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MAY-JUNE 1964, VOL. 55, No. 5

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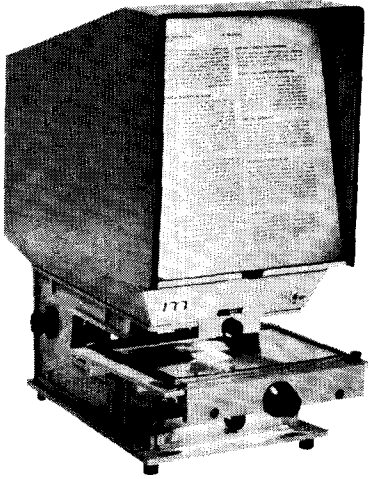
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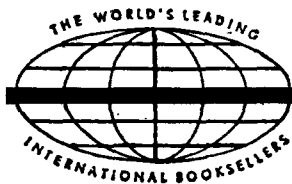
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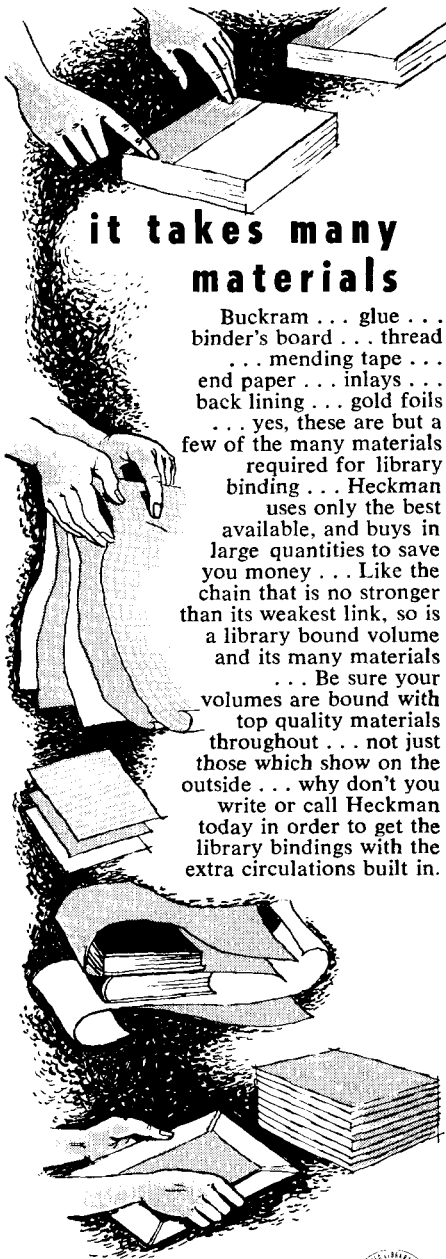
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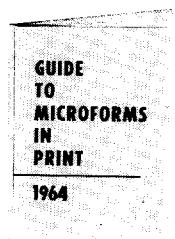
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Special Libraries Association

Volume 55, No. 5

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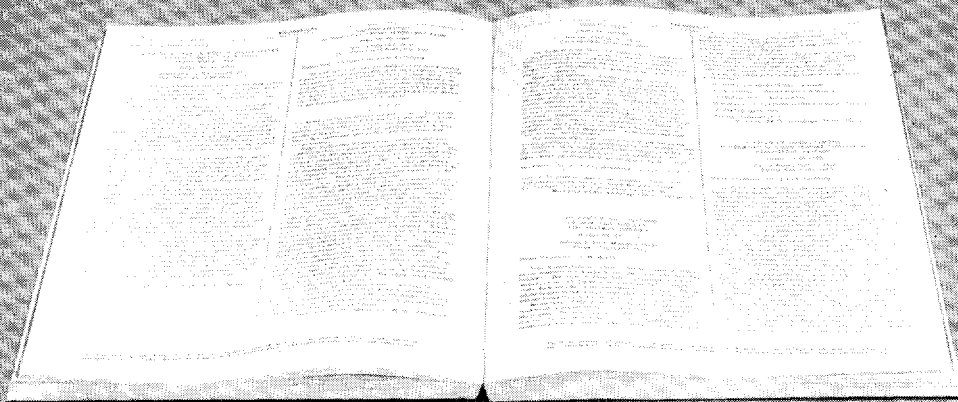
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SPECIAL LIBRARIES

THE SLA ADVERTISING DIVISION is composed of 294 librarians representing advertising agencies, media and advertising trade associations, marketing and public relations libraries of advertisers, and libraries with related interests. Among its objectives are to promote high professional standards, to assist members in the development of their library services, and to exchange ideas and information pertinent to the information services of the members.

The following articles and bibliographies have been prepared by Advertising Division members in their fields of specialization to carry out the above objectives:

Kenneth Costa, Public Relations Chairman, 1963-1964, has compiled a selected bibliography of advertising library literature. The paucity of recent articles will indicate the reason for publishing this special issue.

The current work of the Special Libraries Association in preparing Professional Standards stimulated the **Chairman** to re-examine results of the Division's 1963 Survey of Members and Advertising Agencies and developments since then. Preliminary guidelines for establishing advertising library standards are proposed in her article.

Regina Marrus, the Division's authority on interior design who organized the National Design Center Information Bureau and was Chairman of the 1963 New York Chapter Seminar on Library Furnishings, and her sister, **Shirley Marrus** (with similar background and interests), present some very practical ideas for librarians planning and decorating new or remodeled facilities.

The membership, as one would expect of representatives of this field, contains public relations experts who utilize the latest techniques. **Mary Evalyn Crookston's** descriptions of her library sales tools has applications for most special libraries.

Other members direct the libraries and information centers of the advertising, marketing, and communications media associations. Some of these librarians reported on their activities at a 1963 SLA Convention Division panel. This group was expanded to a broader representation of the industry, and **11 librarians describe their trade associations**, publications, and individual library operation. This section, edited by the original panel moderator, Edward Strable, is an excellent introduction to information sources in these fields.

Picture research is an important service provided by many advertising agencies, broadcasting and publishing companies, public relations firms, greeting card manufacturers, and others on occasion. Advertising and Picture Division member **Celestine G. Frankenberg**, who has just edited the second edition of *Picture Sources* (Special Libraries Association, 1964) describes the organization and functions of an art library for an advertising agency.

Author of the forthcoming book, *Market Analysis, A Handbook of Current Data Sources* (Scarecrow Press) Division member **Nathalie D. Frank**, has prepared an extremely useful guide to selection aids for marketing and communications media. All librarians with collections covering these subjects will find this essential for acquisitions. Miss Frank is careful to define criteria and limitations in the use of selection aids for these subject areas.

Readers of this special issue may be interested in a list of SLA Advertising Division publications. Orders and inquiries may be directed to the attention of the Advertising Division c/o Special Libraries Association, 31 East 10th Street, New York 10003.

Advertising Division Bulletin: News of Division and member activity, professional features. Five issues a year with Membership Directory. Free to Division members; \$2.00 to non-members..

Exhibit Books of library forms, records, publications. Vol. I Correspondence; Vol. II Circulation; Vol. III Library Literature. Rental fee for one month \$4.00 a volume, plus postage; \$12.00 the set, plus postage.

Subject Headings in Advertising, Marketing, and Communications Media, compiled by Elin B. Christianson and Edward G. Strable. New York: Special Libraries Association, 1964, 96 p. \$5.95.

What's New in Advertising and Marketing: Checklist of new pamphlets, studies, services, books with major works fully described, prepublication notices. Ten issues a year. \$3.50 to SLA members; \$5.00 to non-members.

PAULINE LYBECK, *Chairman*, SLA Advertising Division, 1963-1964

A Selected Bibliography of Advertising Library Literature

KENNETH COSTA, Librarian & Research Assistant
Hicks & Greist, Inc., New York



Librarianship

CLASSIFICATION SYSTEMS

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MANAGEMENT

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Guidelines for Standards for Advertising Agency Libraries

PAULINE LYBECK, Director of Information Services

Papert, Koenig, Lois, Inc., New York



THE ONLY resource of any magnitude an advertising agency has as a service organization is its people. It is essential to maximize this resource by equipping them with the best and most complete information service possible, of which the basic element is a strong library.

Yet a February 1963 survey of SLA Advertising Division members and of advertising agencies revealed that only a few of the advertising agencies in the United States are equipped with libraries conforming to the highest professional standards. The rest maintain no library at all or report facilities unable to qualify in some respect.

The agency libraries meeting standards strive "to absorb every aspect of the literature search of the agency's operation," a goal prescribed by Edward G. Strable, Library Director, J. Walter Thompson Company, Chicago. These agency librarians play an integral part in the growth and development of their organizations, from providing background for marketing plans and strategy and new business presentations to locating facts and pictures for creative campaigns. They have investigated the latest automated systems for library processes, and one, Elizabeth Smith of Campbell-Ewald, Detroit, administers a system of data processing for the agency's central print-media file. At least one other is currently working on an information retrieval project for his agency.

The survey also disclosed that more than a third of the agencies reporting libraries are not equipped with the complete professionally administered information service described above and that 28 agencies billing over \$10 million report no library at all. In 1963 the status of advertising agency librar-

ies was actually declining. Some head librarians of major agencies were discouraged at the increasing lack of continuity in management support and the failure to attract new personnel due to low salaries* and insecure positions.

Some developments in the past year make the current situation look more encouraging. In Chicago three agencies are in the process of founding or reorganizing libraries. In New York an agency established a library when an important client made this a criterion for retaining the agency for expanded business. *The Wall Street Journal* (March 4, 1964) carried the heading "A Library That Never Was" in its front-page article on a major agency.

A New York employment agency had difficulty filling three head librarian spots at advertising agencies offering \$6,500, \$7,500, and \$8,000, including one billing over \$100 million. A spokesman for the employment agency said that applicants wanted more than \$9,000 for such responsible jobs. A few signs such as these do not assure permanent change. They do indicate that the climate is ripe for some concrete assistance to managements wanting to upgrade their information programs.

It is essential that they be provided with standards to evaluate their own facilities or to establish new ones. Until the SLA Professional Standards are published, specific areas must be explored and certain preliminary guidelines made available to advertising management. Areas include qualifications of personnel, services performed, size of staff, compensation, and place in company.

* AMERICAN MARKETING ASSOCIATION, *A Survey of Marketing Research* (Chicago, November 1963), reports the mean compensation for 29 advertising agency librarians as \$5,200.

Qualifications for Personnel

Current standards presume a graduate degree in library service for the librarian in charge (may be designated Head Librarian, Director of Information Center, etc.) of an advertising library.

The present shortage of professional librarians, which will become more acute, may necessitate some modification of this standard. The following guideline is recommended: the person selected should have completed or be in the process of completing the three basic courses of library science—bibliography, cataloging and technical processes, and reference.

Professional library experience most beneficial as background for work in an advertising agency is obtained in an advertising or marketing library, a special library in the business or art field, and the general or business reference department in a good public library.

Among the most important personal qualifications are an orientation for business and a sympathy with advertising's goals. The agency librarian should also have flexibility, a good liberal arts background with broad interests, and the ability to work with both creative and business people. Of equal importance are a high degree of judgment and responsibility to handle the confidential nature of many projects involving considerable advertising expenditures, plus a good disposition and sense of humor to deal with the crises inherent in many working days.

Services

Management, working with the librarian, should determine what services the agency requires. The librarian will furnish a list of services she can provide, with an estimate of the number and type of staff needed to perform each service. This area is one in which management frequently runs into difficulty and needs guidance from the professional trained to evaluate individual library jobs.

Distinction should be made between the professional responsibilities for which librarians are required and those supporting or routine responsibilities which, while important, can be performed efficiently and eco-

nomically by non-professional personnel. Among the responsibilities only a professional librarian can perform are:

1. Determine objectives with management
2. Plan library facility with architect
3. Select equipment and furniture with designer
4. Select, train, and supervise library personnel
5. Establish library systems
6. Represent library at internal meetings
7. Plan library budget
8. Promote library services to organization
9. Select all materials for library collection
10. Establish headings for subject files
11. Catalog and classify library material
12. Provide and initiate complete programs of reference services, including picture, copy, preliminary trademark and trade name, marketing, financial, historical, biographical, and bibliographical.

The non-professional or clerical functions include: routing magazines, clipping ads, photocopying, clipping, mounting, filing, typewriting, shelving, placing orders for publications for the library and the agency, checking in periodicals, collating articles, and checking out and checking in library material. It is inefficient and uneconomical to have any of the above jobs performed regularly by a professional person, when most of them can be performed by a high school graduate and some by students.

For example, central routing of magazines is expensive and may not be the best solution to assuring prompt staff access to current periodicals. Libraries at J. Walter Thompson, McCann-Erickson, and Young & Rubicam, for example, do not provide this service. It is estimated that a half-time clerical worker would be required to route magazines

Table 1: Advertising Agency Library Staff Recommendations

AGENCY SIZE IN BILLINGS	STAFF SIZE
\$5 to \$10 million	2
\$10 to \$25 million	4
\$25 to \$50 million	5
\$50 to \$100 million	6
\$100 to \$200 million	8
Over \$200 million	10+

Table II: Minimum Salary Recommendations for Advertising Agency Librarians

PROFESSIONAL CLASSIFICATION	ASSISTANT LIBRARIANS		HEAD LIBRARIANS				
	AGENCY SIZE IN BILLINGS (\$ MILLIONS)	AGENCY SIZE IN BILLINGS (\$ MILLIONS)	AGENCY SIZE IN BILLINGS (\$ MILLIONS)	AGENCY SIZE IN BILLINGS (\$ MILLIONS)	AGENCY SIZE IN BILLINGS (\$ MILLIONS)	AGENCY SIZE IN BILLINGS (\$ MILLIONS)	AGENCY SIZE IN BILLINGS (\$ MILLIONS)
AGENCY SIZE IN BILLINGS (\$ MILLIONS)	\$25 to \$200+	\$25 to \$200+	\$5 to \$25	\$10 to \$50	\$50 to \$100	\$100 to \$200	over \$200
REQUIREMENTS	Library Degree No Exp.	Library Degree 1 Year Exp.	Library Degree 2 Years Exp.	Library Degree 4 Years Exp.	Library Degree over 5 Yrs. Exp.	Library Degree over 8 Yrs. Exp.	Library Degree over 10 Yrs. Exp.
MINIMUM SALARY	\$6,000	\$6,500	\$7,000	\$8,500	\$10,000	\$12,000	\$15,000

for an agency billing \$25 to \$50 million and a full-time clerical to service agencies billing \$50 to \$150 million.

Management must be reminded that the speed, accuracy, and detailed services demanded of advertising libraries require greater clerical back-up than do most business libraries. Timeliness is so important that the subject files of clipped or photocopied articles and government, trade association, and media studies are the backbone of the library. Setting up these files and keeping them up-to-date with the agency's constantly changing client and industry interests is extremely time-consuming. This file must be weeded periodically by the librarian lest it become unwieldy.

The librarian must be up-to-the-minute on scanning daily newspapers, trade press, and all possible bibliographic aids to select pertinent material (see Nathalie Frank's article in this issue for information on the latter). Items are then ordered and checked in by clerical assistants, classified by the librarian who has worked out a list of subject headings, and labeled and filed by an assistant. This material may also be listed in an inter-office memorandum and/or routed directly to appropriate persons in the agency.

Size of Staff

Suggested minimum standards for library staff requirements by size of agency billings are set forth in Table I. These standards may vary according to the level of performance and number and kinds of services required by the agency.

Agency libraries outside of New York City, which command fewer outside media resources, must generally have larger staffs to acquire and organize the amount of material they need to house within the agency. The size and quality of service of the business reference department of the local public library and other libraries is an additional factor in determining the size of these agency libraries.

Compensation

The librarian selected to administer the agency's information program should be compensated with a salary commensurate with his responsibilities and his professional experience and background. Since position and responsibilities are generally correlated to agency size, minimum recommendations of salaries along with basic requirements by size of agency billings are made in Table II. The salary recommendations are based upon current starting salaries of library school graduates on their first professional job. (This base figure is increasing rapidly by \$200-\$300 each year.)

Place in Company

As the agency library serves all departments, it is important that the librarian report to the president or an administrative vice president. Such a relationship will keep the librarian in tune with top management objectives and thinking and insure him the support and attention necessary for administering a program of information services for the entire agency.

For example, Librarian Katherine Dodge reports to the Management Committee at McCann-Erickson. MacManus, John & Adams at Bloomfield Hills, Michigan, has found it effective for the library, directed by Jeannette Golle, along with the departments of market planning, research services, and media services to report to the Vice President in Charge of Marketing, Media, Research.

Summary

In establishing standards for advertising agency libraries, a five-point program is involved, each of which is important for a fully effective library service. This program may be summarized as follows:

1. Selection of librarians with the best professional education, the most suitable library

experience, and the desired personal qualifications from available applicants.

2. A clear definition and understanding of the scope of services and distinction between the professional and routine activities for which the library will be responsible.

3. A library of adequate size to perform the range of services with the promptness and timeliness that the special nature of the agency business requires.

4. Compensation sufficient to attract and keep competent professional librarians, for which a basic determinant is the size of agency.

5. A reporting relationship to top management to establish a unified program of objectives and to receive the awareness and support required for effective functioning.

How To Buy Library Furnishings

REGINA MARRUS, Librarian, MacManus, John & Adams, Inc., New York

SHIRLEY MARRUS, Free-Lance Researcher, New York

LIBRARIES TODAY are more than reference collections—they are places that provide a creative atmosphere for everyone who uses them. Visual comfort through the choice of furnishings is a prime requisite to achieving this.

Floor and Wall Coverings

Because floor covering is the foundation of a room, this guide will start with carpeting. In selecting a carpet, go to a reliable dealer and buy a good brand name. Rugs are floor coverings that come in sizes that leave floor space between the rug and the wall. Carpeting comes in rolls. It is bought by the square foot or square yard and installed wall to wall or bound into any size. Broadloom is not a weave—it is the broad loom on which wide carpet is woven.

Carpeting provides warmth, sound conditioning, and easy, inexpensive maintenance. Wool is the favorite, but installations of synthetic carpets, especially nylon and acrylics, are growing. Acrylic carpets often look

like wool, have good abrasion resistance, good resiliency, and good soil resistance. Nylon carpets are durable and have good crush and stain resistance. Rayon carpets are recommended where economy is necessary. A good grade cotton will withstand wear and has high abrasion resistance, although it crushes easily. Sisal, formerly the porch rug, is increasingly used indoors. It comes in a wide range of colors, is inexpensive, and strong. A helpful tip in carpet buying—density is more important than height of pile.

Carpets should always be used over cushioning to provide resilience and rug protection. Rug padding is made of foam rubber, cattle hair, or synthetics. Some carpets are made with sponge backings.

Area rugs in a library can tie together furniture groupings or be hung on the wall as decoration.

Choose resilient flooring with the following features in mind. Vinyl is very durable and dirt repellent; it comes in tiles and sheets. Vinyl asbestos is very sturdy. Cork

tile is quiet and comfortable; combined with vinyl, it is strong. Rubber tile is resilient and muffles noise. Marble, ceramic, terrazzo, and flagstone are hard wearing. Leather tiles can be used and will withstand wear. Newest development is a synthetic non-vinyl resin tile that is resistant to cigarette burns, stains, and heel and furniture indentations.

Paint is one of the most effective ways to decorate walls quickly and easily. Wallpaper comes in all price ranges, offering a wide variety of designs, textures, and plastic coated washable finishes. It is also available pre-trimmed and pre-pasted. Most wallpaper is sold in single or double rolls, a single roll containing about 35 feet.

Felt hides bad walls and offers decoration plus sound-absorbing and insulation properties. Vinyls resist stains, dirt, abrasion, are long-lasting, and easily washable. Rigid vinyl panels, light weight vinyl floor tiles, and plastic tiles may be used. Laminates are very popular, and their colors are becoming more beautiful. They are sold in sheets and wall panel systems. Plywood panels for curved as well as flat surfaces, and natural woods too, are much used. Cast concrete and gypsum blocks can be painted and used for screens, walls, and decorative facings. Other wall coverings are cork, leather, grasscloth, and fabric. A new wall covering is said to be fireproof, anti-scuff, mildew resistant, color-fast, and easily cleanable.

Acoustical tile ceilings soften the noises of library activities. Perforations on the tile surface absorb sound waves. Each tile is marked with its noise reduction coefficient or NRC rating, to indicate its sound absorption capacity. The perforations and textures produce a decorative effect, and the tiles are often used on walls as well as ceilings. Tiles are washable and most can be painted.

Color, Windows, and Lighting

When planning the library colors, remember that color affects productivity and employee morale. Design the color scheme around the tints and shades of a single color. Try a range of either complementary or analogous colors from the color wheel. The background should be light and bright to reflect

light well. Use deeper accent colors, but avoid distracting dark and light contrasts. Best effects are created by not using more than three colors.

Look to the exposure of the room for a key to colors. Rooms that face south or west receive a warm light—use calm, quiet colors. Cool northern and eastern exposures require warming colors. Treat windowless areas the same as those with northern exposure.

Keep in mind that cool colors complement incandescent lighting, and warm colors are best with fluorescent lights. Painting bad architectural features, radiators, and files the same color as the walls will make them less obvious.

Windows have become an important decorative feature. Choose vertical, Venetian, or woven blinds, shutters, or panels. The latest blinds feature inch-wide slats, strung on narrow vinyl cords.

Window shades are used as color accents and in fabric combinations with drapery or upholstery. A new idea is the valance, which can be contrasted or matched to any shade. Most shades are vinyl-impregnated so they can be easily washed.

Consider the use of draperies and curtains for the warm atmosphere they give an office. There are handsome ready-made draperies available, and special effects can be achieved with custom designs.

When buying fabric for the window, grasp it to resemble a drapery fold. The complete design should be visible even when draped. Curtains and draperies can come to the window sill, apron (wood trim under sill), or the floor. Those drawn over the window should be twice the width of the window. Sheer fabric should be three times the width of the window. Linings lengthen the life of draperies by making them hang better and protecting them from the sun. Milium linings, in addition, provide insulation. White and colored facings are a new development by the makers of Milium, replacing the original silver backing. They can also be used behind sheers.

Lighting sets the mood of a room and contributes to making a pleasant atmosphere in which to work. A carefully planned in-

stallation begins with analyzing the places where a lot of light is necessary and the areas where less is sufficient. The use of incandescent and fluorescent lights, type of fixture, wattage, location, amount of daylight, and colors in the room are then considered.

Libraries are often lighted by luminous ceilings, fluorescent fixtures that are recessed, ceiling mounted or suspended, and recessed or partially recessed down-lights. These produce a uniform distribution of light known as general illumination. It is measured in lumens or foot-candlepower.

The majority of general lighting systems have little variation, so the next phase is the addition of supplementary lighting. This will relieve the cold, flat quality of general illumination. Specific work areas benefit by adding special lighting. There are an infinite variety of incandescent as well as fluorescent fixtures and lamps that can furnish additional light and add beauty to the interior decoration.

Furniture and Fabrics

Furniture is generally made of hardwood veneers and plywood. Plywood is stronger than solid wood of the same thickness. The word "genuine" indicates the use of the actual wood for surface veneers. The term "walnut finish" does not mean the use of walnut wood but that the wood has been finished to resemble walnut. "Fruitwood" is a finish rather than the name of the wood. Mahogany, walnut, teak, rosewood, and oak are the most popular woods.

Furniture finishes not only enhance the beauty of wood but also give protection against wear. Where durability is a consideration, use laminated plastic panels to make table and desk tops indestructible or special lacquer finishes or plastic coatings that provide resistance to heat and stains. Incidentally, products designed for commercial and institutional or non-residential interiors are described as "contract." They are sturdily made to withstand hard, public use.

Advanced techniques have given new styling to steel, aluminum, and chrome. They are used in all-metal and metal and wood furniture, plus an endless array of frames

and bases. Plastic furniture is molded and can be made transparent or opaque. It is unbreakable and lightweight.

Well-made furniture will stand steadily on the floor with no wobbling. Drawers and other movable parts should slide freely. Back panels of cabinets should be finished and recessed into the back and not nailed flush. Chair and table joints should fit tightly and be braced with screwed and glued corner blocks. Furniture should be well-scaled, with desks having plenty of knee room and upholstered pieces proper support. It is difficult to judge the quality of upholstered furniture because the inner construction is hidden. Therefore, let price be the guide and buy only quality pieces from a reliable dealer.

Fabrics are not easy to buy since their assortment is so wide and their function so varied. They are required by law to be labeled with fiber content, so the selection has become less complicated.

Since natural fibers are familiar, here are basic facts about man-made fibers:

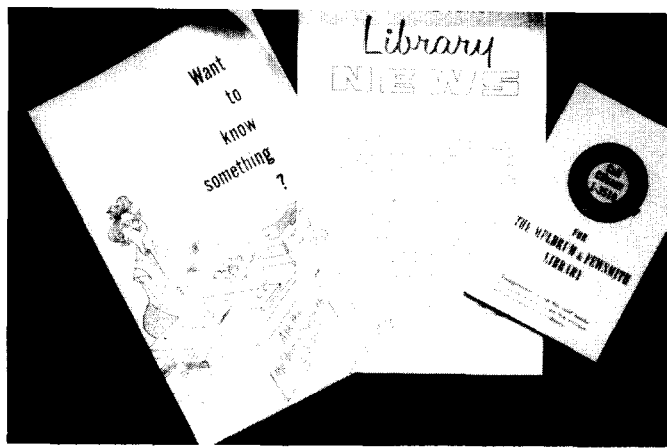
- Nylon—strong, resists abrasion, moths, mildew, easily cleaned
- Acrylics—durable, soil and abrasion resistant, colorfast
- Glass fibers—fireproof, sun resistant, quick-drying, no ironing needed
- Rayon—absorbent, dries easily, has good mildew and mothproof qualities
- Acetate—keeps shape, drapes well, resistant to moths and mildew
- Metallic yarns—aluminum foil strips joined with other fibers and embedded in plastic coating
- Vinyls—moistureproof, extremely durable, washable. Expanded vinyls are soft and smooth.

Finishes make fabrics easier to care for. There are stain resistant finishes, water repellants, and flameproofing treatments. Other advantages are protection of cloth from dirt, wrinkle resistance, and shape retention. There is a big demand for upholstery materials that are pre-finished at the mills.

EDITOR'S NOTE: Further information about specific products may be obtained via the author who will direct inquiries to the proper manufacturer.

Public Relations for the Special Library

MARY EVALYN CROOKSTON, Librarian
Meldrum and Fewsmith, Inc., Cleveland



GOOD SERVICE is the "priceless ingredient" in the public relations program of any special library. With it a library may well succeed with no other public relations plan, and without it no amount of public relations will keep the library from falling on its face. No advertisement has yet been devised that can top a satisfied customer. A new man in the company may mention the need for a bit of information. An old-timer suggests, "Why don't you try the library?" The newcomer may then drift into the library, diffidently mumble, "You don't by any chance have . . .?" If he goes away with exactly what he asked for, promptly produced, he will return.

Published Services

When the service is as good as you can make it, then add the gimmicks. A time-tested and foolproof one is the library bulletin. It may be a mere listing of additions to the library since the last issue, or it may be as elaborately annotated as the editor desires. It should be issued at regular, specified intervals, not sporadically, and should be reproduced on paper of a distinctive color, which will stand out among other correspondence on a man's desk.

At Meldrum and Fewsmith, the bulletin is called the *M & F Library News*. It has been issued monthly without a break for the past 20 years, and its circulation has increased from the original 20 copies to 450 today. It carries an average of 20 items in each issue: books, pamphlets, and magazine articles. Items are arranged by subject, and each is briefly annotated. Occasionally we pick up and quote a paragraph from a current report on a market of special interest to

one or more of our clients. Included loose in each copy is a coupon with the number of each item and a line for a borrower's name. If a reader desires an item, he circles the number, signs his name, and returns it to the library. Company employees send the coupon by inter-office mail; clients may mail or telephone their requests.

The *News* is multilithed on buff paper with a printed masthead in brown. It is reproduced on 8½ x 11 paper folded crosswise and usually contains four pages. On the first of each month copies are delivered to members of the organization by the library staff. Client copies are mailed by an outside addressing service. When a new client is acquired by the agency, the *News* is sent to a selected list of that company's executives, together with a letter describing the library's services. These people are then added to the permanent mailing list. The whole cost of the *Library News* is nominal, and the results are rewarding. Recently a client in Portland, Oregon, requested three items, all of which surely must have been available locally, but it was his agency's library in Cleveland, Ohio, that piqued his curiosity about them.

An interesting psychological reaction to the use of coupons for requests developed when we stopped printing the coupon as part of the bulletin and started inserting it separately. Requests over a comparable period shot up from 174 to 489 when the coupon was inserted loose.

Another simple method of publicizing library service is the use of "buck slips" clipped to material being sent to a library user. We have two different kinds. One bears the caption "Attached is the material which you requested from the Meldrum and Few-

smith Library." The other, "It occurs to us that the attached material may be of interest to you. Meldrum and Fewsmith Library Service." Both have space at the top for the borrower's name and address and for the librarian's signature at the bottom. Also included are boxes, which may be checked for "Please return" or "No need to return." Both of these slips are 3½ inches wide by 8½ deep with a two-inch foldover, and they are professionally printed. One or the other of them is attached to all material sent from the library, except regularly routed periodicals, which have their own routing slips.

A small mailing piece describing the library and its services can do an excellent job of launching a new or relatively unknown library. This should be mailed to everyone who might legitimately be expected to use the library. Several years ago we produced such a piece for our library in the form of a four-page folder. The cover consisted of a cartoon of the librarian and the caption, "Want to know something? Ask the Meldrum and Fewsmith Library." A library book pocket on the second page held a real library card. On its face was a picture of a telephone dial and at the bottom, "Suggestion: Keep this card handy for quick reference on the various services offered by our library." On the reverse of the card the services were listed. Page three was headed "No question about it. . . . We'll be glad to provide you with . . ." with the services enumerated again with a more detailed description. The back of the folder carried the inevitable samples of "random requests," with appropriate art work. The agency name, address, and telephone number were repeated on the back. At the time this piece was mailed to our clients, it was a tremendous help in bringing an almost unknown agency service to their attention. An attractive folder of this kind is expensive to produce and has few long-term benefits; however, this is by no means meant to condemn it. Ours played a large part in launching our library as a useful part of the agency.

National Library Week

National Library Week offers almost limitless opportunities for library promotion. A

little creative planning can develop a program suited to the particular needs of any library. A few years ago Meldrum and Fewsmith invited the secretaries of presidents and executive vice presidents of its client companies to a National Library Week tea, on the assumption that they were the persons whom their bosses would ask for needed information. They were shown the library presentation (described below) and taken on a tour of the library. The following year the publication, *A New Classification for Advertising Libraries*, was released with appropriate publicity in the local and trade press. This classification, an expansion of the Dewey class 659.1, was done in partial fulfillment of work toward a degree in library science at Western Reserve University by one of the Meldrum and Fewsmith library staff. Requests for it have subsequently come from all parts of the free world. Last year we held a National Library Week Seminar on Marketing Materials, to which we invited appropriate representatives from our client companies. (See *Special Libraries*, February 1964, p. 112-3, for a full description of this program.) Each of these special, one-shot promotions has been a success and has added new users to our list.

Orientalism for Employees and Clients

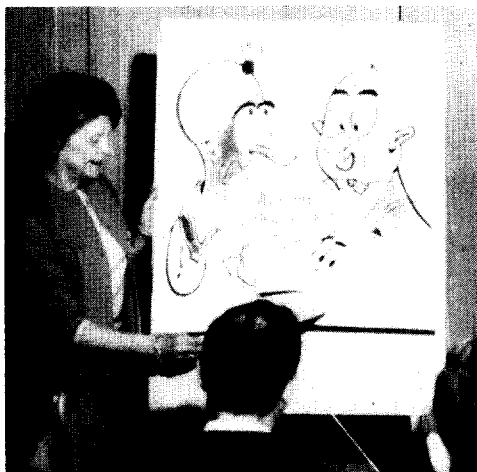
A more elaborate technique for acquainting people with the library service has been used for several years with M & F clients and has now been incorporated into our agency-wide "familiarization" course. Approximately every six months, heads of all departments in the agency are asked to present to employees who have joined the organization during the past half year a brief description of the function of their departments. Everyone from mail boys to vice presidents attend these meetings, which are held once a week and last about an hour.

The library presentation for this purpose is a cartoon flip-chart with a script describing the library's "instant information" service as well as searching-in-depth and the other phases of the library function. (All space checking is done in the library, and we maintain the agency's central file.) The flip-charts, which were done by a professional

cartoonist, are in color, take about 25 minutes to show, and have been most successful in recruiting new users for the library. The charts were made originally to present the agency's library service graphically to one of our larger accounts in another city. Because this client was removed, physically, from the M & F library and was serviced by a branch office, the branch manager felt that it wasn't sufficiently aware of the service available. To correct this, the sales promotion department, together with the librarian, prepared the script, which was then sent to a cartoonist for charts. It proved to be such a success that it was subsequently presented to all account supervisors who were invited to use it with their clients. This is a sprightly and somewhat offbeat way of telling the library's story and can be used over and over, with very slight adaptations for different audiences. The artist's fee must be considered when planning to include such a presentation in the library budget. Our charts have worn out and have had to be re-done once, an extravagance that pleases us!

Word-of-mouth publicity among clients as well as internally helps the library. Account men, contacting client companies, stress the availability of library service and urge clients to make use of it. New business presentations made by the agency always mention the library and the part it plays in the agency function. Clients, visiting the agency's main office, are shown the library. The librarians are prepared at a moment's notice to make a little "pitch" about the library and invite the visitors to use it.

The library might still remain just a word to many members of the organization if we didn't extend our "personal service" practice one step further. We hand-deliver materials requested from the library rather than using inter-office mail. There are two reasons for this. The data requested may require some explanation or interpretation, or it may not be exactly what was requested. In these cases one of the trained librarians goes to discuss the problems involved. If there are no questions concerning the material, one of the clerical staff delivers it. In both cases the second reason for personal messenger service is for the user to become acquainted with the



Author Crookston practices what she preaches in a flip chart presentation about the library services for new employees.

library staff and so to feel more at ease in requesting materials and using the library's resources.

Drumming away, as we do, about the value of a special library in the business community can hardly help but gain for our library some notoriety outside our organization. Naturally we never refuse an invitation to talk before outside groups, to have a story about our library in the local papers, or to take part in projects that include special libraries. Interested groups are always cordially welcomed to visit our library and during the year many come. The class in advertising from the Advertising Club, the library school's class in special libraries, a sales training class from a large steel company, and a junior high school library club are some that come to mind.

Results of a public relations program are difficult to measure in any field. In a special library they are especially hard to evaluate. Reference questions, which we log and can be measured, have increased steadily since the library was established. Client questions have jumped 123 per cent since 1958 when the "library presentation" was first used. The library has moved into larger quarters twice in that period. Another trained librarian has been added to the staff. New duties have been taken on. And we continue to reach for the stars.

Introducing Some Valuable Acronyms

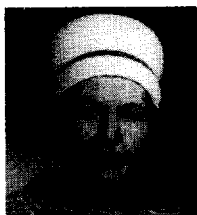
AFA TIO
MPA
OAAA
TvB
ANPA
MSI
NAB
AAAA
RAB
B of A,
ANPA

EVERY FIELD of American enterprise seems to have its nucleus of information sources toward which all participants traditionally turn when seeking the basic facts and concepts of that endeavor. The field that embraces advertising, marketing, and communications media is no exception, except that it boasts an unusually powerful roster of associations, bureaus, institutes, and offices to fill this important function. Part of the effectiveness of these organizations derives from the strong library operations that lie near the heart of so many.

In selecting from our chest of sources and resources something of enduring value to share with our special library colleagues, the Advertising Division unhesitatingly chooses this bibliography of our favorite acronyms. Herewith are brief, straightforward descriptions of 11 of our basic source organizations. For each, the librarian includes a short statement of what the organization is and does, the library's functions and services as they relate to the organization's goals, and a review of major publications provided by the library and/or the organization. In each article, some indication is given of how liberally non-members may be served.

EDWARD G. STRABLE, Library Director
J. Walter Thompson Company, Chicago

Advertising Federation of America



Bloomington's

Mae Keenan THE ADVERTISING Federation of America, founded in 1905, is the largest advertising association in the world and the only one representing all segments and interests of the industry: advertising agencies, media, national and local advertisers, 138 advertising clubs and 22 vertical advertising associations and national groups. The four basic areas of AFA operation are education in advertising, higher standards in advertising, public relations for advertising, and public service through advertising.

Acting as over-all headquarters for advertising clubs in the above areas of operation, AFA provides them with up-to-the-minute information on all aspects of advertising and on all phases of ad club management. It renders aid in carrying out projects and the objectives as set forth. A Washington Bureau is maintained to provide a practical means of keeping the nation's lawmakers informed regarding the benefits of advertising and to guard against unwise and unjustified legislation that would lessen advertising's ability to promote economic progress.

The AFA's Bureau of Education and Research, through its Information Clearing House, provides reliable sources of data and information in response to inquiries from individuals and organizations about advertising and marketing. A modern library of almost 800 volumes on advertising, market-

ing, and related subjects, as well as reference services, trade publications, and comprehensive files of research source materials is located in the New York office at 655 Madison Avenue.

To reduce handling problems, various service bulletins have been written to answer on the most frequently asked questions. Examples are bulletins entitled: The Copywriter, The Commercial Artist, Job Getting Procedure, How to Plan an Advertising Career Day, Scholarships in Advertising and Marketing, University Extension Correspondence, Home Study and Advertising Courses in Advertising and Marketing, Selected Publications in Advertising, Marketing and Related Fields, and National Groups in Advertising, Marketing and Related Fields. In addition a substantial amount of individual correspondence, where more technical information is desired, and frequent telephone inquiry service is also provided by the Bureau.

AFA compiles the following directories on an annual basis: *Directory of Advertising Clubs in the United States and Canada*, *National Speakers' Bureau Directory and Film List*, *List of Ad Club Program Chairmen* and *List of Editors of Club Publications*. On a less frequent basis it prepares: *Books for the Advertising and Marketing Man*, *Directory of Advertising, Marketing, and Public Relations Education in the United States*.

AFA Services are provided to members, non-members, students and teachers. Most publications are without cost; a few are priced at a nominal fee.

American Association of Advertising Agencies



Photograph Studio

Marilyn Modern

THE AMERICAN Association of Advertising Agencies (200 Park Avenue, New York City 10017) is the national trade association of advertising agencies in the United States. The 350

members of this Association have 750 offices in 190 cities in the United States and other countries, employ about two-

thirds of all people in the agency business, and account for three-fourths of all the advertising placed through agencies. Each agency must meet certain definite qualifications before it can be elected to membership.

Organized in 1917, the A.A.A.A. is the symbol of able, ethical, and responsible agency service. The Association's three main aims are: to foster, strengthen, and improve the advertising agency business; to advance the cause of advertising as a whole; and to give service to members, to do things for them they cannot do for themselves, or which can be done better or less expensively through the Association. The Association offers many services to its members, including management aids, an international service, and the facilities of the A.A.A.A. library.

The library of the A.A.A.A. has been in existence for 25 years. Its first purpose is to serve members and headquarters staff, then in a more limited way applicants for membership, followed by other industry people, e.g., teachers and students seeking general information on advertising and agencies. The library is open to SLA members for limited service.

Questions received at headquarters are regularly answered by one of the division heads, their assistants, or the library staff, drawing on their day-to-day contacts and sources but also relying heavily on the resources of the 4A library, which is the most comprehensive source of information and statistics on the history, organization, management, and operation of advertising agencies in the United States. The four trained librarians have at their finger tips information files on more than 3,000 different advertising subjects. These are in the form of studies by the Association and others, committee reports, trade press clippings, a large collection of books on advertising and agency subjects, and subscriptions to all major trade press, newsletters, and industry releases.

The library also maintains a card file of published information on some 50,000 individuals in advertising agencies, going back for many years and kept up-to-date, giving an individual's past business connections. An important part of the library consists of the transcripts from the A.A.A.A. annual meet-

ings and region conventions, a steadily growing body of professional literature. All the material in the Library is loaned to members and can be sent to any part of the country, with the exception of basic reference volumes and out-of-print books.

American Newspaper Publishers Association



Beatrice DuBois and Canada on all phases of the newspaper business. Its membership of more than 875 daily newspapers comprise about 90 per cent of the total United States daily newspaper circulation, 95 per cent of the total Sunday circulation, and 71 per cent of the Canadian daily circulation.

The Association issues a wide variety of bulletins and special services to its member newspapers. Among these is an advertising bulletin and a loose-leaf compilation called *Spotlight on Advertising*. Its purpose is to provide a better understanding of advertising as a dynamic force in the public interest and to help combat attacks on advertising through regulatory bodies or discriminatory taxation.

The ANPA Library, which now occupies 722 square feet in the Association's headquarters office (750 Third Avenue, New York City 10017), has as its primary purpose service to its membership. In addition to serving members and the headquarters staff, the library is open to the public, other librarians, and students (particularly journalism students) from 9 to 5, five days a week. Four study carrels are in almost constant use, as much by the public as by the staff.

Since the ANPA is one of the oldest national associations in the communications field, historically speaking the collection of books on journalism and advertising is extensive and nearly complete. Visitors have recourse to a rich storehouse of information on the history, development, and current practices of the daily newspaper business. The ANPA Library also houses printed ma-

terial relating to the use of the newspaper in the classroom and publications of the Newspaper Information Service, the informational and educational arm of ANPA. Much of this material, including advertising, is available on request to the ANPA Librarian.

Many ANPA bulletins and publications are sent only to member newspapers, but whatever is in the library is in the public domain and as such is available to library visitors. We maintain inter-library loan service to the extent it is feasible and does not interfere with service to members.

Bureau of Advertising of American Newspaper Publishers Association



Vera Halloran THE BUREAU of Advertising of the American Newspaper Publishers Association was formed in 1913 as a promotional division to help newspapers obtain a larger share of the advertising dollar and to help advertisers secure better results from newspaper advertising. In the 1940's the Bureau established its own charter, so that now it and the ANPA are kisser-cousins, and a newspaper may belong to either or both associations.

The Bureau of Advertising (485 Lexington Avenue, New York City 10017) originates and prepares promotional, marketing, and sales material. The retail department puts out a number of success stories and the annual *Retail Time Table*, among other data. It publishes a catalog of Bureau materials, most of which are available to non-members as well as members. Annually it distributes the only listing of national advertising expenditures in newspapers, broken down by company. It is currently making target presentations to national advertisers at the rate of three a week. On the staff are a number of highly trained specialists in research, promotion, marketing, and sales.

In 1946, when the Bureau began to grow, it was decided that a library and a profes-

sional librarian were needed. By 1956 the library had grown to a staff of three. The name was changed to the Information Center, since that is our primary function. We service not only our own people but our member newspapers, newspaper representatives, advertising agencies, advertisers, and the general public. We try to answer all questions, both oral and written, as fully as possible.

We have 60 file drawers of clipped data and pamphlets, government material, consumer studies and advertising publications, bound back to the early 1940's. Most of our material is available for use for study or research. Once a month we distribute to our staff an annotated list of our new material.

Magazine Publishers Association



E. L. Jenkins & Co.

Kathryn Powers THE CONSTANT movement of magazines in and around a library makes them a familiar part of every librarian's day. Frequently, however, the librarian is not aware of magazines as one of the major means of mass communication in the United States and as an important national industry. The U.S. Department of Commerce reports the 1962 value of the periodical publishing industry as almost \$2 billion, with employees numbering over 70,000.

Magazine Publishers Association is the association organized by magazine publishers to represent the industry and to advance the interest of magazines in all phases of their operations. Its membership includes 111 publishing companies and 300 publications. Represented are consumer and business magazines, with circulations ranging from a few thousand to millions, and with general or specialized editorial direction. MPA represents the magazine industry among all groups of related interests—advertisers, advertising agencies, associations, educators, government agencies, and national and local business and civic organizations. It provides

a common voice for the industry on legislation affecting publishing and advertising and a meeting place for publishers to discuss their mutual problems. Some of the areas within the industry in which MPA is active include advertising research and promotion, subscription field selling, tax problems, copyrights, postal rates and regulations, advertising agency credit, business management, editorial, insurance, subscription adjustments, industry statistics.

These varied activities are handled by the staff of Magazine Publishers Association, by committees of individuals from among its member publishers, and by the staffs of its several affiliates: Central Registry of Magazine Subscription Solicitors, Magazine Advertising Bureau, Periodical Publishers Association, and Publishers Information Bureau. All of the operations are centered at the headquarters office, 575 Lexington Avenue, New York City 10022.

The Magazine Advertising Bureau is particularly active in publishing since its function is to tell the story of magazines as a major advertising medium. This is done through research, speeches, films, booklets, seminars, statistics, releases, and similar methods. The *Facts & Figures* bulletins give statistics on trends in magazine circulation, advertising revenue, advertising costs, and so forth, while case histories are released as *Success Stories*. *Magazines in America . . . The People, The Process, Publishing Economics* is a general booklet on the industry and has been especially popular with teachers of journalism and marketing and to advertising companies and agencies giving indoctrination courses on the media. A sixth edition of *Split-Run and Regional Advertising in Magazines*, a booklet listing the general and farm magazines that accept regional advertising and giving short descriptions of what they offer, is planned for 1964.

The Magazine Information Center and library serve the staffs of Magazine Publishers Association and its affiliated organizations, as well as publishers who are members of MPA, advertisers, advertising agencies, teachers of journalism or marketing, trade associations and, to a limited extent, the general public. The library collection includes materials pre-

pared by the Association and anything available to us that has been done by others on the major subject—magazines and magazine advertising. It includes books, current issues of leading consumer magazines and selected trade publications, reports, studies, statistics, clippings, and speeches. Audit Bureau of Circulation volumes containing publishers' circulation statements for magazines, farm publications, and business papers are available back to 1940. Publishers Information Bureau reports go back to 1921; *Standard Rate & Data Consumer Magazine* sections for selected months go back to 1940.

Marketing Science Institute Library



Eugene J. AmenRa.

W. B. Saunders THE MARKETING Science Institute was organized early in 1962. Its offices are located in Philadelphia at 3625 Walnut Street. It was established to accelerate the development of a science of marketing by engaging in pertinent research and educational activity and by serving as a catalyst for such activity in other institutions and organizations.

The Institute, a nonprofit corporation for educational and scientific purposes, is supported by a number of major United States and Canadian companies to further basic research in marketing. It operates solely in the public interest and performs no contract research or consulting activities for private groups. The trustees believe that progress toward the development of a science of marketing is dependent upon the widest possible dissemination of the Institute's findings; hence, all Institute research reports will be made available to any interested individuals or organizations through commercial publication or direct distribution.

The library collection is designed to support the research needs of the six major project groupings of the professional research staff: marketing structure, marketing management, marketing methodology, inter-

national marketing, marketing theory, and marketing education. The time of MSI's professional staff is devoted to activities such as the design and conduct of intensive fieldwork and interviews with business executives, academicians, and other knowledgeable individuals; the development and direction of study groups and seminars on specific marketing subjects; literature searches, and the preparation of study reports pertinent to the six major research areas.

The MSI Library functions as a medium to keep the staff abreast of developments in all fields of advertising and marketing. A collection of approximately 100 periodical titles and a small number of books, reports, and surveys furnish the nucleus of our holdings. We also keep catalogs of the major graduate schools of business in the United States as a part of our studies in marketing education.

Services provided by the MSI Library include the usual ones of reference service to staff members, literature searching, and inter-library loan. We are not open to the public and do not lend materials. Staff members and graduate students from the Wharton School are permitted to use materials in the library. Telephone requests for information and written inquiries are serviced. There are no publications of MSI at present except a brochure describing in detail the program of the Institute. Four major studies will be published within the next six months.

Exploratory studies are being made by the Institute on the need for a Marketing Information Center. Preliminary contacts with many national and international business executives, governmental agencies, and international trade agencies have assured us that there is a need for a greater flow of marketing information. However, the many problems of designing a search and retrieval system, analysis of the language and definitions of marketing, establishing a network of "feeder" stations to guarantee substantial input into such a Center, staffing, and securing physical facilities need study. We hope to keep advertising and marketing librarians informed of our progress as we continue to explore and evaluate the Marketing Information Center idea.

National Association of Broadcasters



Louise K. Aldrich THE NATIONAL Association of Broadcasters represents an industry that touches the daily lives of every American who tunes in on the nation's more than 200,000,000 radio receivers and 60,000,000 television sets. Less than two years after the beginning of commercial broadcasting in the United States in 1920 a small group met in Chicago to form an organization of broadcasters; the NAB has since acquired more than 3,000 members and is recognized as a leader of the broadcasting industry. A non-profit organization, with headquarters in Washington, D. C., the NAB has as its object "to foster and promote the development of the arts of aural and visual broadcasting in all its forms; to protect its members in every lawful and proper manner from injustices and unjust exactions; to do all things necessary and proper to encourage and promote customs and practices which will strengthen and maintain the broadcasting industry to the end that it may best serve the public." (Article II of the By-laws)

The members of NAB are radio and television stations and radio and television networks. An annual convention and regional fall conferences inform broadcasters of new developments. One of the most important aspects of NAB's service to its members is in keeping abreast of any changes or proposed changes in the rules and regulations of the Federal Communications Commission, the federal agency responsible for the regulation of the broadcasting industry.

The NAB Library, which functions under the direction of the Secretary-Treasurer, has as its primary purpose service to the membership. The Library is used also by graduate students, lawyers, and others. The reference collection stresses books, periodicals, surveys, reports, clippings, and other material relating to broadcasting. It includes all the annual, financial, and statistical reports of

the Federal Communications Commission, as well as those of its predecessor, the Federal Radio Commission, radio listening and television viewing studies, publications of the United Nations and Unesco, the European Broadcasting Review, and yearbooks of other countries. We are adding to our reference material on space communications. The NAB Library also receives approximately 140 periodical publications; a limited number of titles are bound and others are shelved for a period of three or more years.

While most NAB publications are designed for the membership, many booklets, pamphlets, and speeches are available on request. The *NAB Bibliography* (recently revised) lists basic references in broadcasting and titles available from NAB Public Relations Service, 1771 N St., N.W., Washington 20036. Here are some of the titles: *Radio USA* (briefly describes how radio works and the American system of broadcasting); *Free Television*—and how it serves America; *The Radio Code of Good Practices*; *The Television Code*; *Careers in Radio*; *Careers in Television*; *Broadcasting Public Proceedings*; *Editorializing on the Air*; *Campaigning on TV*; *If You Want Air Time* (a handbook for publicity chairmen). Ask your nearest NAB member radio or television station for these: *The Broadcaster's Copyright Primer*, *Broadcasting and the Federal Lottery Laws*, *Dimensions of Radio* and *Dimensions of Television* (the latter two are compilations of statistical data on the broadcasting industry).

Outdoor Advertising Association of America, Inc.

Edith Simon

THE OUTDOOR Advertising Association of America, Inc., is the trade association for 650 outdoor advertising companies which operate poster and painted bulletin structures of standardized dimensions throughout the nation. Membership currently includes more than 90 per cent of all outdoor advertising companies in the United States.

The primary function of the Association is to promote the interests of its members

and advertising as a whole by continually improving methods of operation in the outdoor medium. To achieve this goal, the Association has set up standards for structures, operation, and service and has devised uniform procedures for developing market coverage. Services to members include public relations, legal counseling, local sales aids, engineering and market research, and compilation of market rate and data information.

Publications about the outdoor business produced by the Association include: *What You Should Know About Outdoor Advertising, Recommended Operating Practice, Improvement Trends, Guide to Good Operation—OAAA Recommended Operating Practice, A Tour Through an Outdoor Advertising Plant, The Outdoor Story, Annual Public Service Report*, and many others. *The Engineering Design Manual for Outdoor Advertising Structures*, published in 1955, has been valuable not only to Association members but to persons not engaged in the outdoor business. The studies in soil testing and wind pressure, upon which the *Manual* is based, have been useful to many engineers and builders.

The Association also publishes *Outdoor Advertising News*, the monthly journal of the Association, and *Ad Views for Women*, a quarterly publication sent to women in business and government and those interested in education and community affairs. It shows the role advertising plays in the free enterprise system and its benefit to women. The Association is developing a program to bring increased information about outdoor advertising to colleges and universities offering advertising or journalism courses.

Since the Association was organized in 1891, the library maintains files of historical publications and photographs showing the constant changes in the outdoor advertising industry. *Outdoor Advertising News*, published under several similar titles since 1896, is a valuable source of information on this industry. The *News* is indexed by the librarian. This index is not published but maintained cumulatively in a card catalog in the library for ready reference. It was started in 1956; previous to that time there were sporadic published indexes.

Subject files on various topics are maintained to assist the staff and Association members in their various fields of activities. The Outdoor Advertising Association (24 West Erie Street, Chicago 60610) welcomes requests for information and, when possible, will be happy to send its booklets and publications to inquirers at no charge.

Radio Advertising Bureau, Inc.



Grace
Melamerson

THE RADIO Advertising Bureau is the service organization of the radio industry, devoted exclusively to the promotion and sale of radio as an advertising medium. It is a non-profit trade association supported by leading radio stations in every part of the United States, nation-wide networks, and most of the leading station representative firms. RAB recently opened associate membership to any person or organization allied to the radio industry.

RAB was organized in 1951 to stimulate the use of radio advertising as well as to help maintain the interest of present radio advertisers in our medium. We meet regularly with agencies and advertisers to keep them aware of the latest facts about radio and how radio can meet their marketing needs.

We have sales-aids for small and large markets and offer to members research service on all phases of radio listening, a tape library of over 4,000 commercials, which are on file in tape or disc form, printed reports on how advertisers use radio and the library, a large information center on radio advertising.

RAB assembles facts on radio, such as the annual number of sets sold and conducts studies on radio. Each week it publishes a newsletter called *Local Radio Salesman*, which contains success stories on local and regional advertisers. Some of these results are printed in special booklets and pamphlets; for example, recently we printed a background piece on *New-Car Dealers* and

SPECIAL LIBRARIES

101 Sales Ideas for Auto Dealers which included many case histories on radio. While most of the booklets are designed for members, there are some that may be had on request (115 East 55th Street, New York City 10022).

The RAB library contains virtually everything ever published on the medium of radio and is available to members, advertisers, and their agencies. The library is used by students and SLA members who are seeking information on the radio industry. In the vertical files is a collection of general information, background facts, statistical data, surveys, booklets, and case histories. Sources for these files include the periodicals, newspapers, newsletters, and related materials to which the library subscribes. It also maintains files on the top 500 advertisers. These contain background material on the company, trade press releases, annual reports, speeches, pamphlets, and product advertisements. The book collection varies from broadcasting to etiquette. In the reference collection are year-books relating to broadcasting, newspapers, and marketing guides. In addition, the library has a file of all the material issued by RAB.

During the year we handle many requests for information and material. The library is mostly used by our members in aiding them to prepare presentations. We put together background information and radio success stories on request. If we do not have the material or the subject does not pertain to our field, we suggest the likely source.

Television Bureau of Advertising, Inc.



Lee Ann Winderman

THE TELEVISION Bureau of Advertising, Inc. is a non-profit corporation supported by television stations and their representatives and the three networks. The Bureau was organized in 1955 to fill two basic needs. First, the highly complex nature of television as a medium of selling required that a centralized and continuing source for

the best information on television advertising, its audience, and its economics be made available. Second, the vital force that television advertising exerts on the business life of the American community needed to be enunciated in its proper perspective to business leaders. Thus, functioning as a clearinghouse of information on television advertising, TvB devotes its efforts to the promotion of the broader and more effective use of television as a commercial medium.

TvB makes its headquarters in New York City (1 Rockefeller Plaza), with branch offices in Chicago and Los Angeles.

The Bureau's library operates as part of the Research Division but services the entire organization. Following Bureau policy, the library does not, in general practice, serve members, advertisers, and advertising agencies directly but is set up to assist the TvB staff in their service to these organizations. In existence almost as long as the organization itself, the library has always been under the direction of a professionally trained librarian, and recently has utilized the services of a library assistant and the part-time assistance of the secretarial staff. The book collection is small but representative of advertising, mass communication, media research, and marketing materials. Reflecting the aims and purposes of TvB, however, it does not attempt to maintain a comprehensive collection in these areas but does gather all information relative and pertinent to television advertising. We subscribe to approximately 150 periodicals, including advertising and trade journals, and government publications, most of which are routed to office personnel. We have bound volumes of the more important broadcasting publications dating back to 1955. The library also houses audience measurement reports as well as Rorabaugh and LNA/BAR media reports. The mainstay of the library's collection is the 66 drawers of vertical file materials containing trade press clippings, pamphlets, reports, and TvB-produced items. Marketing and media data are included, but success stories, case histories, and background information on television advertisers are the most important features.

SLA members are welcome to use files for reference purposes. Books (other than ref-

erence works) and bound periodicals are available on interlibrary loan.

Representative publications include:

Spot Television Advertising Expenditures is issued quarterly and annually. The Bureau also releases network expenditure figures.

TvBasics, published annually, reports fast changes in television's most important dimensions. *Top 100 Advertisers*, a yearly analysis of investments in each measured medium, is now in the *TvBasics* report.

Selectroniscope 1001; an Audit of the Audiences and Costs of Spot TV is a comprehensive compilation of sample schedules, their costs, reach, and efficiency. As a rule the Bureau does not charge for single copies of its publications; *Selectroniscope* is one of the few exceptions.

Prospectus, a recent compilation of case histories of local retailers spending more than 50 per cent of their budget in television, provides the basis for big budget local advertising.

From Class to Mass-Class shows how financial institutions use television, and includes many success stories.

The Sky's the Limit presents highlights of a research study explaining how television's impact differs from that of print.

Mention should be made of two other Bureau activities. *TvB* maintains a growing collection of commercials, organized into reels by product category. Also, the Bureau's color and black-and-white video facility permits *TvB* to record as well as play tapes. This enables advertisers, agencies, stations, station representatives, and networks to screen new television programs, review commercials, test new techniques, etc., at a nominal fee.

Television Information Office



Catharine Heinz

ENTERING AS it does into the intimacy of 51 million homes with the full impact of sight and sound and motion, television has become a matter of considerable interest to a good many

people. But, because of its essential multiplicity (at both sending and receiving ends), during the first eight years of nationwide television, there was not any coordinated and central source of information and reference about the industry. In 1959 the Television Information Office was established by a committee representing stations, the three networks (ABC, CBS, NBC), and the National Association of Broadcasters.

One of the first objectives of the new TIO (666 Fifth Avenue, New York City 10019) was to set up an information center for the industry and the public. A library was essential to its operation. The first professional hired for the staff was, in fact, the librarian, and the library has been actively involved in nearly every TIO project, creative as well as archival and informational. As the organization's principal link with the public, the library by early 1964 was answering some 600 requests each month, an increase of 52 per cent over the preceding year.

As part of its regular services to its member stations and networks, TIO conducts research on public attitudes toward television, publicizes television programs of special interest through advertising in national magazines, commissions the publication of original material relating to television as a social force, and reprints appropriate materials from other sources. In addition, TIO creates materials, including audio-visual ones, for use by broadcasters in their community relations activities and assists local station management in the publication of monthly program bulletins to encourage selective television viewing. In collaboration with educational authorities, a teacher's manual on the use of television programming in the teaching of English has been developed, as has a 12-lecture course providing an introduction to television.

The library has had particular responsibility for two TIO projects. In response to continual demand for references to source materials on television, the library initiated a bibliography series, two of which have been published to date: *Television and Education* and *Television: Freedom, Responsibility, Regulation*. In the first year of their availability, more than 17,000 copies have been

sent to educators, librarians, broadcasters, and writers.

Organizing and keeping track of the diversified materials TIO had distributed to its members soon became a problem. (By February 1964, TIO had mailed nearly 400 items.) To assist broadcasters in the orderly use of this reference data, the library devised the TIO Index, which was sent to all TIO member stations and networks. An original subject heading list was developed for the index section. In addition, each title is de-

scribed in a contents section, thereby serving as an annotated bibliography. To keep the Index up to date, index entries and contents descriptions now accompany new materials as they are mailed.

The experience of TIO's first four years suggest that interest in information about television on the part of special publics will continue to grow. Through its special library devoted to television's place in the American society, the industry will continue to serve this interest.

The Creative Library in an Advertising Agency

CELESTINE G. FRANKENBERG, Art Librarian
Young & Rubicam, Inc., New York

THE IDEA FOR a library organized specifically for the needs of the creative departments of an advertising agency is comparatively new, but the need for such a library has long been felt. In most agencies, the central library services requests made by these departments, but they are so demanding and special in character that it is difficult to do so adequately. Frequently, the creative departments set up their own files, which are supervised by a clerk or secretary in her spare time, and the result is more than discouraging. Young & Rubicam, Inc., recognized this frustrating situation as a detriment to its art department, and in 1955 the Head Librarian, Hazel Conway, arranged to set up a library designed especially for the art department, located in that department for the convenience of the art staff and with a professional librarian in charge of the operation.

The writer was selected for her background—an art major in college, a graduate degree in library science, and professional experience as a librarian in the Picture Collection of the New York Public Library and head of the photo library of a large airline whose photos were used for advertising and public relations. At first the task seemed enormous, since this was a unique situation and there were no similar libraries to visit to

avoid pitfalls, but it was a challenge too tempting to resist.

So the Art Library of Y&R was begun and it began right away! As soon as it was announced that a library was being organized for the art department, requests from the art staff began pouring in. At first, this seemed to be an impossible situation but proved to be very helpful in developing organizational ideas and procedures. Although having had experience in dealing with the creative personality, this immediate contact gave an understanding of this particular staff—their needs, their unique manner of expressing these needs, and what they wanted and expected from a library. What they wanted most turned out to be pictures and more often than not pictures having nothing to do with art. As it developed, the Art Library really became a pictorial research library, and in the field of special libraries this was a maverick because instead of the subject being special, it was the media that was specialized with subjects ranging anywhere from abacus to zodiac.

The functions and subtleties of a library organized for a creative staff can best be explained by describing the Art Library at Y&R. The library is made up of four separate categories: the book collection, the pe-

riodical collection, the artists' samples collection, and the picture collection. These collections are general in subject matter and are used to provide factual, descriptive, and historical as well as inspirational information.

Book Collection

The book collection covers a wide subject range similar to that found in any public library. All titles are profusely illustrated, even though they may not be considered picture books, and are selected for the quality and quantity of their pictorial content. The reasons for the selection of books are varied. We are interested in children's books for the technique of the illustrator and the manner in which children and animals are depicted. We subscribe to all the photography annuals to keep abreast with developments in photography and to become familiar with the work of contemporary photographers. They are also excellent sources of news events and human interest pictures. Of course, we buy all the graphic art annuals—Swiss, Canadian, English, Italian, French, Japanese, and American—to be familiar with the best work being done in the field of graphic art, particularly as it is applied to advertising. We have a complete collection of the advertising annuals of the Art Directors' Club of New York dating from 1922. This collection has proven a very effective reference for ex-



The author (right) and an art director discuss pictures needed for a layout on baby products.

amples of styles, appliances, and social life in America during these years.

The books on typography and lettering are of invaluable help to the art director in selecting type faces and styles of lettering for use in ads. With emphasis now on American history and a new pride in our cultural heritage, we have a large collection on Americana. We keep alert to all American Heritage, Horizon, Look, Time, and Year publications, since these publishers produce excellent picture books. They are not only fine sources for the factual, but the high quality and imagination of their pictures are often inspiring.

Particularly useful are volumes of woodcuts and line drawings that are in public domain, and we always need several copies of each because of the great demand for them. Books on fine art and photography as an art can not be overestimated for their inspirational content. An idea for an ad can be suggested to the art director or copywriter after the user has been influenced by a collection of color photographs by Eliot Elisofon or by a Skira book of contemporary paintings. Campaigns have been developed using Piet Mondrian's paintings as a basis for the design of the layout. We must constantly be on the lookout for the latest in the field of television art. The demands upon this new field are so great that techniques are constantly being changed and new ones developed.

The book material is mainly used for reference, but photostats are made of pictures needed for layouts. If a picture is needed for the finished ad, we contact the publisher for clearance.

Periodical Collection

The periodical collection consists of women's and house magazines, Sunday supplements, museum bulletins, some house organs, news, theatre, sports, fine art, graphic art, photography, and craft magazines as well as a selection of foreign periodicals covering similar subject fields to keep us informed of the work of foreign competitors. The next statement will probably cause most librarians to shudder in horror, but all these magazines are expendable. If an art director or copy-

writer wishes to tear a picture or ad from them, he may. Oddly enough, this has not resulted in a collection of shredded magazines. Due to the paradoxical or plain contrary creative nature, the artists are most conservative in exercising this privilege. They conscientiously bring to attention what they are clipping and why. So much money is spent in creating ads, surely the expendability of a 50 cent magazine is justifiable.

The fact that users are allowed to take what is necessary for their work at a particular time has impressed them with the fact that the librarian is there to help them with their problems as quickly and with as few complications as possible. There seems to be evidence that they often believe a librarian's main function is to be an overseer to a collection of rock-bound rules and regulations. This is a prejudice the librarian has to strive to abolish. It hampers her effectiveness in working with the creative personality who abhors red tape, which to him can be a simple library procedure such as signing out borrowed material. If the librarian shows flexibility in some ways, the user is more ready to abide by her rules in other ways, such as putting up with the red tape of signing out books.

Although the *Readers' Guide to Periodical Literature* indexes most of the magazines to which we subscribe, an index is made for those not included. This has proven to be most worthwhile in saving time as well as fruitful in locating pictures that might otherwise be lost. Usually, subject indexing is not descriptive of the illustrations used in an article. For example, *Life* magazine did a story on Khrushchev's visit to the United Nations in 1959. This story was indexed in both the *Readers' Guide* and *Life's* own indexes, but neither index revealed whether it included the famous picture of him pounding the desk with his shoe. (It didn't.) In some cases picture stories have been ignored. *McCall's Magazine* did a fashion story by photographer Melvin Sokolsky; it was featured in its October 1962 issue but it was not indexed in the *Readers' Guide* under the photographer's name nor was it referred to under fashion. Yet we had many calls for this story, not only as an example of the

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Tools of the trade: Picture books and magazines, samples of artists' work, and loose pictures.

photographer's work but for the interesting story line he used to present the fashions. *DU* magazine, which is not indexed in *Readers' Guide*, did an excellent picture story on Milan, Italy, which would interest Y&R because it recently opened an office there. *Industrial Design* does quite a few articles on developing corporate images through designs and trademarks, which are of pertinent interest to us. It would require much time-consuming research to collect this information since *Industrial Design* is not indexed in *Readers' Guide*.

We also index photography annuals. Often an art director will remember that he saw a picture he needs in one of the photography annuals but he doesn't remember which one. "It was a picture of an old woman behind barbed wire. Would you by chance know in which annual it appeared?" Like him, we recall the picture but not the issue. So we check our index and learn it appeared in the *International Photography Yearbook* for 1960 on page 25. The effectiveness of this indexing more than warrants the time put into it. We do not attempt to index everything, but as we quickly review magazines as they are received, we jot down on a p-slip those pictures that are noteworthy. The subject headings used for this quick indexing are very direct and in no way try to follow a prescribed list. They are dictated wholly by the picture, i.e., a picture of children with hula hoops is classified under hula hoops; the old woman behind barbed wire is classified under barbed wire with a cross reference from

refugees. Cross references are used whenever it is felt the picture can be useful in a number of situations.

File of Samples of Artists' Work

The artists' samples file is made up of examples of the work of contemporary artists, including photographers, cartoonists, and letterers as well as painters, illustrators, and designers. The file was organized by contacting artists' representatives and art studios in the city requesting examples of the work of their staffs. For each artist, there is a main entry card, which includes all pertinent information about him with cross references in the subject file referring to his subjects and technique. The art director finds this collection very helpful in keeping informed of the work of the people in the field. The copywriter is made aware of the various styles and techniques. A style can be imitated in a layout to be presented to a client to give him an idea of how the finished art will look. The cross references to subject and technique also suggest other artists if the one selected is unavailable.

Picture Collection

The picture collection is perhaps the most important of all the collections. Here is housed the reference material the creative person uses every day in the form he likes to work with—the loose picture. He has a pictorial mind, and he is most at home using pictures. He needs to know what things look like—a caduceus, the official seal of the President of the United States, the flags of the United Nations, a swamp mosquito, a carousel horse, the tools used by the ancient Greek stonecutter; he needs pictures of people doing things—a man running, a child playing, a woman reading, a baby crying, an old man laughing; he wants to know what places look like—Back Bay Boston, the Kremlin at night, the Incan ruins in Peru, a Kentucky horse farm, Fremont, Michigan; he needs portraits of people—Albert Schweitzer, Henry VIII, Julius Caesar, Jim Thorpe, Louis Nye; he needs pictures of news and sports events—the funeral of John F. Kennedy, John Glenn entering politics, President

Lyndon Johnson presenting the Freedom Medal, John Thomas jumping seven feet, Arnold Palmer winning the Palm Springs Classic; he needs pictures that suggest happiness, freshness, sorrow, democracy, oppression. In organizing the material to provide for these needs, the librarian is called upon to use all her imagination, ingenuity, flexibility, and ability to anticipate. One can not do without the latter. This quality, a sixth sense, is developed through years of experience and a certain rapport with the creative personality.

The collection is arranged alphabetically by subject. The subject headings of the Picture Collection of the New York Public Library is used as a basis for this collection. However, as is always necessary when using another's system, it must be adapted and revised to specific needs. The importance of consistency can not be stressed too much. Similar material can easily be lost by being scattered under several different headings. One must also accept new headings readily and not try to incorporate new ideas such as the Peace Corps, Telstar, and the Common Market into headings already in use that might possibly cover them. Constant revision of headings is necessary for the practical reason of saving space by eliminating headings for subjects that had great popularity but didn't last. Our system of having a folder for each letter of the alphabet allows for providing a folder for new subject headings and the removal of unused headings. We may not want to discard all the pictures, so we save a few and file them into the general folder for the letter concerned.

Many subject headings are the result of the way the art director expresses himself. He appreciates our respect for his manner of expression by frequently using it in developing subject headings. He will often bring his work problems to the library and discuss them with us. This has proven beneficial to all. He calls upon our experience, and we are helped in developing ideas on classification and arrangement.

As is the case with the periodical collection, the material in the picture collection is expendable. If an art director needs to use a picture in his layout, he may take the picture.

What he uses only for reference he returns, and it is refiled. There is a practical reason for this generosity on our part. We inherit everyone's discarded magazines and therefore are constantly acquiring new pictures, so that which is not returned is regarded as a natural form of weeding.

General Observations

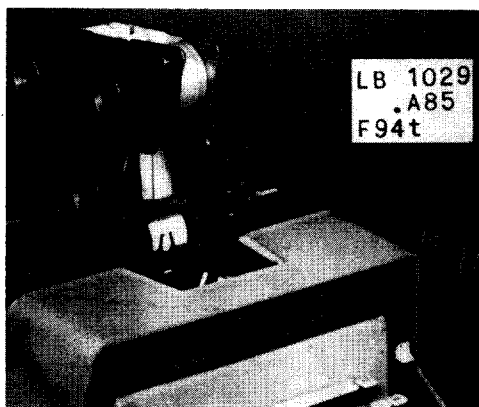
One can not overestimate the necessity for the library. Y&R is located in the most active advertising area in one of the largest cities in the world and has the greatest number of special libraries at its disposal, including the Picture Collection of the New York Public Library only two blocks away, and yet it needs our library. It is needed because it is developed on a very special design to service very special needs. The art director can not use material borrowed from a public library for use in a layout. He can not obtain a public library book that someone else has already borrowed in 15 minutes. He can not ask a librarian in another library to drop everything she is doing to help him with a difficult research problem that must be solved within the hour for him to meet a 2:30 p.m. deadline. He has about 30 minutes to kill while waiting for a photostat, but he can't run over to the public library and browse through its latest magazines and books which help him in his work.

One can practically realize the effectiveness of a library when it is used by more people than was intended. We were organized specifically for the art department, and now we are used as much by the television and copy departments as well as research and others. These people appreciate the assistance the library gives them in their work, so that their energies and time can be channelled in producing a better job that benefits them individually and the agency as a whole.

The creative element is an illusive one and to try to analyze it and prescribe for it is a difficult task, but certainly not a futile one. It is an enormously satisfying one. At this point we hope the reader has become acquainted with the subtleties of the business. At times, the writer may have appeared to throw out the window everything learned in

library school. If this impression was given, it is far from the truth. The importance of the need for a professional librarian to deal with the creative person can not be too strongly emphasized. To improvise on the rules intelligently, one must have a complete understanding of them, and this can only be learned in library school. To be flexible, one must be disciplined—flexibility without discipline is chaos. Speed is another essential. In the advertising field, everything was needed yesterday. A librarian is constantly working against a deadline, and again he needs to draw upon his professional knowledge to prevent the waste of precious time.

The picture research library is a new special in the ever widening field of special libraries. It is an interesting, a demanding, and wholly satisfying one. There are no limitations, and boredom does not exist.



The futuristic-looking attachment to the ordinary typewriter (above) is the SE-LIN^(R) process book labeler, manufactured by Scientific Advances, Inc. The labeler, sponsored by LTP and then tested in several libraries, mounts on the typewriter platen, and call numbers are typed directly on a labeling strip. This strip is a strong adhesive, which is laminated to provide permanent protection against smudging and wear. The labeler can be easily mounted on any typewriter and operated without any special training. Further information is available from the manufacturer, 1400 Holly Avenue, Columbus 12, Ohio.

Selection Aids for Marketing and Communications

NATHALIE D. FRANK, Librarian

Geyer, Morey, Ballard, Inc., New York



THE PRIMARY emphasis in this brief guide is on the general and business areas of domestic marketing, broadcasting, and the press and on the research literature that underlies these for the practitioner.

No attempt is made to cover the many specifics of marketing and the many arts and sciences inherent in all varieties of mass communications or their allied disciplines.

In these fields it is well to bear in mind the peculiarities of the reference materials that influence the evaluation and selection of selection aids.

As in all aspects of special library work, currency is a must. Physical format is unimportant. In fact, a large proportion is highly ephemeral, and book selection is a relatively minor problem. There is a notable lack of systematized documentation and of compendia of recorded fact. Many sources of primary value in advertising and marketing are published as promotion pieces by industrial companies, sometimes by advertising agencies and services, and most of all by media. Their purpose is to build a clientele and to generate business. Their data stem from vast research projects. They are expensively produced and not generally circulated or publicized—even within the field. Other promotional-type sources are digests or abstracts of extant information. Some are pure "puff." The elusiveness of the materials, the vast sweep of subject matter, the multiplicity of producers, and the restrictions many of them place on publication and distribution present a challenge and a test to the librarian's ingenuity and endurance.

Universal and definitive selection *tools*, compiled exclusively for the convenience of

the acquisition function in special subjects, are just in the making. Consequently, selection *aids*, or any general, subject, or bibliographic publications that serve to inform and guide the librarian in procuring essential reference materials, are used extensively.

For the acquisition of current materials, the timeliness or promptness of reporting of the selection aid is an essential criterion. Also important to the usefulness of the selection aid are: the publication frequency, its editorial slant, its proximity to the issuing source, and the extent to which it evaluates, annotates, or abstracts the contents. Its continuity, fullness of bibliographic detail, and dependability permit the maintenance of a systematic and efficient acquisitions program.

Selection Aids for Current Materials

DAILY PRESS

No coverage is more current than that of the daily newspaper, which is the classic starting point of any selection activity. Editorial content provides news notes and feature stories. Advertising columns such as those in the *New York Times*, *New York Herald Tribune* and *New York World-Telegram and Sun* report not only on events in the industries but also on research projects, speeches, and published studies.

TRADE PAPERS

The efficacy of the trade press, subject as it is to expert staff screening for industry trends and particular audience interests, lies in the scope, depth, and interpretative treatment of specialized subject areas.

The value of the general magazines grouped below stems primarily from their editorial content, which highlights studies of major importance, and secondarily from their "checklist" and review columns. The group cited may be supplemented, particularly in

the field of marketing, by even more specialized industry papers. The latter, however, are usually published less frequently and have little to add to the selection process.

Advertising Age. Chicago: Advertising Publications, Inc. Weekly.

Covers all phases of marketing with the timeliness of a newspaper. "Information for Advertisers," regular feature, is annotated list of privately published books, studies, research materials.

Broadcasting. Washington, D. C.: Broadcasting Publications, Inc. Weekly.

Gives extensive editorial coverage to the projects and informational output of networks, services, trade and professional associations, universities, and research institutes of interest to the businessman concerned with radio and television. "Book Notes," occasional feature, is capsule reviews of books, reports, reference materials.

Editor & Publisher. New York: Editor & Publisher Co., Inc. Weekly.

Covers journalism, newspaper advertising, and publishing. "Books in Review" and "Books of, by or for Newsmen," regular features. The former consists of single lengthy reviews of significant books; the latter is a series of chatty publication announcements including brief professional identification of the authors.

Industrial Marketing. Chicago: Advertising Publications, Inc. Monthly.

"Marketing Aids," regular feature, is list of free current publications pertinent to the marketing of industrial products. "New Books for Marketing Men," regular feature, reports on books and special reports of interest to the industrial marketer. "IM Factfile," regular feature, is annotated list of research and media data available by prepaid postcard from the magazine's Readers' Service Department.

Media/Scope. Skokie, Ill.: Standard Rate & Data Service, Inc. Monthly.

"Media Studies—Market Studies," is annotated list of reports available from media, services, trade associations, and other sources.

Printers' Ink. New York: Printers' Ink Publishing Corp. Weekly.

Published in three regional editions. Covers consumer and industrial advertising, selling, and marketing. "Books," regular feature, is annotated list of books, studies, and monographs. "Data—Yours for the Asking . . .," regular feature, is annotated list of pamphlets, research and promotional materials.

Radio-Television Daily. New York: Radio Daily Corp. 5 times a week.

Editorially notes studies and reports issued by industry, associations, educational groups, and government.

Sales Management. New York: Bill Brothers Publishing Corp. 28 issues per year.

"New Books for Marketing Men," regular fea-

ture, is brief review column of books and basic studies. "Sales Aids from Advertisers," regular feature, is annotated list of booklets and samples described in recent *Sales Management* advertisements. "Worth Writing For," regular feature, is annotated list of market and media studies.

Sponsor. New York: Sponsor Publications, Inc. Weekly.

Covers radio and television from the media and advertiser point of view. Trade association and media research projects featured in editorial content.

Television Digest. Washington, D. C.: Television Digest, Inc. Weekly.

Text digests and publication announcements of government reports, research studies, statistical compilations, directories, and other reference works and ephemera published by a variety of sources. Annual index.

Bibliographies and Checklists

The lack of comprehensive selection aids, especially for ephemera, is somewhat compensated by the bibliographic features of special issues of trade magazines.

Advertising Age. Chicago: Advertising Publications, Inc. Weekly.

"Available Market Data" is annual feature of an April or May issue. A census of the industry produces this comprehensive, annotated checklist of research and promotional publications recently issued, or planned for publication, by various media. Hundreds of items are classified by national, local, farm, distribution, industrial, professional, and foreign markets. Careful checking is advisable to eliminate duplication within the list and repetition of materials cited in previous editions.

BROADCASTING. Yearbook. Washington, D. C.: Broadcasting Publications, Inc. Annual.

"Books and Reference Works for Radio and Television," regular feature, is a selected, concisely annotated list of books and government and university publications. Complete bibliographic citations include prices and publisher addresses.

EDITOR & PUBLISHER. International Year Book. New York: Editor & Publisher Co., Inc. Annual.

"A Bibliography of Journalistic Subjects . . .," regular feature, is a selected list of books, published during the preceding year, arranged under 25 subjects, which include advertising, reference works, public relations, and television. Entries consist of author, title, and publisher.

INDUSTRIAL MARKETING. Media-Market Planning Guide. Chicago: Advertising Publications, Inc. Semiannual.

"Available Marketing and Statistical Data," regular feature. Annotated lists of materials available from trade publications are grouped in some 70 chapters by type of industry and business.

Television Factbook. Washington, D. C.: Television Digest, Inc. Annual.

"Trade, Technical and Advertising Publications in Television and Related Fields," a regular feature, includes a large variety of periodicals, newsletters, and services related to all aspects of television. Lacks precise classification and annotations.

JOURNALS

Scholarly periodicals issued by universities, professional associations, and research institutions present a serious drawback—that of time lag—to selection for current needs. On the other hand, they are irreplaceable for screening that vast area of research that underlies and has so much to contribute to the marketing and communications practitioner. Valuable also are their news notes of research projects initiated, in progress, or completed, and their analytical book reviews by expert academicians.

The more general titles have been selected for inclusion. Others, more specialized (e.g. *Operations Research*, *Journal of Retailing*, *Public Opinion Quarterly*, *N A E B Journal*, *American Economic Review*, *Journal of Applied Psychology*), may be found in the guides listed at the conclusion of this article.

Journal of Advertising Research. New York: Advertising Research Foundation. Quarterly.

"Research in Review," regular feature, consists of detailed staff reviews of research in advertising, marketing, communications, methodology, and the allied sciences published in books, business and professional journals, government reports, and monographs. Publications reviewed are listed by author in the "Reviews" section of the *Journal's* annual index. "Briefly Noted," regular feature, is short reviews of books, articles, government publications, and monographs in the general rather than the specific research area of the subjects cited above. Indexed in the *Journal's* annual index. "Reference Works," irregular, are annotated lists of bibliographies, guides, and indexes in the subject areas cited. Indexed in *Journal's* annual index. "Publications Received," regular feature, are unannotated acquisitions lists of consumer surveys, media and market studies, books, reference works, government publications. Entries give author, title, place of publication, publisher, date, paging, and price. Many of the listings are under the name of the research organization that conducted the field work.

Journal of Broadcasting. Washington, D. C.: Association for Professional Broadcasting Education. Quarterly.

"Literature of Broadcasting," regular feature, includes lengthy and scholarly book reviews; listings of publications available from the National Association of Broadcasters; occasional bibliographies; compilations of graduate theses and dis-

sertations arranged by subject. Reviewed books are listed in the *Journal's* index.

Journal of Marketing. Chicago: American Marketing Association Quarterly.

"Book Reviews," regular feature, are detailed, authoritative, signed reviews of books, basic studies, and statistical compilations by academicians and practitioners in marketing and advertising. "Marketing Articles in Review," regular feature, are signed reviews of significant articles culled from a broad list of business and trade periodicals and of occasional studies by government agencies and business organizations. Listing is under 23 general subjects arranged alphabetically. Includes an approximately biennial list of marketing dissertations and theses completed and of marketing research completed at reporting universities and colleges having staff members belonging to the AMA. Due to time lag, valuable more as a back-check aid.

Journalism Quarterly. Iowa City, Iowa: University of Iowa School of Journalism. Quarterly.

"Articles on Mass Communications in U. S. and Foreign Journals—a Selected Bibliography," is regular feature. References cover articles published during the three month period preceding the publication date of the journal. Arrangement is by broad subject: advertising, audience analysis, communications theory, courts and law of the press, magazines, newspaper management and production, public relations, radio and television, research methods, industrial journalism, and so forth. Entries are accompanied by brief abstracts and cross references where applicable. "Book Reviews," regular feature, are signed reviews on communications research and theory, history and biography, journalistic techniques, public affairs, public relations and publicity, radio, and television. Arranged by subject. "Other Books and Pamphlets on Journalistic Subjects" is also regular feature. Coverage includes communications, advertising, print and air media, and media studies. Most of the entries are for books, including some published abroad. Listed alphabetically by author, each reference consists of complete bibliographic information, price and brief annotation.

CATALOGS AND CHECKLISTS

Comprehensive

The first two titles cited below most nearly approximate in purpose and format the conventional image of a selection tool. Although their coverage reflects the needs of practicing researchers and research librarians, theoretical and methodological works are presented from time to time. Because of its checklist value the third item, a newsletter is included here.

U. S. BUSINESS AND DEFENSE SERVICES ADMINISTRATION. *Marketing Information Guide*. Washing-

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ton, D. C.: Government Printing Office. Monthly.

Most comprehensive source for all kinds of governmental and non-governmental publications issued currently in the field of marketing. Books, surveys, reports, directories, ephemeral materials, etc., are well annotated, arranged by broad subject and indexed monthly. Supplemented by a cumulative annual subject index published in January. February issue features "College and University Periodicals Containing State Data." For each title lists frequency, institution and its address, and price.

What's New in Advertising and Marketing. New York: Special Libraries Association Advertising Division. 10 times per year.

Timely subject catalog of publications available from industrial companies, advertising agencies, media, and other sources. Many entries are for ephemera that escape press coverage elsewhere. Issues highlight forthcoming publications.

RCA Educational TV News. Camden, N. J.: RCA Educational Electronics, Broadcast Marketing Department. Monthly. (Apply to L. V. Hollweck, Editor)

Besides news notes of current developments, offers prompt and broad reporting on university studies, government publications, pamphlets, books, and articles in the trade and professional press of interest to practitioners in educational television.

Government Publications

The value of systematically checking the two comprehensive documents catalogs depends on the specialization of the collection and the adequacy of other selection aids in a particular situation.

U. S. SUPERINTENDENT OF DOCUMENTS. *Monthly Catalog of United States Government Publications*. Washington, D. C.: Government Printing Office. Monthly.

Unannotated list, by agency, of every printed and processed publication (except administrative and confidential) published during the preceding month. Detailed subject-title index in monthlies cumulates to annual in the December issue. On a highly selective level it is supplemented by the following:

———*Selected United States Government Publications*. Washington, D. C.: Government Printing Office. Biweekly.

Annotated check list of predominantly recent publications issued for sale by various federal agencies.

U. S. LIBRARY OF CONGRESS. *Monthly Checklist of State Publications*. Washington, D. C.: Government Printing Office. Monthly.

Unannotated catalog, arranged by state, of all state documents received and recorded by the Library of Congress. Publications of associations of state officials and regional organizations are

grouped in a special section. For periodicals, only the first number of each volume is noted. Annual subject index.

To close the time gap checklists of individual departments and bureaus, publication announcements, and to some extent the trade press, may be substituted.

The activities and reports of such agencies as the Federal Communications Commission and Federal Trade Commission, as well as the pertinent contributions of other government bureaus, are usually well covered by the press. On the other hand, so great and indispensable is the output of economic and marketing data from certain federal statistical agencies that the following listings must of necessity be given precedence to the *Monthly Catalog*.

U. S. BUREAU OF LABOR STATISTICS. *Publications of the Bureau of Labor Statistics*. Washington, D. C.: Bureau of Labor Statistics. Semianual.

Abstracts of Bureau bulletins, releases, articles, reprints, and items in progress, classified by subject. Also includes publications issued by the agency's regional offices.

U. S. BUREAU OF THE CENSUS. *Catalog of Publications*. Washington, D. C.: Government Printing Office. Quarterly cumulative to annual; monthly supplements.

Annotated listings of all reports issued by the Bureau are arranged by administrative divisions. Subject and geographical indexes in each issue. The *Monthly Supplement*, similarly arranged, provides a current, unannotated list of all Bureau reports, except those issued on a regular monthly and quarterly basis.

U. S. DEPARTMENT OF COMMERCE. *Business Service Checklist*. Washington, D. C.: Government Printing Office. Weekly.

Catalog of publications and press releases of the Department and its subordinate agencies arranged by issuing unit.

Books

The librarian for whom prompt book selection is important is already familiar with the following current tools of the book trade.

Publishers' Weekly. New York: R. R. Bowker Co. Weekly.

"Weekly Record" regular feature, is alphabetical author list. Bibliographical information, Dewey Decimal Classification numbers, subject headings, and Library of Congress catalog card numbers are furnished by the Library of Congress. Prices and annotations are added by the magazine staff. Excluded are books published abroad with no American firm having exclusive U. S. distribution

rights, serials, subscription books, government publications, pamphlets under 49 pages.

American Book Publishing Record. New York: R. R. Bowker Co. Monthly.

Cumulation of listings in *Publishers' Weekly* "Weekly Record." Except for juvenile books, fiction, and phonorecords, arrangement is by Dewey Decimal Classification. Author and title indexes in each issue.

MISCELLANEOUS

Formal selection aids may be supplemented by a number of sources and procedures well known to any librarian bent on prompt acquisition and thorough coverage.

Mailing Lists

Since subscription and membership lists are used extensively to promote new publications, memberships and meetings in allied fields, it would be well to maintain these in the name of the librarian.

News Releases and Publication Announcements

Government agencies, research institutions, publishers, and trade associations maintain mailing lists for press releases. Inclusion on these brings not only news of industry developments but pre-publication announcements.

House Organs

Industrial companies, some trade associations, and media, in particular, publish house organs for external distribution. Such publications carry news not only of the organization's own work but of projects and publications of allied interest.

Association Bulletins and Newsletters

This literature is not always directly available to the librarian. However, it would be worth while to encourage the members of your organization who do belong to professional or trade groups to channel such publications to the library for screening.

Professional Meetings

Organization members attending should also be encouraged to pass on speeches, reports, and other "handouts" distributed at professional and trade conferences.

Direct Mail

Advertisements, news releases, and particularly media promotion pieces sent to advertising agency executives are a valuable source of selection and acquisition.

Gifts

Donations of materials, preferably with no strings attached, are not always a blessing but can prove useful.

Accession Lists

For the librarian operating on a small budget in a very specialized subject area, library accession lists are either too broad, too specialized, or too late to offer primary support in the selection function.

Selection Aids for Building a Basic Collection

Since the best of current materials is the goal of any basic special collection, a good starting point would be the selection aids mentioned and particularly those that provide cumulations, subject arrangement, and indexes. For a certain length of time, before they are outdated, orientation and guidance may be found in the bibliographies and guides listed below.

"STATE OF THE ART"

Because the literature of marketing and communications is singularly lacking in bibliographic reviews, the first appearance of these is notable particularly as possible precursors of regular bibliographic tools.

Annual Review of Psychology. Palo Alto, Calif.: Annual Reviews, Inc. Annual.

Some 17 bibliographic essays by prominent academic specialists evaluate the current research literature of the field with a time lag of about a year. Not all subject areas are covered annually. Separate chapters for mass communication and consumer analysis were introduced for the first time in volume 13 (1962). The former (232 citations) emphasizes developments in the social psychology of mass communication—persuasion, attitude change, and informational, educational, and entertainment content of mass media and their audience effect—from 1955 to 1961. The latter (96 citations) is limited to methodological and theoretical research as evidenced in the literature published in 1960.

BIBLIOGRAPHIES AND GUIDES

Basic Collections

BLUM, ELEANOR. *Reference Books in the Mass Media*. Urbana, Ill.: University of Illinois Press, 1962. vi, 103 p. pap.

The compiler, who is Journalism Librarian at the University of Illinois, has selected and annotated 226 basic books and reference sources to guide librarians in their research and in building a basic collection. General and background works

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are followed by sections on book publishing, broadcasting, film, newspapers and magazines, advertising, and public relations. Author-title-subject index.

THE CURTIS PUBLISHING CO. RESEARCH DEPARTMENT LIBRARY. *Publications for a Marketing Library in the Magazine Field*. Philadelphia: Curtis Publishing Co., October 1961. 29 p. pap. mimeo. (Out of print).

A selected group of continuing reference sources useful in researching marketing in general and 18 selected product groups. Index.

Topical

Topical bibliographies are many and varied. They are published in trade and professional journals, by private organizations, trade and professional associations, research institutions, university and commercial publishers, and by government agencies. Some appear as individual publications, others as addenda in books and articles on marketing and communications. Most are devoted to specific subjects and are highly selective. Few are revised or updated on a continuing basis.

Thus, for example, at this writing both the American Marketing Association and the Television Information Office are publishing bibliography series; the Advertising Research Foundation, American Management Association, Department of Commerce, and Small Business Administration are represented in various advertising and marketing subjects; the Office of Education in radio and television.

The following guide to such works, issued several years ago, may be supplemented by referring to the *Bibliographic Index*.

ADVERTISING RESEARCH FOUNDATION. *Sources of Published Advertising Research*. New York: Advertising Research Foundation. c1960. 65 p.

A bibliography of bibliographies and of periodicals compiled to assist the practitioner in acquiring a reference library. Among the 135 annotated references are citations to sources of outside help such as directories of individuals, organizations, and libraries. Name and subject index.

Bibliographic Index. New York: H. W. Wilson Company. Semiannual cumulative to annual and triennial.

Detailed subject index to bibliographies appearing in articles and books or as separate publications issued by a variety of sources. Those which are continuing features in periodicals are so indicated.

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Government Publications

U. S. BUREAU OF THE BUDGET. *Statistical Services of the United States Government*, rev. ed., 1963. Washington, D. C.: Government Printing Office, 1963. ix, 136 p. pap.

Revised at irregular intervals. Defines the organization, principles, and practices of the federal statistical system. Descriptions of the major social and economic statistical programs are grouped by subject and provide a guide to past and current data output. Tabulates for each agency its area of statistical responsibility, principal periodic statistical publications, and selected special studies.

ANDRIOT, JOHN L. *Guide to U. S. Government Serials and Periodicals . . .*, 3 vols. McLean, Va.: Documents Index, Box 195, 1962-

In volume 1, *Current Serials and Periodicals of Washington Agencies*, titles are arranged alphabetically under issuing agency. For each publication shows beginning dates, frequency, availability (free or priced), purpose and audience as defined by the agency, description of contents, recurring features, relationships to other publications, special issues, historical supplements. Similar in arrangement and format is volume 2, *Releases and Other Ephemeral Material* [of Washington agencies]. Together these two total over 1,000 pages. Each volume contains agency and title indexes. Scheduled for publication later this year is volume 3, *Field Agency Publications*, which will include serials, periodicals, releases, and other ephemera issued by all federal agencies located outside the Washington, D. C., area. Current plans entail issuing all volumes on an annual basis.

BOOK SELECTION TOOLS

ADVERTISING FEDERATION OF AMERICA. *Books for the Advertising and Marketing Man*, rev. ed. New York: Advertising Federation of America, c1957. 37 p. pap.

Fairly complete bibliography of books published 1937-1956. Listing is under 60 subject classifications, which are arranged alphabetically.

———. *Supplement*. c1958. 15 p. pap.

Covers books published in 1957-1958.

Subject Guide to Books in Print. New York, R. R. Bowker Co. Annual.

All books currently available from U. S. publishers are arranged by some 25,000 subject headings. Complete ordering information is given. Back checks on books out of print may be made through the *Cumulative Book Index* (New York: H. W. Wilson Co.).

Guides to Selection Aids

Like information sources, bibliographic tools are subject to rapid obsolescence. Current selection aids, too, undergo mutations in content, editorial slant, and format. New

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ones appear and may or may not be noted. Consequently it is advisable to review and reevaluate periodically not only those publications being used currently but all those available in the subject field. Such an assessment would bring to light new candidates of recent vintage or ones previously rejected, which may have undergone such basic changes as to justify their substitution for titles in current use. To this end, and as an aid to updating the back-check tools, the several reference works so used are listed here.

DIRECTORIES

Periodicals

Ulrich's Periodicals Directory . . ., 10th ed. New York: R. R. Bowker Co., 1963. xii, 667 p. Triennial.

Some 20,000 periodicals published around the world are grouped by 215 subjects. In addition to the regular directory information such as price, address, frequency, etc., each entry indicates the presence of abstracts, bibliographies, statistics, and other editorial features and services which abstract or index it. Title-publisher-subject index.

SPECIAL LIBRARIES ASSOCIATION. New York Advertising Group. *Guide to Special Issues and Indexes of Periodicals*, ed. by Doris B. Katz, et al. New York: Special Libraries Association, 1962. vi, 125 p. pap. (out of print).

Alphabetical listing of 799 consumer, trade, and technical periodicals showing for each the availability and publication schedules of advertiser and editorial indexes, and "specials" (i.e., special sections, features and/or issues such as directories). Detailed subject index.

Business Publication Rates and Data. Skokie, Ill.: Standard Rate & Data Service, Inc. Monthly.

Subject list of trade magazines that accept advertising, alphabetically indexed, with special issues given for each.

INDUSTRIAL MARKETING. *Media-Market Planning Guide*. Chicago: Advertising Publications, Inc. Semiannual.

"Media-Market Analyzer," regular feature. Industrial business publications, which carry advertising, and their directories are listed in some 70 industry groups and alphabetically indexed. Helpful in selecting the major publications in specific industries.

Associations

Encyclopedia of Associations, 3rd ed., 2 vols. Detroit: Gale Research Co., 1961. (New edition in press)

Volume 1, *National Organizations of the U. S.*; volume 2, *Geographic and Executive Index*. Most

comprehensive and detailed directory in print. Lists all types of commercial associations, technical and professional societies, and numerous special interest groups and their continuing publications. In volume 1 entries are arranged in 18 sections, by type of organization, and indexed alphabetically and by key word. Volume 2 consists of a state and city listing of all organizations (name and address) in volume 1 and an alphabetical name and title index of chief executives.

INDUSTRIAL MARKETING. *Media-Market Planning Guide*. Chicago: Advertising Publications, Inc. Semiannual.

For some 70 industrial and business markets, brief statistical reviews are supplemented by lists of related trade associations.

University Research Units

Directory of University Research Bureaus and Institutes, 1st ed. Detroit: Gale Research Co., 1960. 199 p.

Some 1,300 organizations, set up on a permanent basis and carrying on continuing research programs, are classified according to 16 broad functional groups and indexed geographically and by sponsoring institution. Descriptive information includes the activities of the research body, its special programs and serial publications.

INDEXES

Business Periodicals Index. New York: H. W. Wilson Co. Monthly; cumulative to annual.

Public Affairs Information Service Bulletin. New York: Public Affairs Information Service. Weekly; cumulative to annual.

A selective, alphabetical subject index to books, pamphlets, reports, government documents, periodical articles published in English throughout the world. Emphasis is on the factual and statistical.

With the proliferation of subject specialists who must know more and more about less and less, the burden of knowing more and more about more and more is of necessity falling heavily upon the librarian, whatever his subject specialization.

To those closely concerned with marketing and communications, this brief guide is, without a doubt, a repetition of the familiar. To those for whom these subjects are new or of secondary interest, it can offer no more than a starting point. To all, hopefully, it will suggest the applicable criteria and techniques for selecting those aids most suited to individual needs and for filling in those gaps attributable to lack of space here or to the author's ignorance.

SPECIAL LIBRARIES

Library Technology Project Report

GLADYS T. PIEZ, Senior Editorial Assistant

Library Technology Project, American Library Association, Chicago, Illinois

Film Coatings

The American Standards Association PH-5 Sectional Committee on Photographic Reproduction of Documents has been seeking a standard abrasion test for film coatings. There are several of these coatings on the market that were developed primarily to protect motion picture film but have been adopted for microfilm as well. The Library Technology Project agreed to undertake a testing program of all the protective coatings with which it was familiar at the time the program was undertaken (*Special Libraries*, October 1961, page 463).

The program was supported by a grant from the Council on Library Resources, and Foster D. Snell, Inc., was selected to evaluate these coatings for library use. Coatings were tested primarily for scratch resistance but also for their effect on film resolution and other secondary characteristics. A full report of the results of the program was published in the December 1963 issue of *National Micro-News*—reprints are available from the Library Technology Project on request.

Briefly, the laboratory held that to rate "superior," a coating should show significant protection in all three of the test techniques used, and none of the coatings did this. Because none of these coatings was capable of producing any real improvement in over-all performance, the laboratory concluded that none of them is an effective means of preventing damage to library microfilm by abrasion in use. This program was an effort to determine the efficacy of current coatings in protecting microfilm from abrasion. The probabilities are that the tests have not produced the final answer. If significant new film coatings are brought to LTP, it will consider further testing.

Progress Toward Binding Standards

Phase II of an estimated three-year project to develop performance standards for library

binding has been under way for a little more than two years (*Special Libraries*, April 1962, p. 207, 208). This is a project sponsored jointly by SLA and ALA. Progress has been reported in *Permanence/Durability of the Book* published late in 1963 by the W. J. Barrow Laboratory, and in the January and March issues of *Book Production Magazine* by Forrest F. Carhart, Jr., Director of the Library Technology Project, and W. J. Barrow, Director of the Laboratory, respectively. The most important advance during the two years was development of the Universal Tester, a device that duplicates binding failures that occur naturally, thus making it possible to predict the performance of bindings in use.

The next step in the project is to expand the testing to include publishers' reinforced bindings of children's books.

LTP has invited more university libraries to cooperate in the part of the project that will continue to test Class A and publishers' bindings.

Prince Study Completed

The "Library Technology Project Report" in *Special Libraries*, October 1963, announced a study of the question of the most suitable face and size of type to use in books designed for reading by people who have limited vision. The object was to develop a set of standards for these books for the use of publishers and librarians. Dr. Jack H. Prince, who conducted the study, has now completed his report, called "Aid for the Visually Handicapped, A Guide for Printers and Publishers."

In summarizing the results of his study, Dr. Prince says first of all that "visual handicap" is a term that is an oversimplification for many unfortunate conditions, most of which have only one thing in common—difficulty in seeing without, or even with, the aid of special devices other than conventional

spectacles. Different forms of visual handicap may need different approaches to assist them, he explains, but there is one form of help that is acceptable to all, and that is the maximum legibility of print. Until now, efforts to improve print for the visually handicapped have been mostly by enlargement alone, but one or two well-designed and spaced pieces of literature have been released in recent years. However, there is no information on their effectiveness or the reactions of readers to them.

Dr. Prince states that at least seven factors must be considered in preparing books for the visually handicapped reader: 1) type size, 2) type style and proportions, 3) inter-letter spacing, 4) interword spacing, 5) interline spacing, 6) line width, and 7) contrast of the type with the paper. Never have all of these factors been brought together in one scientific investigation, and this must be done before the criteria offered are used indiscriminately, Dr. Prince believes. He therefore advises further work as follows:

Have a short educational pamphlet printed, in quantity, using a certain specified type, type size, line length, and conventional spacing. Then duplicate the pamphlet using the criteria developed in the study as to: type style and size; interletter, interword, and interline spacing; and line width. Equal numbers of these pamphlets would then be distributed to schools for legally blind and visually handicapped subjects with instructions for their careful comparison. There should be initial observation and quoted preference, followed by stop-watch timing of the reading of each pamphlet by each individual reader, the conventional type being read first and the new style a few days later to obviate any degree of memorization. A form could be used by the instructors to supply the needed data. This procedure would complete a large number of tests in probably one per cent of the time a single researcher would require and at minimum cost. The final step of devising criteria for an ideal type for visually handicapped readers would then be simple and speedy.

Details on further work and on publication of the full report have not been decided.

Test of Erasers

Consumers' Research, Inc., is testing the following electric erasers for the Library Technology Project: Keuffel and Esser's new Motoraser, Abar Manufacturing Co.'s Erasomatic, W. L. Engineering Co.'s Deletor, and an eraser from Silver Bells Limited. Results of the program should be known by July 1.

Library Lighting, Casters, and Regiscope-Rapidex Evaluation

LTP is represented on the Illuminating Engineering Society's Library Lighting Subcommittee of the Institutions Committee. The Subcommittee is rewriting *Recommended Practice of Library Lighting*, dated May 1950, to meet current recommended levels of illumination. The deadline for revision is June 1965. IES has many publications it believes would be valuable additions to libraries, such as its booklets on recommended lighting practices for offices, schools, etc. A current list of the Society's publications may be obtained by writing to its Publications Sales Office, 345 East 47th Street, New York 10017.

Two of Gaylord Bros.' wood book trucks may now be ordered with swivel casters that comply with the specifications identified by the Library Technology Project in its recent study as best for use on carpeted floors.

LTP has been distributing an evaluation of the Regiscope-Rapidex circulation system. The unnumbered sheet following page five of this evaluation contained a number of errors. Will those who received copies of this evaluation prior to February 12 please let LTP know so that they can be sent a corrected sheet.

Annual Business Meeting

As required by Article VI, Section 3 of the Bylaws, notice is hereby given that the Annual Meeting of Special Libraries Association will be held Wednesday afternoon, 2:00 p.m., June 10, 1964 at the Sheraton-Jefferson Hotel, St. Louis, Missouri, during the Association's annual Convention.

Association News

Scientific and technical information has been specifically singled out as one of the areas included in the recent agreement between the United States and the Soviet Union for scientific, technical, educational, cultural, and other exchanges during 1964 and 1965. It will be one of 19 exchanges to be made in the fields of technology, scientific-technical research, industry, transport, and construction. The exchange agreement, signed in Moscow on February 22, 1964, was worked out under the auspices of the Department of State, which has designated Special Libraries Association as the sponsor of the scientific and technical information exchange program. According to the agreement, delegations of five to six persons will visit each other's country for a three to four week period. During the visits they will study the organization of scientific and technical information, systems of retrieving and making available such information, and library systems, including visits to information centers and special libraries engaged in information work. The formal agreement concludes several years of effort to arrange an exchange of special librarians. John P. Binnington, Head, Research Library, Brookhaven National Laboratories, Upton, Long Island, New York, will serve as Project Coordinator. Robert W. Gibson, Jr., Head, Technical Processing, Thomas J. Watson Research Center, Yorktown Heights, New York, and Chairman of the Foundation Grants Committee, is now working to obtain the financial support necessary to underwrite the travel and other expenses involved in the East-West exchange.

Charles Zerwekh, Jr. has resigned as Chairman of the Advisory Council because the pressures of the new job he assumed with Standard Oil Company (New Jersey) shortly after being elected have become so great that it will be impossible for him to attend and chair the Advisory Council meeting in St. Louis on June 8. At the request of President Brode, Robert W. Gibson, Jr. has agreed to chair the forthcoming meeting.

The Association's Scholarship and Student Loan Fund has recently been boosted by a

contribution of \$2,000 from The H. W. Wilson Foundation, Inc., an educational and charitable organization established by the late Mr. and Mrs. H. W. Wilson. In making the award, Howard Haycraft, President of the Foundation, wrote, "Our check is enclosed together with every good wish, as always, to all the members of SLA, and for the continued success of your fine scholarship program." Thanks to donations such as this and those received from other companies and from SLA Chapters, Divisions, Sections, and individual members, the Association will be able to grant ten \$1,000 scholarships, instead of the eight previously announced, to worthy students studying for graduate degrees at accredited library schools during the 1964-65 academic year.

Grieg Aspnes, Research Librarian, Cargill, Inc., Minneapolis, has accepted appointment as the new editor of *The Organization and Management of Special Libraries*, replacing John P. Binnington, who has resigned. The Association-sponsored work is under the aegis of the Nonserial Publications Committee, Mrs. Elma E. Whittemore, Chairman.

Members of the San Francisco Bay Region Chapter have prepared copy for seven new data sheets describing library careers in chemistry, electronics, finance and banking, literature searching, medicine, military libraries, and nuclear science. The former business and finance data sheet has been revised and is now titled simply "business." All the other 13 data sheets have also been updated to reflect current salaries. Single titles or sets are available from Association Headquarters.

Just off the presses is SLA's newest publication, *Subject Headings in Advertising, Marketing, and Communications Media*, compiled by Elin B. Christianson and Edward G. Strable of the J. Walter Thompson Company, Chicago. This 96-page project of the Advertising Division will serve as a guide for organizing specific information and includes 132 basic file folder headings, intended for vertical files, and a list of common sub-headings. Copies are \$5.95 each.

55th SLA Convention Speakers, June 7-11, 1964

Don R. Swanson, physicist and former Manager of the Synthetic Intelligence Department at Thompson Ramo Wooldridge Inc., has been Professor and Dean of the Graduate Library School at the University of Chicago since February 1963. Dean Swanson's experiences as an educator, administrator, and researcher in the field of computer applications well prepare him to be major speaker at a Convention whose theme is "The Special Librarian as a Creative Catalyst." He received his Ph.D. in physics at the University of California, Berkeley, and has served as a member of the Science Information Council of the National Science Foundation.



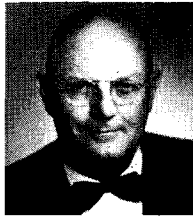
Mrs. Elinor Coyle, lecturer and author of St. Louis and Missouri history and landmarks, has spent the last five years photographing and doing research on old homes in the St. Louis area, one of which she says is haunted. Her research was the basis for her book, "Heritage Houses," which is also the basis for her Convention talk, "St. Louis Heritage Houses—Symbols of Their One-Time Occupants." Mrs. Coyle is a member of the Missouri Historical Society, Landmarks, and the Florissant Historical Society.

Wallace D. Schoenbeck, Manager of the Educational Department at Union Electric Company in St. Louis, will present management's point of view at the panel discussion. He has led many conferences and workshops on supervision for his company and Washington University, of which he is an alumnus. Mr. Schoenbeck has been active in educational and training activities for 15 years and is a past president of the St. Louis Chapter of the American Society of Training Directors.



Union Electric

John A. Fellows, Assistant Technical Director at the Uranium Division of Mallinckrodt Chemical Works since 1953, will address those attending his company's plant tour. His topic is "Metallurgical Information Storage and Retrieval." Mr. Fellows, who has a A.B. degree in physics from Williams College and a Sc.D. degree in physics and metallurgy from Massachusetts Institute of Technology, was assigned to the Manhattan Project during the war for work on the separative barrier for the gas diffusion plant at Oak Ridge. In 1944 he was the joint recipient of the ASM Henry Marion Howe Medal. He is active in professional societies here and abroad.



Willard Wilson, Secretary of the American Petroleum Institute, will explain "API—What It Is—What It Does." Not only will Section members be informed about API but will be hearing from a National Collegiate Oratorical Champion and winner of a Freedoms Foundation award for "the best public address of the year in bringing about understanding of the American way of life." Mr. Wilson is a lawyer and a former Nebraska legislator. He resigned in 1950 to become Executive Secretary of the Nebraska Petroleum Industries Committee. In 1953 he became Assistant Director and in 1957 was elected to his present position.

Michael Barbero



H. Harold Ross, Executive Assistant, Union Electric Company, St. Louis, is a boatman, hunter, toastmaster, and civic-minded member of various community activities. His after-luncheon speech is on the topic, "Government in Business—Our Business," which is in line with his interest in current United States economic philosophy. Mr. Ross, who first started with Union Electric in 1924 after attending Washington University, began as a junior accountant and worked his way up to an administrative position.

Union Electric

R. R. Dickison has been Chief Librarian at the Oak Ridge National Laboratory, Tennessee, since 1955. Prior to that time he had been Librarian at the Colorado School of Mines, Assistant Director of Libraries at the University of Florida, and Librarian at the School of Chemistry and Physics, Pennsylvania State University. Mr. Dickison received his B.A. from Colorado College and his library of science degree from Western Reserve University.



OrNL News

Major Joel L. Stephens, Chief of the Aeronautical Chart Requirements Branch of the United States Air Force Aeronautical Chart and Information Center in St. Louis, will give an illustrated lecture to the Geography and Map Division at a luncheon about "ACIC Mission and Products Briefing." Major Stephens, a veteran of 16 years active duty and six years reserve duty, served in World War II and in Korea. Before his present assignment he was with the 67th Reconnaissance Technical Squadron in Japan.

Reverend Lowrie J. Daly, S.J., Director of Microfilm Projects and Associate Professor of History at St. Louis University, was the one who proposed a plan for microfilming large sections of the Vatican Library's manuscript resources. The project was completed in 1957, and over 11 million rare manuscript pages are available to American scholars. Rev. Daly will give an illustrated lecture on illuminations from the Vatican Library. He received his A.B. and M.A. from St. Louis University and a Ph.D. in history from the University of Toronto. He also holds a licentiate in philosophy and theology.

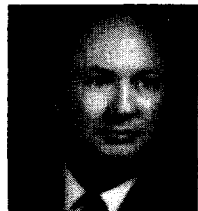
Planning, Building, and Housing Section



R. Buckminster Fuller, architect and inventor of the geodesic dome among many other items, will fill in section members on "Trends in Structure and Mechanics of Libraries." One of the suggested uses for the dome was to cover the New York World's Fair, and Mr. Fuller himself suggested that one should cover Manhattan from river to river from 22nd to 62nd Streets. His designs depend upon light, tensile materials, which are many times stronger in relation to their weight than traditional building materials. Mr. Fuller, his life and ideas were the subject of a "Time" magazine January 10, 1964 cover story.

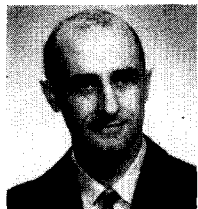
News-ad Photography

Hermann F. Wagner, another native of St. Louis, has been Planning Director of the St. Louis County Planning Commission since 1956. He started with the Commission in 1948 and prior to that was a resident planner in Emporia (Kansas), Woodward (Oklahoma), and New Orleans. Mr. Wagner is a member of several national professional societies and serves as a member or adviser on several committees.



Rudard A. Jones, Research Professor of Architecture and Director of the University of Illinois Small Homes Council-Building Research Council, will survey "Housing and Building Since World War II." Mr. Jones, winner of the Alpha Rho Chi medal and the Plym Foreign Fellowship in Architectural Engineering, is a practicing architect in addition to his other duties. He is also the author of articles on design and construction.

Albert N. Votaw, Director of Development, Land Clearance and Housing Authorities, St. Louis, had, as his first assignment, the development of a general neighborhood renewal plan and since 1960, has five other projects underway. Mr. Votaw is a former newspaperman who became interested in urban renewal when living in Chicago. He has a M.A. in social sciences from the University of Chicago.



William Weismantel, Assistant Professor of Architecture at Washington University, is a native St. Louisan, lawyer, writer, licensed surveyor, and professional engineer. He has worked on projects in Missouri, Illinois, Ohio, Michigan, Oklahoma, the Philippines, and an

earthquake-destroyed city in Morocco. He has also been a guest lecturer at Southern Illinois University, University of Washington (Seattle), and a critic for a master's class at Yale School of Architecture.



William F. McKinney, Zone Intergroup Relations Advisor, Federal Housing Administration, will explain the scope of "Federal Agencies in Building and Housing." A former college football coach, he was an Associate Professor of Business Education and Director of Public Relations at the Fort Valley State College in Georgia. In 1951 Mr. McKinney became Assistant to the Southwestern Regional Director of OPS and has been in his present position since 1953. He holds a M.A. in business administration from New York University.

Roger Montgomery wears four hats all directed toward city planning and urban renewal in St. Louis. He is Associate Professor and Director of the Graduate Program in Urban Design, School of Architecture, Washington University; Research Director, Urban Renewal Design Study, sponsored by the Rockefeller Foundation and the University; partner in Anselevicius and Montgomery, architects; and consultant on urban renewal design matters for the Housing and Home Finance Agency, Urban Renewal Administration, Washington.



Roy Wenzlick heads the oldest real estate research organization interested in urban real estate problems in the United States—Wenzlick Research Organization, which does not buy, sell, build, or finance real estate but makes surveys on real estate, conducts urban renewal studies, and makes available collected material. Mr. Wenzlick, who has a Ph.D. in economics, is a member of several professional organizations and an author and lecturer. His topic is "Building and Research and Documentation."

Forestry Librarians' Workshop

Stephen H. Spurr, Dean of the School of Natural Resources at the University of Michigan, will speak before the U.S. Forest Service-sponsored Workshop Meetings for Librarians on Technical Information Problems in Forestry, being held concurrently with the SLA Convention. Mr. Spurr has taught and conducted research in forestry at Harvard, West Virginia University, University of Minnesota, and University of Michigan. He is the founding editor of "Forest Science" and the author of over 100 scientific articles and four books.



University of Michigan

SPECIAL LIBRARIES ASSOCIATION CONVENTION PROGRAM—Saint Louis, Missouri, June 7-11, 1964

	BREAKFAST	MORNING	LUNCHEON	AFTERNOON	DINNER	EVENING
SUNDAY JUNE 7		Board of Directors Registration Opens		Open House		Reception 6-8:30 p.m. Division Open Houses
MONDAY JUNE 8	Documentation Metals Museum Picture Science-Technology Petroleum	OPENING SESSION	Advertising Biological Sciences Business and Finance Insurance Military Librarians Museum Newspaper Picture Publishing Science-Technology Engineering Paper and Textile Petroleum Pharmaceutical Social Science Social Welfare Transportation	Advertising Biological Sciences Business and Finance Documentation Geography and Map Insurance Metals Museum Newspaper Picture Publishing Science-Technology Separate Meetings of all Sections Social Science Planning, Building and Housing Transportation	Association Past-Presidents Incoming Chapter Presidents Science-Technology Aerospace Nuclear Science	Advisory Council Newspaper Social Science Planning, Building and Housing Division Open Houses
TUESDAY JUNE 9	Picture	GENERAL SESSION	Advertising Geography and Map Metals Military Librarians Museum Newspaper Picture Publishing Science-Technology Public Utilities Committee on Gov- ernment Informa- tion Services Social Science Planning, Building and Housing Transportation	Advertising Biological Sciences Business and Finance Documentation Insurance Metals Military Librarians Newspaper Picture Publishing Science-Technology Social Science <i>Special Libraries</i> Committee Transportation		Convention-wide Reception 6:30-7:30 p.m. BANQUET 7:30 p.m. Division Open Houses
WEDNESDAY JUNE 10	Incoming Division Officers Science-Technology Chemistry	GENERAL SESSION	Advertising Museum Picture Publishing Social Science	ANNUAL BUSINESS MEETING Chapter Employment Chairmen	Advertising	Convention-wide Trip on the Mississippi Steamer "Admiral" 8 p.m.
THURSDAY JUNE 11	Science-Technology Advisory Commit- tee	Advertising Biological Sciences Business and Finance Insurance Metals Military Librarians Museum Newspaper Picture Science-Technology Nuclear Science Petroleum Pharmaceutical Public Utilities Social Science Transportation	Advertising Biological Sciences Insurance Metals Military Librarians Museum Newspaper Picture Publishing Science-Technology Nuclear Science Social Science Transportation	Advertising Geography and Map Museum Newspaper Picture Social Science Planning, Building and Housing Social Welfare	Advertising Biological Sciences	Convention-wide Night at the Opera, St. Louis Municipal Opera
FRIDAY JUNE 12	Board of Directors			Board of Directors		

Have You Heard . . .

Library Services Act 1964

The Kennedy and Johnson supported Library Services and Construction Act was passed by the United States Senate early this year. The new act authorizes \$25 million for services and \$20 million for construction in 1964 and such sums as Congress determines for 1965 and 1966. It also replaces the original Library Services Act of 1956 and extends coverage to all areas, rural or urban, regardless of size.

Coming Events

A CONFERENCE ON THE BIBLIOGRAPHY OF NATURAL HISTORY will be held at the University of Kansas, June 25-27, under the auspices of the Rare Books Section of the Association of College and Research Libraries and co-sponsored by the University of Kansas Library, Lawrence, and the Linda Hall Library of Science and Technology, Kansas City. Programs will cover the uses of bibliography in natural history, subject books from a bookseller's point of view, historical studies in genetics, popularization of geological ideas, and botanical illustrations, among others. Registration is \$30 and includes meals, lodging, and other conference expenses. Further details are available from the Director of Libraries at the University of Kansas.

The Department of History and the Graduate School of Librarianship of the University of Denver in cooperation with Colorado State Archives will hold the third annual INSTITUTE OF ARCHIVAL ADMINISTRATION, July 12-August 15. The program includes lectures, field trips, and laboratory periods on the historical background, administration, principles, and technical processes of archives and manuscripts. Inquiries should be sent to D. C. Renze of the Department of History.

Policies and Operational Problems in Facilitating the Flow of Evaluated Technical Data is the theme of the INSTITUTE ON DATA/INFORMATION AVAILABILITY. Sponsored by the American University School of Government
MAY-JUNE 1964

and Public Administration Center for Technology and Administration, the conference will be held May 25-29 at Executive House. Fields covered will be general engineering, medicine and biology, geophysics, oceanography, social science, and physical data. The total registration fee of \$150 includes background materials and luncheon each day. For additional information write to Lowell H. Hattery, Director of the Center, Washington, D. C.

A SEMINAR ON MIDDLE MANAGER DEVELOPMENT IN LIBRARIES will be sponsored by the Catholic University of America, June 15-20. The general purpose of the seminar is to expand the managerial knowledge and skills of the professional librarian in middle management levels to increase effectiveness of present performance and heighten the capacity for acceptance of added responsibilities. Films, lectures, and workshop sessions are planned. Registration is \$5; tuition, \$50; and room and board, \$30. Attendance is limited, and applications should be made to the Director of Workshops no later than May 20.

A Must for Fair-goers

When the New York World's Fair opened April 22, many of the things to do or see were lacking, but one item proved to be a modern and informative busman's holiday—Library/USA, located in the United States Pavilion. This reference center, sponsored by the American Library Association in cooperation with the American Documentation Institute and Special Libraries Association, concentrates on the 76 broad subject areas of the "Challenge to Greatness" theme. A computer has been programmed with annotated reading lists, essays in several languages, and lists of current periodical articles. In addition, reference service will be available from 2,000 standard reference books. A browsing area, a book collection based on the White House and Blair House libraries, and a collection of children's books as well as a theater for story-telling and

audio-visual presentations are included, and the center will be manned at all times by six reference and two children's librarians.

Members in the News

RONALD J. BOOSER, Computer Department, General Electric Company, Huntsville, Alabama, is working in the Redstone Scientific Information Center, under GE contract, to advise on the Center's automation plans.

BERNARD K. DENNIS, former Manager of the Technical Information Center at General Electric Company's Flight Propulsion Division in Cincinnati, has recently become Assistant Director of the Information Systems Research Group at Battelle Memorial Institute's laboratories in Columbus.

MRS. MARGUERITE G. RITCHIE, Director of the Library Sciences Division at the John I. Thompson & Company, Washington, D. C., is directing the company's recent contract project, the augmentation of the library collection of the Goddard Space Flight Center, NASA, at Greenbelt, Maryland.

CLARA J. WIDGER, Librarian and staff member of the Industrial College of the Armed Forces, Fort Lesley J. McNair, Washington, D. C., retired April 30 after more than 40 years of government service. She was awarded the Department of the Army Meritorious Civilian Decoration.

In Memoriam

FREDERICK C. AULT, Librarian, Municipal Reference Library, St. Louis, died March 8.

Pittsburgh Library School Accredited

The American Library Association's Committee on Accreditation has officially accredited the Graduate Library School of the University of Pittsburgh. The total of schools accredited by ALA is 36, the highest yet recorded under the Revised Standards of 1951.

CLR Grant Fair Scholarships

A grant of \$20,000, representing 20 scholarships for the World's Fair Library/USA staff, was received by the American Library Association from the Council on Library Resources, Inc. This is in addition to about \$55,000 already contributed by private industry, library associations, and other private, public, and government sources. A total of

\$200,000 is still necessary to provide training and living expenses for the approximately 288 professional librarians needed to staff the Reference Center over the two-year period. The training includes a two-week study program in New York covering the philosophy of Library/USA, the application of electronic data equipment and techniques to library operation, and its significance.

OTS to Process Defense Documents

The Office of Technical Services, Department of Commerce, has concluded an agreement with the Department of Defense, in which OTS will process an estimated 20-30,000 unclassified and unlimited documents produced each year by DoD research and development laboratories and contractors in industrial concerns and educational institutions. Operations were scheduled to begin May 1. OTS will catalog reports, program them for retrieval through DDC's automated data processing system, and provide them, on request, without charge, to DDC users. OTS customers will be charged as usual and will benefit from the faster service brought about by the automation of processing procedures.

Summer Library Course

SIMMONS COLLEGE School of Library Science, Boston, is offering a special, intensive, three-week summer session from July 6-24. This session, which is in addition to the regular six-week session, is open to students currently enrolled in the graduate degree program and librarians in the field who have their degree. Machine Application to Libraries, Comparative Librarianship: European and American, and a beginning course, Reference Methods, are being offered. Write the Director of Students.

DDC Study Abroad

The American Library Association and Forest Press, Inc., publishers of the Dewey Decimal Classification, are co-sponsoring a field survey on the use of the DDC in selected countries outside the United States. The survey, which will begin this spring, will include Ceylon, Ghana, Greece, India, Indonesia, Israel, Korea, Lebanon, Malaysia, Nigeria, Pakistan, South Africa, Taiwan, Thailand, Turkey, and Vietnam. Dr. Sarah

K. Vann is the director of the survey and the surveyor in the Orient, and Pauline Seely will conduct the survey in the Middle East and Africa. The results of the study will be submitted to the DDC Editorial Office, the Editorial Policy Committee (representing the sponsors and the library of Congress), and experts as needed.

New Program for NFSAIS

At a recent meeting of the National Federation of Science Abstracting and Indexing Services, the membership approved an expanded program to be concentrated in the following areas: 1) increasing the number of studies and research projects conducted, 2) providing a forum for NFSAIS and other interested groups, 3) greater activity in the field of education, and 4) providing, through its Secretariat, a larger voice in national affairs. As a result, arrangements are underway for a late 1964, five-day working conference to restructure the Federation.

FID/CR Committee on Classification Research: A Report

International cooperation must begin with individuals within individual countries; the backbone of any successful cooperative effort is usually the force of one man or one small group of people. These observations accurately describe the FID/CR Committee on Classification Research, one of several study committees within the structure of the International Federation for Documentation. Rasmus Mølgaard Hansen of Denmark, the Chairman of the Committee, has accomplished a great deal because of the effort he has expended to achieve the goals of the committee and because of the hard work of people like Barbara Kyle, S. R. Ranganathan and Eric de Grolier in Great Britain, India, and France, respectively. Through careful program planning and a well-run secretariat, members of the Committee have been kept informed of the work of others in many countries. Committee meetings have served as a sounding board for different views on the subject of classification and other techniques involved in the organization of information.

This report of the Committee's last meeting serves as an example of this cooperative

effort. Before the FID meeting in Stockholm in late September, 1963, the 16 members of the Committee on Classification Research (representing 12 countries) received 14 documents including trend reports from the United States, Great Britain, India, and Scandinavia. News about the "New Classification Scheme Project" to be undertaken by the British Classification Research Group was distributed, and examples of proposed universal classification schemes prepared by members of the Swedish Classification Group were available for study before the meeting. In this way more thoughtful remarks were made and an excellent discussion took place. Language barriers were overcome because informative abstracts in the main languages were included when the reports were distributed.

By acting as a clearing center for manuscripts, preprints, and duplicated reports, and by serving as a liaison office, all persons interested in the work of the Committee can be kept informed without delay. As the United States member of this Committee, I will be glad to make these reports available to interested persons.

The major effort of the Committee in 1964 will be an International Study Conference on Classification Research. Plans are underway to hold a conference in September in Denmark. The theme of the conference will correspond to the main function of the Committee, namely, a critical evaluation of experience and trends in the use of classification in the communication of knowledge and information.

PAULINE A. ATHERTON, Associate Director
Documentation Research Project
American Institute of Physics, New York

Letters to the Editor

PROBLEMS WITH NASA

Are other libraries having trouble with NASA clearances? Our original clearance for receiving IAA and unclassified documents for one of our NASA grant holders was ended by NASA last June and not reestablished until November. The contract under which the clearance was reestablished ended January 31, 1964 and, although the contract has been renewed verbally, the renewal has not been made official; thus, once again, our subscription to IAA and the ability to receive un-

classified documents for our contract holders has been suspended.

The needs of our faculty and research staff are such that we must have a regular and unbroken run of IAA. Therefore, we have been forced to purchase our own subscription. When the NASA run starts coming again, we will retain it until the purchased run is back from binding and then discard it. This is a waste of the taxpayer's money but given the uncertain NASA clearance system, what else can we do?

The fact that several hundred document requests pile up each time our clearance is suspended is a serious nuisance to those of our faculty who have NASA contracts, for under verbal agreement with NASA, they keep on working! Has any library figured out what to do about NASA?

MRS. PHYLLIS A. RICHMOND, Supervisor
Science Libraries, University of Rochester Library
Rochester, New York

IMPORTANT ADDITION

If I may, I should like to rectify an omission in my article ("The Information Goals of Engineers Joint Council," March *Special Libraries*). Ralph Phelps, Director of the Engineering Societies Library, is also a member of the Information Systems Steering Committee of EJC. How I inadvertently omitted the gentleman, who is Treasurer of SLA, I shall never know, especially since we greet each other in the Engineering Center lunch room nearly every day.

STANLEY KLEIN, Assistant Secretary
Engineers Joint Council, New York City

COMMENTS ON CODEN LIMITATIONS

In reply to my letter on ASTM CODEN (*Special Libraries*, February 1964), Mr. Wood quite correctly points out "that owing to the limitations of CODEN, they could not serve as substitutes for the standard rules for abbreviations for periodical titles and work abbreviations." I entirely agree. CODEN would be, in general, quite unsuited for use in bibliographic citations, (although references to JACS and JAMA, for example, are not unknown even now. The ASA abbreviations and CODEN are complementary, not competitive. I am proposing that the CODEN be used in a manner analogous to the present usage of the L.C. card number. One does not cite "63-15436, p. 156-9" in footnotes, yet the card number serves a very useful function for librarians and is printed in books only for the librarians' benefit. Similarly, it would expedite

the mechanization of such clerical tasks as ordering, renewal, check-in, interlibrary loans, and exchanges, as well as other functions, if the CODEN were adopted as "serial numbers" for journals. Clearly, the printing of the CODEN in some inconspicuous place on each issue of a journal would be even more desirable.

Two principal objections to the CODEN have been 1) their inadequate mnemonic character, and 2) their lack of redundancy. The first objection, while quite valid if CODEN are used instead of the ASA abbreviations in the published literature, is not so significant when CODEN are considered only as tools of the librarians' trade like the L.C. card number. After all, TK7872 bears little mnemonic relationship to the subject of transistors, yet is used to represent that subject in many libraries. The second objection, their lack of redundancy, is more serious. A transposition of two letters can alter one CODEN into another very easily. However, since CODEN are designed for use in punched card and computer systems, the addition of a fifth, self-checking letter to the code can provide a very high degree of reliability at very little additional cost.

Thus, though the CODEN are no substitute for the ASA abbreviations, there are indeed functions for which they are useful, and I would urge that this subject be pursued at greater length by SLA.

A. D. PRATT, Systems and Procedures Analyst
IBM Corporation, San Jose, Calif.

SPECIAL LIBRARY FILM OR SLIDE SET ANYONE?

The San Francisco Bay Region Chapter is planning a second Workshop for Library Assistants for September. When we staged our first one in 1962, we searched in vain for a good motion picture depicting a "typical" special library to show new assistants what to expect. Therefore, we are asking special librarians who have a film about their library to let us know what they have and if we can borrow it. We also need to know technical details such as running time, mm size, type of library shown, intended audience, where available, or if special equipment is needed to show it. In lieu of a motion picture, a slide set or film strip with sound could be used. We are sure the SLA Ad Hoc Film Study Committee will be interested to know of any such films and will forward to the Chairman any information we receive.

MARGARET D. URIDGE,
Education Committee Chairman
Interlibrary Borrowing Service, General Library
University of California, Berkeley, Calif. 94720

SLA Sustaining Members

The following organizations are supporting the activities and objectives of the Special Libraries Association by becoming Sustaining Members for 1964. These are additions to the Sustaining Members for 1964 listed in earlier issues, and include all applications processed through April 21, 1964.

BASIC ECONOMIC APPRAISALS, INC.

UNITED AIRCRAFT CORP.

Off the Press . . .

Book Reviews

SCIENTIFIC AND TECHNICAL LIBRARIES, THEIR ORGANIZATION AND ADMINISTRATION. *Lucille J. Strauss, Irene M. Strieby, and Alberta L. Brown.* New York: Interscience Publishers, 1964. \$8.50.

"If only we had this. . . ." This wistful remark is made almost without exception by every visiting engineer from an undeveloped country who spends some time with our collection. The remark is frequently followed by a request for directions in setting up and operating a technical library. This same request is also made of many technical librarians by the managers of industrial firms embarked upon establishing their own company libraries. For years I have been answering such inquiries. My advice always has included instructions to obtain and digest a copy of Special Libraries Association's *Technical Libraries, Their Organization and Management* edited by Lucile Jackson in 1951. Now, the same editor, in collaboration with two librarians who worked on the 1951 volume, has produced a welcome new edition with a new title and a new publisher.

Scientific and Technical Libraries is the kind of reference the wise technical library administrator will keep on the shelf as required reading for new professional help who are strangers to the special library field. It is the kind of reference that the clerk who suddenly finds herself company librarian can depend on as a consultant in need. Instructors of courses in special libraries at the various library schools will find this book of use, complementary to Aslib's *Handbook of Special Librarianship and Information Work*. As for experienced technical librarians, I recommend that they compare their established practices with the methods outlined excellently in chapter ten on "Dissemination of Currently Published Information" and chapter eleven on "Reference Procedures and Literature Searches."

This new and enlarged edition does not and could not cover minutely the whole field of scientific and technical libraries—for example the subject of library committees obviously is not exhausted in two paragraphs. However, a concerted effort has been made to review the literature. Footnotes lead the reader to detailed discussions, and each chapter closes with good listings of supplementary references.

There is a noteworthy appendix, of considerable value to the beginning librarian in a new library. It is 83 pages in length, covers basic reference publications, and lists bibliographies for some specific subject fields. However, librarians with collections in the field of electrical, mechanical, and civil engineering may be disappointed in being overlooked in the bibliographies.

Proof-reading was excellent. Only a few minor errors were discerned. Some objection can be raised to the list of dealers in scientific books, especially those purported to be specialists located in the Pacific Northwest.

Recommended for immediate acquisition by all scientific and technical libraries, by library schools, and by larger public libraries. Recommend also that the publishers send review copies to certain management periodicals. It is important that interested corporate personnel be made aware of the existence of this volume.

ERIK I. BROMBERG, Librarian
U. S. Department of the Interior
Portland, Oregon

CLASSIFICATION AND INDEXING IN THE SOCIAL SCIENCES. *Douglas J. Foskett.* Washington, D. C.: Butterworths, 1963. 190 p. bibl. \$6.95.

For more than ten years librarians in the United States have been aware of the activities of the British Classification Research Group; Fairthorne, Farradane, Kyle, and Vickery are names familiar to us. D. J. Foskett, Librarian of the University of London's Institute of Education, is also one of this group of two dozen librarians, information specialists, and others whose preoccupation with classification principles and practices have produced a number of published studies. As an addition to the discursive literature concerned with the dilemmas confronting the social scientist and librarian in information retrieval, this title is provocative and welcome but settles no arguments.

In his search for an optimum, the author examines the classical subject indexes, as well as mechanical retrieval systems, with considerable skepticism. He rejects for the social sciences, and for the specialist, the general classification schemes historically used in Europe and America. In Bliss he sees the beginning of attempts to find a scientific arrangement of knowledge. Much more acceptable as a foundation is the depth classification of Ranganathan. The facet concept comes closest to meeting his demands for a sequential structure, which would provide detailed subdivision and clearly expressed major categories developing, for the social scientist, the proper relationships between social groups. This type of classification would build combinable categories, adaptable to a latticed construction; what Foskett wants is a system capable of showing in its construction the coordinate and complex relationships—in this instance, social relationships—whose boundaries weave in and out of each other, where a given item may be classified in several ways, not fixed in location. Notational symbols and indexes would contribute to the desired flexibility and al-

low the social scientist and the librarian to search from many approaches.

Since basic subject concepts would vary with each field, this apparent denial of an approach to a universal classification might result in a different classification for every subject collection. The author disagrees, and recognizes that such special schemes cannot stand alone, but that the principles established in their construction could apply to a general classification based on a theory of "integrative levels," or an evolution of terms from the simple to the complex.

The outlines suggested here by the author, and elsewhere by his colleagues Kyle and Vickery, and the Tauber-Lilley study of an educational media research service would appear to need much further tested application of usability as well as of proven result. In the general questioning of retrieval systems, the recent Cleverdon report indicates that the efficiency of the facet classification was less than that of the traditional systems. Hence, the dilemma for the social scientist continues as does the conundrum for all research specialists and librarians. Perhaps Mr. Foskett would essentially agree with the conclusions of the committee reporting on the automation potential for the Library of Congress: that what we all still want is "browsing . . . freed of its dependence on classification . . . and given a functional orientation."

PHOEBE F. HAYES, Director
Bibliographical Center for Research, Inc.
c/o Denver Public Library, Denver, Colorado

ART MUSEUM DOCUMENTATION AND PRACTICAL HANDLING. *Anil Roy Choudhury*. Hyderabad, India: Choudhury & Choudhury [1963] 300 p. \$16.50 (L. C. 61-8665) (Distributed by George Wittenborn, New York)

Mr. Choudhury has provided a broad introduction to the accurate maintenance of museum records. Emphasizing the importance of detailed records, he states in the introduction: "The purpose of this book is to lay down useful and tried systems of documentation, for careful study and adoption by art museums and galleries." The intention of the author to produce a work of international usefulness is evident even on the verso of the book's title page where, in addition to an L. C. catalog card number, there are card numbers or classification numbers assigned by 11 national libraries in (among other places) Moscow, Paris, Baghdad, Belgrade, Calcutta, and Warsaw.

The eight chapters of the book are headed as follows: Documentation, Museum Objects and Their Movement, Packing, Handling and Transportation, Registration Methods, Cataloging, File Cards and Their Function, Filing Procedures and Disposals, Miscellaneous Documentation. Following a general exposition of the importance of complete documentation for the protection of both artifact and museum, the author discusses the

various circumstances under which works of art are moved, the records necessary for each procedure, and methods of packing and physical handling. The importance of adequate insurance coverage at every stage of removal is emphasized. General questions of museum policy are discussed along with matters of record keeping.

Approximately one-half of the book is given over to a detailed account of the registration and cataloging of works of art, as done by several large museums. From this thorough account it will be possible for a smaller museum to select those procedures suited to its needs and resources. This is one of the primary purposes of the book.

The last chapter, Miscellaneous Documentation, includes brief notes on storage records, guarding museum objects, the examination of works of art for opinion, copying regulations, permission to photograph, licensing for commercial reproduction of works of art, and picture lending services.

One of the chief assets of the volume is the corpus of 196 illustrations and facsimiles that accompany the text. These consist mostly of sample forms currently in use in 33 museums here and abroad: packing slips, condition reports, accession records, catalog cards and work sheets, loan records, and permits for copying, for example. Where possible, Mr. Choudhury has taken comparable forms from two or more museums so that differences and similarities of method will be apparent. Though museums in India, Australia, Europe, and North America are represented, the forms and methods employed by the National Gallery in Washington, the Museum of Modern Art in New York, and the art museums in Boston and St. Louis are most frequently noted. Evaluations or further explanations of some work forms by the museums' staff members serve to increase their usefulness.

Mr. Choudhury's writing style frequently runs to generalizations; this is inevitable in a work addressed to such a diverse readership. Nevertheless he outlines in some detail the entire range of possibilities in the physical handling of art works (except restoration) and the precise record-keeping necessary. Much that he says will be well-known to the staffs of large or established institutions, but its detailed recital will be invaluable to the less experienced worker. Nominally addressed to art museum personnel, the book will undoubtedly provide valuable guide lines to the staffs of historical societies and other types of museums, for many of the principles enumerated apply to the care of non-art collections as well.

The editing of the book is generally adequate, but some slips occur. Numerals placed in the text to signify footnotes frequently appear at the beginning of the quotation [!] but sometimes follow the quotation instead. One text illustration (the first part of figure 127) is inverted on the page, and an incorrect text reference to an illustration was noted (page 143, second paragraph, "fig. 48" should read "fig. 88"). The data indications for

blank forms printed in foreign language are "translated for convenience" by typewritten additions to the forms. This useful addition was inadvertently omitted in figures 113 and 114, though the captions indicate that there should be translations.

In addition to the subject index, there is a separate index of "Forms and Cards" illustrations, arranged by key words denoting functions. While useful, this index is not comprehensive, since it is not cross referenced. One example will suffice to indicate the potential difficulties: the index entry, "*Tag* of the National Gallery of Art, Washington, D. C., for loaned objects," appears under "T" with no cross reference from "Loan," though there are seven other forms listed under the latter heading.

A book intended for continued reference, such as this one, should be constructed for heavy use. The paper used in the two copies this reviewer has seen is clear white coated paper, durable and legible. It is unfortunate, however, that the binding is not comparably strong, particularly in view of the rather high cost. Both copies, examined while relatively new, were beginning to separate between the signatures and casing. Heavy use of the book will surely call for rebinding sooner than should be necessary.

Despite these reservations, Mr. Choudhury's work will be useful to the staffs of most museums, as well as to students of museum techniques. It is hoped that in later editions the author will be able to perfect this notable reference work.

WILLIAM B. WALKER, Librarian
Art Reference Library, The Brooklyn Museum
Brooklyn, New York

BIBLIOGRAPHY OF PUBLICATIONS DESIGNED TO RAISE THE STANDARD OF SCIENTIFIC LITERATURE. Paris: United Nations Educational, Scientific and Cultural Organization, 1963. 83 p. index. \$1.25.

Would that there were a bibliography of publications designed to raise the standard of bibliographies of publications designed to raise the standard of scientific literature. Properly used it would have been of incalculable help in the preparation of the work being reviewed.

The preface states: "The Conference on Scientific Documentation held in London in 1948 by the Royal Society had focused attention on the necessity of bringing about improvements in the quality of scientific publications. In pursuance of these findings, the Unesco Secretariat has undertaken the preparation of a bibliography of works likely to help authors of scientific papers and other texts in their task, and more particularly authors of works on the methods and practices employed in preparing scientific manuscripts, composing texts in specific languages, drafting and editing scientific and technical texts, collecting materials and references, compiling indexes, etc." Some of the contributors chosen from various countries are

identified: Mr. Parr of Chapman & Hall for Anglo-Saxon countries and Miss Brigot of the Bibliothèque Nationale for French works, an unidentified group of bibliographers of the Lenin Library was responsible for Slavic as well as German references, and "a variety of sources" must accept the blame for material in other languages.

Reference is made in the preface to "extensive collaboration" that took place in preparing the list, yet it would be as difficult to discover traces of such a unified effort as it would be to find an editor's hand. This feeling of being completely at sea arises mainly from the fact that no criteria of choice are given nor can they be easily deduced from the material included. One is at a loss as to the interpretation of the phrase "to raise the standard of scientific literature" when this covers such diverse areas as book binding, publishers' reminiscences, style, bibliographies of agriculture, architecture, and medicine, dictionaries of acronyms, copyright law (of one country only), labor productivity in the publishing industry, proofreading, manuals on how to read, books on cataloging and classification including critiques of Library of Congress list of subject headings, library practices, and lists of periodicals. One would, of course, also expect some justification either by the editor or as part of the individual annotation why some 30-year-old items are still valuable enough to have been included.

The 359 works are split up (rather than arranged) into six chapters: General Works on Language and Composition (47 items), The Technique of Technical Writing (126 items), Books on Editing, Printing and Publishing (88 items), Information Retrieval and Indexing (36 items), Readings in Science for Technical Authors (23 items), and Handbooks for Authors (39 items).

No scope notes are given to explain the chapter headings, and one should perhaps expect none, but it is hard to imagine a more perfect example of sheer randomness. I was almost certain that the chapter headings for Information Retrieval and Readings in Science had been inverted, until I realized that seven of the items in chapter 4 do belong there and four of the items in chapter 5 belong to it and that perhaps bibliographies of bibliographies and indexes might be included in a chapter on Information Retrieval and Indexing. Even a charitable interpretation, however, should discover that the number of references belonging to another chapter rather than the one of which they are a part is far too high to make the chapter headings useful as a guide. There is also a disturbing separation of like items: Spillner's *Buch der Abkürzungen* in chapter 1, Zimmerman's *Scientific and Technical Abbreviations* in chapter 4.

The omission of specific titles should perhaps not be a matter of criticism in a bibliography which frankly admits its incompleteness and requests submission of further titles. Yet in the absence of stated principles of selection questions must arise about the failure to include items which

are equally well-known and helpful as the titles actually chosen for their particular areas. Why, for example, if Winchell is included were not also Noëlle Malclès' *Les Sources du Travail Bibliographique* and Arthur Walford's *Guide to Reference Material*? If Pflücke's *Periodica Chimica* is worthy of mention, then so are the *List of Periodicals Abstracted by Chemical Abstracts* and *Bio-Medical Serials, 1950-1960. Notes for Authors* by the Institute of Physics should call for inclusion of the American Institute of Physics *Style Manual*. The list of such omissions could be lengthened considerably. In general, a second edition might benefit from greater emphasis on specialized guides, similar to Parke's *Guide to the Literature of Mathematics and Physics*, which is included, on language aids like Unesco's own *Scientific and Technical Translating*, which has been omitted, and on publications of such organizations as the American Medical Writers' Association and the Society of Technical Writers and Publishers.

Because of the nature of some errors in citing specific items, one's confidence in the compiler's familiarity with his material is severely jolted: The 1943 edition of *A Handbook of Medical Library Practice* has long been replaced by the 1956 edition; Winchell's 7th edition is listed, but no mention is made of the supplements; the Wiston Institute of Anatomy and Biology is usually known as the Wistar Institute.

It is to be hoped that a second thoroughly revised edition may soon take its place with the older volumes of this otherwise most valuable Unesco series on Documentation and Terminology of Science.

GERALD J. OPPENHEIMER, Head
Health Sciences Library
University of Washington, Seattle

Assassination Memorial on Microfilm

Micro Photo Division of Bell and Howell Company in Cleveland has prepared on microfilm a memorial collection of newspapers carrying the events of President Kennedy's assassination. Ten rolls of 35mm microfilm, representing over 175 newspapers in more than 80 major cities in the 50 states during November 22-26, cost \$150. Also included are issues of *Editor and Publisher* and a few representative weekly and daily papers of the Negro press.

1962 Nobel Prize Lectures Available

American Elsevier Publishing Company, New York, which will publish the Nobel Prize lectures in English in 1964, has expanded its three-volume series in chemistry, physics, and medicine or physiology to include the 1962 lectures. Sixty-one years of lectures are covered in these series. Subscribers in any of the subject areas will receive the 1962 lectures free. The subscription price for each three-part series, which are arranged in chronological order according to subject, is \$85.

320

New Serials

BUILDING RESEARCH, the bimonthly journal of the Building Research Institute, made its first appearance with the January-February 1964 issue. The basic content of each issue includes BRI conference papers, reviews of recent literature, abstracts, Institute news, and other technical articles. Yearly subscription rate to nonmembers is \$35; single copy, \$7.50; institutions and public libraries, \$20; members, free, from the publisher at 1725 De Sales Street, N.W., Washington 6, D. C.

PHYSICS, a prospective international bimonthly journal, is an experiment by the editors to encourage technical papers that will be selected for widest interest, readability, limited volume, and timeliness. The first issue is expected in July, and the articles may be in English, French, or Russian. If in Russian, an English translation will also appear. The first few issues will be circulated free of charge by the publisher, Physics Publishing Corporation, 122 East 55th Street, New York 10022. Regular yearly subscription rates are libraries, \$30; individuals, \$7; and students, \$5. **PYRODYNAMICS** is an international journal of applied thermal processes published by Gordon and Breach of New York and London. Contents are intended to serve the engineer or the applied scientist whose concern is centered more upon applied fundamentals than upon the total field of application. There will be 12 issues appearing in volumes of four issues each. Subscription rate is \$25 per volume; \$7.50 for a single issue.

SELECTED RAND ABSTRACTS is a new cumulative quarterly index-abstracts journal of all RAND Corporation publications. Annual subscriptions are available gratis to government agencies, academic and public libraries, and nonprofit research organizations; otherwise, cost is \$15 in the United States and \$20 abroad. Requests should be made to the company's Reports Department at 1700 Main Street, Santa Monica, California 90406.

SURFACE SCIENCE, a quarterly journal devoted to the physics and chemistry of interfaces, is published by the North-Holland Publishing Company of Amsterdam. The first volume appeared in January 1964, and consideration is being given to making the journal a monthly. Content, which is mainly in English, is limited to theoretical and experimental topics contributing to the understanding of basic phenomena occurring on free surfaces and interfaces. Yearly subscription is \$16, available from the publisher at P.O. Box 103.

SLA Authors

DOBLER, Lavinia, co-author. *Customs and Holidays Around the World*. New York: Fleet, 1964, 192 p.

STRAIN, Paula M. Collecting Information for a Thesis: A Recipient's View. *Journal of Education of Librarianship*, vol. 4, no. 2, Fall 1963, p. 69-72.

YONGE, Ena L. Facsimile Atlases and Related Material: A Summary Survey. *The Geographical Review*, vol. 53, no. 3, 1963, p. 440-6.

SPECIAL LIBRARIES

Maxwell Distributor of IAD Bulletin

Maxwell Scientific International, Inc., 44-01 21st Street, Long Island City 1, New York is the Western Hemisphere distributor of the *Bulletin de l'Association Internationale des Documentalistes*, the quarterly of the International Association of Documentalists. The annual subscription price is \$6.50.

Papers on Continuing Education for Special Librarians Published

On February 22, the Toronto and Montreal Chapters held a joint meeting in the form of a workshop on continuing education for special librarianship. Gordon Hawkins, Programme Chairman of the Canadian Association of Adult Education was the chairman. Roger De Crow, Clearinghouse Director, Center for the Study of Liberal Education for Adults, Chicago, was the keynote speaker; his address was entitled "The Challenge to a Profession in the Sixties." Discussion group reports were prepared for the following topics: Basic Professional Education for Special Librarianship, Information Centre Concept and Its Implication for Education, The Role of the Library School in Continuing Education, and The Organization of a Continuing Education Plan in a City. Papers and reports from this workshop are reproduced in the Spring 1964 *Bulletin* of the Toronto Chapter. Extra copies of the papers are available for \$1.00 a set or for 75¢ a set for orders of 25 or more from Mrs. Marcia Hill, Library, Imperial Oil, 111 St. Clair Avenue West, Toronto, Ontario.

Bishop Museum Library Catalog

G. K. Hall & Co. will publish a dictionary catalog of the Bishop Museum Library in Honolulu, the only American museum devoted entirely to the study of the Pacific region. Approximately 143,600 cards will be reproduced in nine volumes entitled *Dictionary Catalog of the Library of the Bernice P. Bishop Museum*. The United States prepublication price is \$440 until November 1, 1964, when the price will be \$550. A five per cent discount will be allowed if full payment accompanies the order and if it is received before October 31, 1964. The catalog will be reproduced by offset on 10 x 14 inch Permalife paper and bound in Class A library binding.

New BA Index Service

A computer-arranged index, CROSS (Computer Rearrangement of Subject Specialties) is the latest service Biological Abstracts had devised for use both as a subject coordinator and cross-reference aid to 395 subject categories in *Biological Abstracts*. This search technique now provides life scientists with an average of 4.5 additional reference points for each abstract in *BA*, with an average total of 15 access points for any given abstract. The CROSS Index will appear in *BA* and *BASIC* so

that all *BA* subscribers will have two copies for comparison. In many cases the important use of CROSS is for the determination of those abstracts that contain research information applicable to two or more categories in *BA*.

Volume II of National Union Catalog

The *National Union Catalog of Manuscript Collections*, 1962, volume two, and a cumulated index volume to the first and second volumes, which were compiled by the Library of Congress, have just been published by the Shoe String Press, Inc. Both volumes are available from the publisher for \$13.50. Volume one (1959-1961) is available from J. W. Edwards, Inc., Ann Arbor, Michigan. The new volume describes and indexes 12,324 collections and adds 81 contributing institutions. It also includes a cumulated repository index listing alphabetically the institutions that have contributed records of their holdings to the first two volumes and an alphabetical listing of the collections by main entry. The index volume contains the names of persons, families, places, institutions, business firms, and other corporate entries and subjects.

RECENT REFERENCES

Librarianship

AMERICAN ASSOCIATION OF STATE LIBRARIES, SURVEY AND STANDARDS COMMITTEE. *Standards for Library Functions at the State Level*. Chicago: American Library Association, 1963. xii, 37 p. pap. \$1.50. (L. C. 63-22446)

Sets forth minimum criteria for state library service in these seven areas: state-wide library resources for both government and citizens, library services for state government, state-wide library development, organization of state library services, financing, personnel, and physical facilities.

CURRIE, Clifford. *Prospects in Librarianship: A Guide to Careers in Modern Librarianship*. New York: Philosophical Library, 1963. xii, 124 p. illus. \$4.75.

First published in England in 1958 under the title *Be a Librarian*. The author, who is Librarian of the Imperial College of Science and Technology in Great Britain, offers much factual and historical material as well as practical advice to aspiring librarians on both sides of the Atlantic. The writing is spirited and often amusing. Index.

CARTER, Mary Duncan and BONK, Wallace John. *Building Library Collections*, 2nd ed. New York and London: Scarecrow Press, 1964. 287 p. \$6. (L. C. 64-11775)

The principles and practice of book selection. For this edition the authors have not made extensive changes, but greater emphasis is placed on current American titles in the national and trade bibliography chapter; the treatment of non-book materials has been somewhat expanded; and in the section on order work, the use of the fanfold

is discussed in more detail. Bibliographies appended to each chapter; index.

Fellowships, Scholarships, Grants-in-Aid, Loan Funds, and Other Financial Assistance for Library Education. Chicago: American Library Association, Library Education Division, 1963. 104 p. pap. 50¢.

In three sections: amounts, requirements, and other data on fellowships and scholarships granted by accredited library schools, national scholarships and grants without residence restrictions, and state and local scholarships and grants with residence restrictions. Index.

GAVER, Mary Virginia. *Effectiveness of Centralized Library Service in Elementary Schools*, 2nd ed. New Brunswick, N. J.: Rutgers University Press, 1963. xxviii, 268 p. \$9. (L. C. 63-21763)

A research study carried out for the United States Office of Education. Upholds the superiority of centralized school libraries administered by professional librarians over the system of classroom collections prevailing in elementary schools.

HEPWORTH, Philip. *Archives and Manuscripts in Libraries*, 2nd ed. (Library Association Pamphlet No. 18). London: The Library Association, Chaucer House, Malet Place, 1964. 70 p. pap. ill. \$1.68; \$1.26 to members.

A discussion of manuscripts and historical archives and of the role of the archivist in the libraries of Great Britain and Ireland, with a checklist of guides and catalogues to collections arranged geographically.

GOLDSTEIN, Harold. *The Future Role of the New York State Library in Statewide Audiovisual Activities: A Survey with Recommendations* (Occasional Papers No. 70). Urbana, Ill.: University of Illinois Graduate School of Library Science, 1964. 30 p. mimeo. unbound. Gratis.

Examines the use, the current needs, and holdings of films and phonograph records in New York public libraries, and discusses the role of the New York State Library in developing a statewide program.

———, ed. *Implications of the New Media for the Teaching of Library Science* (Monograph Series No. 1). Urbana, Ill.: University of Illinois Graduate School of Library Science, 1963. x, 233 p. \$3; \$2, pap. (Distr. by Illini Union Bookstore, 715 South Wright St., Champaign, Ill.)

The proceedings of the National Conference on the Implications of the New Media for the Teaching of Library Science, held in Chicago in May 1963. Most papers are followed by the editor's review and comment.

National Libraries: Extracts from the Proceedings of the University and Research Section Conference held at Bangor, April 1963. London: The Library Association, Chaucer House, Malet Place, 1963. 56 p. pap. \$1.40; \$1.05 to members.

Texts of two papers, "The Functions and Planning of a National Library," by Dr. Ib Magnus-

sen of the Statbiblioteket in Arhus, Denmark, and "A National Reference and Information Service," by A. H. Chaplin of the British Museum, followed by a four-man discussion of each.

REED, Sarah R. and COHEN, Nathan M. *Library Education Directory: 1962-63* (OE-15046, Misc. 43). Washington, D. C.: U. S. Department of Health, Education, and Welfare, 1963. iv, 31 p. pap. 30¢. (Available from Government Printing Office, No. FS 5.215:15046)

Provides information about 277 librarianship programs of 12 or more semester hours in accredited institutions of higher learning. Listing includes the name of the institution, the name and title of the head of the library education program, information on the organization of the school year, number of course credit hours, post-baccalaureate degrees granted, curriculum, number of faculty members, and number of volumes in the central library.

REYNOLDS, Michael M. *The Development of a Bibliographic Center in the West Virginia Region: Current Practices and Future Directions.* Morgantown, West Va.: West Virginia University Library, 1963. 22 p. pap. Apply.

West Virginia University and the National Science Foundation are sponsoring a three-year project aimed at increasing the potential of West Virginia libraries. This is a summary of the findings of the first year's work.

RIDER, K. J., ed. *Looking Ahead: Proceedings of the 11th Annual Conference, Oxford, March-April, 1963.* London: The Library Association, Reference, Special and Information Section, 1963. 38 p. pap. \$1.40; \$1.05 to members.

Texts of three papers: "One Librarianship," by C. W. H. Currie; "Little Brother' to Librarian," by G. H. Wright; and "Out of the Oublette—Rescuing the Reference Library," by I. G. Lovell. Each is followed by a summary of the conference discussion.

ROWLAND, Arthur Ray, ed. *Reference Services* (Contributions to Library Literature #5). Hamden, Conn.: Shoe String Press, 1964. xvi, 260 p. \$6. (L. C. 63-23069)

Selected papers on the past, present, and future of reference services, their organization and administration, and on the reference librarian and his work. Author-title index.

SAMORE, Theodore and HOLLADAY, Doris C. *Library Statistics of Colleges and Universities, 1962-63: Institutional Data* (OE-15023-63, Circular No. 729). Washington, D. C.: U. S. Department of Health, Education, and Welfare, 1964. iv, 120 p. pap. 75¢. (Available from Gov. Printing Office)

The fourth in a series of statistical surveys. 1,463 college and university libraries are listed; table 1 gives data on collections, personnel, and expenditures; table 2, the number of full-time library staff members and lowest and highest salaries.

TAUBER, Maurice F. *Resources of Australian Libraries*. Canberra: Australian Advisory Council on Bibliographical Services, National Library of Australia, 1963. 42 p. pap. \$1.10.

A summary report of a survey conducted in 1961. The author is a Professor of Library Service at Columbia University and carried out the survey as a Fulbright assignment. The report covers public libraries on the national and local levels, university and school libraries, and special libraries, examines their research collections in all major categories, and offers ideas for improvement.

Bibliographic Tools

ANDRIOT, John L. *Guide to U. S. Government Serials & Periodicals*, Volume 2: *Releases & Other Ephemeral Material*. McLean, Va.: Documents Index, Box 195, 1964. 372 p. \$16. (L. C. 63-587)

The second in a series of guides planned to cover eventually all United States government serials and periodicals, past and present. This volume contains over 900 entries detailing releases and ephemeral serials issued by federal agencies in the Washington area. Title and agency indexes.

DIAZ, Albert James, ed. *Guide to Microforms in Print, 1964*. Washington, D. C.: Microcard Editions, 901—26th St., N.W., 1964. vi, 94 p. pap. \$4. (L. C. 61-7082)

Annual listing, in alphabetical order, of materials available on microfilm and other microforms from United States publishers.

DUIGNAN, Peter, ed. *United States and Canadian Publications on Africa in 1962*, compiled by Hilary Sims (Hoover Institution Bibliographical Series XV). Stanford, Calif.: Hoover Institution on War, Revolution, and Peace, 1964. viii, 104 p. pap. \$3. (L. C. 62-60021)

The third issue of an annual listing. Books, pamphlets, and articles published during the 1962 calendar year on Africa south of the Sahara. Author index.

GORDAN, John D. *New in the Berg Collection, 1959-1961: An Exhibition*. New York: New York Public Library, 1964. 36 p. pap. illus. \$1. (64-16597)

Recent additions to the Berg Collection of English and American literature range from autograph notebooks and family letters of the Burneys down to autograph manuscripts of Stephen Spender, and including the major collection of Virginia Woolf manuscripts.

PROCKTOR, C. E., comp. *'The Engineer' Index: 1856-1959*. London: Morgan Brothers (Publishers) Ltd., 28 Essex St., 1964. 216 p. \$24.

Index to 104 years or 208 volumes of the English technical and engineering periodical. In two parts, name index and subject index. Publishers offer a photo-copy service for those desiring copies of pages from the periodical itself.

McREYNOLDS, Helen. *Microfilms of the United States Government Publications* (Occasional Papers MAY-JUNE 1964

No. 69). Urbana, Ill.: University of Illinois Graduate School of Library Science, 1963. 14 p. mimeo. unbound. Gratis.

Discusses the field of micro-reproduction in specific relation to the microforms used for United States government publications.

REYNOLDINE, Sister Mary, ed. *Catholic Booklist, 1964*. Haverford, Pa.: Catholic Library Association, 461 West Lancaster Ave., 1964. 76 p. pap. \$1.

Books in all categories by Catholic authors or of particular interest to Catholics. Expanded sections for high school and elementary school levels. Index.

SANDIA CORPORATION. *Civilian Application Releases Through 1962*. 1963. 86 p. \$2. (Available from OTS, order SCR-600.)

About 2,000 references to Sandia Technical publications on civilian application of atomic energy. Covers reports and engineering drawings released to the public through AEC facilities since the start of AEC's Civilian Application Program.

SHIH, Bernadette P. N. and SNYDER, Richard L., comps. *International Union List of Communist Chinese Serials*. Cambridge, Mass.: Massachusetts Institute of Technology Libraries, 1963. No paging, pap. Apply.

Scientific, technical, and medical serials published on the Chinese mainland since 1949. Includes a section of 100 social science titles, and one of unidentified titles. Gives Chinese title, transliteration, Latin and/or English translated title, publication data, and holdings in libraries in the United States, Canada, Great Britain, Hong Kong, and Japan. Indexes for Chinese characters and variant titles.

SCHWEGMANN, George A., Jr., comp. *Newspapers on Microfilm*, 5th ed. Washington, D. C.: Library of Congress, 1963. xvi, 305 p. pap. \$5. (L. C. 53-60042)

Approximately 16,000 entries, representing about 4,000 foreign newspapers and over 12,000 domestic ones. As in the third and fourth editions, it attempts, when possible, to show the locations of positive copies as well as negatives.

U. S. ATOMIC ENERGY COMMISSION. *Bibliographies of Interest to the Atomic Energy Program*, rev. 2, suppl. 1. 1963. 88 p. \$2. (Available from OTS, order TID-3043.)

Contains 554 references to bibliographies and literature surveys on atomic energy and allied subjects. Includes many reports issued by AEC and its contractors, by other government agencies, and by atomic energy organizations of other governments. Subject, author, report number, and availability indexes.

UNIVERSITY MICROFILMS. *O. P. Cumulation*. Ann Arbor, Mich.: 1964. 270 p. pap. Apply.

A catalog of out-of-print books available from University microfilms in xerographic copies. A

cumulative list of Russian language books will be published later in the year.

World List of Scientific Periodicals, 4th ed., 3 vols. Washington, D. C.: Butterworth, Inc., 7235 Wisconsin Ave., 1964. 1,700 p. \$84.

Over 60,000 listings of scientific, technical, and medical journals and periodicals, with full title of each, internationally accepted standard abbreviations, and serial number for cross reference.

Classification

DUBUC, René. *La Classification Decimale Universelle: Manuel Pratique d'Utilisation*. Paris: Gauthier-Villars, 55 Quai des Grands-Augustins, 1964. viii, 210 p. pap. \$4.

In French. A handbook covering the principles and practical application of the Universal Decimal Classification system.

Universal Decimal Classification—Special Subject Edition for Nuclear Science and Technology (FID 351). The Hague: International Federation for Documentation, 7 Hofweg, 1964. 80 p. 25 Dutch Fl.

Based on the code of practice of the U. K. Atomic Energy Authority. In addition to the systematic schedule, contains a brief introduction to the UDC, alphabetical index, and a list of nuclear fission reactors in various parts of the world.

WEST GERMAN PATENT OFFICE (DEUTSCHES PATENTAMT). *Manual of Patent Classification*. Washington, D. C.: U. S. Department of Commerce, Office of Technical Services, 1964. 643 p. \$6.50. (Order TT 63-11190)

A translation of the 7th edition of the 1959 Manual, the most recent West German patent classification. Useful in searching German patents, and may be of interest to those concerned with the classification of scientific and technical information.

Information Handling Systems

ALTMANN, Berthold. *The Medium-Sized Information Service: Its Automation for Retrieval*. Washington, D. C.: U. S. Army Materiel Command, Harry Diamond Laboratories (HDL Proj. 01200, TR-1192), 1963. 26 p. pap. Apply. (Available from Defense Documentation Center)

A theoretical discussion of the basic elements influencing the organization and operation of a documentation office, followed by a case study. The operations of a medium-sized reference service were automated first by utilizing EAM equipment, and later a computer. Manual as well as automatic retrieval was provided. Possible application of this system to large documentation centers is discussed.

BELFOUR ENGINEERING COMPANY. *Mechanical Properties Data Center Design and Operation*. 1963. 56 p. \$1.50. (Available from OTS, order 414 396)

The data processing system developed by the Air Force for the storing and retrieving of me-

chanical properties information on metals and reinforced plastics. The report discusses the concept and design of the system, with a description of card layout and codes utilized.

BUSHNELL, Don D., ed. *The Automation of School Information Systems* (Monograph No. 1). Washington, D. C.: National Education Association, Department of Audiovisual Instruction, 1964. 134 p. pap. illus. \$2.50. (L. C. 64-15290)

The proceedings of a recent workshop on the uses of electronic data processing equipment in the educational system. Thirty experts discuss programmed instruction, automated learning, information retrieval devices, and many other detailed aspects of the subject.

Data Processing Yearbook, 1963-64. Detroit: American Data Processing, Inc., 1963. 308 p. \$15. (L. C. 62-21677)

Second annual publication. Contains reports by 27 experts on hardware and software, management science, man-machine research, the future use of computers, and developments in advertising, manufacturing, newspaper publication, and government. Lists associations, computer users' organizations, audio-visual aids, and universities, institutes, and schools offering courses in data processing and computing.

ENGINEERS JOINT COUNCIL. *Information Systems—Essential Tools in Engineering Application of Science for the Needs of Society*. Philadelphia: [1963]. 28 p. pap. illus. \$1.75.

Five papers presented at a panel program sponsored by the Engineers Joint Council and the engineering section of AAAS at the AAAS annual meeting on December 27, 1962, in Philadelphia. Representatives of the Engineering Societies Library, the Engineering Index, the American Institute of Chemical Engineers, and the Engineers Joint Council discuss the current and projected information systems of their respective organizations; Walter M. Carlson winds up with a forecast on information resources in the future.

HUGHES AIRCRAFT COMPANY. *Electrical and Electronic Properties of Materials Information Retrieval Program*. 1963. 122 p. \$2.75. (Available from OTS, order AD 407 550)

The Air Force documentation system for abstracting, indexing, and retrieving data relative to the electrical and electronic properties of materials.

Information Retrieval: Systems and Technology, A Literature Survey. Washington, D. C.: North American Aviation, Inc., 1963. xii, 272 p. pap. mimeo. \$4. (Available from OTS, U. S. Department of Commerce, AD 403826)

A survey of world literature on information storage and retrieval in the years 1951-1961. Gives a brief description of the field along with statistical data on the scope and growth of the literature. The bibliography lists 1,914 references alphabetically by author. Subject index.

SANDIA CORPORATION. *The Sandia APAR-3G System: Automatic Programming, Recording, and Control for Development and Production Testing*. 1963. 34 p. 75¢. (Available from OTS, order SC-4944[RR])

Describes an automatic programming and recording system developed for the AEC but readily adaptable to a wide variety of automated data acquisition and control system applications in a typical factory environment.

SCHULTZ, Louise. *Digital Processing: A System Orientation*. Englewood Cliffs, N. J.: Prentice-Hall, Inc., 1963. xii, 403 p. illus. \$11.90. (L. C. 63-14736)

Textbook for an introductory course on digital computers and their operation. The presentation and style (as far as possible) are informal. Appendices comprise a glossary and specifications for some contemporary machines. Bibliography and index.

UNION CARBIDE CORPORATION. *Application of Data Processing Techniques to a Maintenance Work Control Program*. Oak Ridge, Tenn.: 1963. 147 p. \$2.75. (Available from OTS, order Y-1371)

Describes a reporting system capable of feeding back information on a maintenance work control program, including the progress of the use of industrial engineering techniques and their effect on maintenance work.

U. S. AIR FORCE MATERIALS LABORATORY. *Proceedings of Symposium on Materials Information Retrieval*. 1963. 165 p. \$3. (Available from OTS, order AD 407 609)

Papers presented at a recent symposium sponsored by the Air Force. Operation of a plastics technical evaluation center, an effective answer to information needs on thermo-physical properties of matter, an information retrieval program on the electrical and electronic properties of materials, and a practical approach to providing materials information are among the subjects discussed.

U. S. NAVY. OFFICE OF NAVAL RESEARCH. *Information Systems Summaries*. 1963. 76 p. \$2. (Available from OTS, order AD 417 038)

Four current projects sponsored by the Office of Naval Research—semantics for machine translation, cryogenic associative memory, real-time computer time sharing, and ultra-reliable computer techniques—are summarized under the headings communication, storage, processing, and general technology.

Dictionaries

CHAMPION, Selwyn Gurney. *Racial Proverbs: A Selection of the World's Proverbs Arranged Linguistically*. 2nd ed. (reprinted) New York: Barnes & Noble, 1963. cxxx, 767 p. \$12.50.

Over 26,000 proverbs taken from nearly 200 languages. Arranged under language headings and indexed geographically, by subject matter, and by

chief word. Special introductions to particular language sections by international folk-lorists.

CZERNI, S. and SKRZYŃSKA, M., eds. *Shorter Technological Dictionary: Polish-English/English-Polish*. Oxford, England: Pergamon Press, 1963. 174, 244 p. \$10. (Distr. by Macmillan, New York) (L. C. 63-13530)

Over 10,000 general technological and professional terms drawn from all the important fields of technology and including the fundamental terminology of pure sciences and economics. English pronunciation indicated by international phonetic alphabet; Polish pronunciation not indicated at all.

DE SOLA, Ralph. *Abbreviations Dictionary*. New York: Duell, Sloan and Pearce, 1964. x, 228 p. \$4.95. (L. C. 63-16829)

What might have been a useful little reference work is marred by a patriotic zeal beyond the call of lexicographic duty ("VOT: Foreign Operational Center of Soviet Intelligence . . . Soviet espionage and sponsored subversion in USA celebrates its forty-sixth birthday as this *Abbreviations Dictionary* goes to press"), and by a cryptic coyness at the expense of accuracy ("FDR: Franklin Delano Roosevelt—without whose influence this collection of abbreviations would not have been either so extensive or so necessary; also known as Roosevelt II"). Notable omissions: NASA; AEC (for Atomic Energy Commission). And why this entry: "España (not an abbreviation): Spain"?

NBC Handbook of Pronunciation, 3rd ed. Originally compiled by James F. Bender for the National Broadcasting Company; revised by Thomas Lee Crowell, Jr. New York: Thomas Y. Crowell, 1964. xii, 418 p. \$4.95. (L. C. 63-9205)

Over 20,000 entries, a 30 per cent increase over the 2nd edition. Pronunciation is indicated both by respelling (pruh nuhn si AY shuhn) and the international phonetic alphabet. A special supplement of "Names in the News."

RUFFNER, Frederick G., Jr. and THOMAS, Robert C., eds. *Code Names Dictionary*. Detroit, Mich.: Gale Research Co., 1963. 555 p. \$15. (L. C. 63-21847)

Lists 8,500 code names, cover words, nicknames, slang terms, etc., that came into use during World War II, the Korean War, and in major armed forces peacetime operations since, as well as terms current in the fields of aviation, space exploration, missile systems, weather, data processing, and atomic energy.

CONCERNED ABOUT THIS JOURNAL?

The Special Libraries Committee will hold an open meeting on Monday afternoon, June 8, during the SLA Convention in St. Louis. All members who have any gripes about the content of "Special Libraries," suggestions for new features, ideas for articles, or any other comments for improving the journal are urged to attend.

U. S. NAVY, BUREAU OF SHIPS TECHNICAL LIBRARY. *Thesaurus of Descriptive Terms and Code Book* (Navships-250-210-1). Compiled by Ruth D. Camp. Washington, D. C.: 1963. xvii, each letter of alphabet numbered separately. pap. mimeo. Apply.

Developed for use in connection with Project SHARP (Ships Analysis and Retrieval Project). Contains some 4,500 main terms. Primary purpose is to provide a basic vocabulary and ground rules for the indexing, storing, and retrieving of document information in subject areas of interest to Bureau of Ships scientific and technical personnel.

Directories

CATTELL (JAQUES) PRESS, eds. *Directory of American Scholars, Vol. II: English, Speech and Drama*, 4th ed. New York: R. R. Bowker Co., 1964. xii, 348 p. \$15. (L. C. 57-9125)

Second volume in the series published with the cooperation of the American Council of Learned Societies. Contains approximately 7,300 biographies. Volume I (History) is also available, and Volumes III (Foreign Languages, Linguistics and Philology) and IV (Philosophy, Religion and Law) will be issued later in the year.

COLLISON, Robert. *Scolma Directory of Libraries and Special Collections on Africa*. London: Standing Conference on Library Materials on Africa, Chatham House, 10 St. James's Square, 1963. 121 p. pap. \$2.10 plus postage; free to SCOLMA members. (Available from W. Heffer & Sons, Ltd., 3 Petty Cury, Cambridge, England)

Gives the names and addresses of 128 libraries, institutes, and other organizations in Great Britain, with name of librarian in charge, hours, nature and extent of collections of African material, and restrictions on availability, if any.

French Trade Directory. Washington, D. C.: Franc-Dollar Committee and Centre National du Commerce Extérieur (Foreign Trade Center), 1964. 480 p. \$6. (Distr. by Franc-Dollar Committee, 1001 Connecticut Ave., N. W., Washington, D. C. 20036)

Lists over 3,000 French manufacturers and exporters as well as American importers, representatives, and firms active in Franco-American trade. Rules and regulations governing French exports, payment terms, shipping facilities, and other useful data.

NETHERLANDS INSTITUTE FOR DOCUMENTATION AND FILING. *Netherlands Research Guide* (NIDER publication, Series 2, No. 42). The Hague: 43 Bezuidenhoutseweg, 1963. 200 p. illus. \$4.90.

Over 100 research institutes in the Netherlands capable of carrying out contract research commissions in the technical and natural sciences. Gives organization, name of director, size of staff, budget, scope and nature of activities, current research projects, special equipment, international affiliations, etc. Flap-out index.

Repertoire des Bibliothèques d'Etude et Organismes de Documentation, 3 vols. Paris: Bibliothèque Nationale, 1963. 1233 p. pap. Apply.

A directory of libraries and archives in France, replacing the *Repertoire des Bibliothèques de France* published in 1950-51. Volume I covers Paris, Volume II the rest of the country; Volume III contains supplements to the first two volumes and a general index. In French.

Encyclopedias

GABRIELSON, Ira N., ed. *New Fisherman's Encyclopedia*, 2nd ed., rev. Harrisburg, Pa.: Stackpole Co., 1963. xxx, 759 p. illus. \$17.50.

The compleat angler and then some. Major headings are Game Fishes, Fishing Equipment and Methods, Craft for Fishing, Fish Conservation, Where to Fish, When and How to Fish, and Miscellaneous: all manner of useful and (doubtless) useless information. Color plates. Index.

HEYEL, Carl, ed. *The Encyclopedia of Management*. New York: Reinhold, 1963. 1,200 p. \$25.

For the executive who must be a generalist in the field of management. Entries are written in essay form and cover many topics, including automation, labor, auditing, patents, plant engineering, and management societies and organizations.

Miscellaneous

Britain: An Official Handbook, 1964 Edition. London: Central Office of Information, 1964. x, 590 p. pap. illus. \$3.20. (Available from Sales Section, British Information Services, 845 Third Ave., New York 22)

The geography, the government and administration, national economy, and all aspects of public life in Great Britain. Facts and figures to September 1963. Tables, charts, and maps. Index.

CANADIAN ASSOCIATION OF GEOGRAPHERS, BRITISH COLUMBIA DIVISION. *Occasional Papers*, No. 4. Vancouver: Department of Geography, University of British Columbia, 1963. [iv], 114 p. pap. mimeo. \$1; free to members of the B. C. Division, C.A.G.

Eight papers presented at the Association's fifth annual meeting on March 16, 1963. Subjects include population movements in the Soviet Union, a comparison of transport development in Western Siberia with that in the Canadian prairie provinces, moon phases in British Columbia, and current trends in school geography. (Reprints of *Occasional Papers*, No. 1-3, will be made available by offset on a 7 x 10 format if there are enough requests.)

Commodity Indexes for the Standard International Trade Classification, Revised (Statistical Papers, Series M, No. 38), 2 vols. New York: United Nations, Department of Economic and Social Affairs, 1963. x, 463; x, 44, 349 p. pap. \$5; \$4.50. (Sales No.: 64.XVII.2; 64.XVII.3)

Brings up to date the Indexes for the SITC, originally published in 1953 and containing classi-

fications of about 20,000 articles of commerce. About 30,000 articles are here classified. Volume I consists of an item index showing the principal articles falling within each category; Volume II is an alphabetical index. The SITC, revised, first published in 1960, is republished at the beginning of Volume II with minor corrections.

EHRlich, Eugene and MURPHY, Daniel. *The Art of Technical Writing: A Manual for Scientists, Engineers, and Students*. New York: Thomas Y. Crowell Co., 1964. x, 182 p. \$4.50. (L. C. 64-12081)

In two parts: the first discusses various kinds of technical writing, abstracts, letters, reports, technical memoranda, and journal articles, with examples and directions; the second is a handbook of style and usage Index.

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- 1965: Philadelphia, June 6-10 Benjamin Franklin Hotel
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- 1968: Los Angeles, June 2-7 Statler-Hilton
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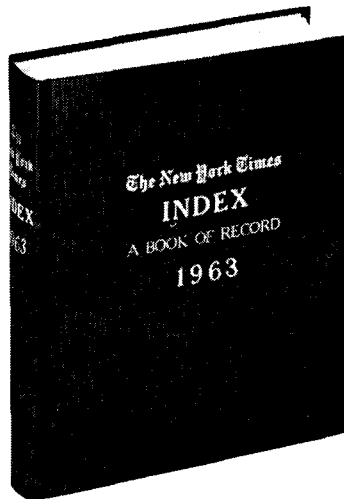
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