal dealers' blue book. J. B. Sanborn Co.,
Co., Pittsburgh, 1919, 1919, suppl. 1920,
110, 1922, 18, 1923. Semi-annually.
Coal field dir. together with cross index of
mines by counties. Pocket ed Keystone
Consolidated Pub. Co., Pittsburgh, 1919,
1920, 1921.
Coal trade. F. E. Saward, N. Y. 1919,
4th yr. 1920, 49th yr.
Mac's dir. of coal sales companies Coal
Information Bur., Pittsburgh, 1921.

Collecting of Accounts
Amer. dir. of collection agencies. J. B.

Cordage Trade
Darwin's knocks trade dir. Davison Pub.

Corporations—N. Y.
Brook's partnership and corporation dir.
of the boroughs of Manhattan and the
Bronx. R. L. Polk & Co., N. Y. 1919-
19, v. 60. 1921-22, v. 61, $40

Copper Trade
Bowman's copper and brassieres trade Bow-

Cotton Trade
Standard cotton mine practice and equip-
ment, with classified buyers' index Nat.
Assoc. of Cotton Manufacturers, Boston.
1921.

Credit Guides
Blue book, confidential guide. Merchants
Credit Assoc., Birmingham, Ala. 1930,
15th ed.
Blue book credit reference. H. L. Craven,
Chattanooga, Tenn. 1919-20, v. 24, 1920-
1919, v. 16.
Bradstreet's book of commercial ratings in
U. S. and Dominion of Canada. Brad-
street Co., N. Y. 1913, 1920. 6 times a
year.
Bradstreet's book of commercial ratings of
bankers, merchants, manufacturers, etc.
in the U. S. Bradstreet Co., N. Y.
Dobbs register. Remby Assoc., Inc., N.
Y. 1920, 1921.
Internal trade record, book of ratings.
F. H. Early, Chicago. 1920, 1921.
Mercantile agency reference book and key.
Quarterly.
Red book of individual ratings. Commercial
Reference Co., Inc., Philadelphia. 1919,
1920, 25.
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Directors—Boston.

Amer. Milch goat record. Amer. Milch Goat Record Assoc., Vincennes, Ind., 1910, 1920, Quarterly.

Directors—Chicago.

Amer. Milk Record Assoc., Inc., N. Y. 1919, no. 1.

Dog Breeding.


Dry Goods Trade.


Electric Railway Business.


Electrical Contracting Business.


Electrical Supply Trade.


Engineering Offices.

Amer. Assoc. of Engineers dir. Amer. Assoc. of Engineers, Chicago, 1919.

Engineering Supply Business.


Export Trade.


Fertilizer Trade.


Fish Trade.


Florist Business.

Florists' credit guide, the blue book of the florist trade. Fred S. Webb, Chicago, 1921.

Food Trade.


Foundry Trade.


Freight Rates.


Fruit Trade.


Furniture Trade.

Handy guide, the furniture index. Leonard C. Stewart, Jamestown, N. Y. 1921.

Gas Companies.

Brown's dir. of Amer. gas companies, Progressive Age, N. Y. 1919, 1920, 1921.

Glass Trade.


Grain Trade.


Greece.


Grocery Trade.

Ginns' trade directory of wholesale grocers and semi-jobbers in the U. S. and Canada. Franklin Printing Co., Columbus, 0. 1919, 1920, 1921, 1922.

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Buffalo.


California.


Detroit.

Polk's routed grocer and meat market list. R. L. Polk & Co., Detroit. 1921.

Hamilton, O.


Middletown, O.


Milwaukee.


St. Louis.

Complete routing list of all grocery stores. Globe Printing Co., St. Louis. 1921.

Springfield, O.

List of 264 Springfield retail groceries and meat markets by routes. Universal Credit Rating Co., Dayton. 1919, 1920, $0.90.

Toledo.

Route list of groceries. August Wednady, Toledo. 1921.

Hat Trade.


Horse Racing.


Horse Shows.


Hospital Supply Trade.


Hospitals.


Dir. of sanitaria, hospitals and army camps for treatment of tuberculosis. Nat. Tuberculosis Assoc., N. Y. 1919.


Hotel Supply Trade.

Amer. hotel supply dir. H. W. Phillips, N. Y. 1920, 1921, $2.00.

Hotels.


Leedy's hotel guide of Amer. Thomas F. Leedy, Chicago. 1919, no. 30, 1920, no. 34.


Maryland.

Hotel dir. of Maryland. Automobile Club of Md., Baltimore. 1920, 1921, $0.50.

N. Y.


House Furnishing Trade—N. Y.


Insurance.

Annual cyclopedia of insurance in the U. S. E. B. Caverly, N. Y. 1920, 1921.

Best's insurance reports (casualty and miscellaneous.) A. M. Best Co., Inc., N. Y. 1919-20, 6th ann. ed. 1920-21, 7th ann. ed. 1921-22, 8th ann. ed. 1922-23.

Best's insurance reports (fire and marine.) A. M. Best Co., Inc., N. Y. 1919-20, 20th suppl. 1920-21, 21 ann. 1921-22, 22nd suppl.

Best's key ratings and insurance manual. A. M. Best Co., Inc., N. Y. 1919, 13th ann., 1920, 14th ann., 1921-22, 16th ann.


Handy chart showing the financial standing and business of casualty, surety and miscellaneous insurance companies in Amer. Spectator Co., N. Y. 1920, 1921.


1921-22, 49th ann., $10.


Accident.


Pocket register of accident insurance Spectator Co., N. Y. 1919, 1921.


Flittcraft's compend of prominent life insur=
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An Advertising Library and its Service

MARY LOUISE ALEXANDER,
Librarian of Barton, Durstine & Osborn, Inc.

The term advertising library is really a misnomer. Advertising is only one of the steps in marketing goods and the entire process is studied before any advertising plan can be decided upon. The sources of raw materials, the methods of manufacture and the trade outlets are investigated. Sales management and salesmanship are vital. Psychology, history, literature and economics all play their part in advertising copy. And for the production of advertisements there must be works on type, printing, art source books and period design. A real advertising library, therefore, is almost a miniature public library.

Because of the great variety of subjects to be covered, it is necessary to choose books with the utmost care. The number of volumes must be limited yet the collection as a whole must be well rounded and adequate. While the highly specialized library, such as a bank, or a tire factory, may purchase every good book that is published on banking or on rubber, the advertising agency handling a financial account and advertising an automobile tire can give space to only a few books on each subject. Most advertising agencies, as probably everyone knows, handle a variety of national accounts, which necessitate a good working collection of books and clippings on all of the important industries—such as clothing, food, automobiles, office equipment, etc., etc. I shall try to outline in this article the information which is available in our agency.

Books

Most of our reference books are the standard tools common to all libraries: the Encyclopedia Britannica; foreign and English dictionaries; general and U. S. histories; and a half-dozen hand-books for writers such as Woolley, Hill, and Arlo Bates. These, and the thesaurus, and other word books, are absolute necessities; many copy writers having their own copies which never leave their desks. Dictionaries of quotations, proverbs and similies are also necessary. Biographies of living, successful men are of interest. For example, there was an article on short lines of work. Recently there was an article in Burrough’s Clearing House called “Books that Bankers Should Have,” and I hastened to check my sources against the titles which were recommended there.

About a year ago a questionnaire was sent out to a number of advertising agencies and teachers of advertising and the following list of Best Books on Advertising was compiled:


Since this list has been made up a number of good books have been published so that the above titles I think there should be added among others, Durantine's "Making Advertisements and Making Them Pay," Hall's "Advertising Handbook" and A. F. Osburn's "A Short Course in Advertising." This last book has been adopted by the Associated Advertising Clubs of the World as a text book for the course in advertising which they are giving in various large cities.

The subject of marketing should be covered by some general books describing all the methods and channels for distributing goods—such as the books by Duncan, Converse and Copeland. And these may be supplemented by specialized works like Nyström "Economics of Retailing;" Burdick "Sales Promotion by Mail;" Bunton "The Premium System of Forcing Sales;" and the little book on "Department Store" issued by J. H. Cross & Company.

Salesmanship and the psychology of buying habits are of great importance. The books by W. D. Scott, Hollingworth, and "Human Instincts" by Kelley are good for the psychology angle. The A. W. Shaw Company in their "How-To" series, have published some good books on the selling process, and the volumes by N. A. Brisco, J. W. Fisk and William Maxwell are also very good. We own a set of the Alexander Hamilton Institute books and these twenty-four volumes form an excellent encyclopedia of business. While it is not possible to buy the set there is generally some man in every office who has taken that course and he may be persuaded to lend his books to the company's library.

Trade Directories are very necessary in an advertising library and it is well to have each line of business represented by at least one good directory. Year Books of associations and societies are valuable also, and of course, "Who's Who;" "Directory of Directors" and the city directory. We have a very small collection of telephone directories for the large cities. We keep these in making up route lists of grocers, drug stores, etc. it is often quite as satisfactory to get names of dealers from the classified sections of the telephone directory as to buy them from a commercial listing company. An out-of-town telephone book may be secured for 25 cents, while a prepared list may cost as many dollars, or more, and take a week or ten days in the making. As for directories of publicity, we find no library is complete without Ayer's Annual and Crain's "Market Data Book."

There are numberless other books in constant use in our library which I can only mention in passing; books on type and lettering, poster work, modern illustrators and period design; statistical books, almanacs, Poor's Manual, and either Dun or Bradstreet's book of rating. In addition, every advertising agency needs books covering the fields in which they have accounts. For instance, if an agency specializes on the advertising of toilet goods they will need medical books; if on foods, books on nutrition, domestic science, etc. Books in these special collections are apt to become too numerous and it is often wise to first get a new publication from the public Library so that the person in the office most familiar with that subject may pass judgment as to its permanent value for the firm's library.

Magazines

Even more important than books are the magazines in an advertising library. Advertising must be right up to the minute and to accomplish this competitive accounts are watched, news items and selling plans followed, and the experiences of manufacturers and retailers carefully investigated. Such material is generally out of date by the time it gets into book form, so that the best possible way to secure this information is to clip magazines as they come in. Advertising agencies are fortunate in receiving free copies of all publications in which their customers' campaigns are appearing. Our check list shows that we are getting between 400 and 500 magazines regularly and of these I think we have entered paid subscriptions to only about twenty titles. The paid subscriptions are for some foreign art magazines such as "Colour," "Gazette du Bon Genre" and "Das Plakat." The other paid subscriptions are to our own trade papers. Of these it would not be possible to list all the magazines which we find useful but some of the best are: "Printers' Ink"—both the weekly and the monthly; "Advertising & Selling"; "Associated Advertising"; "Editor and Publisher"; "Class"; "Salesmanship"; "Business"; "Administration"; "System"; "Printing Art" and the "Inland Printer." The two Printers' Ink are the only magazines we bind and keep on permanent file and it pays to keep these because of the remarkable index which this publication maintains. We, who are in New York, can secure over the telephone, lists of references for many years back; and the indexing is so carefully done that even single paragraphs in articles are analyzed. In addition to bound copies we have a file of duplicate unbound Printers' Ink so that instead of copying clippings we can lend them to our branch offices or custom- ers. These duplicates take up a good deal
of space but I consider them one of the most valuable parts of our library.

The great number of magazines and the limited amount of space demand that the files be kept to a minimum. I have therefore developed the habit of clipping magazines just as soon as they come into the library. There are exceptions to this rule of course—a few of the most valuable being indexed and kept intact, but practically all of the trade papers are cut to bits and the information routed through the office. This flood of material comes back to me after its journey and the articles of permanent interest that are saved are gradually building up an exceedingly valuable file of trade information. Many librarians prefer to depend on the periodical indexes and to search for material whenever a definite request is received. I find it much more satisfactory to have the information on file. For instance, if I am asked for ideas on sales contests; for information as to whether representative firms pay their salesmen on a salary or commission basis; what locations in a city are considered best for certain types of stores, or how often traveling salesmen are required to report to the home office, diligent search might unearth little or nothing in the standard indexes, yet we can hand out of our file at a moment's notice the actual experiences of from ten to fifty firms.

Files

It may sound as though our file is large and unwieldy but such is not the case. The arrangement is simple, being alphabetically by subject with some large groupings such as food, clothing, toilet goods. There are numerous cross references and many clippings are rather carefully analyzed and the notations filed under subjects other than the main discussion in the article. For convenience the file is divided into several parts. There is one alphabet for General Information, which includes data on commodities, marketing methods, copy ideas and miscellaneous statistics. There is another file containing only Advertisements, arranged under subjects which correspond with the General Information headings. There is the Territorial File containing information on cities such as population, trading radius, industries, the numbers of retail dealers, etc., etc. There is the Art File in which we keep examples of artists' work and source material for our studio, such as costumes, interiors, pictures of flowers, Father Time and what not. And lastly, there is all of the information on our customers. So far it has been possible to keep all of the file material, except correspondence and advertising rates, in the library and I hope that we may not outgrow this because it seems more practical to have one person responsible. There can then be no duplication of effort between departments, and there is only one place to turn for information.

Other Sources

There are numerous sources I rely upon which do not fall in the class of either books or magazines. Some of these are the market letters issued by some of the big banks, especially those of the different Federal Reserve Banks. These bulletins are distributed gratis and every business library ought to be on the mailing list of one or two.

There are several institutions making trade investigations and issuing very useful reports. Such are the Dartnoll Corporation in Chicago and the Harvard University School of Business. An increasing number of universities are developing excellent courses in business and these departments cooperate with organizations or manufacturers or advertising agencies in working out practical problems. The Harvard reports on various retail stores are known to everybody and the recent study of clothing stores made for the National Association of Retail Clothiers by the School of Commerce of Northwest University is another example of the excellent work that is being done.

Of increasing importance are the great number of Government documents. The new Survey of Current Business is probably in every special library and a set of the census volumes will be as soon as they are issued. It is a real problem to keep up with all of the different Government publications and for this we have found our subscription to the Federal Trade Information Service a good investment. This Service follows all Government activities for its subscribers and supplies desired material with an elimination of all red tape.

I have not touched upon the numerous information and economic services that are now on the market. Many of them are excellent but most are expensive and there is apt to be such a tremendous amount of duplication in the information which is furnished. Moreover a great many of the really reliable services are quoted sooner or later in the trade papers, general magazines or banking letters. The different periodical digests are not of much use to us because of our own extensive clipping.

There are however certain advertising aids which are absolutely essential. One must have a directory of advertisers and be able to find the products advertised and the agency handling the account. There are only two such directories on the market, I think; McKittrick's and the Standard Register. The advertising librarian must also be able to furnish a checking report on national advertising; that is, tell the publications used by each advertiser and the amount of space in each. Either the Kuderling Company in Chicago or the Pub-
lishers' Information Service in New York gives this information. However, such data is available for magazines only. There is no newspaper checking service except local records which are kept for a few of the large cities by individual papers in those localities.

Trade associations collect a wealth of information on their given industry and most of them are very willing to cooperate. I make frequent visits to different associations and write those which are not in New York City.

Trade papers are beginning to assemble and organize information on their respective industries. Many of the newspapers and magazines are installing merchandising service departments which are of immeasurable value to the advertiser and the agency.

This I believe covers the high spots of sources of information for an advertising library. In reality the sources are as numerous and as varied as the requests which make up a librarian's day. The problem, of course, is to choose the best source and deliver the right answer in the shortest possible time.

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Tokyo Asahi Supplies Small Files to Schools and Libraries

There has been so much discussion at various times at library conventions as to the care of newspapers, the expense of their storage, etc., that SPECIAL LIBRARIES readers will surely be interested in this attempt of a Tokyo editor to meet the situation.

The Tokyo Asahi Shimbun, one of the largest of the Japanese capital's dozen or more daily newspapers, has found a unique scheme for supplying bound files of its daily editions for reference purposes in libraries, schools, and colleges. It is believed that the plan, which might prove of value to any of the larger American newspapers, is in use nowhere else in the world.

The bound file of the Asahi covering its daily issues for a month is 18 inches high by 12 inches wide and its thickness is less than an inch. The type is reduced in size by photographic process and the file is read with the aid of a microscope although keen eyes can easily distinguish the characters without artificial assistance. This reduction of type sizes, the fact that Japanese newspapers are usually of four to six pages and eight at a maximum, and the omission from the file of all advertisements makes it possible to condense the important reading matter, news and editorials, into a space so small.

The inclusion of advertisements from the monthly edition was discontinued only when paper became expensive, and it is planned to resume their insertion within a few months. The copy shown in the accompanying illustration is open at a page carrying a large advertisement.

Each day the columns of the Asahi which are to appear in the monthly edition are clipped and pasted on blank sheets. A single plate made from a photograph of the sheet of clippings is the "form" from which a page of the reference file is printed. A good quality of paper is used in the file and it is bound in strong paper covers.

The monthly edition is sold at 1 yen 50 sen a copy (75 cents) or the annual subscription rate is 16 yen ($8). It has a paid circulation of more than 2,000 copies monthly and its use wherever newspapers files are referred to is one of the Asahi's best advertisements. (Editor and Publisher, Feb. 25, 1922.)
EDITORIAL

THE PRICE OF A COW

Speaking before a class in research technique recently, an ex-ambassador of the United States said: "I have just come from a conference with the Secretary of the Treasury, the Chairman of the War Finance Corporation and the President of the Federal Reserve Board. The consensus was that an era of prosperity is dawning. The price of a cow in Montana is today 33 1/3% higher than it was a year ago." The speaker then proceeded to deduct general agricultural prosperity and the resultant reaction on transportation and business with an ultimate revival of great industrial activity in the United States.

Great industrial activity in the U. S. means industrial research expansion. This is only another way of saying that there will be a boom in special library work.

Are we ready?

Do we appreciate the significance of the minute fact as these students in research technique were made to appreciate it? Is our training such that we can anticipate the swing of the industrial pendulum? If not then how are we able to collect and coordinate the fact information which it is our business to market?

A cow is not only a cow to the special librarian. Read in the story by Miss Alexander in this issue how closely the work of the special librarian is welded to the various branches of the firm. This being the case all the complexities of the firm's selling and buying interests must be familiar to the special librarian. If they are entered into then the work of the special librarian becomes vivid and vital. This individual becomes salesman to the firm.

Miss Alexander speaks only of the advertising business. Her platform holds equally good in special library work anywhere, in banking, insurance or newspaper work. Or, substitute for the firm a great student body or a civic organization, and it holds just as good.

The gift of realizing the correct requirements of the group to be served is an exceedingly valuable one. To a very large extent it depends upon the ability to appreciate the significance of the minute fact.
Association Activities

S. L. A.

Annual Convention

The 1922 annual convention of the S. L. A. will be held in Detroit, June 26-July 1, coincidentally with the annual convention of the A. L. A.

It is still too early to make announcements of any part of the program for the S. L. A. Convention. There is every assurance, however, that the high expectations aroused by the success of the 1921 program are not going to be disappointed in that of 1922.

Everybody come!

Publicity Committee Gets Results

The personnel of the S. L. A. Publicity Committee, of which Margaret Reynolds, Librarian of the First Wisconsin National Bank, Milwaukee, Wis., is Chairman, is as follows: Mary B. Day of the National Safety Council; Sarah Hallsted of the New York National Bank of Commerce; Joseph Kwapis of the Philadelphia Public Ledger, and George Winthrop Lee of Stone and Webster. This Committee has been actively on the job since it was organized and much credit is due Miss Reynolds for her efforts. A special story on the "Special Libraries Directory" has been sent to about fifty different publications and articles have been published or are shortly to be published in fourteen. Up to the present time more than fifty review notices of the Directory have been published in as many newspapers, magazines and periodicals and full-page advertisements have appeared in SPECIAL LIBRARIES, "The Library Journal," "Public Libraries," and "Filing and Office Management." All members of the Association are urged to send to Miss Reynolds or other members of the Committee all possible news of special library activity for use in connection with their publicity work.

New Committee on Business Information Services

The considerable number of specialized business "services" which furnish statistical and other types of information and which are being offered to business firms on a commercial basis have created a new problem for the special librarian, research worker, and statistician. Some of these services are good and some are not. Charges sometimes are reasonable and sometimes are excessive. Because of their confidential nature it is difficult to know whether or not any special subject or field has been covered.

For reasons such as the above the Special Libraries Association has recently appointed a "Committee on Information Services" with Herbert O. Brigham, Librarian of the Rhode Island State Library, Providence, R. I., as Chairman. Besides Mr. Brigham the Committee includes the following members: Lina Morley, Librarian of the Newark, N. J., Business Branch; Adelaide R. Hasse, Editor of SPECIAL LIBRARIES; Elizabeth B. Wray, Librarian of the United States Rubber Company; John J. Macfarlane, Librarian of the Philadelphia Commercial Museum; Charlotte Garman of the United States Department of Commerce Library, and Dorsey W. Hyde, Jr.

N. Y. S. L. A.

February Meeting a Huge Success

Officers:
Rebecca B. Rankin, Pres.
Librarian, Municipal Reference Library, N. Y. C.
Chas. C. Houghton, Vice-Pres.
A. M. Houghton's Publishing Co., N. Y. C.
Elsie L. Hechtold, Sec.-Treas.
Librarian, Irving National Bank, N. Y. C.

The February dinner meeting of the New York Special Libraries Association was an unusually enjoyable affair held, as it was, in the beautiful assembly room of the Metropolitan Life Insurance Company, in their building on Madison Avenue.

The announcement that the Metropolitan Life Library which had recently moved into commodious, new quarters, was to be open for inspection, and that Dr. Lee K. Frankel, Vice President, and Mr. J. C. Kavanagh, Third Vice President of the company, were to speak, attracted one of the largest groups of librarians which have attended the meetings this year. Dr. Frankel gave an instructive talk on the activities of his organization in "health education," especially among foreigners who come to our shores, telling us of the delightful publications which the Metropolitan issues, the preparation make-up, distribution among the homes of workers, and finally the results in better health, living conditions, and a lower death rate. Altogether it was an illuminating picture of one phase of the work of this great insurance company. Mr. Kavanagh devoted his time to a discussion of his opinion of what a business library should do for the business man and what the business librarian should do to sell her services. It gave us all much food for thought and permitted us to see ourselves through the eyes of those whom we serve. Library Salesmanship was the keynote of the address and the point excellently given that librarians, like workers in all fields,
must sell their commodity information if they are to be successful. Mr. Carlos Houghton, Vice President of the New York Special Libraries Association told us briefly of a recent gathering of members of the Publicity groups of the Boston and New York Special Libraries Association and their plan to carry on a combined publicity campaign. The visit to the library was a real delight. Miss Cox, Librarian, and her assistants, generously answered the multitude of questions put to them and made the inspection one of real value and pleasure.

S. L. A. OF BOSTON
Officers
Ernest W Chapin, Pres.
Laura R Gilkes, Vice-Pres.
Tell-T'Where Co. of America.
Howard L. Stebbins, Vice-Pres.
Librarian, Social Law Library
Abbie G. Glouce, Secretary
Miss Librarian, Women's Educational and Industrial Union.
Ruth V. Cook, Treasurer
Librarian, Harvard Architectural Library.

GETTING GOING IN SAN FRANCISCO

That the spirit of organization is manifesting itself in San Francisco special library circles is shown by a letter recently received from Margaret Hatch, Librarian of the Standard Oil Company in that city. Miss Hatch writes: "There are very few Business Libraries in the city. The work is very new on the Coast; recently we made a survey in San Francisco. Local Librarians are now holding informal meetings once a month, and we are hoping to keep in touch with new Business Libraries as they are started. Our Library is very anxious to keep in touch with the Special Libraries Association. The Librarians who meet together in San Francisco are: Lois Howe, Federal Reserve Bank; Annette Windell, Mercantile Trust Bank; Miss Stayer, Wells Fargo Nevada Bank; Martha Smith, Associated Oil Company; M. A. Lewis, General Electric Company, and Julia Evans, Southern Pacific Company.

Special Library Field Doings

Mr. Edwin E. Witte has been appointed by the Wisconsin Free Library Commission as chief of the Legislative Reference Department to succeed the late Dr. Charles McCarthy. The appointment will take effect April first. Mr. Witte is thirty-five years of age and is a graduate of the University of Wisconsin where he majored in economics. Since 1917, he has been secretary of the Wisconsin Industrial Commission.

Miss Julia Rupp, librarian of La Salle Extension Institute, has an excellent story of the work of her library in the February issue of Personal Efficiency. "The plan is to make the Library serve as a bureau of information. The Library is an important factor in the research work of the University. Thus the Library opens the informational resources of public libraries, private libraries, industrial libraries, business organizations and government bureaus for the service of the inside staff."

The American Appraisal News, house organ of the American Appraisal Company, Milwaukee, Wisc., which is a member of the S. L. A., in its March issue devotes a page to "A Day in Your Library." Quite a breathless day it is. Telephone, departmental and mail calls for an astonishing variety of information make a very impressive register of a day's work in this particular library. "We of the library have become quite unimpressible—we are no longer surprised at the apparent incongruity of any question. If any appraiser were to ask us about the salvage value of a second-hand coffin, or the average life of a century plant, we'd probably not be very much surprised, and we would set the proper strings in motion until we found an answer."

Miss Lois M. Thom is organizing a library for the Standard Accident Insurance Company of Detroit. Insurance libraries do seem to be cropping up on all sides.

Anna F. Frey, Librarian of the Western Precipitation Company, 1016 West Ninth street, Los Angeles, California, has recently become a member of the Special Libraries Association. The Western Precipitation Company is a chemical engineering concern controlling the rights of the Cottrell Process in certain territories and the library is connected with the Statistical Department of the firm.

Mr. Frederick P. Jordan, for thirty years assistant librarian of the University of Michigan, will retire on June 30 next. The Michigan Alumnus of February 22 pays tribute to Mr. Jordan's long service and the value of his work to students and faculty alike.

The Boston Chamber of Commerce met jointly on February 2, with the Trustees of the Boston Public Library, the Massa-
chusetts Library Club and the Special Libraries Association of Boston, for the purpose of considering a wider use of the valuable sources of business information which exist in Boston and the surrounding cities and towns. Mr. Everett Morss, President of the Boston Chamber of Commerce, presided. Mr. Belden, Librarian of the Boston Public Library, introduced the speakers. Mr. D. N. Handy, of the Insurance Library Association, told of the special libraries in Boston. Mr. H. T. Daugherty, President of the Massachusetts Library Club, brought out the strength of the library facilities outside of Boston. Dr. Alexander Mann, Chairman of the Trustees of the Boston Public Library, set forth what the library system of the city itself is prepared to do for the business community. Business men of Boston spoke briefly summarizing their needs for special information.

The Constructor, organ of the Associated General Contractors of America, in its issue of January, 1922, reviewing the publicity and research work of the Association, describes the launching of a new statistical service for the construction industry began in January of 1922. A library of information for the Association is also proposed.

The library of the Metropolitan Life Insurance Company is described in the January issue of the Home Office, house organ of the home office of the Company.

The January number of Sales Management contains the first of a series of articles relating how such companies as the Good-year Tire and Rubber Co., Bird & Son, Swift & Co., U. S. Rubber Co., American Writing Paper Co., and others have built up their libraries. The books which are included, how they are circulated, and the results which the company has derived from having libraries, are some of the topics treated by the author of the series, Mr. Edwin H. Shanks, of the Dartnell editorial staff.

In a recent number of the Bulletin of the Employers' Association of Pittsburgh, the following announcement is made: "The Library, or Department of Information of this Association is a service feature not possessed by many industrial associations. Here can be found up-to-date minute information arranged for reference. Books, pamphlets, bulletins, magazines, newspapers and reports collected by the Association during the years of its existence constitute a valuable collection. Some of the features of this department are: a clipping file, representative of the daily papers of the country, including the New York Times and Wall Street Journal, also those publications devoted to radicalism, socialism, etc. Files of the Congressional Record and of the Pennsylvania Legislative Bulletin. Manufacturers and employers associations bulletins from all important centers of the United States. A library which contains a carefully selected list of books dealing with various subjects of an industrial nature. Throughout the industrial United States points of contact have been established from which confidential information can be obtained for members without charge or loss of time. Members are at all times free to call upon this department for reference and research reports on industrial and legislative matters as well as on events in the industrial world.

The work of the Co-operative Reference Library, Dublin, Ireland, is attractively set forth in a circular recently received. This Library, which was founded in 1914, on the initiative of Sir Horace Plunkett, and other leaders of the cooperative movement, is in reality a research institute for students of this subject. The Library issues a quarterly "Better Business," and has prepared many books and bulletins which have had a wide circulation. The address of the Library is: The Co-operative Reference Library, The Plunkett House, Dublin, Ireland. Florence E. Marks is Librarian.

The Clements Library of Americana is soon to be beautifully housed in the Clemente Memorial Library on the site of the Old Engineering Building, one of the oldest landmarks on the campus of the University of Michigan.

Miss Mary G. Lacy, librarian of the Bureau of Markets and Crop Estimates, read a paper on "Food Control During Forty-six Centuries. A contribution to the history of price-fixing," before the Agricultural History Society, at its annual meeting in Washington, D. C., on March 10.

Mr. Herbert Kellar, of the McCormick Library, Chicago, Ill., was unanimously elected President of the Agricultural History Society, at its meeting in Washington, D. C., on March 10.