

4-1-1927

Special Libraries, April 1927

Special Libraries Association

Follow this and additional works at: https://scholarworks.sjsu.edu/sla_sl_1927

 Part of the [Cataloging and Metadata Commons](#), [Collection Development and Management Commons](#), [Information Literacy Commons](#), and the [Scholarly Communication Commons](#)

Recommended Citation

Special Libraries Association, "Special Libraries, April 1927" (1927). *Special Libraries, 1927*. 4.
https://scholarworks.sjsu.edu/sla_sl_1927/4

This Magazine is brought to you for free and open access by the Special Libraries, 1920s at SJSU ScholarWorks. It has been accepted for inclusion in Special Libraries, 1927 by an authorized administrator of SJSU ScholarWorks. For more information, please contact scholarworks@sjsu.edu.

SPECIAL LIBRARIES

Vol. 18

April, 1927

No. 4

A British Association Official Discusses
Business Research

An American Commercial Secretary
Evaluates the Business Library

Preliminary Program of the
Toronto Conference

June 20, 21, 22,
1927

Contents

ARTICLES

Research as an Aid to Business Management. W. A. Cooke	107
When Business Goes to the Library. Dorsey W. Hyde, Jr.	103
Toronto Conference	114

NOTES

Circulating Library in Paper Mill	123
Doctoral Dissertations	116
Index of Translators	117
Medical Bibliography	117
Municipal Administration	117
Overseas Publications	117

DEPARTMENTS

Associations	121	Events and Publications...	124
Editorials	112	Personal Notes	126
Editor's Desk	111	President's Page	113
We Do This		118	

Published Monthly Except August and September by

THE SPECIAL LIBRARIES ASSOCIATION

Special Libraries

Publishing office, 958 University Ave., New York City.

Editorial office, State Library, Providence, R.I.

Treasurer's office, 343 State St., Rochester, N. Y.

All payments should be made to Miss Ethel A. Shields, Treasurer,
c/o Eastman Kodak Co., Rochester, N. Y.

Entered as second class matter December 17, 1923 at the Post Office, New York, N.Y., under the act of March 3, 1879.
Acceptance for mailing at special rate of postage provided for in section 1103, Act of October 3, 1917, authorized
December 17, 1923

Rates: \$4.00 a year Foreign \$4.50 single copies 50 cents

Special Libraries

Vol. 18

APRIL, 1927

No. 4

Conference in a Nutshell

Time: June 20, 21, 22.

Place: Toronto, Canada.

Headquarters: King Edward Hotel.

Topic: Contacts.

Program. Eleanor D. Cavanaugh,
Standard Statistics Co., New York.

Travel. F. W. Faxon, 83 Francis St.,
Boston, Mass.

Chicago Party. John F. Phelan, Chi-
cago Public Library.

Dormitory for Women. Margaret Ray,
Toronto Public Library.

When Business Goes to the Library*

By Dorsey W. Hyde, Jr., Secretary, Chamber of Commerce of
Washington, D. C.

IN RESPONSE to a hurry call for certain important information, a high-salaried member of an eastern legal firm made a quick trip across the continent. After several days of intensive investigation in two or three western cities he returned to the home office with a substantial expense account and three documents. "After a lot of trouble," he reported, "I discovered that the information we need is in these three documents which I secured in Seattle."

The recently employed business librarian of the firm happened to be in the office when the firm member returned. "Why, I have those pamphlets," she said; "I got them for the library several weeks ago because I thought we might have need of them some day."

To avoid such situations as this, one large industrial corporation now has a standing rule that all specialists and experts must consult the library indexes and records before starting any new work. By this means, if the library facilities are adequate, the specialist is informed in advance of the activities of other departments, and of similar investigations or studies made in the past by

other firms or by professional or educational institutions.

This incident illustrates one phase of a new movement rapidly gaining ground—the extension of modern library service to business. From 1890 to 1900 the number of business libraries in the United States increased something over 50 per cent.; from 1900 to 1910 they increased more than 150 per cent.; and from 1910 to 1920 the increase in the number of business libraries was almost 300 per cent.

BUSINESS NEEDS ACCURACY

The reasons for this development are not hard to find. The days of action based upon hit or miss judgments are largely past in the world of business. We have left the day of round numbers for the day of decimal points. Production volume, cost figures, and sales totals must be accurately estimated, and the need for accuracy increases inversely with the size of the business. In times of tightening competition cost margins must be controlled unless profit margins are to disappear. Such control, if adequate, must be based upon an increas-

* Reprinted by permission from the April issue of *Nation's Business*.

ingly accurate knowledge of basic business facts.

To meet these new conditions business is taking on many of the characteristics of a new science. We have specialists in production, in financing, in cost accounting and in distribution. Each special field is developing its own sources of information and its own standards of procedure.

These developments are reflected in a whole new body of business literature which has grown from a few volumes to a sizable library within the past two or three decades. But books represent mostly the academic side—that part of the field of business knowledge which is known and available to all. The great attraction of business as a science is that it is constantly growing; new products and new methods appear each day and must be absorbed into the business fabric and made to play their predestined parts. And woe to him who overlooks these changes and is caught napping on the battle fronts of business!

The aim of the business library is to bring a principle of organization into the clash of factual and informational changes which are constantly recurring in the business field. The business librarian must know the sources from which business information may be obtained. He must possess a fine sense of discrimination and know how to choose and to find the kinds of information which will prove valuable. But mainly, he must apply the principles of modern library science in the organization of this factual and informational material so that it will be instantly available when it is needed.

CONSERVATOR OF FACTS

It may be truly said of the business librarian that he must "be all things to all men." He must keep track of the doings of all departments, salvaging the informational by-products cast aside by the impatient executive who is trying to keep abreast of his job. He must be conservator *par excellence*, storing up the facts of current experience and arranging them in classified files and indexes from which they may be promptly and accurately produced long after the fact of their discovery or creation has been forgotten.

The business librarian cannot wait until he is called upon for service. He must visualize probable informational needs in advance. He can save the busy executive much valuable time if he does this properly.

In a typical day you will find the business librarian doing tasks such as these:

Supplying the facts to the advertising department to be used as the basis for copy.

Calling to the attention of the engineering department an account of new process for the heat-treating of steel.

Advising the accounting department of current texts and magazine articles dealing with new practices in cost accounting.

Furnishing suggestions to the foreign trade department as to possible markets in China and Japan.

Supplying a vice-president with the raw materials for a public address.

Making digests of state laws affecting the sale of a proposed new product, for the convenience of the legal department.

Explaining by letter to a field representative certain matters of detail regarding the effective use of the firm's products by prospective purchasers.

"I want to thank you for the list of municipal swimming pools," wrote the sales representative of a concern manufacturing bathing suits. "This list will aid me materially in planning my summer itinerary."

An officer of an important Boston firm writes of their library: "Perhaps the most conspicuous case of advantage from furnishing information to our executives was in connection with the danger from the borax in certain potash-salts to which the attention of our president and other executives was directed at the outbreak of the war—the time of the approaching potash shortage. As a result, our company and consumers of fertilizers escaped the difficulties experienced by those who used potash containing high percentages of borax. An official of the United States Department of Agriculture told the president of our company, in effect, that \$100,000 might be considered a small compensation for the value of this advice to our company in a single season."

Says another business man:

"I have found the library an indispensable aid in making reports on various subjects in connection with the activities of our corporation. These subjects are world-wide. The library was especially successful in gathering data regarding the current status of oil wells being drilled in certain fields; possible markets in the Far East for iron and steel products to be made on the Pacific coast of the United States, together with competition on the part of foreign companies, and coal deposits in Spitzbergen. It has supplied information for broad studies of such commodities as sugar, petroleum, rubber, artificial silk, flax and linen."

"We lost a valuable account a few years ago," said the president of a mid-western bank, "and then we got it back again for no apparent reason. The case interested me and so I made an investigation. I found that our librarian had supplied some information to this man which helped him to such an extent that he felt obligated to do business with us again."

One of the oldest business libraries in this country is the Insurance Library Association of Boston, organized by a group of insurance companies in 1887 to supply the "growing need for information concerning the fire insurance contract, the adjustment of losses, the increasingly intricate processes of manufacture involving fire hazards, and automatic sprinkler protection." Subsequently many other libraries were established by prominent business firms, until today it is estimated there are more than one thousand business libraries in the United States.

VARIED AND USEFUL LIBRARIES

"Our library is composed of probably the largest collection of trade and telephone directories in existence," writes one firm. Another firm says of its library: "Of special interest are the ten thousand cases of fraudulent advertising data." "We have one of the strongest industrial chemical collections in the state," writes a sugar refiner. "In our library," writes another company, "material on ornamental or textile designs is

collected; of special interest are our books on Japanese prints and designs"

"Our indexes furnish a complete and comprehensive record of American and European motion pictures for a number of years past," says another corporation. "The main feature of our library," writes a camera concern, "is the completeness of its collection of photographic literature, but it also contains works on physics and chemistry, and a wide range of special topics pertaining to photographic research and manufacturing problems." Another business library "is devoted exclusively to subjects connected with the theater and theatrical productions." Says another: "Our library aims to gather all available literature on the subject of combustion."

A bank library "has a department devoted exclusively to the collection and care of mortgages, indentures, circulars, and clippings on both foreign and domestic corporations, with about thirty vertical files containing financial material on cities and states of the United States and foreign countries, especially South America."

The business libraries discussed thus far are primary agencies for securing business information. At a convention of the Special Libraries Association, Mr. J. H. Puelicher, the president of the American Bankers Association, stated his opinion that the business library should not cleave to informational service at the expense of educational service. The educational type of business library is found somewhat less frequently than the informational type but few will doubt the great opportunities for service which it offers. The president of a large southern retail concern advocates business libraries of this kind as a means for "digging executives out of the ranks."

EDUCATION OF EMPLOYEES

The officers of this company comprise a library board. Under their direction a trained librarian maintains a collection of books carefully chosen to aid employees in the task of self-education. "All books in our library," says the president of the firm, "are selected with one of three primary purposes in mind:

they must be business books applicable to our business policy; they must be educational or instructive in specific subjects; they must be inspirational and teach the reader how to live better and to obtain more wholesome enjoyment of life."

These books are sent out regularly to individual employees by the library, the effort being to supply books to meet specific individual needs. Employees read an average of twelve books a year. The plan is regarded as highly successful.

An insurance association librarian reports: "Our association has for sixteen years conducted evening classes. These now cover fire, casualty, and marine insurance. During the fall and winter months this year we will devote four evenings each week to these classes.

"Last year the enrollment was 250-odd. This year it will probably exceed this number. Many men who completed our courses of study years ago are now occupying important positions."

A firm of consulting engineers states: "As a result of laboratory research and the use of our library, we have been able to make material reductions in a number of our clients' operating costs.

"In one instance we were advised that certain changes which we suggested resulted in the saving of approximately \$40 per day for acids.

"In another instance certain changes advocated in a textile plant resulted in savings which were estimated by the company at \$16,000 per year."

Many well-known business men have expressed their belief in the business library. Mr. William C. Potter, president of the Guaranty Trust Company, says: "Our organization has found a special library . . . practically essential to our business." Mr. Roger W. Babson, of Babson's Statistical Organization, says: "Our special library is indispensable to our business." Mr. Louis K. Liggett, of the United Drug Company, says: "Our organization has found a special library very helpful." Mr. Lee E. Olwell, vice-president, National City Bank, says: "The growing use to which our organization subjects its library (which

has over forty thousand volumes) is sufficient evidence of its importance." Mr. MacMartin, president of the MacMartin Advertising Agency, writes: "Personally, I do not see how a man can consider himself a business man unless he deals with facts and I do not see how he can expect to have sufficient facts on which to make judgments unless he has established some form of library in relation to his particular industry."

The librarians of business libraries are working in close co-operation with the Federal Department of Commerce in the collection and dissemination of business information. Speaking of the business library Secretary Hoover said:

"In the organization and management of every business, statistical and fact information plays a most important part. Business executives must know the character and the location of the demand for the products made by their concern; they must know the sources for labor and raw materials; they must know credit and financial conditions, and a host of detailed facts about all current operations of the business. Fact information of all kinds must be salvaged from a wide variety of sources both inside and outside the organization. In proportion as this information is promptly received and accurately compiled the business will tend to prosper and the organization to function smoothly.

"The function of the business library, as I understand it, is to collect and to preserve data of value to the business executive and to organize this information so that it will be available with a minimum of delay. There can be no question of the value of such service to the larger business firms when the work is properly organized and the librarian in charge has a clear conception of the possibilities of his position. The statement that 'knowledge is power' is as true for business as for the learned professions and the business librarian who can make his service an integral part of his firm's organization may become a positive factor both in the increase of profit and in the development of business standards."

Research as an Aid to Business Management*

By W. A. Cooke, President, Business Research Association of Great Britain

THE term business research is comparatively new in this country. It provides, with such terms as "sales management" and "merchandising," the convenience of a well defined and comprehensive title for a function that the growth of modern business has shown to exist.

When businesses were small and controlled by a dominant and energetic proprietor, the latter needed only to use his own five senses to know all that was required for the successful conduct of his enterprise. Probably the capital he put into the business was his own. He determined the nature of the business himself, selected the site, bought his own materials for manufacture or goods for sale, personally interviewed, selected and controlled his own staff (who were more often than not regarded as his personal servants), supervised the technical and detail administration of the business himself, knew all his customers personally, kept his own books and in general had all the strings of the business in his own hands.

With the rise of joint stock companies and the growth of huge corporations the personal element has been largely submerged. The shareholders may be scattered over the world, the business itself and its customers may embrace any geographical area without limitations. The growth of railways, steamship lines, telegraph, telephones, newspapers and other means of quick transport and communication have destroyed all limitations to growth. The economies of large scale production have made it possible by machinery to turn out goods in enormous quantities at continually lessening costs, with the result that well conducted large scale enterprise has a tendency to grow ever larger. Mere size, however, does not necessarily mean efficiency, and every large business has risks to face, which do not occur to the smaller concern, not the least of which is that the

management may get out of touch through lack of knowledge.

A small man may make a mistake in production, but quickly finds out, whereas the mistake in the case of the larger concern may be covered up for some time without the fact being discovered.

A board of directors frequently makes far-reaching decisions on information based mainly on the opinions and even prejudices of the executive head. Even today the idea of business Napoleons, whose judgment or acumen is infallible, exists, not merely in the imagination of popular novelists and journalists, but dominates many people in the commercial world. Though the day of autocratic domination in conduct of executive detail may be toned down by more enlightened opinions and fear of trade unions, yet in the realm of policy and far-reaching decisions much too much weight is given to the intuitions of those in authority.

When presented with a given set of facts a number of business men of sound training and experience will usually come to similar decisions. Most of the differences of opinion that arise at board meetings are due to the absence of facts or at any rate of sufficient completeness of facts.

The only remedy for the big business is to get back relatively to the position of the small proprietor in regard to knowledge of his business. It must be enabled to know basic facts, facts about its capital, its premises, its staff, its internal working, its customers, its own potentialities, its own tendencies and the general tendencies affecting its future.

The function of business research is to provide an "intelligence department" as a substitute for personal acquaintance with facts, and owing to the mass of detail that must needs come within the scope of the research department a special technique is called for.

* Address before the third conference of the Association of Special Libraries and Information Bureaux, September 25, 1926.

The idea of such searching for facts is not entirely new, either in the business or political world. For example, the census of population is a very old idea; even such an apparently simple task as that of counting heads calls for the use of all the theory and practice of statistical science if a qualitative as well as a quantitative analysis is required. The census now gives us not only the population, but the distribution by areas, ages, occupations, incomes and so on.

Many of the facts required by business are obtainable from outside sources. The fact that an individual possesses a telephone, a motor car, or a house has an obvious significance to advertisers and sales managers of certain classes of goods.

Directories, lists of members of associations, names of subscribers to journals, etc., come into the same category of outside information ready-made and available to everyone.

Then there are sources of information that can be tapped by payment of fees, such as credit agencies, proprietary mailing lists. Reuter's service, private research and investigation agencies and confidential reports of all kinds.

The existence of such useful information does not mean that the management of business is necessarily aware of it. It might even be said that despite the constant demand on the government, on the press and on various institutions for more facts the difficulty for the business man is to find the required information among the mass of statistical and other data available.

It, therefore, appears inevitable that the management of large business must employ an individual, create a department or employ an outside agent specially to do the work, both to examine and report on existing data and also to obtain and classify data specifically relating to the business and not obtainable from any existing source.

It will be understood that business research is something apart from technical research in the engineering, mining, metallurgical, chemical or physical senses. Its purpose is to provide facts upon which to plan the action of the business itself, so that decisions are taken not on opinions, even though they are

spoken of as judgments, or as the Americans would say "hunches," but on relatively exact knowledge.

The tools of the business research man will be as varied as business itself, but inevitably he will tend to express his conclusions in terms of statistics and accountancy. His method must be that of all research, viz, *analysis*, *synthesis* and *deduction*. It should perhaps not be necessary to say that since his object is the intensely practical one of aiding management, both in the formation of broad policies and also in the routine daily conduct of the business, he cannot afford, nor has he the time, to seek facts for the sake of facts. In this he may differ from the academic scientist but he must at least share with all scientists the desire to give disinterested facts, uncoloured and without bias, however unpalatable they may be.

There does not appear to be any business problem that cannot be unravelled by these methods. It is impossible to cover the field in this short paper, and the following aspects of business are meant merely to illustrate the application of business research.

MARKET RESEARCH

The one-man business proprietor knew his customer. We are apt to speak in comprehensive terms of the "market" and the "demand" for commodities. In the ultimate analysis the market consists of individuals and the demand is the total of personal preferences and prejudices. The effectiveness of demand is a question of ability and willingness to give money in exchange for an article rather than retain the money or spend it on something else. The advertising manager or agent must understand consumer psychology and support theory by "sampling" the market. Many a new product would never have been placed on the market at all if a research had been made beforehand. An investigation will often show how a product can be improved, indicate new uses and determine the true selling points for the advertising appeal. The questionnaire is a favourite device whereby public opinion, which is the ultimate tribunal, can be sounded.

Enormous sums of money are expended by large businesses in these days to bring products to the notice of the public and create the demand that will keep the factory running profitably. Success in marketing may depend on fixing the price or the quality correctly, packing or wrapping the article in a certain way, explaining its uses properly or using the best selling point in the advertising appeal. Though all these points may be attended to, there may be other resistances to the ready sale such as indifference, ignorance, prejudice, or unsatisfactory treatment of dealers and wholesalers. The field of marketing alone offers enormous scope for research. It is a fundamental decision for the manufacturer to decide whether to go direct to the final consumer, direct to the retailer, or via the channel of the wholesaler and retailer. The growth of co-operative marketing of such commodities as agricultural produce would be advanced if the conditions of proper grading, easier handling, fixed pricing, even distribution and so on were determined. The success of several enterprises of this kind, notably in the United States, can be dated from the initiation of a scientific market survey. A small or large business has equally the alternative of providing the consumer with what he knows he wants, or persuading the customer to want what is offered. The only difference is that the small business knows the customer and can get his opinion at first hand

STAFF MANAGEMENT

In concerns where thousands of people are employed the old personal touch and the human interest inevitably disappear. The subordinate executive and even the managing director are as much the servants of the company as the lowest individual employee. Much of the unrest of the times can be traced to psychological rather than economic causes. Workers are inclined to regard business as soulless. The loyalty given readily to a personal employer is not so easy to give to a company whose interests are represented by a board of directors who are seldom seen. We hear much of welfare work and philanthropic

schemes, but the fact remains that labour problems must be settled by a careful study of the workers' own point of view, not that of the employer however kindly or well meant. Big businesses must find a way with staff, just as much as with customers, of substituting something in the place of the personal touch which the small business man could supply. Loyalties are personal ties and until there is an industrial generalship which can inspire the workers of all grades with enthusiasm and affection for their firm apart from the money earned, there will be no creative co-operation. Abstract psychological theory is no substitute for research work. That way leads to paternalism and patronising. What the worker really wants is to be understood as a sensitive human being with hopes and aspirations, weaknesses and home difficulties and not as labour to be bought as a commodity. He is entitled to be happy in his job, appreciated for his skill and encouraged by opportunities offered and merit rewarded. Above all he desires justice and fair treatment, absence of petty tyrannizing and a chance to be proud of his association with the firm that employs him. To quote an American authority on the subject: "The most economical and wise expenditure possible under the circumstances is to make inquiries, study the experiments of others, compare, investigate, and make sound deductions applicable to the case in hand. This is the research method and the only method which can give any results until an organised body of accepted knowledge is finally developed."

FINANCIAL AND ACCOUNTING RESEARCH

Under this heading may conveniently be grouped many aspects of business that have long been the subjects of investigation and many that would profitably yield to research methods. Cost accounting and works management are excluded as coming under a better heading of production research.

Most businesses are familiar with some form of credit investigation since the collection of accounts is a primary necessity for financial solvency. Independent sources of information are also available in organisations such as Stubbs'.

Much information concerning customers is buried in the ledgers, and modern sales promotion departments tend to look to this source for assistance in building up and maintaining good-will.

Statistics relating to inventories, nature of stocks, balance between various sections and commodities, comparisons of sales, numbers of transactions, averages of all kinds are familiar to most business men.

A modern counting-house usually includes a dissection or statistical department which provides controlling figures relating to the current operation of the concern. Moreover, the tendency of the modern accountant is to regard himself as a business doctor whose duty it is to keep his client in good health rather than as surgeon called upon to conduct a drastic operation or possibly a post-mortem.

A system of scientific budgeting, rationing of expense, fixing quotas of sales, appropriations and operation ratios, pre-determination of rates of gross profit, rates of turnover of stocks and other mathematical conceptions enable the management to get a bird's-eye view of the operation of the business, to watch tendencies and judge the success of policies, plans and individuals. Increasing departmentalisation and dissection of results is apparent so that every section of any concern can be put to the acid test of whether it pays its way. Labour-saving devices and office systems have increased enormously in recent years as a result of research in this field and this development has rendered further researches in all directions more easy.

PRODUCTION MANAGEMENT

Much of the credit for scientific management in factories is due to American workers, notably Taylor. Time and motion studies, investigations of conditions of lighting, heating, convenience and welfare of the workers have produced results and economies that in some cases are little short of marvelous. In the United States the development in factory planning, routing of the product during processes of manufacture and assembly together with labour-saving devices of every kind have developed into an organized body of knowledge, the

subject of many books and associations. Nor can it be said that England and Germany have entirely neglected to follow the lead.

Cost accounting too has developed into a separate branch of accountancy recognised as such by the profession. Its technique is different from that of commercial accountancy and undoubtedly includes much research and investigation in its scope apart from its obvious routine function.

RESEARCH BY INDUSTRIES

It is being more and more realised by the more enlightened business community that the individual business is deeply concerned with everything affecting the industry of which it forms part. The tendency for industrial associations, therefore, must be to maintain co-operatively a bureau for the ascertaining of facts concerning the industry as a whole for the use of individuals and as a basis for collective action if necessary. Some of these associations have long maintained technical research laboratories but the necessity for business research in the sense of this paper has not been so apparent. One of the greatest difficulties appears to be that firms in this country are greatly averse to giving information concerning their own affairs even to their own trade association, because they fear that rival firms may get hold of these facts. The difficulties of the recent census of production will indicate how averse firms are to giving away the supposed secrets of their affairs even to government officials who are sworn to treat them confidentially. It does appear that an educational effort is needed in this respect. Recent observers from this country in United States appear to be struck by the fact that the free exchange of ideas is an accepted maxim and business men in that country readily accept the view that they have nothing whatever to hide about the way they do their business.

CONDITIONS FOR SUCCESSFUL BUSINESS RESEARCH

The main conditions for successful business research are firstly a recognition of the need, secondly the discovery or training of men and women with re-

search minds and thirdly the growth of confidence on the part of business men, which will cause them more and more to base their operations on the results of research.

For each of these conditions to be fulfilled it is obvious that educational effort is required.

It is still difficult to convince business men that scientific methods, apart from technical industrial research, have any application to the practical conduct of affairs. For this state of things it may be that academic treatment of economic science is responsible. Few business men are able to find any direct benefit in the daily conduct of their affairs from theoretical study of political and social economics as taught in our colleges and universities. Even today we find ample evidence of a snobbishness that looks down on men engaged in trade. One may also offer the criticism that abstract economics seems at present more concerned with debating about socialistic ideas and attempting to justify or criticize the existing "capitalist" system, than with the study of practical economic facts. Whatever opinions we may hold as individuals as to the fair distribution of the wealth that business alone creates, we can at least agree that under any social system it is of paramount importance that wealth should be created and the best methods adopted to avoid waste effort and increase the effectiveness of all factors engaged in its production.

Until quite recent times it was laid down in the standard textbooks that

wealth was created by the three factors—land, labour and capital. It is true that today the fourth factor—management—has been recognized, but the admission seems to be a grudging one.

Enlightened business men know full well that prosperity in all enterprise results from good management more than from any other factor. Autocratic and ignorant management is wasteful of capital, natural opportunities and human endeavours. It is no longer necessary to believe that one country or one individual can only be prosperous and happy at the expense of another's poverty. A business today can only exist by rendering a service that the community appreciates and is willing to pay for. If the management is sound it will find a way of offering its services at a price the community can afford and at the same time will succeed in paying wages and providing conditions of employment that will make happy and prosperous workers while giving safe and adequate return to those who entrust their savings to its care. Thus a well conducted business is an all-round benefit to the community and the state.

If this be the function of business management then one can only express the hope that business in this country may be conducted and managed by men who have such practical ideals and who are ready to adopt the best tools for their aid. The future will undoubtedly demonstrate that not the least of these is business research.

Editor's Desk

In another column we present by permission, Dorsey W. Hyde's article entitled "When Business Goes to the Library" which appeared in the April issue of *Nation's Business*. Mr. Hyde has left the library ranks for a field of wider usefulness and we extend to him our sincere wish for success in his chosen work

* * *

Our cover for March states "A Bank Librarian Aids a State Library." It should have read "A Bank Library Aids a State Library" yet both statements are true.

Get your hotel reservations for Toronto *now*.

* * *

"Six Leading Business Books" in our advertising columns has expanded to "Eight." We are striving for "Twelve." Each firm selects its latest book. Tell the publisher that you like the plan.

* * *

At the last moment the Program crowded out the list of officers and committees. The list will appear as usual next month.

Special Libraries

EDITOR, Herbert O. Brigham
State Library, Providence, R. I.

ASSOCIATE EDITORS

Ethel Cleland
R. H. Johnston

Henry H. Norris
Mary C. Parker
Rebecca B. Rankin

A. A. Slobod
Margaret Reynolds

LIBRARY association activities will have prominent place in Great Britain during the year. The Association of Special Libraries and Information Bureaux will hold its fourth conference at Trinity College, Cambridge, on September 23, 24 and 25. The editor of *SPECIAL LIBRARIES* has in his possession the preliminary program which indicates an interesting conference with distinguished speakers.

The Library Association of the United Kingdom will hold its fiftieth anniversary conference at Edinburgh, commencing September 26, 1927. This will be a conference of supreme importance in the British library world and will correspond in many respects to the notable conference held by the American Library Association at Atlantic City in 1926.

These events should induce many librarians in America to visit England and Scotland in the autumn and if any of our members are making preparations to cross the Atlantic at that time, the officers of the Association would be glad to give them credentials which will enable them to be present at these conferences.

A special party is being arranged by Mr. F. W. Faxon which will leave New York City September 3 on steamer *Majestic*, passing through France, Belgium, Holland and arriving in London on September 20, thence to Oxford and the Shakespeare country, arriving at Edinburgh in time for the meetings. Those who desire to attend the A.S.L.I.B. conference can leave London a day ahead of the schedule and journey from Cambridge to Edinburgh by night sleeper. On return, party will leave Southampton on the *Homeric* October 11. Expense for the trip is \$513.00, exclusive of stay in Edinburgh during the convention and the days following October 7 which are left open for individual travel, also transportation between Edinburgh and Southampton. Further information may be obtained from F. W. Faxon, 83 Francis Street, Boston, Mass.

* * *

THE program for the Toronto conference is rapidly taking shape. Many of the members are anxious to have a three-day program, and the committee are trying to concentrate meetings into this narrow compass.

The main theme will be "Contacts." There will be two speakers on the general subject, one a person from without the walls of the library, and the other a president of one of our local associations. It is expected that Mr. David Lawrence, editor of the *United States Daily* will deliver an address during the conference.

Under the circumstances, the library problems of Canada will have a prominent place in the program, and at a special gathering on Tuesday evening, it is expected that a group of Canadian business men interested in special library work will be present.

President's Page

THE purpose of organization is mutual help and benefit on the part of the members. This benefit may be extended through the agency of the written word and for this we have our journal; through the agency of local gatherings which take the form of periodic meetings with helpful programs; through the agency of personal intercourse either by way of the telephone, the letter or the personal visit. But none of these agencies provides quite the same opportunity for fulfilling the purpose of organization as does the annual conference or meeting, which for the Special Libraries Association is this year to be held in Toronto. To those who have had the privilege of going to these meetings and have gone in the right spirit no argument is required to insure attendance, but to those who have not had this privilege it may be in order to refer to some of the advantages to be derived.

Reference has been made to the "right spirit" and there is no question but that the mental attitude of those attending a convention has a great deal to do with what they get out of it. The eternal law of reciprocity, "Give and ye shall receive," is just as applicable here as in any other human activity. To derive the greatest benefit from a conference one should go with the spirit of willingness and desire to contribute from one's own experience those ideas, procedures, and methods which have been found helpful, and in so doing one is sure to stimulate the realization and recollection of other helpful ideas in those one meets.

First and foremost then in the advantages of a convention are the opportunities presented for meeting those engaged in the same activity and discussing with them in a personal and intimate way the numerous problems which arise in connection with our work. Often, much more will be brought out in a single brief personal talk than would be brought out in any amount of correspondence. Second in the list of advantages I would place the inspiration which comes when one sees and hears a large number of individuals all of whom are using the same profession as a medium for expressing their individuality. Working in our little niche or corner day after day we tend to fall into a rut and need the contact with others which reawakens our enthusiasm and interest and the realization of the possibilities for more progress and development. To those who present papers, a convention gives the advantage of discussion under conditions where it may be directed and expanded so as to be most useful. Another advantage of attending the conference is the opportunity for hearing of and participating in those larger activities which involve the improvement and usefulness of the profession as a whole.

It cannot be emphasized too strongly that the one who makes the most of these advantages is the one who goes with the spirit of giving, with an attitude of tolerance and generosity, and with a desire to help in every way possible, to make the conference one to be looked back on with the greatest sense of satisfaction and accomplishment.

FRANCIS E. CADY, *President.*

The Toronto Conference

Preliminary Program, June 20-22, 1927

Monday, June 20, 1927

9.30 A.M. BUSINESS SESSION

1. ADDRESS OF WELCOME Hon. Hector Charlesworth, editor Toronto Saturday Night.
2. RESPONSE. Miss Margaret Withington, Social Service Library, Boston.
3. ADDRESS OF PRESIDENT
4. REPORT OF SECRETARY.
5. REPORT OF TREASURER.
6. REPORT OF EDITOR OF "SPECIAL LIBRARIES."
7. REPORTS OF LOCAL AND AFFILIATED SOCIETIES.
8. REPORTS OF COMMITTEES.
9. REPORTS OF GROUPS.

2 P.M. GROUP MEETINGS

Newspaper; Insurance; Commercial-Technical.

2. ADDRESS. "Business Literature Since the War," Robert L. Smitley, educational adviser to New York Stock Exchange and Dixie Bookshop, New York.
3. Series of Round Table Discussions on Union Lists; Chapters' Programs and Activities; Magazine of the Association; Classifications; Periodical Indices; Methods of Lightning Work of Librarians. (Discussions led by various librarians.)
4. UNFINISHED BUSINESS

2.30 P.M. GROUP MEETINGS

Financial; Commercial-Technical.

Group Sessions

Newspaper Group

Monday Afternoon, June 20

FIRST SESSION

1. ADDRESS "Review of the Year," John H. Miller, chairman, librarian of King Features Syndicate, New York.
2. REPORTS. The secretary-treasurer, Maurice Symonds, librarian, New York Daily News Committee on Membership, Richard Meyer, librarian, New York Mirror. Committee on Ethics, Paul P. Foster, director, Reference Department, Philadelphia Bulletin. Committee on Classification, Joseph F. Kwapil, librarian, Public Ledger, Philadelphia.
3. DISCUSSION.
4. BUSINESS. Report of Nominating Committee; Election of Officers.
5. ADDRESS Subject and speaker to be announced.

Tuesday Afternoon, June 21

SECOND SESSION

1. REPORT. The Committee on Methods, Agnes J. Petersen, chairman, librarian. The Milwaukee Journal
2. DISCUSSION.
3. ADDRESS "Copyright," speaker to be announced.
4. ADDRESS. "Canadian Newspapers and the Library," speaker to be announced.

Tuesday, June 21, 1927

9.30 A.M. GENERAL SESSION

THEME. "Contacts—Their Value to Special Librarians—and How to Make Them with Outside Business Interests, Trade Associations, and Other Organized Bodies"

1. "The Great Need of Contacts in Special Library Work," Mary Louise Alexander, Research Department, Barton, Durstine and Osborn, New York.
2. "How the Business Branch of a Public Library Develops Contacts," Marian C. Manley, Business Branch, Newark Public Library, Newark, N.J.
3. "Relationship of the Library and Research Departments to the Bank," Donald M. Marvin, Ph.D., economist, Royal Bank of Canada.

2.00 P.M. GROUP MEETINGS

Newspaper; Financial; Insurance.

6.00 P.M. DINNER

Details of the dinner with events of the evening will be announced later.

Wednesday, June 22

9.30 A.M. GENERAL SESSION

1. ADDRESS. Mr. H. S. Peters, manager of Sales Department of Engineering Magazine Company, New York.

Financial Group

Tuesday Afternoon, June 21

FIRST SESSION

1. BUSINESS.
2. THEME Financial Information Files.
 - a. "Correspondence Files as Sources of Information," Mary Parker, Federal Reserve Bank of New York; Florence Wagner, Wall Street Journal, New York.
 - b. "Front Page Topics and Literary Droughts," Antoinette Do Manska, Standard Statistics Company, New York; Ethel Baxter, American Bankers Association, New York.
 - c. "Obsolescence Problems," Gudrun Moe, Bankers Trust Company, New York; Mary P. Billingsley, Federal Reserve Bank of Kansas City.

Wednesday Afternoon, June 22

SECOND SESSION

1. BUSINESS.
2. THEME. The Financial Library Functioning.
 - a. "First Nights in Financial Libraries; Essential Services for a New Library," Sarah Kinney, Library Bureau, New York; Marion Eaton, Federal Reserve Bank of Boston.

- b. "Outstanding Financial Literature of the Past Year," Alta B. Clafin, Federal Reserve Bank of Cleveland.
- c. "The Question Box, 1927, and Forecasts for 1928," Sue Wuchter, Continental and Commercial National Bank, Chicago.

Commercial and Technical Group

Monday Afternoon, June 20;
Wednesday Afternoon, June 22

1. COMMITTEE REPORTS.
2. SPECIAL REPORTS AND TALKS
 - a. "The Exhibit of Chicago Chapter at the Power Show," Pyrrha B. Sheffield
 - b. "The Exhibit of the Chicago Chamber of Commerce for Use in Banks," Jennie Lee Schram.
 - c. "Railroad Transportation in Canada," a Canada Railroad Man.
 - d. "Topical Reports," Hester A. Wetmore.
 - e. "Future Plans of Work for the Group," D. F. Brown.
3. ELECTION OF OFFICERS and other Group Business.

The Toronto Conference

A.L.A. PLANS

IN another column we present plans for the preliminary program of the Association. We shall meet with the American Library Association, and the *Bulletin* of the A.L.A. for March contains considerable information of value concerning the conference. President Locke of the A.L.A. has a plan for the conference this year which provides that all meetings in the morning will begin at 10:00 and stop sharp at 12:00, that all afternoon meetings will begin at 2:00 and end at 4:00. He finds that many people are more anxious to know when a meeting is to end than when it will begin. Committee meetings may be arranged at other hours, but the general plan of the meeting is to have as much time as possible for social intercourse, renewal of acquaintances, and especially making new acquaintances. An effort will be made at this

conference to provide time and place for consulting experts on many subjects.

The plans for the A.L.A. include general sessions on Monday, Tuesday, Thursday and Friday evenings, with a reception after the first general session. Wednesday evening will be given over to dinner meetings, followed by a ball at Hart House. Monday afternoon, Tuesday morning and afternoon, Wednesday morning and afternoon, Thursday afternoon and Friday morning have been reserved for meetings of the various groups. Thursday morning and Friday afternoon are to be kept free from scheduled meetings.

ACTIVITIES AT UNIVERSITY

Officers of the A.L.A. and the local committee in making arrangements for the Toronto conference are centering the activities

in and around the University of Toronto. Many meetings will be held in university buildings; several hundred delegates will live in the dormitories and many others will have daily luncheon and perhaps dinner there.

In keeping with the plan the university library has been chosen to house the professional and commercial exhibits, the A.L.A. registration desk, local information desk, convention post office, offices of the secretary and assistant secretary, employment service, and publicity.

DORMITORY FACILITIES

The American Library Association has arranged to accommodate six hundred and fifty women in university residences, and to serve meals in Great Hall of Hart House and elsewhere. The price for room and meals, from luncheon on Monday, June 20, until after breakfast on Saturday, June 25, is \$20. The price is the same for any lesser period. Rooms will be allotted in the order in which applications are received, by Miss Margaret Ray of the Toronto Public Library, College and St George Streets, Toronto. Each application must be accompanied by \$5, and the balance must be paid by May 20. If a sufficient number of women make reservations a dormitory will be assigned for the use of the Special Libraries Association.

TRAVEL PLANS

Members should bear in mind that the railroads have granted a rate of a fare and one-half. All members of the Special Libraries Association are entitled to reduced travel rate and certificates will be issued by the Association.

Full fare to Toronto from the following points is given. The Pullman rates are to Niagara Falls only, as it is hoped that most of the special travel parties may be brought

together to spend a day at Niagara Falls enroute to Toronto, Sunday, June 19, and proceed thence by steamer from Queenstown to Toronto.

	Fare to Toronto, one way from	Pullman lower to Niagara Falls
New York	\$19.49	\$3.75
Washington	19.38	4.50
Boston	21.59	4.50
Chicago via Niagara Falls	21.51	5.63
Chicago direct	17.71	5.63
St. Louis	25.66	7.50

Arrangements are being made for a special train out of Chicago. Details concerning this train will be presented later. All inquiries about the Chicago special party should be addressed to John F. Phelan, Chicago Public Library.

POST CONFERENCE

Extensive plans are being made for post-conference trips which include a four-day stay in Bigwin Inn, on Bigwin Island, Lake of Bays, near Huntsville, one hundred and fifty miles north of Toronto. This is Canada's largest and finest summer resort with a modern hotel in an attractive setting. Expense of this trip, including the usual charges, approximates \$42.00.

Also as an alternative an excursion down the St. Lawrence River with a day at Montreal, a day at Quebec and a trip up the Saguenay River to St. Alphonse. Expense approximately \$75.00. Persons planning to take this excursion will not be able to use the fare and one-half ticket, but will buy a circuit-tour excursion ticket to Montreal with stopover at Toronto for the convention. The post-conference trip does not include the charge for transportation between Toronto and Montreal covered by the convention ticket.

Doctoral Dissertations

The Library of Congress has recently printed *A List of American Doctoral Dissertations Printed in 1925*. This volume contains a supplementary list of theses printed in former years. A classified list arranged by the L.C. system, and a subject index, is appended to the volume. The classified list could be improved by adding the running

number and the year, as for example, the entry under social sciences, "School Attendance in 1920," by Frank Alexander Ross, does not indicate the date of issue, and the reader finally locates the item in the theses of 1924, under item 508, all tho there is also another item 508 in the 1923 list. There should be some symbol to distinguish the running numbers

Medical Bibliography

On March 5, 1927, the Medical College of The Long Island College Hospital, Brooklyn, inaugurated its new course in "Medical Literature and Bibliography." In a number of schools the importance of bibliographical knowledge has been stressed by individual teachers, but so far as is known this is the first established course of this nature included in the curriculum of any medical school in the country. An attempt is being made to show the student the real value of literature which constitutes such an important part of the background of his work; and to teach him how to use a library. The faculty of Long Island was fortunate in being able to secure as a lecturer Mr. Charles Frankenberg, librarian of the Medical Society of the County of Kings, whose wide knowledge of bibliography and of the relative values of medical literature can now be made available for the medical student as a part of his training. This course is also further evidence of the co-operation of the library officials of the Medical Society, for they already have had created a special student membership with definite library privileges.

Overseas Publications

The Royal Colonial Institute announces the publication of a quarterly bulletin entitled *Overseas Official Publications*, being a list of official publications issued in the Overseas British Empire or relating thereto.

Many hundreds of such publications are printed during the year and a quarterly list should be of considerable use to many government departments in Great Britain, the overseas portions of the British Empire, and foreign countries, and also to libraries, students, and the general public. It should be of value also as a means of co-ordinating the vast mass of official publications by making known in one country what is being published in another.

The subscription will be five shillings per annum, (\$1 25), including postage. Cheques and money orders should be made payable to the Librarian, Royal Colonial Institute, Northumberland Avenue, London, W.C. 2.

Municipal Administration

The Municipal Administrative Service has been established recently, by the National Municipal League and the Government Research Conference, the idea being that this service will act as the central clearing house of information in municipal administration. Mr. Russell Forbes is the director, and Miss Esther Crandall, the librarian, with headquarters at 261 Broadway, New York. All municipal research bureaus will keep in touch with the service, and an interchange of studies is arranged. It is expected that much duplication of effort can be avoided. Publicity material will be provided upon request, research questions answered, speakers engaged and similar services performed for the Bureaus of Municipal Research. Their facilities are also offered to civic organizations, taxpayers' associations, city officials and citizens. It is an effort to be commended.

Index of Translators

East calls to West. Stimulated by the example of the British Association of Special Libraries and Information Bureaux, the Special Libraries Association of Southern California is encouraging the compilation of a card index of competent translators of foreign languages. In addition to linguistic abilities, technical specialities are to be recorded. Beginnings of such records being already in existence in several departments of the Los Angeles Public Library and at the Chamber of Commerce, representatives of these two institutions have agreed to combine their data and make it available to others.

At the Security Trust and Savings Bank of Los Angeles, methods of circulating clippings from the daily papers, are highly efficient. About fifty papers are clipped each day. All the articles are pinned to manila sheets and routed to the individuals interested, in the order of names typed at the heads of the sheets. For the convenience of the librarian, a card index of subjects contains the names of all persons wishing clippings on each subject; while a card index to staff members lists under each all the subjects on which clippings are of interest. The library of this bank is a branch of its "Research and Service Department," which, on request, undertakes to examine the state of any particular Southern California industrial activity and to report on the feasibility of extending it in new channels.

We Do This

Margaret Reynolds, Department Editor

Latest Fiction. There is a large demand for the latest fiction among the Dennison force, but to keep the library up-to-date on all the latest novels would require a very large outlay and seems not to be quite in line with the purpose of a business library. We have, therefore, installed a branch of a local lending library and supply the latest fiction at the regular circulating library price: three cents a day, five cents minimum. This seems to meet this demand satisfactorily. There is a very large use of this circulating library, the supply is constantly freshened by new accessions, and our library receives 25 per cent of the gross receipts, so that this feature is a source of profit instead of expense.—*F. H. Mooney, librarian, Dennison Manufacturing Company, Framingham, Massachusetts.*

Loose-Leaf Statements. We are engaged in producing loose-leaf statements concerning various subjects, mostly to do with everyday English at the start, in co-operation with the Extension Service, Boston Public Library. To know what sheets are available address Extension Service, Boston Public Library—*George W. Lee, librarian, Stone & Webster, Boston.*

Book Reviews. Book reviews clipped from newspapers or magazines are pasted in front of copy 1 of the book itself for the information of both reader and librarian. Other reviews in magazines that cannot be clipped are noted on the main catalog card and often prove useful in compiling annotated lists.—*Marguerite Burnett, librarian, Federal Reserve Bank of New York.*

Library Housecleaning. Usually our porters prefer the old fashioned duster for our books, but recently an intelligent one suggested using the furniture brush attachment of the Hoover vacuum cleaner which is used elsewhere in the bank. The books were especially dusty from the winter's soot and we were very much pleased with the effective cleaning that resulted from the use of a vacuum cleaner.—*Marguerite Burnett, librarian, Federal Reserve Bank of New York.*

Distribution Baskets or Trays. A great deal of the time of the special librarian can be saved if he has near at hand, within reach of his desk chair, a table on which are placed letter-file baskets labelled for each member of the staff. Into the appropriate basket is put the letter or the pamphlet or the book or the clipping that demands the attention of a certain assistant. All the routine of the library is taken care of in this way. General directions have been given to the assistants and each assistant clears his basket every few hours or at least every day. The work goes along smoothly with the least effort on the part of the executive. Assistants can plan their time independently and accomplish more.—*Rebecca B Rankin, librarian, Municipal Reference Library, New York*

Cataloging Wrinkle. A cataloging wrinkle that has proved very helpful in saving time, is the liberal use of a pencil. All catalogers and most users of a catalog are familiar with the open form of cataloging periodicals, or serials, in which that portion of the entry subject to change is inserted with a pencil, while the remainder of the card is typed or printed. The same idea can be profitably applied to any publication that is replaced by a later edition. We, for example, keep only the latest edition of a law. New York state issues each year an edition of its *Labor Law*. Our card is typed with the author, a brief title, the place of publication and the collation, except for the number of pages. The dates of the edition and of the publication and the number of pages are then inserted in pencil, and are readily changed each year. Regulations of state labor departments, standards formulated by societies and trade catalogs are other publications whose cataloging may be simplified by this method.—*Louise Keller, librarian, Independence Bureau, Philadelphia.*

"Rewrites." You must always get two sides to every story, is a common expression and reporters out to "get" a story, must follow that motto. Quite frequently reporters are unable to interview a second party and, therefore, call upon the reference department for information bearing on the subject. The

librarian feels his responsibility and is always looking toward improvement, to avoid error. While some newspapers place a printed card with a bright red or blue color into each envelope calling attention to libcl, the printing of such information on the outside of the envelope calls special attention to the notice. The item used by the *News* reads as follows:

WARNING TO WRITERS

USE THE UTMOST CARE WHEN REWRITING OTHER NEWSPAPERS. ALL STATEMENTS OF FACT WHICH DISCREDIT ANY PERSON'S REPUTATION OR BUSINESS ARE LIBELOUS, UNLESS ABSOLUTELY TRUE. SUCH FACTS MUST BE FULLY VERIFIED BEFORE PUBLICATION IN THE DAILY NEWS. ALL EDITORS AND WRITERS WILL BE HELD STRICTLY ACCOUNTABLE FOR THESE ERRORS

—Maurice Symonds, librarian, *The News*, New York.

Current Reference File. The current reference file has been adapted in different ways by practically every librarian in a special field. In order to have current magazine material readily accessible before the regular periodical indexes are received, we maintain a card file of articles likely to be called for. It is a subject file only and as many entries are made on each card as possible. They are filed chronologically so that the most recent articles appear first in order. This file also serves as a quick reference aid even after the regular indexes have appeared.—E Ruth Jones, librarian, *Security Trust and Savings Bank*, Los Angeles.

Reviews. In our monthly *Statistical Bulletin* which reviews the journal articles, patents, etc of direct interest to the company, also the books received, government publications, etc., we also review the current engineering work being carried on. A concise report is given as to the status of the work, problems arising, reports of tests when made and other information of interest to the engineers. These bulletins are distributed in the local office and sent out to men in the field and to associates in other countries who are carrying on the same type of work—the exploitation of the Cottrell Process for the Collection of Dust and Fume. They are thus kept informed as to new developments and

often saved considerable research work.—Anna F. Frey, librarian, *Western Precipitation Company*, Los Angeles

Red Envelopes. The mail brings to our library every day an assortment of pamphlets, circulars, catalogs, etc., which would be difficult to circulate were it not for our "Red Envelope." This is a heavy paperoid envelope of correspondence size and into it we place the daily accumulation of miscellaneous material. A dated label on the envelope bears a list of interested executives together with the request, "Kindly return to the library." When an envelope is returned the contents are carefully scanned for material marked "File." Very little is kept unless so marked. The success of this in our organization is shown by the fact that executives frequently give us material to put in the envelope and also new members of the organization ask to be put on the routing list.—E F. Houghton & Company, Philadelphia.

Membership Cards. The Insurance Library Association of Boston has a membership of nearly five hundred members divided into two classes, active and associate. The dues are payable from the nearest first of the month after joining. It has devised a card for following-up memberships which seems to work very well. The card is 5" x 8", and files on the long side. At the top is the word "Month" and then along the upper edge the months are marked off January, February, March, etc. At the right edge the years appear in a vertical column, '26, '27, '28, etc. A little to the left of the vertical column arranged one underneath the other are spaces marked "Joined," "App'c'n No.," and "Membership." At the extreme left of the card one below the other are spaces for Name, Address, Employment, Remarks, Date of withdrawal from the Association and Reason for withdrawal. At the right center of the card and below the vertical column of years is a record of annual dues which gives checking spaces for notices of dues sent out, receipt number and in regular journal columns the ordinary debit and credit entries. At the bottom of the card is a place for the record of students engaged in our evening classes, which shows the branch in which they are enrolled, the date of enrollment, examination results, the time a certificate was given and the date of conferring diploma, also, tuition fees due and paid. The latter information is

no longer used, as the Association is now admitting to evening classes persons who are not members.

A triangular punch is used to punch out the date of joining at the top of the card. By looking down the file of cards, it is possible to see from the punched upper edges all those whose dues expired in January, February, March, etc.

A system of flags is used to show dues in arrears. As notices are sent out the flags are moved one month ahead showing that if the dues do not come in, the flag cards are to receive special attention the next month. Associate members are permitted to fall three months in arrears. When the flag is moved three points to the right of the month punched, it shows that the member's dues are three months in arrears and that he is to be dropped automatically.

Blue cards are used for active members and white cards for associate members—*D. N. Handy, librarian, Insurance Library Association, Boston.*

Follow-Up-System. At the Insurance Library Association of Boston, we limit our subscriptions very largely to periodicals and proceedings having to do with fire insurance and fire protection and prevention. Nevertheless, we like to secure many articles which appear in trade and technical magazines and in proceedings for which we do not subscribe. We read carefully the *Industrial Arts Index*, *Public Affairs Information Service* and similar professional helps. To render the information obtained from these publications more available and to enable us to accumulate orders for articles appearing in individual papers, we have devised a simple follow-up system which may be described as follows:

Two thin paper slips, 3" x 5" and punched to file in an ordinary card tray, are printed as follows, one to show the source and the other the author:

Source Slip: contains in the upper left-hand corner the word "Source" and "Address," and below that on one line the words "Vol." "No" "pp" "date" and "Ord. No."

Author Slip: contains in the upper left-hand corner the words "Author," "Title,"

"Source," "Description," "Noted in," and "Remarks"

A typist types from the indexes all articles cited, entering on each slip the full information called for.

The source slip which has for its filing title the name of the magazine is filed by the magazine. The author is filed by the author. The two slips are filed in separate indexes. As other articles from the same magazine are checked, they are entered upon the same source card until the card is filled up, but new author slips are added. From time to time as we accumulate articles from different magazines we turn to the source slip which may have from one to six or eight items and make up our order. Meanwhile the author index remains as a convenient check of material which we do not have in our library, but which may be useful as a reference. Sample slips will be furnished on application.

It serves the following purposes:

- 1—An easy method of accumulating entries to be ordered from time to time of a single magazine publisher.
- 2—A convenient index over a period of years of material accumulating in magazines which we may not have been able to secure.
- 3—A convenient list from which to make from time to time want lists to be sent to second-hand dealers.

—*D. N. Handy, librarian, Insurance Library Association, Boston*

Mailing Devices. In the morning mail there are frequently useful little devices for attracting your attention to the material which are worthy of comment.

Babson, in forwarding a response by second-class mail, places a sticker on requests which reads "YOU SENT FOR THIS," bringing the attention at once to the importance of the item. The Bureau of Municipal Research in Philadelphia encloses a slip which reads, "This matter is sent to you because we think you will find it of interest. There is no charge." I have observed other mailing aids of similar tenor.—*Herbert O. Brigham, State Library, Providence, R. I.*

Associations

The Cleveland Chapter is a newcomer in these columns and is a welcome addition to our local associations.

Boston

The Union Catalog and "Some Fundamental Reference Books" were discussed in two meetings of Special Libraries Association of Boston on March 28, at the Boston Public Library. At five o'clock the association met with Extension Service of the Public Library, in the Staff Room, with Frank H. Chase, reference librarian, of the Boston Public Library, presiding. Miss Marion G. Eaton, librarian of the Federal Reserve Bank of Boston, explained the Union Catalog which has been in her charge for the past few years, and which contains cards on important and unusual material in special libraries in the business district of Boston. George W. Lee, librarian of Stone & Webster, Inc., explained a proposed development of the catalog, so that it would be both by and for the community. A number of valuable suggestions for its development came out during the hour's discussion.

At 6:15 the members adjourned for supper at the Frascati Restaurant, and at 7:45 they reassembled at the Boston Public Library, this time in the West Gallery. Miss Margaret Withington, the president, presided. Nine new members were elected. The announcement was made that the next meeting would be held on April 25 at the library of the Perkins Institution for the Blind at Wattertown, at 3 P.M., with a basket supper at 5:30.

The subject of the evening proved most interesting. Mr. Chase produced a collection of fifty-two reference books, classed under the head of bibliography, encyclopedias, year-books, directories, biography, atlases, travel, dictionaries, synonyms, correct English, and quotations, and he gave brief criticism on each. Mrs. Gorton James, assistant librarian of the Harvard Graduate School of Business Administration spoke on handbooks of corporations and guides for the investor. William P. Cutter, director of the information department of Arthur D. Little, Inc. and Miss Ethel M. Turner, reference librarian of the Massachusetts State Library, also contributed to the discussion of the evening.

Cleveland

The Special Libraries Group of the Cleveland Library Club assembled on Friday evening, December 10, at The Wishbone and dined among the holly-hocks, after which there was a short business meeting. Miss Emma M. Boyer, of the Union Trust Company, was elected chairman for the ensuing year. Later, Miss Rose Vormelker, of the White Motor Company, and Miss Leona Kohn, of the Federal Reserve Bank, were appointed as Program Committee, and Miss Minnie W. Taylor, of the Cleveland Museum of Natural History, as secretary and treasurer. Mr. Francis E. Cady, of the Nela Research Laboratory and president of the Special Libraries Association, described the new classes of membership and told something of the aims of the Association, as well as several good reasons for becoming members. The group is especially fortunate in numbering among its members Mr. Cady and Miss Vormelker, president and secretary, respectively, of the Special Libraries Association

* * *

The January meeting of the Special Libraries Group of the Cleveland Library Club took place on January 21, beginning with a dinner at the Chinese Restaurant in the Commodore Hotel. At the short business meeting following the dinner, Mr. Cady again told of the new membership plans of the Special Libraries Association, for the benefit of members not present at the preceding meeting. At the conclusion, it was decided by unanimous vote to request that the group become affiliated with the Special Libraries Association, according to the plan recently formulated by the Executive Board.

The meeting then adjourned to reassemble at the Cleveland Medical Library a short distance away. Here the members were met by Mr. John G. Harding, the librarian, under whose delightful guidance we were privileged to enjoy and inspect the splendid new building—from the rare old books in the beautifully appointed members' rooms to the efficiently equipped kitchen, as well as the murals which are nearing completion in the "work-shop"

New York

On March 21 the New York Special Libraries Association held its regular monthly meeting with seventy-five in attendance.

The theme of this meeting was "Government Documents as Sources of Information."

Mr. David Lawrence, president of the *United States Daily* came from Washington and gave an interesting address on the "Information Available in Washington." He told of the uses and purpose of the *United States Daily*, which was started two years ago. The purpose of the paper is to acquaint the people of our nation with the subjects of the day with which they are not familiar. The circulation is well over fifteen thousand in the United States and besides this the paper goes to practically every country in the world. Mr. Lawrence pointed out that the *United States Daily* maintains an Inquiry Department to answer questions about Washington or any of the government departments there. It avoids political issues and aims to give an accurate record of the oral as well as written announcements of interest.

If a bill before Congress is needed, the *United States Daily* will take care of it if the person who wants it will send a telegram. The bill will be in the hand of the person desiring it within a day.

Miss Bradley, chairman of the Book Review Committee discussed the following volumes: *Morley's Gladstone Reference Book*; *Napoleon*; *The Man of Destiny* by Emil Ludwig; *An Adventure in Constructional Finance* by Carter Glass. Miss Bradley stated that in her opinion the *Herald-Tribune* Book Review is a splendid one.

She suggested that *The Golden Age* by Mumford was a good book for all to read.

Miss Lenore Tafel of the Metropolitan Life Insurance Company outlined the publications of the Department of Commerce. This department serves a great field in industry covering the Bureau of Census, Foreign and Domestic Commerce, Bureau of Mines, Bureau of Standards, Patent Office, Bureau of Fisheries and the Geodetic Survey. She considers the outstanding achievement of the department, *The Survey of Current Business*, the next important, the *Statistical Abstract* and next the *Standards and Specifications*.

Miss Ruth Savord of the General Education Board covered the reports of the Bureau of Education, namely, its reports, bulletin, circulars, leaflets and miscellaneous publications. Of special importance is the *Biennial Survey*, which gives reliable and up-to-date information about universities, colleges, high schools, etc. The bulletins of the department list staff officers, superintendents,

presidents of colleges and educational associations. The circulars are devoted to particular subjects, i.e. teachers, schools, etc.

Miss Marguerite Burnett of the Federal Reserve Bank spoke on "Financial Documents." Miss Burnett considers the National Monetary Commission publications valuable. These publications deal with foreign banking, statistics, seasonal variations in capital, financial statistics of states and latest population figures.

Philadelphia

The March meeting of the Special Libraries Council of Philadelphia and Vicinity was held at the Philadelphia Chamber of Commerce, on Friday, March 4, 1927.

The speaker was Mr. H. P. Weaver, vice-president of the Independence Bureau, and chairman of the Record Protection Committee of the National Fire Protection Association, who spoke on the subject of "Fire Protection of Records." Mr. Weaver, who is thoroughly certain of the need of such work, presented an interesting account of the need presented an interesting account of the progress to date of this new phase of fire protection. The fire hazard of records, and the physical protection of them; the valuation of records, and the probability of insuring records were discussed in turn.

Mr. Weaver told of an inspection he had made of the Burlington building fire at Chicago, in which it was estimated that \$30,000,000 worth of records were lost. He stated that an encouraging amount of money is being spent to protect records as the fact of their value is beginning to percolate into the mind of the business man. In speaking of fire proof methods, he referred to the pitfalls, and suggested that it is well to be sceptical in choice. On the insurance of records, Mr. Weaver stated that it is still difficult;—that insurance companies are indifferent to the matter.

In summing up, Mr. Weaver pointed out that records do have value, that they can be protected, and that it is possible to go about it in a practical way

Pittsburgh

On March 17, the members of the Pittsburgh Special Libraries Association were the guests of the Philadelphia Company and Miss Margaret Burns, librarian. There was an informal inspection of the library before the business meeting; the equipment is new and the room is most attractive. Seventeen were

present at the business meeting at which the most discussion centered about the affiliation with the national organization. A final decision is to be made at the next meeting.

Miss Burns told us about her clientele, the girls reading club which she leads and the company's aim in developing the library.

A delightful social hour and lunch which was prepared by the company's demonstrator was enjoyed by the members.

Pittsburgh Special Libraries is again offering for sale the *Union List of Periodicals in Some Special Libraries of Pittsburgh*. The price is \$3.00.

Southern California

The Special Libraries Association of Southern California held a meeting on February 11 in the Research Department of the Security Trust and Savings Bank, of which Miss Ruth Jones is the librarian.

A number of members met for dinner at the Pig'n Whistle on Broadway, proceeding later to the Security Bldg

After a brief discussion the association voted to unite with the National Association under the recent plan devised by Mr. Cady.

Miss McCrum, from the Library of Public Health of the Tuberculosis League of Pittsburgh, spoke very interestingly of their work and the use she makes of reprints from magazines.

Miss Whitcomb of the Chamber of Commerce Woman's Committee gave an account of the research they do along the lines of women's work.

Mr. Douglas, of the Research Department of the Security Bank, spoke on "Business Research" and of the variety of problems they have to meet in catering to the vast influx of tourists and the very personal service they render particularly in regard to establishing new business enterprises. He stressed the responsibility of research workers in this regard as the information they gather must be accurate and reliable in order to be of real service.

* * *

On Friday, March 11, the Special Libraries Association of Southern California met and held their business meeting in the Los Angeles Chamber of Commerce—took a hasty glance at the library in the central lobby, and then went as guests to the nearby newspaper library of the *Los Angeles Examiner*. After being conducted in two groups around

the library and seeing how a modern newspaper indexes news items, editorials, pictures, special newspaper services, negatives, etc., etc., we then went through the composing rooms, editorial, and engraving rooms, and finally saw the five giant presses rolling out the newspapers at the rate of thirty thousand per hour. It was an enlightening experience to all of the members of our association, and the courtesies were extended to us through one of the members, Mrs. Gertrude Blackledge, librarian of the *Examiner*.

* * *

The next meeting will be held in Riverside, Calif., as the guests of the Southern Sierias Power Company, with Miss Loveland, their librarian, as hostess. Everybody is looking forward to this week-end trip, which will give the breath of orange blossoms and allow the members to see the library work of a modern power company.

Circulating Library in Paper Mill

The Kimberly-Clark Paper Company, of Appleton, Wis., is one of the few paper mills in the United States that maintains a circulating library for its employees. The library is of a technical nature, made up of bound volumes of trade magazines and scientific books on chemistry, physics and metallurgy, which are used largely for research work. Two files of magazines are maintained, the bound volumes kept in the library and the loose copies which are circulated.

A special effort is made to get every paper or article on paper manufacture which is printed. The library keeps many foreign publications in its files. A short time ago a request was received for a book on paper making published in Germany in June, 1871. A later or revised edition of the book would not do. The request was filled in thirty-six hours.

The library is used extensively by the mill employees, according to A. MacArthur, educational director of the company and in charge of the library. At present the library has more than four hundred bound volumes and a card catalog containing twenty-nine thousand cards. It is the aim of the company, Mr. MacArthur states, to develop within the next five years one of the best paper technical libraries in the world.—*Extracted from the Milwaukee Journal by the New York Herald Tribune*

Events and Publications

Rebecca B. Rankin, Department Editor

The *American Accountant* is a new magazine in that field. Number 1 appeared in February.

The *Library Journal* issue dated January 1 prints a list of scholarships and fellowships open to librarians. The list was obtained through the courtesy of the A.L.A. Board of Education for Librarianship.

Wisconsin Legislative Reference Library at Madison is constantly compiling useful studies. A recent one is *Classification of Cities in the States of the United States* by Helen H. Rogers and Katherine McCarthy.

The Illuminating Engineering Society is publishing in its *Transactions* for February, 1927 a "List of Research Problems" prepared by its Committee on Research which are suggested for theses by technical men.

The Child Study Association of America, 54 West 74th Street, New York, has a library especially adapted to the needs of parents. It is known as the Alice Morgenthau Ehrlich Memorial Library and Marjorie W. Huntley is the librarian.

Did you read Mrs. Mary W. Dietrichson's article in the *Library Journal* of February 15, 1927 on "Government and the Business Library"? Mrs. Dietrichson is the capable librarian of the Business and Municipal Branch of the Minneapolis Public Library.

With the merger of the Mercantile Trust Company of California and the American Bank of San Francisco, the name of this library will become The Library of the American Trust Company. Annette Windele is librarian.

The *Social Service Review* is a new magazine published by the University of Chicago, edited by the faculty of the Graduate School of Social Service Administration. It is a quarterly—March, 1927 being the first number—and is international in point of view.

The Bureau of Railway Economics, Washington, D.C., is issuing a series of studies on "Commodity Prices in Their Relation to Transportation Costs." Bulletin 18 in the series relates to white potatoes.

B. Westermann Company, 13 West 46th Street, New York, has joined the ranks of publishers who issue a monthly magazine to attract attention to their books. This one is entitled *Westermann's Browser*. Only a four-page sheet, it carries "a bit of the latest gossip in the book field."

Prof. H. B. Killough of Brown University, consulting specialist, has prepared for the Bureau of Agricultural Economics of the Department of Agriculture, a preliminary report on a partial list, entitled "A Partial List of Uses of American Raw Cotton." The list presented to the division of cotton marketing also contains a short bibliography.

The Republic of Mexico has felt the need for increased use of books and there has been formed The Associated Libraries of Mexico. It is a private enterprise but numbers among its officials the secretariat of public education. The organization states that six million persons living in the country districts will be benefited.

Copies of *Rural Child Welfare*, Macmillan Company, New York, 1922—a 350 page volume based on an inquiry by the National Child Labor Committee in West Virginia, can be secured on application to the National Child Labor Committee. This book was listed in the *Book List* for July, 1923. Enclose 25c for mailing expenses.

The 40th annual volume of the *Industrial Arts Index* has recently come from the press. In using these important bibliographical tools, we sometimes forget that they contain other important items, as for example, the list of important Technical Societies which is compiled by Miss Marian Lord.

The Illinois Chamber of Commerce has organized a Research Department, and in a recent circular sent out to its members, notes these specific functions of the department, including compilation of trade bulletins, card facts concerning Illinois special reports relating to the economic survey of the state and a general information service.

We wonder if Miss Rose E Priddat of the Louis Livingston Library of Baking in Chicago may not be the dean of special libraries. She has been in her present position for more than twenty-five years. Originally her library was known as the Wahl-Henius Library and was used only by the staff. The library now serves the American Bakers Institute and its work has been greatly extended.

The Philadelphia Rapid Transit Company has a representative *Library Bulletin*. Apparently it is issued weekly or at least quite often. The numbers vary in number of pages and in subject content. The largest issue contains short abstracts of articles appearing in current magazines, arranged alphabetically by subject. It is an attractive bulletin.

The Labor Research Department of the Rand School of Social Science, 7 East 15th Street, New York, is publishing an *Index to Labor Periodicals*. It is a monthly index of labor magazines written in the English language throughout the world. It is published on a non-profit basis and the price is only \$1.00. Elsa M. Allen, librarian is the compiler.

The Bureau of Municipal Research of Philadelphia has issued a second revised edition of the pamphlet entitled *Philadelphia Government*. The official or un-official authorities of other cities might well adopt this Philadelphia booklet as an unusually good model for furnishing information of this character. An elaborate chart showing the ramifications of the government and its relation to the electorate is appended to the volume.

The Silk Worm, the official bulletin of The Silk Association of America contains from time to time considerable space concerning the library of the association. A recent issue states:

"One member, who had not yet discovered the value of the association library, recently spent about a week inquiring in the trade the name of a certain directory in which he sought certain references. Learning that the directory in question was published in England, he wrote to the publishers there, and after some more weeks had passed, finally obtained what he sought. This particular directory, he learned later, could be found in the association library, along with many others kept for the benefit of members."

The *School Government Chronicle* for March 5, 1927, published in London, presents the initial article in a series by Mr. J. D. Stewart, borough librarian of Bermondsey, on public and special libraries. The original address was read at the joint meeting of the Library Association of the United Kingdom and the Association of Special Libraries and Information Bureaux on February 26, 1927.

We have had the opportunity of inspecting the rough proof of the *Directory of Sources of Specialized Information*. This is the directory of the British Association of Special Libraries and Information Bureaux which is now under compilation, the general editor is Mr. G. F. Barwick. The Carnegie United Kingdom Trust is giving financial assistance in its publication. The *Directory* is to have two sections, one by subjects, and one by locations. Under each entry is listed the name of the library, the number of volumes, of pamphlets and of magazines, and sometimes a short descriptive note.

The Library of the Metropolitan Life Insurance Company, New York, has compiled a *List of References on Codes of Business Ethics*. It is in typewritten form and though not available for general distribution the library is willing to loan copies for long periods of time to any special library.

Edgar L. Heermance's handbook, *Codes of Ethics* (Burlington, Vermont Free Press Printing Company, 1924) which contains about two hundred codes as adopted by various trade associations and professional societies, is a valuable book. But because almost all of the codes in Metropolitan Library list may be obtained from the associations themselves, from the Chamber of Commerce of the United States or from periodicals it may be serviceable to some who do not wish to purchase the reference book; the Metropolitan list also contains some forty codes not in the Heermance book although there are many in it not included in this list.

The *Cumulated Index to SPECIAL LIBRARIES 1923-26*, v. 14-17, covering the period from January, 1923 to December, 1926, inclusive, has been compiled by Miss Charlotte G. Noyes, librarian, Experimental Station, E. I. DuPont de Nemours & Co., Wilmington, Delaware, and is offered for sale at the price of fifty cents. Application for this publication should be made to Miss Ethel A. Shields, treasurer, 343 State Street, Rochester, New York.

Personal Notes

Mary C. Parker, Department Editor

Miss Eunice F. Potter, formerly an assistant in the Brooklyn Public Library, has become librarian of the Textile High School in New York.

Miss Marguerite Burnett, librarian of the Federal Reserve Bank of New York, has been chosen as a representative of the Graduates' Association of the Pratt Institute School of Library Science on the Fortieth Anniversary Committee of the founding of Pratt Institute.

Miss Gertrude M. Manders, formerly with the Queensborough Public Library, is now an assistant in the library of the Standard Statistics Company, New York.

Miss Clarissa Gould of the New York Public Library has accepted a position as assistant in the library of the Metropolitan Life Insurance Company, New York.

Miss Mary E. Merten, a graduate of New York State Library School and for some years an assistant in the circulation department of the New York Public Library, is now librarian of the George Batten Company Library, New York.

Miss Lillian Bogdanove has resigned from the position of cataloger with the National Industrial Conference Board, New York.

Miss Margaret Reynolds, librarian of the First Wisconsin National Bank of Milwaukee, spoke on "Fashions in Literature" before the Twentieth Century Club of Wauwatosa on March 14.

Mrs. Jennie Lee Schram, formerly librarian of the Illinois Light and Power Corporation of Chicago, has been appointed manager of the Research Department of the Illinois Chamber of Commerce which has its headquarters in Chicago.

Mr. and Mrs. Ernest E. Manning announce the marriage of their daughter, Billie, to Mr. James Stanley Hook on Saturday, February 19, at San Mateo, California. Miss Manning,

who took the business library course under Miss Reynolds at Riverside, has been on the staff of the State Library at Sacramento.

Miss Ida Goshkin of Lafayette, Indiana, and Miss Louva Cane of Windom, Minnesota, of the 1927 class of the Wisconsin Library School, are assisting in reclassifying and cataloging in the Johnston Hall Library of Marquette University, Milwaukee, which is under the direction of Miss Irma Hochstein, director of the Central Bureau of Information and Statistics.

Miss Margaret Reynolds is to give a two weeks' course on Business Libraries at Riverside (Calif.) Library School this summer.

Miss McCrum, librarian of the Tuberculosis League of Pittsburgh and a member of the Pittsburgh Special Libraries Association, has been a recent visitor in California and a guest at recent meetings of the Special Libraries Association of Southern California.

Mrs. Helen Townsend, connected with Barlow Medical Library, recently met with a painful accident in a form of sprained ankle. We understand that during her absence from the office she translated some one hundred and eighty-seven pages of French and German for one of the doctors connected with the Barlow Institution. This certainly indicates an industrious application of one's time, and is worthy of commendation by all.

Miss Gertrude M. Clark, formerly associated with the University of Chicago Library, will assume charge of the circulating library to be maintained by the Stevens Hotel of Chicago which will open during the coming month.

Professor Lucy M. Salmon, Professor of History at Vassar College, passed away on February 13. Professor Salmon was a guest of the Special Libraries Association at Swampscott and delivered an interesting address on "The Justice Collection of Material Relating to the Periodical Press," located at Vassar College.

Pages 127-132 deleted, advertising.