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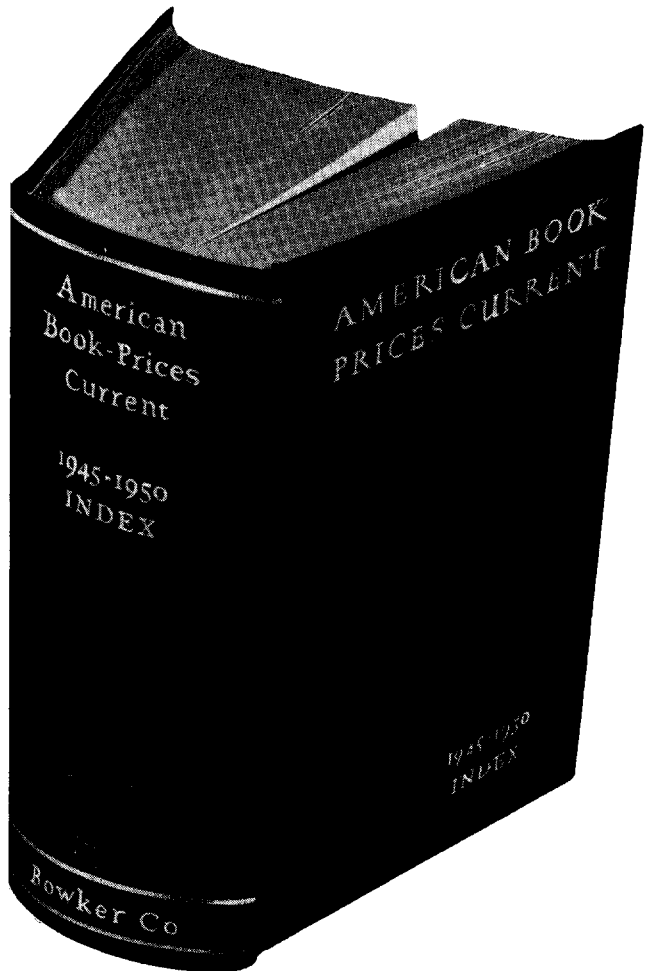
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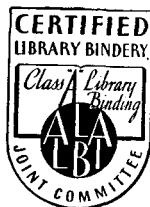
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## CONTENTS

VOLUME 42      FEBRUARY 1951      NUMBER 2

## ARTICLES

- SLA and the Publishing Division, Dora  
*Richman* . . . . . 47
- The Saga of a Directory, *Eileen C. Graves* 48
- A Reference Publisher's Reference Collec-  
tion, *Anna Rothe* . . . . . 51
- Credit Where Credit is Due, *Agnes Rogers* 56
- The Curtis Information Section, *J. P. Wood* 58
- Symposium on Indexing, *Ann Blanchet,*  
*Fannie Simon and Marion Rynn, Edith*  
*C. Stone, Mildred Washburn* . . . . 62
- Basic Reference Sources . . . . . 67
- SLA General Reserve Fund Policy: A  
Reply, *Ruth Savord* . . . . . 68
- Off the Press . . . . . 69
- Council of National Library Associations,  
*Betty Joy Cole* . . . . . 70
- From the President's Desk, *Elizabeth W.*  
*Owens* . . . . . 72
- 1951 Convention Notes . . . . . 72
- SLA Chapter Highlights . . . . . 73
- SLA Division Highlights . . . . . 74
- Have You Heard . . . . . 74

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This vast and varied output of published material is indicative in part of the special tasks of the special librarian in this field. At times, these tasks may

be characterized by some truly creative work, in the sense that unpublished information must be gathered. In any instance, the librarian makes use of her collection of existing published material in order to serve in the production of new publications, and calls on her fellow librarians for pertinent items in their collections.

SLA'S Publishing Division, now in its fourth year, is comprised of librarians, editors, research workers and others in publishing and related fields. The membership is international with the greatest number centered in New York.

The Publishing Division is not unmindful of the honor conferred upon it in designating this as the Publishing Division issue of *SPECIAL LIBRARIES* and is proud and happy to take part in the official publication of Special Libraries Association.

DORA RICHMAN, *Chairman.*



Publishing Division Exhibit  
SLA 1950 Convention, Atlantic City, N. J.

# The Saga of a Directory

*Miss Graves is a member of the staff of the Periodicals Division, New York Public Library, N. Y.*

IT HAS BEEN SAID "of making many books there is no end," but has anything been said about the making of periodicals? They spring up like mushrooms, some have an early death, some live to a ripe old age. The number of periodicals published throughout the world has never been accurately estimated but it would appear, from the vast numbers seen on news stands and from the astounding circulation figures, that periodicals were more widely read than books.

It is a well-known fact that until a fairly recent date librarians, with the exception of those who specialized in this field, were not periodical conscious; we might even say they did not like periodicals, but rather regarded them as necessary evils which had to be endured. There is some justification for this feeling as periodicals require a very different form of treatment from books. The ordering of them is merely a preliminary: They must be kept up to date, missing numbers must be requested, as must also title pages and indices, special numbers and supplements must be noted and finally, they must be bound into book form. All of this requires careful and detailed work, so different from the treatment of books. Once a book is ordered and accessioned and put on the shelf one may forget it but not so a periodical. However, as special librarians will testify, the enormous value of periodicals cannot be denied; informative articles help in molding public opinion, the latest and most up-to-the-minute news of scientific research and the record of human progress and thought are first published in peri-

odicals. For years, many of the best sellers have made their first appearance as serials in periodicals, and long before it was available in book form we were reading the story of atomic energy in our scientific periodicals. The same thing applies in all fields of endeavor.

Periodicals, unlike books, may serve one or many purposes. Under one cover, a periodical may include as many as half a dozen subjects and devote considerable space to each topic. This is proven in *Ulrich's Periodicals Directory* where a periodical may be listed under several subjects, showing that information will be found relative to the subject under which it is classified.

As the sixth edition (1951) of this *Directory* comes off the press, it seems timely to give a short history of its beginning. An explanation of the scope and content of the *Directory* might be both interesting and illuminating to special librarians throughout the country, who are ever seeking information from all sources and who have done such a magnificent work in the disseminating of such knowledge in their various fields of art, industry and science.

## Origin

*Ulrich's Periodicals Directory* came into existence in 1932 as the brain child of Carolyn F. Ulrich, who was at that time, and until her retirement in March 1946, Chief of the Periodicals Division, New York Public Library. Miss Ulrich and her staff had long felt that a classified subject list of periodicals was very necessary. They realized that the subject classification given to periodicals by library classifiers was too broad in scope—that it did not fully show the subjects covered and consequently much of their value was overlooked and lost to the research worker

or to the student of current affairs. So in a small way, in an attempt to remedy this situation, work on the first edition of the *Directory* was begun. Since that time, six editions have appeared at three-year intervals, indicating that it has made a place for itself as a valuable reference tool and has become a useful aid in periodical selection. The first three editions, appearing in 1932, 1935 and 1938, included both foreign and domestic titles; the 1938 edition far exceeding the two previous in the number of European and Asiatic periodicals included. The 1943 edition, appearing in war years, was known as the inter-America edition, as periodicals from Europe and Asia were not available. As there was emphasis at that time on South American trade and Pan-American relations, this edition was confined to periodicals published in the Western Hemisphere. In 1947, the post-war edition appeared, including as many European periodicals as were available for examination. The sixth edition, 1951, contains over 10,000 titles and is the most complete ever compiled, comprising an increase of over 5000 titles from the first edition.

Dr. Harry M. Lydenberg, who for many years was Chief of the Reference Department of the New York Public Library and later its Director, and who had always shown great interest in periodicals, was convinced that this *Directory* would be of enormous value to the library profession. The introduction to the first two editions was written by Dr. Lydenberg.

Frederic G. Melcher, president of R. R. Bowker Co., being a far-sighted man as well as a publisher, saw the potential value of such a listing to the business world, as well as to libraries, and encouraged the new venture. His firm has been the publisher of the *Directory* from 1932 to the present date.

With the great mass of periodical literature now published and the ever-increasing production of periodicals, how can the special librarian be made

aware of them? Searching through catalogs is a time-consuming job and often a fruitless one, leaving little time for other occupations. Unless one is a special student of periodicals it is a very difficult task to locate those which would best supply the needs both in his own and his competitor's field. No periodical is worth more than its usage, so the librarian is compelled to choose those which present material to meet his requirements, whether it be of current interest or for permanent reference value. Files of periodicals remain invaluable to the research worker and such files are of double value when the material may be located through periodical indices.

#### International Scope

In this respect, the *Periodicals Directory* can be of utmost assistance to the special librarian, being international in its scope. It includes periodicals from practically every country of the world—over forty countries are represented in its pages. The sixth edition is the first since 1938 to include such an extensive listing of foreign periodicals. Those from foreign countries which were not published during the war years, as well as those, which, although published, were not available in this country, are represented in this post-war period of 1948-1949 when periodical publishing rose to great heights.

The titles, dating back to 1600 and following onto 1950, have been carefully selected by the editor from actual examination of the periodicals. Consultations with specialists in various fields have resulted in a representation of the world's most outstanding titles in all fields. The range of subjects covered in the sixth edition is exhaustive, over 140 headings are included. Listings will be found to suit all tastes from hobbies to sciences, from poultry-raising to poetry.

The *Ulrich Directory* differs from any other periodical directory in several ways: it is the only one which is international in coverage; it explains the

scope and content of a periodical, whereas others may devote themselves to advertising rates, lineage and circulation; it is especially planned for librarians; it was originated by a librarian, is edited by a librarian, and stresses the features of a periodical which most meet the needs of a research librarian.

Arranged by subject, the *Periodicals Directory* tells practically the story of the periodical: it gives the title, date of origin, publisher and place, frequency of issue and price; indicates whether it publishes a special number or a supplement, an index or a cumulative index covering several years, and if it is indexed or abstracted by any of the indexing or abstracting services. Most librarians are familiar with the *Art Index*, *Education Index*, *Industrial Arts Index*, *International Index* and *Reader's Guide*, *Chemical Abstracts*, *P.A.I.S.* and others published in this country, but how many have used the *Australian Public Affairs Information Service*, the *Canadian Index*, *British Abstracts*, *Fuel Abstracts*, *Index to New Zealand Periodicals*, *Nutrition Abstracts and Reviews* and many others which are listed in the *Directory*? It is the only periodical tool wherein this information is recorded. From inclusion in these services one may assume that the periodical must be of particular value in its field and a worthy acquisition to any collection.

The *Directory* also indicates features which appear consistently in the periodical, such as markets for raw materials, prices of commodities, patents and trade marks, statistics; whether it contains bibliographies in its pages, book reviews, dance reviews, film reviews, music reviews, play reviews, radio and television programs and reviews; if it has illustrations. It is a complete description of the magazine, making it an invaluable aid in periodical selection.

Certain subjects which in former editions were grouped under a broad classification have now assumed such proportions as to justify a subject heading of their own. Among these are: Depart-

ment Stores, Horses and Horsemanship, Metallurgy, Models and Model Making, Philately, Plastics and Television. Cross references from specific headings to the classification under which the periodical is to be found will aid the user to locate material more easily.

Among the extensive listings of titles which would be extremely useful to special librarians are those found under the headings of Art, Art Galleries and Museums, Banking and Finance, Business, Commerce and Industry, Medical Sciences and Statistics.

It is obvious from the foregoing descriptive story of *Ulrich's Periodicals Directory* that special librarians will find it a valuable reference tool. The editor sincerely hopes that they will become more familiar with it and its uses, will find in its pages a shortcut to periodical selection and an answer to many of their queries.

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The intent of this perambulation through The Wilson Company is to indicate how a reference-book publisher's editorial staff makes use of a largish body of reference tools. At this point it should probably be said that any resemblance between the random mention of book titles herein named and a recommended list is purely coincidental!

## Main Collection

What might be called the core of the special library of The Wilson Company is the Reference Collection, which occupies two end stacks and a centrally placed block of 40-inch-high shelves in the main editorial room. Among the volumes that look down from the higher reaches are many years of the *English Catalogue of Books*, *Whitaker's Cumulative Book List*, several series of *Larousse*, and the *New York Times Index*. Nearer eye-level stand other many-volume sets—*Thieme-Becker*, *Hutchinson's Technical and Scientific Encyclopaedia*, *Encyclopædia of Social Sciences*, *Der Grosse Brockhaus*, *Britannica*, the *New Larned History*, *Index Medicus* and Oxford's *Dictionary on Historical Principles*.

The central shelves, with an approximate total of 500 feet, contain additional specialized dictionaries and cyclopedias; directories of trades, professions, organizations; atlases, gazetteers; handbooks, yearbooks; manuals, textbooks; indexes, bibliographies, abstracts, digests. The reference collection is enlarged as required by editors' needs.

Along either side of this large room are the offices of the editors and their assistants who are responsible for the *Cumulative Book Index* and the company's first generation of periodical indexes (all established by 1929) and the *Abridged Readers' Guide*, the offspring of one of the original six. "Branches" of the reference collection are arranged on low shelves which serve as partitions between the editors' desks; and the desks usually hold another row of volumes. Thus these editors have reference tools at their fingertips, with-

in arm's reach, a few steps away, or, by messenger, from the library, the depository of all books, fiction and non-fiction received by the Company.

Elsewhere in the three buildings each of twelve separate editorial departments is likewise equipped with its own ready reference aids. Everywhere, Wilson's own indexes are much in evidence. There are eighteen copies of the *Guide* distributed among editors, fifteen of *Industrial Arts*, eleven of *CBI*, ten each of *Art Index* and *International Index*—to mention those with the largest inter-office circulation. The editors (as does their subject matter) cross boundaries at times to consult their colleagues or the latter's shelves.

#### The Names Department

Less than a minute's walk from the main reference room has been placed another branch, the Names Department. It is the task of its staff of six researchers to establish, for various Wilson indexes, the name form and dates of individuals (authors or subjects) as well as corporate names. Since the "name" work is thus largely centralized in this division, a good number of the company's complement of biographical dictionaries and cyclopedias are concentrated here. Here, too, will be found a selection of association membership lists and a file of about 1500 college catalogs in which a researcher may find her first clue to less prominent names, which may finally be established elsewhere, complete with birth and, perforce, death date. Questions take her to any one of these volumes: *Minerva*, the *British Author's and Writer's Who's Who*, *Illustrators of Children's Books*, *Burke's Peerage*, the *Handbook of the United Nations*, *Harper's Classical Dictionary*, or to a telephone book from Calcutta or Chicago. The usual routine is first to consult the Wilson indexes, then L.C.'s *Catalog of Printed Cards*, then the "Who's Whos." The Wilson volumes crowd the desks, where they are respectfully placed upside down (a

practice in many offices) so that they can easily be lowered into place for use.

#### General Indexes

But to return to the editors, and examine more closely, if briefly, some of the books in their immediate neighborhoods, we might first take the four general indexes. These are general in so far as their subject matter is concerned, although the format differs.

The editor of the *Cumulative Book Index*—the subject-author-title list of books in the English language—will employ such basic tools as the *A.L.A. Cataloging Rules for Author and Title Entries* and the *Pittsburgh Carnegie Rules for Filing Cards*. For the wide compass of subject headings called forth by such an aggregate of books (approximately 20,000 titles annually), she may turn to the *L.C. List of Subject Headings*, the *Sears list*, or to any one of the numerous aids as diverse as a medical index, an encyclopedia of social sciences, an epitome of history, or a text on the religious literature of India. Such investigation within any special field is necessary when an idea must be identified before a subject heading can be assigned to it. Checking of source materials is systematically carried out in the well-known American lists like *Publishers' Weekly* and the *Publishers' Trade List Annual*; the British prototypes, *Publishers' Circular* and the *Publisher and Bookseller*; and copyright lists issued by the United States and the British Commonwealth of Nations.

The editor of the *Readers' Guide to Periodical Literature* similarly makes use of the standard subject headings lists when questions arise as to the labeling of articles in the general or "popular" field represented by the 130 periodicals covered by that index. She finds, for example, that "antihistamines," long common in print, has recently been accepted by L.C. as a subject heading and accordingly adopts it. On the other hand, "Flying saucers," the metaphori-



cal heading established by L.C. for that phenomena which eludes exact pigeonholing, seems less desirable than "Illusions and hallucinations" or "Aeronautic research," depending upon the point of view of the article.

"Heijo" was the name used in the *Guide* for the capital of North Korea until the United States Board on Geographic Names listed it as "P'yongyang." New corporate names are automatically regarded with suspicion because of possible inaccuracies, and are then pinned down after research; for example: Is it "National Student Association" or "United States National Student Association"? (*Ans:* It is the latter.) *Agricultural Index* will set the editor right on the heading for a "new" weed poisonous to sheep; and *Industrial Arts* will help to identify a machine described in a popular science periodical.

The two other indexes making use of the more general subject headings are the *Vertical File Service Catalog* and *Bibliographic Index*. In common with magazine articles, pamphlets are often several paces ahead of books in presenting new ideas, whether they be technical advances or social issues. For this reason the editor of *VFS* supplements the use of standard subject headings lists with the semi-monthly *Readers' Guide* and the other periodical indexes.

*Bibliographic Index* takes cognizance of bibliographies on all subjects, in any language, in any format. While its editor culls much material from the 1500 periodicals regularly indexed by The Wilson Company, she must also examine source materials like the L.C. card proofsheets, the *Monthly Catalog of the Superintendent of Documents* and *P.A.I.S.*

### Special-Subject Periodical Indexes

Alphabetically first among the Wilson special-subject periodical indexes is the *Agricultural Index*. That agriculture has come to mean something infinitely more complex scientifically than the calendared predictions and advice of the old *Farmer's Almanac* can be ap-

preciated by glancing over the books used by "Agri's" editor. There stand Bailey's tomes, Gray's *Botany*, Taylor's *Garden Dictionary*, three "bibles" of this department. Add to these—merely in the fields of pure and economic entomology—authorities like Imms, Brues and Melander and the *Index of American Economic Entomology*. In another field, the indexing of one issue of the *Journal of Parasitology* provoked the editor and 125 reference questions. Aside from the 115 periodicals that come within the scope of this index, approximately 3000 pamphlets might be included in the course of one year. Altogether, it is not strange that the editor may at times even lean on *Just Weeds* or *Animals Without Backbones*.

The province of the *Art Index* embraces archeology, architecture, arts and crafts, ceramics, decoration and ornament, graphic arts, industrial design, interior decoration, landscape architecture, painting and sculpture. The richness of its subject scope and the fact that entries are also made for artists, periods, places and institutions, make necessary recourse to much historical material, in which Oxford's and Lemprière's classical dictionaries stand out. Among the titles on this editor's shelves are *Greek Vase-Painting*, *Forgotten Shrines of Spain*, *Dictionary of Numismatic Names* and the *Complete Button Book*; and foreign language dictionaries and *Baedekers* abound. Since reproductions are listed as subheads under the artists' names, and a title under a plate appearing in several periodicals may differ, the editor may ask if it is "Reclining Woman" or "Reclining Figure." To such a question a museum catalog probably has the correct answer.

*Biography Index* is another publication that gathers its "raw material" from the periodicals indexed by Wilson, besides a selected list of professional journals and the whole output of books. The editor must also scan all source materials; here, for example, we see the *British National Bibliography* in use.

Name entries in the *Biography Index* are revised for future cumulations either because of changes in office or deaths. Accordingly, the results of a national election must be duly checked; the *British Honours List* informs the editor of another sort of title change; necrologies supply the terminal years. While this office is exceedingly well supplied with biographical dictionaries, biographies of a new generation of scholars in Central Europe stimulate the editor to greater resourcefulness. For the index by professions, which at this writing comprises about 1000 categories, the *Dictionary of Occupational Titles* and the *Index to Vocations* aid the editor in putting people in their place.

In quoting excerpts from critics' columns, the *Book Review Digest* editor assumes a responsibility that is not obvious to the casual user of this tool. A queried point might be the spelling of the name of a naturalist who was a contemporary of Darwin—was he "Russell" or "Russel"? An encyclopedia would be opened to confirm the name of a tribe in the Philippines; and it is not personal curiosity that makes the editor wonder if there is such a thing as *crème frite*. Because the *Digest* gives D.C. numbers, Dewey's *Decimal Classification* is at hand, should it be needed.

#### Literature in the Field of Education

The vast literature in the single field of education demands particularly detailed subject headings in the *Education Index*. In indexing, the editor is also affected, though not necessarily persuaded, by the new terminology she meets in much theoretical discussion. Aids in her collection include Brubacher's *Modern Philosophies in Education*, several texts on psychology in education and experimental pedagogy, Buross' volumes on mental measurement, and a foundation work like Thorndike's *Fundamentals of Learning*, as well as the *Encyclopedia of Educational Research*. Since the name form of a school depends upon its administration, educational directories also are "musts" in

this department; and the *Phi Delta Kappan* is among the source materials examined.

#### Literature in the Field of Engineering, Trade, Business and Allied Subjects

The difficulty of finding the best possible of all possible subject headings for the engineering, trade and business literature indexed by *Industrial Arts Index* has been discussed by several writers. Expanding knowledge, especially in the applied sciences, accounts for the need here for a large reference collection, for the many handbooks, dictionaries, abstracts and up-to-date textbooks. Industry and all the phases of commerce, too, are represented by all manner of registers, manufacturers' catalogs, directories of trade names and special subject headings lists. In these fields the special librarian can doubtless name dozens of indispensable titles such as: *Chemical Abstracts*, *Glossary of Physics*, *Mining Engineers' Handbook*, *Packaging Catalog*, *Dictionary of Foreign Trade*, *Statistical Dictionary*, *Thomas' Register*, *National Directory of Commodity Specifications*, *Engineering Index*, *S.L.A. Banking and Financial Subject Headings*, *Bibliography of North American Geology* (from 1785), and *Columbia Encyclopedia*.

Abstract concepts are common in the scholarly areas of the *International Index*, which covers about thirty categories in the humanities, social sciences and pure sciences. To reduce to one term an idea for which authors use varied terminology may bring into play textbooks, specialized dictionaries and usage followed by newspapers and radio commentators. These aids range from recognized authorities like Fairchild's *Dictionary of Sociology*, Warren's *Dictionary of Psychology*, to a pamphlet entitled *Dictionary of Labor Economics*. Carefully prepared and well classified indexes in texts also are helpful, as, for example, those in Woodworth's *Experimental Psychology* and Kroeber's *Anthropology*.

Articles in the category of history may lead the indexer to consult Chevalier's *Repertoire* for the Middle Ages, a chronicle of Russia in the sixteenth century, or the *Dictionary of American History*. In literature, the observance of anniversaries—Goethe's and Balzac's were recent ones—stimulate the writing of articles which must be indexed under appropriate subdivisions; for these, L.C.'s headings under Shakespeare would be sufficiently detailed. Folklore, for which Funk and Wagnall's *Standard Dictionary of Folklore, Mythology, and Legend* lists twenty definitions, offers a widening field of study, with consequent challenge to the indexer.

In the field of science the volume of indexed periodical literature in chemistry alone increased by thirty-five per cent in 1950 over that of 1949, an expansion reflected to a degree in the amount of search preparatory to indexing; and in geology, to name another science, the application of new statistical methods may question old interpretations—and subject headings.

Reference tools used by the editor of *Library Literature* are diverse. *CBI* will provide price information for books mentioned in the checklist; an A.L.A. publication gives rules for transliteration; *L.C. Catalog* assists in establishing institutional names which are encountered in the periodicals published in fourteen foreign languages. In English itself, questions arise concerning

corporate names, for which a first aid may be the *World of Learning*, *American Library Directory*, *Special Library Directory of Greater New York*, or the *British Libraries, Museums and Art Galleries Year Book*. As in other fields, subject headings must be devised for ideas presented in new periodicals, of which the *Journal of Documentation* was an example some time ago.

### Standard Catalog Series

The mention of five publications in the *Standard Catalog Series* will suggest some of the reference questions connected with their compiling: the Wilson printed catalog cards, the *Standard Catalog for Public Libraries*, the *Standard Catalog for High School Libraries*, the *Children's Catalog*, and the *Fiction Catalog*. Since standard catalogs involve both cataloging and indexing procedures, the editor draws upon the *Dewey Decimal Classification* as well as subject headings lists. These catalogs might be called the best customers of the *Book Review Digest* for the reason that critical notes on books selected for inclusion in the catalogs are an important part of the annotations. The *World Almanac* is one of the year-books used in checking on possible change of title of an individual, e.g., is Mr. So-and-So still the president of a certain college? One feature of the *Fiction Catalog* is that the keying of books, which have been adapted for filming, make necessary inclusion of screen

(Continued on page 78)

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## Credit Where Credit Is Due

*Miss Rogers is Associate Editor, Reader's Digest, New York, and author of the best-selling book, Women Are Here To Stay.*

**I**N THE AUTUMN OF 1949, Harper & Brothers published a book of mine called *Women Are Here to Stay*. It is a large picture and text book that attempts to give an idea of what has been happening to (I quote the subtitle) "the durable sex in its infinite variety through half a century of American life." The book contains more than 500 pictures (photographs, drawings, reproductions of paintings, cartoons, advertisements) and some 30,000 words of text, and I can state categorically that I could never in the world have done the book without the immeasurable help I had from special libraries all over the country.

I hope that I will be forgiven for running on about my own book in this inmodest fashion, but I know of no other way of explaining my particular debt of gratitude.

The logical way to prepare a picture book is to make the pictures yourself with brush, pen or camera. That is, obviously, if you are an artist or a photographer. Another way is to build a book about a collection of pictures. In my case, because of the nature of the problem I had set myself, and because I was neither an artist nor a photographer, I had to make my own collection, and clearly the pictures were not going to be all in one place.

My theme was two-fold: I wanted to show that quite a lot had been happening to women in the past fifty years, and also that there were a great many different kinds of women. I tried to indicate the changes in occupations, social customs and manners, education, bring-

ing up children, etc., as they affected women in this country, and, at the same time, to present such widely contrasting types as rich and poor, social workers and strip-tease artists, lawyers and outlaws, nurses and taxi drivers, social leaders and sweatshop workers.

When I counted up the sources I had consulted—for information and for pictures—I had a total of 114, and I may point out that of these only three were commercial picture agencies. The rest of the material came from museums, universities, manufacturers, publishers, old magazines, shops, government files, private collections, historical societies and friends' attics; and at least forty of the most productive of these sources were special libraries.

I had done a fair amount of this kind of research before, but not even my own pleasant past experiences had prepared me for the generous assistance I found almost everywhere, but particularly in special libraries. Librarians went out of their way to be helpful and suggested other sources if their own files did not have the needed material, until I was carried along in a kind of chain reaction of good will and assistance.

It was not all plain sailing; it never is. Sometimes I would be met by the disheartening news that the department store, or automobile manufacturer, or whatever, had had a lot of old pictures but in last week's housecleaning they had all been discarded. Sometimes the perfect picture could not be found; it had been borrowed by somebody and not returned. Occasionally I ran into another kind of difficulty—too much material. The collection of theatrical photographs in the Harvard Library, for example, is so vast that it would have taken weeks to go through the files on Maude Adams and Julia Mar-

lowe alone. And oddly enough, in a few instances, the very person you would expect to be most helpful—a press agent or publicity director—proved indifferent. It struck me as most curious that anybody whose job it was to get his product into the public print should be uninterested if the public print came to him. (I mention this small fly in a very large pot of honey only to point up the willing effort and aid, far beyond the line of duty, that I encountered from people who had nothing to gain from my book.)

My problem was peculiar, not only in time span and variety, but because frequently I did not know exactly what to request. I needed pictures that conveyed an idea. The technical excellence or sheer beauty of a photograph was of small importance compared to its subject matter, and the subject was twice as useful if it had a double-barrelled meaning. Let me explain. I wanted to include some women criminals to round out the picture and when I had collected photographs of half a dozen convicted murderesses, I was struck by the respectable upright countenances of these ladies. One was a delicate, sensitive-looking girl who looked all sweetness and light; another had the kindly capable expression that you would think was the mark of a perfect house mother; another might have been on her way to address the garden club on herbaceous borders. I used a group of these malefactors and a photograph of one murder victim, and asked the readers to spot the killers. The face of the *murdered* girl was the only one that had any signs of depravity. It made a small point, but a sharp one—that there are many different kinds of women and that looks can be deceiving. You can readily see that when I began looking for pictures of women criminals I had no idea that presently my search would concentrate on completing a group of innocent-looking ones!

One of my difficulties was that certain subjects do not lend themselves

gracefully to graphic treatment, and any number of times I was given a steer by a friendly and an imaginative librarian in a special library as to the handling of a problem. I was stymied for some time on what to do about what is sometimes called “the oldest profession”—prostitution—until someone suggested using, by way of illustration, photographs from *The Easiest Way*, a play that was considered very daring in 1909. (The heroine was a rich man’s darling without benefit of clergy, and one of her memorable curtain lines was an announcement that she was going “to Rector’s and to Hell afterwards!”)

I owe a particular debt to Grace Mayer of the Museum of the City of New York for helping me over another hurdle. I wanted to put over the somewhat complicated idea that at the turn of the century when Americans were still worshipping at the cultural shrine of Europe, and all who could afford it made yearly pilgrimages across the Atlantic, the Europeans who were coming to this country were, for the most part, immigrants hoping for a new and better life. I had pictures (from old copies of *Harper’s Weekly*) showing Americans on shipboard, bound for Europe, and visiting the Louvre, and I had pictures of immigrants arriving in New York, but I wanted also to show the misery and squalor that confronted them when they arrived here. Miss Mayer produced a gold mine of photographs taken by Jacob Riis to illustrate his famous *How the Other Half Lives*, that I had not known existed. They were horrifying scenes of slum interiors in New York City, of families sleeping on the dirty broken floors of police stations, of orphanages where the children looked like little old people. If they had been made to order they could not have suited my purpose better.

These unexpected treasures are the rich rewards of research. My husband, Frederick Lewis Allen, who, by way of identification, is an author as well as

(Continued on page 75)

# The Curtis Information Section

*Mr. Wood is Chief, Information Section, Research Department, The Curtis Publishing Co., Philadelphia, Pa.*

CHARLES LAMB would be pained by the Research Library of The Curtis Publishing Company. So would any other bibliophile who treasures books as books and delights in gloating over first editions or fine bindings. Equally uncomfortable would be the pure librarian intent on the strict application of library principles and the niceties of library practice.

The Curtis Research Library has become less and less like a library. There are books in its stacks on advertising, marketing, economics, sampling, duly classified under a modification of the Dewey Decimal System, but the library—now the "Information Section"—is less a collection of books and pamphlets than an actively producing unit of the research department of The Curtis Publishing Company.

It had its beginnings in 1911 when Charles Coolidge Parlin founded modern marketing research. Exactly how the library started no one knows. There are several versions, all apocryphal. Parlin himself once remarked that he started with an office, a pad and a pencil. He refused a telephone because he could think of no use for it and a typist because he had nothing for her to do. As he became oriented into the new Curtis activity, to which he gave the name of marketing research, and began a study of the agricultural implement industry, usually described as the first modern marketing research study, he soon had use for telephones, typists and a filing cabinet. The cabinet was to hold the catalogs of the farm implement industry for which he had sent and his growing store of notes and tabulations.

Probably about that time Parlin or an assistant dropped a book on a table, and then someone else dropped another book there, or a magazine, or a clipping. When the table became littered, some unsung hero (heroine, more likely) had to straighten out the mess, discard this and save that, and file it where it could be found and used again. A filing cabinet full of catalogs, a few odd books and some clippings—more than one business library has started in much this way.

## Growth of the Library or the Information Section

As marketing research grew at Curtis, the library grew. In a marketing research operation, where sales and advertising records and the latest available statistics on population, housing, income, dietary habits and the like must be at hand for continual use, it expanded rapidly. It moved into larger space and additional resources were added.

The library was given additional impetus by the advent of a new Director of Research at Curtis in 1938. Still larger quarters were obtained, new and trained library personnel were added. The book collection was cataloged, and Curtis marketing surveys and releases produced in quantity over the years were separately indexed and filed. Today the Research Library has some 8000 books and bound studies. It maintains clipping files under 3500 subject headings. Staffed by ten—librarians, report writers, typists and clerks—it has and uses virtually all of the standard library indices to book and periodical material and in addition, the records and compilations peculiar to the magazine publishing industry.

In 1946 the Research Library at Curtis underwent a fundamental and dras-

tic change which had been under consideration for some time. It was transformed into the present Information Section. All the functions of the Research Library were retained. To them was added another, that of preparing on demand from library research sources full reports on an almost infinite variety of subjects.

The research department of The Curtis Publishing Company serves the entire Curtis organization, Curtis advertisers and prospects and the advertising agencies handling their accounts. Headed by a Director of Research and staffed by a group of marketing and media specialists and their assistants, it has three staff units, statistical, art and information. To the research department comes a continual flow of requests for information of all kinds. Some of these requests come from the editorial departments of *The Saturday Evening Post*, *Ladies' Home Journal*, *Country Gentleman* and *Holiday*. Others come from the manufacturing or circulation departments, from the standardization division, the employment office, the promotion departments of the various Curtis publications or from any other part of the company. Most of the requests are from the advertising department or from the Curtis branch advertising sales offices in New York, Philadelphia, Boston, Chicago, Cleveland, Detroit and San Francisco.

Before the Information Section was formed, staff members of the research department, whose primary task is running consumer and media surveys or doing editorial research on Curtis magazines through survey technique, obtained from the Research Library the material to answer questions asked. Now the request is channeled to the Information Section where the answer or answers are sought out and a concise, factual report is prepared.

Originally these reports went to research department staff members who used them to prepare replies. Then these men began to send the reports

themselves to the advertising space salesmen or to other individuals who posed the problems. Salesmen began taking them to agency men or advertisers. Today these reports, mimeographed on distinctive green paper with a standard white cover, are reproduced in quantity. The original goes to the individual or business organization who requested the data, but copies are circulated through the research department, sent to people concerned in the advertising and promotion departments, and a supply is sent to each of the branch office libraries. Finally, copies of those which seem of wide enough interest are made available monthly to teachers of business subjects in American colleges and universities and, quarterly, to a mailing list of several thousand individuals in advertising agencies and the advertising departments of various manufacturing companies.

Thus the Information Section has become, in effect, a small research organization by itself within the department structure; though in some ways it is more like a miniature newspaper city room, with reference librarians digging up the facts for the writers to condense, arrange and form into a report which the Section publishes and circulates. To date, well over 1000 of these Information Section reports, ranging in length from two to twelve or more mimeographed pages, have been prepared and distributed.

#### **Range of Material on File**

In subject they have ranged from bibliographies on various subjects for use by Curtis magazine editors and feature writers, from full accounts of the geographical and historical features of various countries and sections of the United States for use by writers of *Holiday* articles, to summaries of all available information on women's kitchen habits or favorite recipes or what not for the *Ladies' Home Journal* workshop. Reports have been written on the marketing of everything from insecticides through household appliances to



cosmetics and beyond. The diversity of these is almost ridiculous. Reports have dealt with the markets for luggage, corn pickers, well-drilling equipment, milk coolers, cosmetics, candy bars, citrus fruits, chrome dinette sets, portable ice boxes, quick mixes and hundreds of other commodities. Other reports have analyzed, sketchily or in detail, such subjects as vacation travel habits, burner arrangements on stoves, the uses of liquified petroleum gas and American breakfast habits. Information Section reports have been expanded within the section to become full-fledged research department releases on phases of advertising and selling. *Impulse Buying, Continuity and Frequency in Magazine Advertising, Advertising When Oversold, and Significance to Advertisers of the U. S. Trade-Mark Act* are a few of their titles and subjects.

Shelf and file materials, published informational services purchased by the department, and government analyses are all used to prepare these reports. Most useful, generally, are the tons of clippings in the vertical files. Almost always there is a half pound, or at least an ounce or two, which contains the answer sought or part of it. One girl spends almost all of her time reading, selecting, clipping and putting subject headings on the flow of material which reaches the Section daily. These files, built over a period of years, constantly added to, and too occasionally weeded—for any scrap of paper discarded today will be, inevitably, the world's most sought-after scrap of missing paper tomorrow—are the most valuable property of the Information Section.

Often, the resources of the Section have to be supplemented by outside references located through use of the Philadelphia Union Library Catalog. Sometimes even extended library sources will not do the complete job. Recently the Section was given the manuscript of an article scheduled for publication in a Curtis magazine to check for accuracy. The writer of the article claimed

that an expert in certain fields had accomplished a group of assorted miracles. Neither the expert nor his triumphs had been mentioned in print, as far as could be discovered through search of *C.B.I., Readers' Guide, Who's Who, The New York Times Index* and other usual reference sources. The Information Section had, finally, to make a half dozen long-distance telephone calls and query by letter a number of business organizations to obtain the facts needed to check the manuscript.

Sometimes even such standard detective routine will not work. A few weeks ago the Information Section was asked to provide descriptive titles and sub-titles to several score non-existent magazine articles so that an editorial research group could discover whether or not people would be likely to read articles on the subjects. An enfevered imagination served better than scholarly research.

#### **Duties and Responsibilities of the Information Section**

Inevitably the duties and responsibilities of the Information Section have pyramided as its staff has been enlarged and its facilities have been expanded. It is expected to produce the answer to almost all questions asked of the Curtis research department which do not require the use of survey techniques, and usually it does. "Answer" in this case does not mean library recommendation of sources to be consulted or even obtaining the sources for others to use. It means pin-pointing the actual facts, then marshaling the facts into a report which must be accurate and speedily forthcoming. Usually the question is sensible, generally it is complex, sometimes it is absurd.

In addition to the primary report-writing function, the Information Section has other concerns. It answers verbal requests from visitors or over the telephone at the rate of 125 to 175 a week. It obtains and clips and/or files some 200 general and trade magazines as well as books, pamphlets, govern-

ment studies and statistical publications. It orders library copies of all marketing research material published by outside sources which may have a bearing on the work of the entire research department. This entails keeping constantly informed of work newly published or in preparation. The Section buys, receives, catalogs, routes or lends all books received by the department. Most of the magazines and studies are automatically routed to staff people interested in specific subjects.

The Information Section catalogs all Curtis surveys and releases, both for the research department and for the branch libraries maintained across the country in each of the branch advertising sales offices. These libraries are sent periodically catalog cards on Curtis surveys, clipping sheets which state what material has been clipped from what magazines and under what subject headings it has been placed. It lists all major books and studies received by the Information Section so that advertising branch office librarians, if they wish, can order copies directly from their source.

The Information Section receives, on forms prepared by the Section, digests of all presentations prepared in and made by the advertising branch offices. Catalog and file headings are assigned to each. Mimeographed copies are distributed to all the advertising branch offices so that there will be an interchange of formalized sales information between the branches, as well as between the branches and the research department.

The Information Section prepares quarterly a complete index of all research department material—surveys, releases, Information Section reports and bulletins—released during the previous quarter. This is distributed only within the Curtis organization.

It draws up and mails a monthly listing of available Curtis research material to some 500 teachers of advertising and marketing in about 175 colleges

and universities in the United States and in a number of foreign countries. All requests for Curtis research publications chosen from these lists are filled by the Section.

It prepares and distributes a quarterly listing of available Curtis research material to over 4000 individuals in advertising agencies and advertisers' companies. These are the names of clients or prospects supplied by the advertising branch offices. The list, on Hollerith cards, is revised and corrected continually. All requests for the Curtis research reports listed are filled by the Section. As many as 80 or 90 pieces a day are mailed during the week or ten days after the lists have been released. The number at other times is seldom lower than 20 a day.

The Section occasionally writes speeches for the use of Curtis officials. It consistently checks statistical information and factual statements in such speeches whether or not they were written in the shop.

Written this way, the list of what the Curtis Information Section does looks formidable and forbidding. There are times when it seems so. Yet even now the list is not all-inclusive. Supplying undergraduates and graduate students of marketing in the colleges and universities in the Philadelphia area with reference assistance is an extra-curricular activity which goes on continually. Such students, the intelligent and the dull or lazy, visit the Section daily, often six or eight at a time.

Indexing and proof-reading of department publications are a continual household chore. Borrowing books through inter-library loan for editors, writers and others within the company goes on continually. Sometimes these books and pamphlets must be read and a digest written for the use of some busy executive. Sometimes it is virtually impossible to recapture the books for return to owning libraries.

*(Continued on page 77)*

# Symposium on Indexing

ANN BLANCHET

## Time Inc.

*Miss Blanchet is Chief Indexer, Time Inc., New York.*

**T**ime, *Life* and *Fortune* indexes are prepared in one department with a staff of four indexers and five index clerks. Each magazine has a cumulative card index file for use within the department and prints a selective index semi-annually.

*Time* is fully indexed by subject and name with emphasis on the news peg and due attention to background information. Entries use news indexing style (sentence structure similar to news headlines) to identify and summarize the story. Additional details, unusual incidents, controversial statements are added on the cards for the use of the index clerks in answering queries, but are omitted from the printed index.

To avoid duplication and scattering of stories on the same subject, general headings are used: Art, Aviation, Education, Medicine, etc., with ample cross references. This makes it easy for the clerks to locate all stories on a given subject—a frequent request from *Time Inc.* departments. For the printed index, sub-headings such as names of diseases are used directly.

Sub-headings under countries are limited to Government, Foreign Relations, Political Conditions and phases of the country as a whole. The use of country breakdown under subject takes care of other stories, e.g., Oil—Venezuela; Stores—Brazil; Agriculture—Italy.

Slight references, names of people not likely to appear again in the news are

indexed but carry a symbol "not to print," which makes editing the printed index an easier job.

Entries are written on sheets with headings, sub-headings and cross references indicated. They are then typed on perforated strips of tough paper cards with the year printed on each card. Duplicate wax-coated strips placed beneath these while typing give us carbon copies. After correction, the cards are ripped and filed. The carbons stay with the card in the file for the current six months and are then used as copy for the printed index. Editing is done on the wax carbon by the indexer and sent to the printer.

*Life* presents a somewhat different problem to the indexer as the emphasis is on picture content, but in general the same headings and methods are used as for *Time*. Not only each story but each picture must be indexed and even details of pictures. For instance in the November 6, 1950 issue a picture of an automobile accident highlighted a pair of rubbers as a mark of the victim's last step and an entry was made for rubbers as well as accidents. Any unusual item of this kind which may strike the reader's eye or which an editor may remember without remembering the full story has to be indexed if we are to answer adequately the requests for *Life* stories.

*Fortune* is indexed by the more general magazine procedure to cover feature articles, with the emphasis on business and economics headings. Titles of the articles are noted in the main entries as they so often express compactly

the content of the article. Names of companies and individuals are also very fully indexed.

It takes about seven days to index *Time*, five days for *Life* and fourteen for *Fortune*.

The Index department not only has the task of preparing the indexes but of answering telephone and letter requests for the dates of *Time*, *Life* and *Fortune* stories. These requests run about 3000 a month, half of them from our editorial and promotion staffs, half from readers

and advertising agencies. We are likely to be asked for "everything you have published on Middle East Oil," "the name of a firm that markets inventions," "pictures of musical instruments," "a new treatment for arthritis," etc. World War II stories are still frequently called for and *Life* pictures of movie stars are always popular. The variety of questions keeps the work interesting and at the same time shows how necessary it is to do a full and detailed indexing job.

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FANNIE SIMON AND MARION RYNN

## McCall's Magazine

*Miss Simon is Librarian; Miss Rynn is Assistant Librarian, McCall Corporation, New York.*

**I**NCREDIBLE as it must seem to librarians, *McCall's Magazine*, although one of the oldest magazines in the United States, did not have an index until four years ago. Up to that time there was a rather hit-and-miss system—that is, the fiction was indexed in that department, and there was a food index of sorts; a few other departments had various systems.

After wasting hours searching for a specific article, we pointed out the wisdom of an index, and looked for some one to work on back issues. We had to decide just how far back to go and 1925 seemed a good starting point, first because it started a new quarter in the century and, more important, questions on material prior to that date were infrequent. Our indexer was briefed on the special needs—omitting, for example, all pattern and needlework articles as these inquiries are referred to the respective departments. Thus, although our index has only been in operation about four years, it covers every issue of *McCall's* since 1925. For inquiries

about articles previous to this date, we practically give the old-timers an F.B.I. questioning.

Articles are indexed under author, title and subject—all filed together alphabetically. Since the index is designed to be used by all editors and personnel, the subject headings have been carefully chosen with an attempt to visualize how they or the public would inquire about an article. The editors must frequently know what articles have previously appeared on a certain subject but are uncertain if a particular title has been previously used. Secretaries visit the index daily to answer the many mail and telephone inquiries. (Of course the librarians get the ones no one else can answer!)

The following is an example of the letters with which we have to cope: "I have been trying to locate a Christmas pageant published several years ago by your magazine (it may even be as long as five years) written by Margaret Appelgarth and called 'The Light of the World' or some such title. A description of it was in your magazine and for ten cents a complete booklet was sent. A friend had the description and it sounded wonderful.—" We could

not find this title for any of our pageants, but wrote her about a pageant with that title by another author and gave her the name and address of the publisher. In reply we had a second letter stating the pageant was definitely written by Margaret Appelgarth, also giving a more detailed description. After further searching, we found that a Margaret Applegarth (not Appelgarth) did write some pageants for us in 1930 and 1931 (a little more than five years ago!), among which was one appearing in December 1931, entitled "Christmas At Your Church." As this and all others were out of print we sent our file copies of it and other pageants which Margaret Appelgarth had written (although her name did not appear on them). The list of all the writings Margaret Appelgarth had done for us we obtained from our editor's file on authors and payments. We had faith in human nature and the plays were returned, and we hope the church had a successful Christmas play.

Fiction rarely has more than three cards—title, author and illustrator. But an article on "Allergies" might have fifteen cards or more, including "Health," "Psychosomatics," the names of several allergies, and names of all doctors and hospitals mentioned. A recent article on "Multiple Scelerosis" required twenty-five cards. We find this necessary because a reader may be interested in an obscure part of the article, but because of this special interest will inquire from

that angle overlooking the salient theme or title.

An architectural article, besides having a card for the author, title and architect, would also require a card for "John Jones," the owner of the house, and entries for type such as modern, colonial or ranch; in addition if the interior is featured, an entry must be made on the cards for the room or rooms, as "Kitchen" or "Living Rooms." This gives us ready references for an inquirer who may be planning to build or remodel and is interested in a specific type of house, or a woman who merely wishes to redecorate her living room.

The food articles really take minute and specific coverage, anticipating the reader in Kansas who asks for "the recipe for those wonderful popovers that mother used to make, the recipe for which appeared in *McCall's* between ten and twelve years ago." So each individual recipe must be indexed under "Pies," "Puddings," "Chicken," "Bread," "Fish," etc.

Each month *McCall's* carries a "National News Letter" which makes a brief mention of new products or ideas. Here, again, we must make several entries for say a polish—entering not only the name, but its uses and in some instances the ingredients.

The index while helpful is far from foolproof. It needs much revision—but what librarian has time to be helpful as well as a Mrs. Anthony and have the ideal working tools!

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EDITH C. STONE

## The Railway Age

*Miss Stone is Librarian, Simmons-Boardman Publishing Corporation, New York.*

**T**HE *Railway Age* is a weekly trade magazine of the railroad industry.

It covers all phases of railroading and is issued in two volumes a year, January-June and July-December, with a printed index covering each volume. The index usually runs 22-25 pages long and consists of the following sec-

tions: authors, elections and appointments, book reviews, railway construction news, financial news, abandonments and the main subject section which constitutes the bulk of the index.

Preparation of the index consumes approximately 10-12 hours a week. The subject index is prepared by the librarian, the other sections, by the assistant librarian. Since these sections are composed entirely of names of people, titles of books and names of companies, no further explanation regarding them seems necessary. Therefore, the balance of this discussion will relate to the preparation of the subject index only.

While the index is primarily by subject, it also includes names of companies, trade names and references to certain statistics appearing either in table form or as parts of articles. No prepared list of subject headings is used because the subjects vary from index to index; however, a great many headings do appear in each index, such as "Cars," "Locomotives," "Rates," etc., and in repeating headings, reference is always made to the previous indexes to insure consistency. Subject headings, names or statistics that are used are checked in each issue. If they appear in a subsequent issue, another reference is made to a previous one. It is a simple matter to refer to the first one and make certain that the subsequent reference is added to all the proper cards. Numerous cross-references and *see also* references are used. Frequently the way in which a reader asks for an article will de-

termine the need for a heading. For some articles, two or three cards are sufficient; others require as many as 14 or 15 cards in order to bring out specific parts of an article or certain statistics that may appear in it.

It is necessary that the index be prepared in duplicate so that it will be available currently in the Chicago office, as well as in the New York office. For this purpose wax impression strips are used. These strips are perforated so that they may be torn apart to form 3 x 5 cards. There are seven cards to a strip. The original white paper cards are filed in the New York office, and the wax impressions are sent to Chicago. These strips are inexpensive and may be ordered in various sizes and lengths from the Auto Multiple Sales Company, 8 Commercial Street, Rochester, N. Y.

The index is typed and filed each week. New references are interfiled and recurring references are added to cards already in the file. At the end of the six-month period, these cards are edited and sent to the print shop where they are set in type. The galleys are proof-read and then made up into pages. Copies of the printed index are available to all subscribers upon request.

This index forms one of the most valuable reference tools in the library as many of the requests for information which are received, are for specific articles, bibliographies of articles on a particular subject, or for data which careful reading and indexing have brought out in the index.

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MILDRED WASHBURN

## Business Week

*Miss Washburn is Librarian, Business Week, New York.*

**T**HE *Business Week* index covers both the editorial and advertising

content of the magazine from 1929 to date. Issued biannually in booklet form, each index covers a six month period and is kept up to date by means of a current card file. The entire index is

housed in the *Business Week* library easily accessible to both the editorial and library staffs.

Every article appearing in *Business Week* during the six months period is comprehensively indexed. All articles are indexed alphabetically by subject and by the names of individuals, companies or government agencies in all cases where such were either the subject of the story reported or had a primary relationship to the topic covered. Entries under each heading are listed in the order of publication and are full so as to allow a quick and easy grasp of each article at a glance. The following is a good example of this type of entry:

Labor

More Work From Workers-Labor's Way: Union officials step out of their roles as labor spokesmen, tell how they would boost worker output if they were employers (with chart) p90, Apr. 22

The index to the advertising contents is arranged alphabetically by company name and the date of issue is given.

Subject headings are determined by current usage and by reference to standard indexes to periodicals. Correct forms of company and proper names are established by use of standard reference tools. To insure standardization of headings, the indexer maintains a master file of all those used in the index. In general, broad subject headings are used; as examples, articles on textiles are listed under that heading with the subheadings "rayon," "wool," etc., and material on railroads is indexed under the heading "railroads" with the subheadings "equipment," "finance," "freight traffic," etc. Major articles may be indexed under several headings and shorter items and "briefs" may require only one or two. Every article and item is indexed including such regular features as the "Washington Outlook," a condensation of the Capital news as it

is reported by *Business Week's* Washington Bureau, and the *Business Outlook*, an analysis of what's happening to business and why. Cross references are used liberally throughout and are particularly valuable when searching for related material on a subject.

Each issue of the magazine is indexed as soon as it comes off the press. Subject headings are assigned, entries are made and typed directly on 10 in. by 15 in. glossy stock marked off in squares 3 in. by 5 in. Four carbon copies of each sheet are made. By means of a duplicating process the material is transferred to sheets of index paper the exact size of the originals and the sheets are then cut into 3 in. by 5 in. cards. This method produces five duplicate sets of index cards and from this point on the library staff handles the index. One set of cards is kept in the library and interfiled with the current cards, three are sent to the staffs of the branch offices and the remaining set is sent to the indexer for proofreading and for inserting in the master file.

The entire process of indexing, typing, sorting, filing and alphabetizing consumes approximately 23 hours per week. Broken down into the various processes the time spent by the indexer and library staff is as follows:

Indexing and typing..	20 hours
Sorting .....	45 minutes
Packaging .....	10 minutes
Alphabetizing .....	60 minutes
Filing .....	90 minutes
TOTAL .....	23 hours, 25 minutes

At the end of every six month period, the printed index is issued averaging about 90 pages. The type is set from the master card file, corrections are made on the proofs, turned over to the printer to be letter-press printed and then sent to the bindery to be trimmed, folded and bound. The index in printed form is available to subscribers of *Business Week*.



# Basic Reference Sources

The following are twenty-six of the most-used reference sources listed in the New York Publishing Division's survey of 250 librarians in publishing, advertising, management, sales and marketing organizations.

*Statistical Abstract of United States*  
*Sales Management Survey of Buying Power*  
*The World Almanac*  
*Thomas' Register of American Manufacturers*  
*Ayer's Directory of Newspapers & Periodicals*  
*Editor & Publisher Market Guide*  
*Census of Manufactures: 1947*  
*Standard Rate & Data Service*  
*Standard Advertising Register*  
*Survey of Current Business*  
*Who's Who in America*  
*Publishers Information Bureau*  
*Industrial Marketing Data Book*  
*The Economic Almanac*  
*Reader's Guide to Periodical Literature*  
*Encyclopedia Britannica*  
*Agricultural Statistics, 1949*  
*16th Census of U. S., 1940*  
*Industrial Arts Index*  
*Editor & Publisher International Yearbook*  
*Moody's Manuals*  
*Poor's Register of Directors & Executives*  
*National Associations of the United States*  
*Rand McNally Commercial Atlas & Market Guide*  
*McKittrick Directory of Advertisers*  
*Sales Managers Handbook*

Reprints of the complete bibliography published in the September 15, 1950 issue of *Sales Management* are available from Mary Lou Martin, librarian, *Sales Management*, 386 Fourth Avenue, New York, N. Y. for 25 cents. The committee in charge of preparing this list included Regina Marrus, Macfadden Publications; Mary Brennan, formerly with *McCall's*; and Mary Lou Martin, *Sales Management*.

# SLA General Reserve Fund Policy:—A Reply

*Miss Savord is Chairman, SLA Constitution and By-Laws Committee, and Librarian, Council on Foreign Relations, New York.*

IN THE JANUARY ISSUE OF SPECIAL LIBRARIES, Mr. Gay has argued that the Reserve Fund should be used to undertake projects and activities that cannot be financed through annual income, for expensive equipment, etc. Many of his points will find support if we accept his basic contention of the purpose of the Fund.

Since I was one of those responsible for urging the accumulation of such a fund, I feel competent to state that its original purpose was to insure the continuous existence and operation of the Association in periods of low income in depression periods.

We are now in a period of high income and that income should be budgeted to cover day to day operations, including new projects and new equipment. While larger membership brings higher income, it also inevitably increases administrative cost so that, unless every possible economy is practised, there is no opportunity to allot funds to new projects. Here is the challenge to our Executive Boards rather than the simpler process of borrowing from the Reserve Fund to take care of such items.

Our present budgets include items for which no provision was made in earlier years—travel, president's fund, and, of course, heavier Headquarters expense. These are necessary and bene-

ficial to the whole Association, but is it not possible for an Association to budget in the same way as an individual must? If an imperative expenditure is foreseen by an individual, inevitably some other activity must be curtailed. Each of us, if we are wise, sets aside a "reserve" for sickness and old-age and draws on such funds only in emergency. The Association should do likewise. If a new project is to be financed something else must be curtailed. If a new piece of equipment is to be needed, the need must be foreseen and planned for.

The budget and the Reserve and all other Funds are the responsibility of the Executive Board. I heartily agree with Mr. Gay that we should not restrict the Board with stringent regulations, so if we are to formulate a policy, let us make it simple, leaving much to the Board's discretion and common sense once we have agreed on the purpose of the Fund.

So far as I know, every sound business corporation sets aside a surplus fund for emergencies. Are we on a sound business basis unless we live within our income and maintain a reserve against the evil day when income will be so low that our very existence is threatened? Mr. Gay says \$40,000 or even \$50,000 will not insure our survival but—it would certainly help and we are still in a period of high income so we can hope to increase this and we need not set any maximum other than that which our income justifies.

The policy that was presented in June 1950 would allow money to be

withdrawn from the Reserve Fund up to 25 per cent of the total, for the purpose of setting up separate funds which would become self-supporting. Supposing they did not become self-supporting? We have lost our security for a mirage.

I would recommend that a statement of policy should provide only:

1. *Purpose.* To insure the continuous existence and operation of the Association in times of emergency.
2. *Method of Accumulation:*
  - (a) Deposit of all life membership fees.
  - (b) Appropriation of all, or part, of any annual surplus at the discretion of the Board but not mandatory for each and every year.
  - (c) Any other funds voted by the Executive Board.

3. *Withdrawal:* Any contemplated withdrawal must be approved by the Advisory Council.

That is a simple policy easily followed and would give the Advisory Council the power to authorize withdrawals and decide if the need justifies depletion of the Fund. There are twelve members on the Executive Board while the Advisory Council represents a large cross-section of the membership and the decision of such a group would be acceptable to all.

This decision is fundamental and vital. Let us consider it carefully and decide for the best interests of the Association remembering that history repeats itself and depressions are almost as inevitable as death and taxes.

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## Off the Press<sup>1</sup>

A somewhat esoteric bit of literature has recently been published by SLA member Francis W. Allen, of the Congregational Library in Boston. Entitled *BOOKPLATES: A SELECTION OF THE WORK OF CHARLES R. CAPON*, it comprises a foreword of the work of the artist, a complete descriptive checklist of the bookplates executed by him, and seven proof prints from the original plates. Printed by the Anthoensen Press in Portland, Maine, it is a fine example of modern bookmaking, granting the somewhat limited interest in the subject matter treated. It is available from the author, Francis W. Allen, 14 Beacon Street, Boston 8, Mass., at \$3.50 per copy.

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The *Bulletin of the Medical Library Association* for January 1951 contains the following features of interest:

- "Symposium on Historical Source Material of All Classes in All Types of Medical Libraries"
- "Methods for Medical Indexing" by Janet Doe
- "Cataloging and Classification at A.M.L." by Frank B. Rogers
- "Indexing and Abstracting of Pharmaceutic-

- al Libraries" by Barbara Cowles
- "Cooperative Cataloging" by Thomas P. Fleming
- "Establishing Personal Author Entries in a Medical Library" by Erna Russo

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The fourth edition of the *CONDENSED CHEMICAL DICTIONARY*, first published in 1919, has been completely revised and enlarged by Arthur and Elizabeth Rose. Five thousand new items have been added and the number of so-called chemical specialties (sold under brand or trade names) has been greatly expanded. (New York, N. Y., Reinhold Publishing Corp., 330 W. 42nd Street, 1950. \$10)

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"The Literature of Special Librarianship" is the title of a paper preprinted from *Aslib Proceedings*, Vol. 2, No. 4, by Miss E. M. R. Ditmas, former secretary of Aslib. Available on loan from SLA Headquarters.

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Owners and custodians of collections of rare and modern leather bindings will find the booklet, *LEXOL*, of particular interest. The booklet describes Lexol Leather Conditioner and outlines a method of treating leather bindings. An estimate is given for the amount needed for a given number of volumes. The booklet is free upon request to The Martin Dennis Company, Division of Diamond Alkali Company, 859 Summer Ave., Newark 4, N. J.

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<sup>1</sup> Where it is possible the editor has given prices for publications noted in this section. The omission of a price does not necessarily indicate that the publication is free.

# Council of National Library Associations

**A**T THE REQUEST of the Council, the Program Planning Committee of C.N.L.A. presented to the members a proposal for federation of national library associations at the fall meeting. This proposal was discussed paragraph by paragraph with the result that the following report is presented to each member association of C.N.L.A. Will you as a member of SLA and consequently a participant in Council affairs study this and send your opinions, criticisms and suggestions to Mrs. Elizabeth Owens, SLA president, or to me?

Fifty years ago the librarians of the country were few in number and relatively unspecialized in interests, and yet already there was need for special groups within the A.L.A. to give scope for such specialization as existed. In the past fifty years specialized groups have been created both within and outside A.L.A. to focus the energies of librarians interested in particular subjects or particular varieties of library work. More than twenty such groups are now in existence. Twenty separate groups must result in inefficient duplication of effort and failure to cover needed services unless some form of cooperation can be secured. (As one example of this waste, there are sixteen committees or boards operating today in the field of international relations, yet we do not have a single central international relations office). Attempts to improve this situation have been made inside the A.L.A. by the creation of autonomous divisions which are united in the Council and boards of the A.L.A., and outside of the A.L.A. through the creation of the Council of National Library Associations. In spite of these two steps, however, dissatisfaction with present conditions is still widespread. In 1948 Milton E. Lord

proposed the reconstitution of A.L.A. as a federation of library associations which would have the advantage of cooperative activity in fields of common interests while preserving the strength and vigor of the separate organizations devoted to specific interests. The Council of National Library Associations at its last meeting endorsed the idea of a federation, and meetings of the presidents of various library groups held in New York in April and in Cleveland in July requested the C.N.L.A. to propose such an organization. The Council has accordingly prepared the following suggestions on federation for the consideration of the Council's member organizations.

The purpose of such a federation would be to coordinate the efforts of the various associations; to speak and to act for the profession as a whole in fields of common professional interest such as national and international relations, library education and certification, placement, national legislation, the support of general bibliographical activities such as the *Union List of Serials*, and the organization of conferences and committees on subjects of general interest to libraries; and to recommend to individual associations and groups of associations projects of importance in specific fields, and to give such projects general professional support.

To carry out these purposes the federation should be an incorporated body composed of the various national library associations of the country. The federation should be made up of associations, each autonomous within its particular field of interest, with no membership of individuals in the federation as such. The relationships at present

existing between the national associations and their state and local affiliates should not be disturbed, hence the federation should be limited to national associations.

The question of representation on the governing board of the federation appears tied to the method of financial support. A flat rate contribution from each association would either be too small in total to support the federation or would be too heavy for the smaller groups to bear. Hence a per capita assessment, with special arrangements to cover associations composed of libraries rather than librarians, seems called for. If such a per capita contribution is made representation should be in proportion to size of membership. Where divisions of an association, such as the A.L.A., are members in their own right, the membership of such divisions would not be counted in the membership of the parent association in determining representation.

If, however, a flat rate of contribution is agreed on, the governing body should be composed of an equal number from each association. In such a case each association should have representatives who can stay on the board long enough to become familiar with the problems and objectives. If each association had three representatives (at least one of whom should be a member of the policy-making body of the association) elected for overlapping terms, greater continuity would ensue.

By either of these plans a larger group than the present Council would result. An enlarged executive board of about nine members, elected from the council without regard to association representation, should be chosen. The executive board, like the governing body itself, should have overlapping terms to secure continuity in the conduct of the affairs of the federation.

The representatives of the member associations in the governing body should have authority to act on all matters properly the business of the federation without referring back to their associations for instructions. The member associations should agree to leave to the federation action in the fields assigned to it and to effectuate their interest in these fields through joint committees representing any special interests and points of view. Subcommittees, operating under such committees, would handle specific problems and give room for a large degree of membership cooperation.

The federation should be able to support its necessary organizational activities from its income from the member associations. Special projects should seek support from grants either from the associations especially interested or from outside sources. It would seem worthwhile for the associations to investigate in detail the economics of centralized membership records and billing, centralized publishing and other such activities now carried on independently in a number of associations. The money saved by cooperation in such house-keeping items can be better spent on projects of professional value.

The library profession needs a federation which will preserve the strength and energy available in our special interest groupings and yet will enable us to face our common problems as a unit. To build such a federation will require the cooperating efforts of all our associations and of ourselves as librarians. The Council of National Library Associations recommends that its member associations discuss the principles set forth here and decide whether these meet their needs for federation.

BETTY JOY COLE,  
*C.N.L.A. Representative.*

# From the President's Desk

**S**URELY THE BEST PART of being President of SLA is visiting the Chapters and meeting SLAers in their home cities. I started my official tour with a visit to the Minnesota Chapter. Fred Battell, the convention chairman, and I conferred with the manager of the Hotel Lowry in St. Paul. The arrangements sound excellent, but I shall leave the telling of the details to your hard-working Convention Committee.

My stay seemed all too short, but much was crowded into those two days—luncheons, a dinner meeting, library visits—and then it was time to say goodbye, but everyone said, "We will be seeing you and many other SLAers at the Convention in June!" Circle the days—June 18-21.

Imagine my surprise to be met early in the morning by a large delegation from the Puget Sound Chapter as I stepped off the beautiful "Empire Builder" in Seattle. A wonderful visit followed—full of overflowing with true warmth and hospitality. Puget Sound Chapter members living in Vancouver, B. C., welcomed me in their city. Next it was Portland where I spent a most delightful day. Members were making plans to entertain the entire Puget Sound Chapter sometime in March. The following morning I was in the San Francisco Bay Region, where I basked in the charm of that enthusiastic group for two days.

It was hard to break away as so many fascinating places beckoned but Southern California was waiting. In Los Angeles I was entertained royally. It was gratifying to renew friendships with so many who had made the California Convention such a memorable occasion.

In each of the cities, there were not only the official visits to the Chapters, but also tours of libraries, talks at library schools, radio broadcasts and discussions of job opportunities and possibilities of new libraries with interested executives. Chapter members showed a keen interest in convention plans, and many asked that personal letters be sent to administrators setting down the value of convention attendance. If you also would like such a letter sent, will you please send me the name and title of your employer so that I may write at once. It has been SLA's experience that many executives are more willing to sanction a trip to the annual convention for their librarians if they receive personal letters of this type.

The Executive Board and Council meetings will be held at the Hotel Statler in New York City, March 1-3, 1951. I hope that as many of you as possible will attend those sessions so that we may have the benefit of wide Association opinion in all our discussions.

ELIZABETH W. OWENS, *President.*

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## 1951 Convention Notes

**A**LTHOUGH JUNE 18-21, 1951 is still months away, we should be thinking and planning for the 1951 Special Libraries Association Convention. Minnesota, your Chapter host; St. Paul, your Convention city; and the Hotel

Lowry, your Convention headquarters are teeming with activity. In keeping with past Conventions, sessions of general and special interest are being planned. The first general session is to be held on Monday morning, June 18;

an Executive Board and Council meeting will be held on Tuesday morning, June 19; and the business meeting on Thursday, June 21. Division meetings, out-of-city trips and library visits are being planned by Division chairmen and will occupy Wednesday morning, Monday, Tuesday and Wednesday afternoons, and Tuesday evening.

In a lighter vein, a very informal reception is planned for those arriving on Sunday. A First Conventioneers' Dinner

is on the program for Monday night, followed by a reception at the James J. Hill Reference Library. A Smorgasbord is planned for Wednesday evening. This is of necessity but a sketchy outline. Details of Division meetings, names of speakers, time and special programs will be announced later.

The members of the Minnesota Chapter are looking forward to your visit.

FRED C. BATTELL, *Chairman*  
SLA 1951 Convention Committee.

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## SLA Chapter Highlights

With the year's activities well under way, Chapter bulletins continue to report many matters of interest.

Every effort is being extended to have the membership informed of the proposed SLA constitutional changes. A partial summary appeared in the *KANSAS CITY Bulletin*; *MILWAUKEE* listed the proposals with comments; *WESTERN NEW YORK* discussed the membership qualifications. *PHILADELPHIA*'s president sent a special letter to all members enclosing a comprehensive explanation and specifically requesting comments.

Visits to industries, as well as to libraries, continue to serve as Chapter programs. *CINCINNATI* recently visited a paper company; *CONNECTICUT VALLEY* toured an electric appliance firm and a music library. *MILWAUKEE* members visited the hospital and medical libraries at a Veterans' Administration Center. They plan two more visits during the season. One portion of *WESTERN NEW YORK*'s mid-winter meeting in Syracuse was another plant tour. *MICHIGAN* members gathered at Ann Arbor and visited three libraries.

*ILLINOIS* reports that 86 sub-professionals have signed up for the Chapter's projected in-service training course. At an autumn meeting, *MICHIGAN* discussed extension courses.

Other meetings of interest have been the following: *ILLINOIS*—"Short Cuts and New Techniques in Photo Duplication of Library Materials;" *KANSAS CITY*—showing films from the U. S. Engineers Corps and the Kansas City Public Library; *MILWAUKEE*—"What the Scientist Expects of the Librarian;" *NEW YORK*—"Some Developments and Techniques

in Library Service" was the subject of a talk presented by Maurice F. Tauber, School of Library Service, Columbia University, at the Chapter's meeting on December 11, 1950; *PHILADELPHIA*—"Library Methods Clinic."

*CONNECTICUT VALLEY*'s *Bulletin* has appeared in an experimental printed format with a new masthead. *WESTERN NEW YORK* departed from its pattern by using a holiday design on the December *Bulletin* cover. *ILLINOIS*' come-on for buying a copy of the Chapter's directory applies to many kinds of library materials, "When you need it in a great hurry, it will be too late to obtain a copy."

It is encouraging to report again on cooperation of SLA members with other library associations and libraries. *CINCINNATI*'s Ernest I. Miller, assistant to the librarian of the Cincinnati Public Library, is vice-president and president-elect of the Ohio Library Association. At the Chapter's December meeting held in the Cincinnati Public Library, Mr. Miller talked on "Aspects of the New Library of Interest to the Special Librarian." *CONNECTICUT VALLEY* members are considering proposed resolutions on a plan for library development in their state. *WESTERN NEW YORK*'s *Bulletin* carries an invitation to join the state library association.

Echoes of the St. Louis meeting continue to appear as the several Chapter bulletins have appeared following the meeting. The Spring Board and Council Meetings will be held in New York, March 1-3, 1951; attend if you possibly can.

HELEN MARY PYLE, *Member*,  
*Chapter Relations Committee.*



# SLA Division Highlights

**MUSEUM DIVISION:** The papers scheduled for the March issue of *SPECIAL LIBRARIES* as announced previously will not appear until the May-June issue. Members are asked to send a notice of their unique indexes, also any questions they wish answered, to the Division chairman so that they can be noted in the spring bulletin. Dr. Dan King, librarian, Minnesota Historical Society, will be Convention Representative for the Division.

**BUSINESS DIVISION:** Those who did not receive their February issue mailed in January of *A Round Table in Print*, quarterly bulletin of the BUSINESS DIVISION, now \$1 a year to members and non-members of the Division alike, should send their subscriptions and money to Agnes O. Hanson, Business Information Bureau, Cleveland Public Library, Cleveland 14, Ohio. Besides feature articles and a business

service evaluation, this issue carries "A Reading Program for Executives," "Subject File Clippings and Pamphlets; their Procurement and Processing for Use," and a bibliography on "Training of Industrial Workers." The December issue included bibliographies on: "Atom Bomb Protection" and "Testing and Training of Foremen."

**BIOLOGICAL SCIENCES DIVISION:** This Division, after a few years of inactivity, has been enthusiastically revived and efforts are being made to extend its membership to all who are interested in any branch of living science. A program is being planned for the 1951 Convention in St. Paul in June. The Division officers ask that as many librarians as possible immediately register for membership in this Division.

GRETCHEN D. LITTLE, *Member,*  
*Division Relations Committee.*

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## Have you heard . . . .

### **SLA President Elected Bank Officer**

Mrs. Elizabeth W. Owens, SLA president, has been elected an officer of the Mercantile-Commerce Bank and Trust Company, St. Louis, Missouri. Mrs. Owens will continue as the Bank's librarian but will have full officer status.

### **SLA Treasurer Called to Military Service**

Donald Wasson, treasurer of Special Libraries Association and assistant librarian, Council on Foreign Relations, New York, was recalled to military service on January 29, 1951. To succeed Mr. Wasson, the SLA Executive Board voted on January 18 to appoint Rose Boots, librarian, McGraw-Hill Publishing Company, New York, to fill his unexpired term of office which runs until June 21, 1951.

### **Oberly Memorial Award**

The Oberly Memorial Award, given every two years to the American citizen who compiles the best bibliography in the field of agriculture or the related sciences, will be made in 1951. Those interested in competing for the prize should send four copies before May 15, 1951, addressed to the chairman of the committee, D. A. Brown, Agriculture Library, Mumford Hall, University of Illinois, Urbana, Illinois. The bibliographies should be accompanied by letters which state that they are being entered in competition for the award.

This 13th award is limited to bibliographies

issued during the calendar years 1949 and 1950. Librarians or others who are aware of existing bibliographies which should be considered are urged to call this announcement to the attention of the compilers. The award consists of income from a memorial fund established by colleagues of Eunice Rockwood Oberly of the Bureau of Plant Industry, U. S. Department of Agriculture.

### **SLA Director Engaged in NIH Library Survey**

Estelle Brodman, Chief of the Reference Division of the Army Medical Library and SLA Director, and Scott Adams, Librarian, National Institute of Health, are currently engaged in making a survey of the needs of the Institute Library. With the erection of a new clinical center at NIH, the space devoted to the library, the extent of the collection, and the kind of services offered are under scrutiny. The project is expected to require approximately one month to complete.

### **Mount Holyoke Institute on the United Nations**

The fourth session of the Mount Holyoke Institute on the United Nations is planned to open at South Hadley, Massachusetts, on June 24 and close July 21, 1951. The program will deal with the crucial world problems confronting the United States and the United Nations today.

Applications for admission and scholarships should be made to the Executive Secretary, Mount Holyoke Institute on the United Nations, South Hadley, Massachusetts.

#### Correction

In the article, "Australian Institute of Librarians," by Edith A. Sims which appeared in the July-August 1950 issue of *SPECIAL LIBRARIES*, there was an error in Miss Sims' affiliation. She is librarian, Department of Technical Education, Sydney, New South Wales, Australia, not Canberra as stated. The editor regrets this misstatement.

#### Obituary

#### Grace A. England

Grace A. England, head librarian of the Downtown Branch of the Detroit Public Library, died January 4, 1951. Miss England was widely known as an editor and contributor to library journals. She had been an Active member of SLA from 1930-1938 and an Associate member from 1945-1949.

#### Credit Where Credit is Due

(Continued from page 57)

the editor of *Harper's Magazine*, was working on an article on the first ascent of the Matterhorn, and happened to visit the American Alpine Club in New York for some corroborative material. You may remember the story of that disastrous ascent in which the Englishman Edward Whymper and two Swiss guides were the sole survivors; a broken rope caused the death of three other English climbers and a guide. For years the controversy raged as to whether the rope broke, or was cut by one of the guides after the four members of the party had lost their footing. In the library of the American Alpine Club, the librarian produced, to my husband's astonishment and rapture, a pamphlet containing a lecture on the adventure with marginal notes—and fierce they were, too,—in Whymper's own handwriting. They left no doubt as to Whymper's conviction that the guide was innocent and that the accident was the result of incompetence on the part of one of the Englishmen.

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It is often by accident that one happens on these treasure troves. When I began work on *Women Are Here to Stay*, good fortune led me to *McCall's Magazine*—good fortune combined with geographical convenience, as I had an office job in the same building. I needed fashion pictures, and I knew that *McCall's* would have patterns antedating World War I—I remembered them! But it was not until I talked to Fannie Simon in the library there that I realized my great good fortune in coming to her first. For she produced fashions going back to the '90's, in a wonderful magazine called *The Queen of Fashion*, which had published *McCall's* patterns before *McCall's* was a magazine, and which had been taken over and merged with *McCall's* when the latter periodical started. This glorious discovery opened a source of continuous fashions for the whole period of my book, not to mention endless picture and text material for a wide range of women's interests.

Of course, it is much easier all around when the researcher can go in person to talk to the custodian of any collection, and explain his or her wants, but I was agreeably surprised at the response I had when I wrote letters about my needs. Various organizations took no end of time and trouble to help me, and sent masses of material for inspection. I am particularly grateful to the Oklahoma Historical Society, to which I had written for pictorial material on the *Oklahoma Run in 1889*, when the new state was opened to white settlers. The librarian, with subtle imagination, sent me reproductions of paintings showing the artists' grandiose conceptions of the stirring event, and also photographs—less dramatic but more believable—of actual men and women on horseback, waiting for the signal.

If I have any request to make of those who have helped me so much in the past, and to whom I may appeal again in the future, it is that nothing ever be thrown away! But even as I

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write this, I realize that in this age of paper, I am making an impossible demand. All of us at home and at work are plagued by the unremitting avalanche of books, pamphlets and papers that daily pour in upon us. Storage space is one of the problems that seems to expand in a geometric progression. Suppose I amend that request: never throw away anything that conveys a sudden sharp emotion or impression. I may be wanting it one day! And in the meantime, again my special gratitude to the institution of the special library!

### The Curtis Information Section

(Continued from page 61)

Certain things this Information Section does not and cannot do. It cannot produce non-existent data to support wildly inaccurate generalizations which someone has made and later regrets. It cannot get work done within the usual time allowed by answering questions before they are asked. It has had some difficulty in obtaining personnel certified both infallible and omniscient, though this is not always required.

It cannot produce definite answers to indefinite questions. The questioner who asks for "all you have on wool" or "everything about soil conservation" receives a report that is a little of everything and not much of anything. It cannot guarantee the arrival at a man's desk or the return to the Section of routed material. Everyone, realizing that he is more important than everyone else, wants to be first on the list for every publication. Will the Information Section kindly mark the parts he should read, call them to his attention if he doesn't see the marks, and explain it to him if he can't understand it? Because of this, and because the most important pieces usually disappear entirely, it has been found necessary to stop routing some material.

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## A Reference Publisher's Reference Collection

(Continued from page 55)

titles; *Motion Pictures and Books* is helpful in this search.

For *Educational Film Guide* and the *Filmstrip Guide, Art Index* will supply the dates of a traveling exhibition of paintings which became the basis of a film. Dates of release of feature films available in 16 mm. can be ascertained in the *Film Daily Year Book*.

The preparation of the second supplement to the *Union List of Serials* presents several unique problems. Because it is the first postwar list, the editor must keep informed of the many changes among periodicals during and after the war. Vital statistics reveal deaths, revivals, name changes and the emergence of long-established publications, much of the latter data being the result of the L.C. Cooperative Acquisitions Project. Facts about serial publications are contained, of course, in *Ayer's, Ulrich's, Faxon's* bulletin, various national directories; and in special lists like the *L.C. Monthly List of Russian Accessions, the Periodical Press in Liberated Paris*, and bibliographic projects such as the Jewish Librarians Association or an A.L.A. Round Table. Issuing bodies also are legion! In establishing their name forms, the editor of *USL* can turn to *Handbuch der Deutschen Wissenschaft* or to Severance's *Handbook of the Learned and Scientific Societies and Institutions*. A place of publication may be queried if a Polish name supersedes a German version—see the *London Times Gazetteer* for that particular exploration.

It remains to be told that the reference books in three other editorial de-

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partments of The Wilson Company do not differ startlingly from those found in other publishing houses. In the General Publications Department (from which the annual output is about fifteen books) are the well-known volumes used for checking accuracy in manuscripts—names, dates, places, quotations, statistics. Two instances of somewhat more specialized research were the garnering of additional material for a new edition of *American Nicknames*, and the use of Kolodin's *The Metropolitan Opera, 1883-1935* for supplementary research in selecting significant performances for inclusion in the *Metropolitan Opera Annals*.

The editor of the *Wilson Library Bulletin* maintains shelves well stocked with books on advertising, displays and public relations. Here one sees, too, books of quotations, essays on books and reading, a number of Wilson catalogs, the *A.L.A. Handbook*, and *Who's Who in Library Service*. Wilson's other magazine, *Current Biography*, depends upon biographical volumes, histories, encyclopedias, foreign language and special-subject dictionaries, and almanacs. Its copy of *Webster's* unabridged is one of a score the company supplies to the editorial and typographic departments.

Lest these remarks about the Wilson reference library appear to be entirely in praise of information between the covers of books, let it be said that the minds of the editors are their own best reference works. They bring to their indexing tasks the professional techniques of the cataloger, an understanding of special fields of knowledge, sound judgment, prodigious memory, and that well-known intuition—largely feminine at The Wilson Company, except when it possibly becomes "hunch" in the case of the four men editors. But first, last, and always, the inquiring minds of these doubting Thomases and Thomasinas know when to stop for questions, where to look for aid, and to whom to listen.

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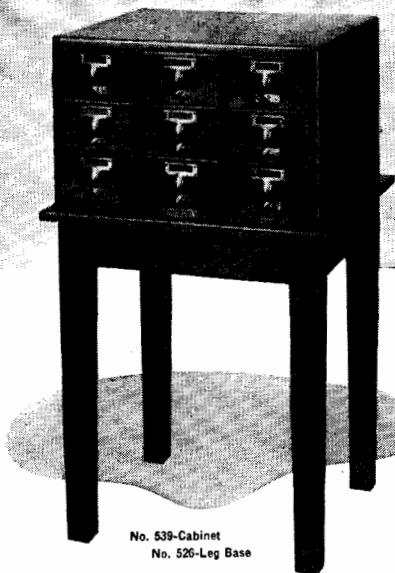
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