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SPECIAL LIBRARIES

Official Journal of the Special Libraries Association

VOLUME 16

September 1945

NUMBER 7

The Advertising Agency Library
Katharine D. Frankenstein

Should a Medium Sized Advertising Agency Have a Special Library?
Edward M. Reynolds

The Function of Research in Advertising
Marion Harper, Jr.

Magazine and Newspaper Surveys
Caroline E. Aber

A Course for Advertising Librarians
Delphine V. Humphrey

Government Publications as Sources of Information
Ida M. Meyer

S. L. A. Receives Numerous Appeals from Devastated Libraries
Eleanor S. Cavanaugh

Special Libraries Association Looks Ahead
Walter Hausdorfer

Published by
SPECIAL LIBRARIES ASSOCIATION

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and its wealth"**

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Please Mention Special Libraries When Answering Advertisements

Special Libraries

VOLUME 36 Established 1910 NUMBER 7

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• September •

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Please Mention Special Libraries When Answering Advertisements

THE ADVERTISING AGENCY LIBRARY

By KATHARINE D. FRANKENSTEIN

Manager, Library-Research Department, Batten, Barton, Durstine & Osborn, Inc.,
New York, N. Y.

THE advertising agency library may be compared to a general practitioner, or family doctor, who is also a specialist. In its particular field, it must be equipped to collect and furnish all available information on advertising and marketing. At the same time it is expected to supply facts on subjects which, to the outsider, may seem quite beyond its province.

As a specialist, the agency library provides information on advertising expenditures in various media; it generally clips and files advertisements of all important advertisers or assembles them in scrap books; it answers questions and does reference work on copy principles, merchandising methods and all the other phases of advertising and selling. Typical requests in this special field are the following:

How much did the leading furniture manufacturers spend on advertising in all types of media in the years 1935-1940?

Please let me have a collection of advertisements placed by flour companies in women's magazines last year.

What have you on the money value of brand names?

What percentage of sales do automobile accessory manufacturers spend on advertising?

Since the personnel of an advertising agency includes people doing many specialized kinds of work, the library is called upon for information on a great variety of subjects which might appear to be quite remote from that of advertising. In other words, it is expected to function as a general practitioner.

As such, its field is almost unlimited. Everything is grist to its mill, so far as the collection of material is concerned, and no question seems too strange or too unreasonable to "Ask the Library". A

copy writer wants a collection of quotations on thrift; one account executive wants to know the prices of certain staple commodities just after the first World War; another asks for a list of interesting events that took place in New York City in 1870; a radio script writer wants some information on nurses in the Civil War; a man writing trade paper copy asks for a statement of Archimedes' principle; an executive wants articles on the job of the sales manager in the postwar period. Someone in the Publicity Department needs a list of State historical societies; the Marketing Department wants all possible information on vacuum cleaners; a dietitian asks for a collection of recipes using honey; and there are calls from artists for "scrap" on every subject under the sun,—a front view of a fish with its mouth open, a truck going downhill backwards, a Comice pear, a salmon jumping a waterfall, a worm gear, women's hats in 1882, a Black Widow plane, South American kitchens, a woman laughing hysterically and a close-up of a stork's tail feathers.

In order to be able to answer questions and supply at least some information on practically all subjects, the advertising agency library must collect and catalog or file an equally varied supply of source material. Although some libraries depend almost entirely on their files of clippings and pamphlets, certain reference books are practically indispensable. In addition to the special advertising "tools" such as The Standard Advertising Register, or McKittrick's, Publishers Information Bureau Reports, Media Records, Brad-Vern's Reports, and the American Newspaper Publishers Association's Expendi-

tures of National Advertisers, agency libraries make extensive use of basic reference books such as dictionaries and encyclopaedias, the Wilson library services, U. S. Census, Department of Commerce and Department of Agriculture publications, books of quotations, Who's Who books, and numerous others common to many types of libraries. The best books on advertising and merchandising and at least a few on the chief commodities which the agency advertises are naturally included in the book collection.

In most agency libraries, magazine, trade paper and newspaper articles, booklets and pamphlets are filed in vertical files according to a subject heading or numerical system of classification. Whatever the method used, it must be workable, not too complicated, and capable of almost indefinite expansion. The selection of material for these data files is of the utmost importance for in almost every agency library "the files" are the backbone of its collection, and provide the answers for probably the major number of requests for information.

In collecting or clipping material it is essential to look ahead and anticipate future needs; if, for example, a library clips and files articles on dog food or phonograph records, it is a great advantage and saving of time to have material on hand if the agency acquires a new client manufacturing one of these products. Evolving and assigning subject headings requires clear thinking, good judgment and imagination so that material may be quickly and easily found when it is needed. A key to the subject headings, preferably in the form of cards filed like book catalog cards, with "See" and "See also" references is indispensable, except, perhaps, in the early infancy of a vertical file collection.

Although the general information, or data file, is the most important part of the file collection, an "art" or "scrap" file is also maintained in a growing number of

agency libraries and is constantly used by members of the Art Department or copy writers looking for ideas for layouts. Other separate file collections may include advertisements of clients and their competitors; a geographical file; a bibliographical file; and collections of house organs, market and news letters, and annual reports.

A very important supplementary source of information is furnished by the "contacts" and friendly relations with publications, associations and other libraries which the agency librarian gradually builds up. The saving of time and effort which is effected by means of these contacts is of inestimable value.

Much of what has been said about the agency library applies to other libraries in the advertising field, particularly those in the advertising departments of publications and manufacturing concerns. Advertising agency members, as of June, 1945, accounted for about 23 per cent of the memberships of the Advertising Group, and advertising agencies rank high in the number of institutional members of the Special Libraries Association.

A word as to the special qualifications necessary or desirable for an advertising agency librarian or library assistant may not be amiss. Besides professional training or its equivalent in experience, the agency librarian should have a broad range of interests. She should be accurate, quick and thorough in her work; have a retentive memory; be able to master detail; and be undismayed by a large amount of routine work. She needs to be adaptable, resourceful and imaginative. She must be able to work under pressure with constant interruptions.

She may often feel that she is a performer in a three-ring circus, but it is always fun! She is assured of infinite variety of work, for one day's problems are never quite like another's; she serves an unusually interesting and appreciative clientele; and she never has time if she were ever inclined, to be bored.

SHOULD A MEDIUM SIZED ADVERTISING AGENCY HAVE A SPECIAL LIBRARY?

By EDWARD M. RAYNOLDS

Research Director, Doherty, Clifford & Shenfield, Inc., New York, N. Y.

QUITE a few people in advertising have expressed surprise that we installed a special library in our Agency only two months after we opened our doors in August 1944. A typical comment ran something like this: "Aren't you being a little over-ambitious in doing this at the very start? Many agencies of your size do not even have research departments, and some of the very largest agencies do not have special libraries. How can you justify it?"

The broad answer to such a query is that our motives in establishing a special research library were certainly not philanthropic. Planning for future expansion entered into our plans, of course, but we felt it was to our advantage to have a good special library at the outset to service our original list of clients.

This article will not attempt to generalize as to what sizes and types of agencies should have special libraries, instead it will be a case history of why and how we organized our own library, and how it works.

What constitutes a "Special Library" in an Agency?

Although the regular readers of this publication understand what is meant by a "special library", it may not be amiss at this point to clarify the term for "pass-on" readers of the magazine. The term does not mean just a collection of books, reports and magazines; any agency library has that. My conception of a special agency library is a separate department or division, containing a well-indexed collection of material and sources, in charge of a person who has the special training and experience for the job. There will be more about the librarian later, as she is the keystone of the arch.

When we first considered the question of having a special library, the negative side of the proposition could be stated about like this: "Why go to the expense of putting in a special library? A library is useful to be sure, but many agencies handle it as a part time job for one or more persons who have other regular assignments—or they just have a library where people can go in and do some 'browsing'. Others have their library completely decentralized, with various people or departments keeping their own reference material. Some of these agencies seem to get along all right that way—why wouldn't we?"

First of all, the answer will be found in the trend toward specialization of functions in agencies. At one time it was fairly common practice for an advertising agency man to do all of his own research, write his copy, contact the client and sometimes even do art work on the advertisement. While this was wonderfully broadening experience, and should be duplicated wherever possible by young men learning the advertising business, it is not news that in advertising, as in other lines, a better end product can be made by having people specialize in the functions in which they excel.

A second reason for a specialized library is because of its great and constantly growing importance to all departments of the agency. Practically every job undertaken will engender a need for library research.

To give a few illustrations, suppose the New Business Department has a "hot lead" on a face powder account. Immediately there is a need to see clippings of the campaigns used on that particular product and on competitive products; also

needed are data on media used and expenditures; any available surveys showing the position of that brand of powder in the market; and the characteristics of the market; trends in the consumption of face powder as a whole; and bio-chemical data showing the effects of various types of powder on various kinds of skins, etc.

The copy people are of course in constant need of library material. To cite an actual example, not long ago we were asked to act as the task agency for the War Advertising Council campaign currently sponsored by the Drug, Cosmetic and Allied Industries. The object of this campaign is to educate the civilian public on how to treat returning veterans in order to make their period of readjustment as easy as possible. The preparation of the copy was unusually difficult because veterans and men in the Armed Forces would be reading it also, and anything which did not make a good impression on them would of course defeat its own purpose. For that reason the library had the job of searching out quickly everything which could be found in books, magazine and newspaper articles, as well as clipping examples of both good and bad advertisements dealing with the subject. Other research was of course done in addition, but some of the library material was useful in directing the avenues of that research.

Another example is the supplying of material to be used in radio commercials on Reid's Ice Cream, a Borden product for which we prepare the advertising. The library has done considerable research both on the history of ice cream and on the serving and enjoyment of ice cream in the Armed Forces, in order to give the radio writer the background material from which to choose.

The Art Department is always in need of new and unusual pictures on unpredictable subjects. Not long ago our Library had a request for pictures of an old wooden Indian of the kind which used to be seen in front of cigar stores. Other

recent demands were for pictures of Mercury, a bass viol player, lobsters and a modern bathroom.

In our Agency the Library operates as a part of the Research Department, and as research director, I am a frequent customer. A typical recent job was the assembling of statistical data from several different sources to be used in setting up tentative sales potential figures on a product. Another was searching out trade journal articles showing various methods of increasing returns in mail surveys, such as the use of War Stamps, etc.

Even the business management and accounting side of the Agency frequently uses the services of the library. One standing request is keeping on the watch for articles dealing with employee retirement or profit sharing plans.

AN OUTLINE OF THE LIBRARY'S FUNCTIONS

While the specific examples cited above have suggested many of the functions of a good library in an advertising agency, a more complete outline may be of interest. The library can be of value in the following ways:

1. By looking up source material for specific requests, such as:

- a. Characteristics of the markets for present or prospective products which our Agency advertises.
- b. Advertising volume by products and type of media, as well as lists of magazines, farm journals, newspapers and radio, with the specific issues used.
- c. Clippings of examples of advertising in specific fields.
- d. Editorial items, articles, etc., relating to various subjects.
- e. Legislation or rulings from Government agencies.
- f. Statistics from Census or other sources.
- g. Pictures and examples of layout techniques for the Art Department.
- h. Verification of facts used by the Copy Department in advertisements.
- i. Supplying Accounting Department with information on taxation, rents, employment, job analysis studies, pensions and a multitude of other subjects arising under present conditions.

2. By being responsible for systematic circulation of trade journals, magazines,

pamphlets, bulletins and books to agency personnel interested in the particular type of subject matter they contain; also to house and maintain control of them so they can be found when needed.

3. By routine clipping of advertisements from magazines, trade journals and key newspapers:

- a. In one's own competitive fields.
- b. In non-competitive fields where one is apt to work on new business. This requires comparatively little extra time when clipping is already being done for competitive advertising, and places the material into the file for instant use when needed; otherwise there is a time lag and other library work must halt for a considerable time while a special outside "scouting job" is done.

4. By maintaining a picture collection for the Art Department with a subject classification for quick reference. (Such a classification has been prepared and is available for inspection.)

5. By heading, marking (and/or clipping) and circulating editorial items of interest to specific persons.

6. By keeping directories and services subscribed to by the agency, except such services as are in constant use by other departments.

7. By acting as custodian for all research reports; installing and maintaining an efficient system for keeping track of them.

8. By maintaining a data file with a subject cross-index classification. (This data file has already been started.)

9. By compiling reports from source material where requested.

10. By preparing and circulating a regular periodic bulletin on new material received in the library.

11. By periodic reports to Research Director and Agency Directorate to keep them posted on library's activities.

HOW WE ORGANIZED OUR LIBRARY

I may as well admit that this is the first library I ever organized from scratch, although I have had two others operating under my jurisdiction. From that experience I learned something which should be

axiomatic—the library is no better than its librarian. For that reason, our first step was to look for a trained librarian who had operated an agency library; and we found her through the Special Libraries Association. She is Miss Rosalind Morrison, now vice-chairman of the National Advertising Group of the Association. After that, the organization of the library was simply a question of discussing and agreeing upon its functions and responsibilities, and then turning the work over to her. Of course, her job was far from "simple" from that point on—the organization process is still going on, and will continue as long as we have a library.

What are the qualifications of a good librarian? Aside from her training and experience, which is essential, she must have a "helpful" personality. By that I mean that she must have a strong inner emotional drive to be of the greatest possible service to everyone in her organization. If this sounds trite, let me explain it in this way: there are two ways in which a librarian can work.

One way is by limiting her activities to what is prescribed and asked for specifically: routing trade journals, answering requests by a routine check of the usual sources, clipping advertisements and articles as requested, and so forth. The other way is by having a larger conception than just the obvious thing: a librarian of this type will be constantly on the look-out for items which she believes will help the people in the agency. It involves the marking or clipping of articles in publications for various people; recommending the purchase of new books, services, trade journals; reporting on interesting data from meetings, lectures, etc.; and never stopping work on an important request short of the last "half-mile"—in other words, using initiative and determination to give the best possible service.

Training and experience are of course vital. Without a librarian of adequate experience, I would not have been able to cope with the details of organization. I

did not have the time and in any event, I could not have handled them nearly so well as she did.

The question of what books, periodicals and services to purchase for the library is always a difficult one. If you buy everything in sight immediately, you can sink a lot of money and accumulate material faster than you can catalog it or house it in orderly form. We decided to compromise by buying certain basic references which were "musts", and then waiting until specific needs arose before purchasing other material.

One of the most difficult problems was securing back issues of magazines and trade journals for clipping advertisements and articles. Because of the paper shortage we could not buy complete files anywhere, and being a new agency, we had no back files. This problem was solved partly by people in the agency contributing old copies they had at home, and partly by the generosity of friends of our librarian, most of whom were her associates in the Special Libraries Association. She sent out an "S. O. S." and they contributed not only old magazines and trade journals which they no longer needed, but in many cases also donated books, directories, bulletins and other material which they had weeded out. This demonstrates the value of having a librarian who is a member of S. L. A. Such a membership is also invaluable when she is trying to track down elusive data, as no agency library, even the largest ones, can have everything. Sometimes a telephone call to a friend will save hours of unproductive digging. My observation is that few associations have better cooperation among their members than the Special Libraries Association.

After the Library had been operating for a few months we decided to handle our own clipping of advertisements and articles from newspapers, trade journals and magazines and that, plus the growing need for library service, made it necessary to employ a library assistant. We cannot

of course, clip as many periodicals as a clipping service, and from that standpoint our operation is less complete; however, we clip a larger number of classifications than we would buy in advance on speculation; and we have the ads in our files more quickly after they appear. Also, we have the copies available if a rush job is to be done on some classification which we were not already collecting. However, the clipping services perform a very valuable function, and we shall continue to use them on special jobs.

Agency practice varies as to the particular executive in the agency to whom the librarian reports, but I firmly believe the library should be a part of the Research Department. The library's function is chiefly research, so it is logical from that standpoint; moreover, many requests given to the Research Department are either wholly, or largely, library jobs. It is very important that the librarian have someone to whom she can talk frequently about the problems of her operations; and if she reports only to "Management" the chances are that no one will have the necessary time to give her problems adequate consideration.

HOW TO GET THE MOST OUT OF AN AGENCY LIBRARY

Perhaps it is unnecessary to state in an article in a library magazine how people in agencies can get the most out of their library, but it may be of interest to other readers. Here are a few pointers I have learned after being educated by several good librarians:

1. Tell the librarian as much as possible about the problem when you make a request for special information. If she is the right person for the job, she can and will keep secrets—and if she is not allowed any glimpse of the background of the problem, her search for material will be more narrow and perfunctory. Thus you will cheat yourself of many things you should have if she had realized how you were going to use the information.
2. In addition to giving the overall objectives, be specific about the data you want most. This may sound contradictory, but it isn't.

If you tell her, for example, you want "anything you can dig up on cheese", you have given her a job with no beginning and no end. She must know whether you want her to focus on the history and manufacture of cheese, consumer habits and preferences with regard to cheese, government statistics on production, import and export of various kinds of cheese, the nutritional aspects of cheese, or any of a dozen other major subjects relating to cheese. As a librarian's time is much in demand, it's important to let her know which information you want first and how soon you have to have it—not "just as soon as possible" because almost everybody says that. If you tell her when you must have it, she can budget her time to obtain for you the information you need first.

3. Have consideration for others who use library material. Never clip anything from a library copy of a magazine or trade journal without asking the librarian; if you do, you will prevent someone else from referring to it or mutilate something on the other side of the page. If you must have a copy of it to keep, ask the librarian to get an extra one for you or to have a photostat made. And do not forget that she will clip anything you want, index it, and probably take better care of it for future reference than you would yourself.
4. Let the librarian know the sort of material you want routed to you, and what you don't want. You will thus save your time and hers as well as not tying up material unnecessarily.

5. Pass on routing copies quickly—if you can't spare time to read them in 48 hours, cross your name off and put it at the bottom of the list, or let it go by and hope you haven't missed anything—but don't be a "hoarder".
6. Whenever magazines or trade journals are subscribed to for routing and clipping, they should be addressed to the library. In this way, they are recorded the minute they come in and can be found when needed in an emergency. Otherwise they are apt to be held or loaned to someone with no clear record of who has them.
7. Start the librarian on a special job of research right away instead of trying to do it yourself and then dumping it into her lap at the last minute.
8. Hand over to the librarian for routing and filing any material of potential value you may receive independently. If you hide it in your own files you may rob others in your organization of information which could help the agency to do a better job and which in the long run might affect the future of every individual in the agency.

If people in agencies will follow these suggestions they will find the library one of the most valuable assets they have. Not only will all of the departments be boosters for it, but their clients will appreciate its value. In only a little over ten months of operation our Library has proved its worth to a point where we would not be without it.

THE FUNCTION OF RESEARCH IN ADVERTISING

By MARION HARPER, Jr.

Vice-President in Charge of Research, McCann-Erickson, Inc., New York, N. Y.

THE word research is one of the most abused terms in current language. It has come to mean so many things that it often means nothing. There are as many definitions of research as there are writers who have given some thought to the subject. To us, in the field of advertising, research means simply this: *The organization of experience* in

a given field with the purpose of dealing effectively with *specific new problems* related to that particular field of experience.

When viewed in this light research ceases to be a big and forbidding-sounding word. The term is essentially nothing but a dignified expression that stands for something that we all do in everyday life.

Most people are constantly collecting and classifying information that is relevant to new problems, before deciding upon a course of action. We all try to profit by experience, whether our own or that of others, in dealing with new situations. Selecting a college for a member of the family, making an investment in securities, choosing a vacation place—all such matters are preceded by research or the attempt to profit by past experience. To depend merely upon hunches or intuition often involves the risk of facing grave disappointment.

The problems encountered in the field of advertising are more varied and complex than in many other fields. Advertising deals with a major aspect of human relations. Our basic subject matter of research is the individual and his behavior in a particular social setting. Instead of using these general terms we could have stated at the outset that advertising research is concerned with the consumer and his problems. But the word consumer is often charged with many misleading connotations. We frequently use the term in very much the same manner as the classical economists use the word "economic man". The "consumer" is in a sense, a convenient fiction. He is something we already "know"; we "understand" his basic drives, tastes, attitudes and interests. To interest him in a new product all one has to do is to appeal to his basic psychological makeup.

This has been the traditional approach to the consumer by many advertising men. The need of re-examining this mode of approach has become quite evident to anyone in the field who has some knowledge of what is being done, or has been accomplished in the last few decades, by students of human behavior. To us, the consumer as such means very little when viewed in isolation or as an entity independent of the time and place in which he is living. The consumer becomes a reality when he is studied as a person whose desires and tastes constantly reflect the

particular environment in which he moves, and as one whose behavior, in turn, shapes the course and nature of his social setting.

Viewed in this sense, the consumer becomes much more than a subject matter of purely economic research. The many aspects of the problem call for a new approach that involves the services of all branches of social science. Much has been said in recent years, particularly in academic circles, about the desirability of greater cooperation between the various social science disciplines. It has been suggested by some that the most fruitful way of dealing with problems of human behavior is by making these sciences forget the traditional academic walls that separate one from the other, and by inducing them to converge their efforts on single major problems.

At the risk of sounding presumptuous we might say that our own research department is already making a modest attempt to organize its investigations on this new plane. Our research program represents a cooperative attempt on the part of a number of specialists in various branches of social science to deal with single common problems. We mentioned above that the consumer is more than merely a subject-matter for the economist. To study and understand the consumer in relation to a specific problem involves research not only by the economist, but also by the psychologist, the sociologist, the statistician and others.

The function of the advertising library in such a set-up is of particular importance. In our field the library is, or should be, an integral part of all research activities. At McCann-Erickson the library functions not as a separate unit, but as a division of the research department. The other major divisions of the department deal with problems directly related to copy, radio, market and merchandising. The contribution made by the library staff of our own organization has been of great value to the progress and comple-

tion of many of our studies. This contribution is not limited to quick reference work on details. It often involves long-range work in the gathering of source material on a particular problem, and the analysis and interpretation of that material from the point of view of the interests of the many specialists studying the subject.

In designating advertising libraries as "special libraries" the emphasis is sometimes placed too heavily on the word special. This suggests a specialization of too narrow a character. It is true that, technically speaking, an advertising li-

brarian is a specialist. But in this case specialist means more than a person who has been trained to know more and more about less and less. The field of advertising is too wide in its interests and problems to confine the librarian's services within artificially set limits. We pointed out that advertising has to do primarily with human relations. The efficiency of special librarians in this field should be measured not only by the range of their knowledge of the requirements of advertising, but also by the range of their knowledge of the total cultural setting in which advertising operates.

MAGAZINE AND NEWSPAPER SURVEYS¹

By CAROLINE E. ABER

Research Department, McCall Corporation, New York, N. Y.

THE McCall's Editorial Library and Market Research Department started from scratch, practically, in the organization of market research data, back in the days when research generally was just beginning to be recognized in its own right as the logical basis for sales promotion activities. It was, in the beginning, rather an incidental and accidental adjunct to advertising promotion activities. Our equipment consisted of a few very miscellaneous clippings, a *Statistical Abstract*, *World Almanac* and subscriptions to a few trade papers. So, when we began to receive requests for market data in connection with accounts on which salesmen were working or from outside companies, a considerable amount of telephone, library and outside research was indicated. Our files had their beginnings from these special jobs, with copies of collected data, notes of sources and references. We also began to clip

trade papers and daily newspapers, rather indiscriminately at first. However this turned out to be to our advantage, since we soon discovered that practically nothing was considered outside our field.

We had been doing desk research for some time before the problem of organizing our growing heaps of material received the notice it deserved. We had at the time one file drawer, containing folders of clippings filed by broad subject divisions in straight alphabetical order, with the magazine and newspaper consumer and dealer surveys we had collected, in a pile at the back. So our rather unorthodox and exceedingly flexible method of filing our reference data, as it has developed from that point grew, in self-defense, from the needs of the work we were trying to do ourselves for our own advertising salesmen and executives and for agencies and other outside organizations. Since we were the primary users of the material, we devised a system gradually which fitted our special needs and which is simple enough to be

¹ Talk given before Advertising Sources class, S. L. A. New York Chapter, Advertising Group, March 19, 1945.

usable by anyone who might wish to locate material for himself.

It should be said that the influence of our late, deeply-respected chief, Mr. Arthur Hirose, has been the greatest single factor in giving us what we try to make a dynamic rather than a static approach to all the angles of our work. He believed in research as a basic sales tool and in adequate research sources, easily accessible, as the backbone of a functioning organization. He has given us mighty high standards; and his aggressive merchandising of research as a basic marketing activity, will, I hope, keep us from ever falling into what Mr. Hobart of Curtis once called a passive, 'storage bin' state of mind about our files.

DATA FILE

In describing the organization of our market research files, for whatever value it may have, I shall confine myself to our data file, which consists principally of clippings and carbons of typed reports and to our file of magazine, newspaper and miscellaneous surveys in printed form.

The list of the subject headings we are now using for our clipping file will give you an idea of the range of our collection. You can gather from the headings that we cover a lot of territory. Ours is a miscellaneous job and therefore never monotonous. Sometimes, when a routine day's requests for information have included such diversified subjects as soup mixes, birdseed, razor blades, baby oil and pies, a specialist's life looks quite attractive. However, variety is stimulating and it is our job to try to know a little about a lot of things and—much more important—to know where and how to find out more about anything when needed.

The principal sources of our clipping material are of course advertising trade papers and similar publications in different commodity fields. We subscribe to about 25 of these and check through each issue for items we think might be of value. The *Wall Street Journal*, the *Jour-*

nal of Commerce and the daily newspapers are also useful sources. Items are marked, clipped, pasted up and filed each week. When an article or item covers more than one subject, we cross-index to the second folder. Cross-indexing is also used to relate material in special service bulletins to a particular subject. For example, the charts issued regularly by the National Industrial Conference Board are kept together in a binder, in chronological order; but a chart showing sales and redemptions of war bonds would be indexed, by number and date, in the clipping-file folder on War Bonds and War Taxes.

Our current clipping file, occupying one drawer, contains material under date of the present and the previous year. In two other drawers we keep a duplicate-heading transfer file, with folders labelled in a different color from the current as a filing convenience. At the end of each year, we move one year's material from the Current to the Transfer File, to leave space for incoming material.

DISCARDING MATERIAL

Since we can't keep everything forever, it's necessary to go through the Transfer folders periodically and decide what it is safe to discard in order to make room for later material. There isn't any hard-and-fast rule as to what shall be discarded and what kept; and it always follows as the night the day that something goes which we later need. For years, we cherished a grubby little clipping which somebody had turned in as an oddity; it reported on a survey purporting to show that wives received the lion's share of flowers purchased for women at florist shops, with sweethearts coming in a poor second. There was no information about duplication. The day after we decided that nobody was ever going to want that diverting bit of information and so parted with it reluctantly, we had an inquiry on the subject!

Another factor complicating decisions as to the discarding of material several

years old is the increasing interest which we have noted in pre-war market material. People seem to want to know the situation in normal times, taking that as a better index for the future than reports on the current situation. But some weeding out has to be done, to keep the files from looking like Grandma's attic; and at least wartime paper collections are supplying us with an alibi for mistakes in judgment.

We find that the current file requires considerable routine attention, to eliminate duplicating items and those which quickly go out of date. For instance, some industries issue monthly or quarterly reports on sales, etc., which are valuable only until superseded by later figures. Of course we try to catch these when newer material on the same subject is filed, but some always escape us. Then, sometimes a piece of proposed legislation or other government activity relating to business will receive a great deal of publicity which is useful to us at the time but quickly becomes obsolete after the issue is settled. Our many income tax law changes give a pertinent example also; and another is found in material on rationing regulations and point values.

Our printed survey material, from sources other than our own organization, is kept in a separate drawer, with newspaper studies separate from magazine and miscellaneous. The arrangement is alphabetical according to sponsoring organization.

KEEPING UP TO DATE

To keep up to date on new research material available in printed form we depend heavily on trade publications, watching for reviews and brief mentions and writing or telephoning for copies.

These surveys deal principally with commodities — consumer preferences, dealer attitudes, brand rankings, et cetera. We also file material dealing with reading habits, ranking of magazines, radio listening habits and similar subjects which are naturally of interest to publication people.

Since most product surveys cover quite a wide range of individual commodities, we keep a card index file by subjects. This consists of 3 by 5 index cards, set up with product and topical headings to correspond in general with the arrangement of our clipping file. Before any new survey is filed, it is entered by name, source and date on the proper subject cards, so that each card carries a complete list of the titles of all surveys which touch upon the product or subject.

With this set-up, if we should have a telephone inquiry about material available on Salad Dressings, for instance, we could tell from the index card headed FOODS: Mayonnaise and Salad Dressings, which surveys in the file included that product, whether they were national or local, and when and by whom they were made. Then, reference to the Current and Transfer folders of the clipping file under the same subject will show what additional material is available.

Incidentally, we find that in the card file abundant cross-indexing is a great time-saver in the end. As in the case just given, if we had first looked for a card on FOODS: Salad Dressing, that card would have held only a cross-reference to FOODS: Mayonnaise and Salad Dressing.

Research studies which have been published by *McCall's* and *Redbook* are kept in a separate section, arranged chronologically. Reports on our own questionnaire and similar small jobs, in typed or ditto form, are kept in the clipping file, classified by subject.

EVALUATING MAGAZINE AND NEWSPAPER SURVEYS

I think the question of evaluating magazine and newspaper surveys when they are included in research material prepared for other people's use logically belongs in a discussion of how to summarize and file them. Sometimes a tendency appears in the business (outside strictly research circles, of course!) to lump them all together and perhaps to over-rate or to under-rate what they can prove or

ought to be expected to prove. It should be emphasized everlastingly, when survey material is used, that market surveys are like eggs—some are good and some aren't—and the practical usefulness of the technically good ones is relative to the specific problem in hand. If one were attempting to establish national rankings for a brand of soap, for instance, a one-city survey would be inconclusive, but half a dozen, of distributed localities, which showed the same brands in top position, would be an indication of relative national volume, at least in urban markets. But in the case of a product more subject to local variations, the same half-dozen surveys might not produce any consistent pattern at all.

Similarly, it's important to keep the character of the sample in mind when deciding what weight to give any findings. This is particularly significant in the case of surveys conducted by publications of their own readers, since the editorial policy of the publication may select a specialized group far from typical of an advertiser's mass market. A high percentage of home ownership would be of considerable significance, of course, to an advertiser of home appliances, but of little if any interest to a man selling cheap lipsticks.

Surveys of the same areas or the same reader-groups which are continuous or repeated annually have, of course, the added value of indicating trends. The *Milwaukee Journal's* annual studies of a single city market are in a class by themselves among local surveys because they have been conducted over a long period of time and can give a year-by-year picture of fluctuations in brand popularity and increase or decrease in use of different types of products. An upward or downward curve of use or brand popularity obviously may be of more significance than the result of a single sampling, no matter how recent. The annual surveys of *Modern Magazines* afford an example in the magazine field of the same

quality; and the year-by-year comparisons are helpful in evaluating brand trends even though the audience is not typical in age pattern.

Then there are sometimes unpredictable factors which may cause freakish variations in survey findings and which need to be located and explained. A classic example is found in the experience of the *New York Times* Research Department, one of whose dealer surveys, back in the depression days, turned up an abnormally high percentage of dog food buyers in Harlem. When re-checking of the figures showed the tabulations to be correct, some more penetrating field work was done, to discover that many residents of this economically depressed section were in the habit of using dog food for human consumption, as it was considerably cheaper.

We had an example of a quirk of circumstances a year or so ago, when we mailed a questionnaire on use of hand lotion and other toilet goods products to a nationally distributed list of *McCall* subscribers. The tabulation of hand lotion brands showed one relatively low-volume brand well up among the leaders. We considered the possibility that tabulators had confused this brand with one of a similar name which usually ranked quite high in consumer surveys; but a re-check showed the original count to be correct, and the mystery remained. We knew that if we used the findings the question would pop upon all sides—our own salesmen were already asking it—and this deviation, if unexplained, might make the whole job suspect. A check with the manufacturer provided the very simple answer—our questionnaires had been mailed a short time after the completion of a national, month-long store promotion for the product which had done so surprisingly well, and the resulting rise in sales had naturally been reflected in our check. A footnote to the tabulation took care of the reason and forestalled possible skepticism.

I am perennially and agreeably surprised by the number of people who are kind enough to say that our market research reports are useful, since they are practically all straight compilation and analysis jobs, not original research material. When I was in college, many, many years ago, I was exposed, for my sins, to a course in the History of Education. The only thing I remember about it is a medieval chap called Melancthon whose one claim to fame was the fact that he spent his life collecting, organizing and annotating the treatises and theories of more creative philosophers and thinkers. Our textbook spoke rather disparagingly of Mr. Melancthon's lack of original contributions to the culture of his times, but our instructor remarked in passing that getting the stuff together and arranging it in usable form was a worthwhile if not spectacular function. So maybe there is room in the advertising business for a few Melancthons.

These little informal reports are principally a request business. We have tried anticipating what might be wanted and preparing them in advance of request, but it did not work well. While we know pretty well what subjects people are going to be interested in, we can't tell when they will want to know about them, and reports are apt to get out of date before they are used.

We have been at this business long enough to have a pretty good backlog of

reports on a wide variety of subjects, which we can bring up to date quickly from material on hand. When we have a request for material on a subject not reported on previously, the procedure is to consult the clipping file and the subject index card to the research studies file, then assemble all the pertinent data and collate it. If our material is inadequate, or if special questions have been asked which we can't answer, we consult trade associations, trade publications, our own assortment of editors and specialists or our always helpful editorial librarians. In the case of specific questions, sometimes we succeed in finding the answers, sometimes we don't. Very often, the best we can do is to bring up presumptive evidence that the questions can't be definitely answered, but then sometimes we can talk the people who tell us this into making a few estimates or hazarding some opinions. That all helps. We try very hard to produce something in response to every request; if not what was asked for, something along the same line which may be of some help.

Lists of available market research reports are circulated periodically among our own salesmen, and extra carbon copies kept on hand to fill requests. Occasionally, copies of reports of general interest are sent to the list, but the salesmen usually keep their lists for reference and ask for the particular subjects when they need them.

A COURSE FOR ADVERTISING LIBRARIANS

By DELPHINE V. HUMPHREY

Librarian, McCann-Erickson, Inc., New York, N. Y.

ADVERTISING LIBRARIES are at present suffering from an acute shortage of experienced assistants. Although the war has been largely responsible for this situation, there are two other factors that should be taken

into consideration. These are the ever increasing importance of advertising research and the rapid expansion of special libraries in the advertising field.

At the Special Libraries Association Convention in Philadelphia in 1944 Ruth

Miller, Librarian of the Central Hanover Bank, talked on the "Personnel In-Service Training" that she had undertaken in her own library. It struck me as a tremendously interesting experiment and I wondered about the possibility of attempting a program of the same nature in our own field. It also occurred to me that perhaps some of the librarians in other agencies and publishing houses would be willing to pool their talents and resources and assist in a training course under the auspices of the Advertising Group of S. L. A. in the New York Chapter for their own assistants as well as for those in my Library. No one whom I approached refused to help—which was most encouraging.

The following schedule of conferences was the result:

- | | |
|-----------|--|
| Feb. 26th | Delphine V. Humphrey
"Basic Reference Tools" |
| Mar. 5th | Ida M. Meyer
"Department of Commerce and
Other Government Publications
and Sources" |
| Mar. 12th | Katharine D. Frankenstein
"Sources of Advertising Expen-
ditures and Miscellaneous Serv-
ices." |
| Mar. 19th | Caroline Aber and Fannie Simon
"Magazine and Newspaper
Studies" |
| Mar. 26th | Cara Haskell Vorce
"Research Department Sources
and Services" |
| Apr. 2nd | Mary Ethel Jameson
"What the N. I. C. B. Has to
Offer the Advertising Librarian" |
| Apr. 9th | Eleanor Cavanaugh
"How Advertising Librarians
Can Use Financial Services" |
| Apr. 16th | Rita Allen
"Unusual Outside Picture Col-
lections and the Starting and
Maintaining of Library Picture
Collections" |
| Apr. 23rd | Olive Kennedy
"Trade Publications and Trade
Associations" |
| Apr. 30th | Eva Trachsel and Delphine V.
Humphrey
"Further Market Studies" |

We had no idea what the response would be to the announcement of the course. Because it was planned to hold the meetings whenever possible in the

libraries of the speakers—along seminar lines—the number of "students" had to be limited to not more than eighteen members of the Advertising Group who were currently employed in libraries of advertising agencies, research organizations, broadcasting companies and publishers. The applications were accepted in the order of receipt. A fee of five dollars was set to cover expenses and a dinner for the speakers and students at the conclusion of the course.

Notwithstanding the restrictions as to registration, we had to turn down more than twenty applicants. It was particularly pleasing to note that in practically every instance the tuition was paid by the employer. The cooperation of the firms in which the classes were held was especially gratifying and indicated the esteem in which libraries and librarians were held.

In a course such as this, with ten guest speakers, there was considerable danger of overlapping—but because of the planning and cooperation of the speakers there was none.

Eva Trachsel, who assisted in the direction of the course, and I attended all the meetings. Other teachers were occasional visitors.

The talks were both stimulating and informative, and even the "old-timers" learned something new and useful at each visit. Needless to say the teachers, in preparing their talks, refreshed their memories and gained from the effort. Each teacher was asked to turn in a copy of her talk, for reproduction in mimeograph form. Since the talks were mostly informal some of the reports consisted mainly of bibliographies. Copies of these mimeographed talks and lists were given to each student and teacher, and sold for a small fee to others interested. (Eva Trachsel, Librarian of The Curtis Publishing Company in New York, is in charge of distribution of these copies.)

At the end of the course the comments from the students, as well as from the

librarians whose assistants had taken the course, were most gratifying. It is hoped that the course can be repeated next year.

At the Advisory Council Meeting held in Chicago last June the course received considerable publicity and it was sug-

gested that other groups and chapters undertake similar projects. Personally I feel amply repaid for the time and effort put into it and I am confident that anyone who undertakes a similar project will find it not only stimulating but worthwhile.

GOVERNMENT PUBLICATIONS AS SOURCES OF INFORMATION¹

By IDA M. MEYER

Librarian, New York Office, U. S. Department of Commerce, New York, N. Y.

SINCE sources covering government publications are an endless subject, I shall confine my comments to those which are most frequently referred to when information is desired by advertising agencies or similar organizations.

Statistical Abstract: This should be a "must" in all offices because it is the main source for summarized information on all government studies. It is not possible to give details on the data published in the book, but there are some references on practically all studies issued by various government offices, and outside commercial sources, but most important, it gives the sources from which the data are taken, so should there be need for more detailed statistics or information, one can find ready reference to the source for the material. Beginning on page 928 of the 1943 issue of this publication, there is a "Bibliography of Sources of Statistical Data", listed according to subject matter, and indicating the section where the data may be found.

The Census Bureau has issued a pamphlet entitled *Cities Supplement—Statistical Abstract of the United States*, giving selected data for cities having 25,000 or more inhabitants in 1940. This is another publication which should be in your

libraries, because it summarizes data which are so very frequently requested and always in a hurry!

Domestic Commerce: Presumably you're all familiar with this monthly publication, so it will not be necessary to spend much time describing its usefulness to you. However, I would suggest that each month as you receive it, you review the list of "New Business Books and Reports" mentioned in the last two or three pages so that you can request the free bulletins mentioned, as soon as possible.

Survey of Current Business: This is primarily a statistical summary of economic conditions in the United States, with two or three lead articles of a pertinent economic nature in the fore part of the publication. It may be a good idea to make a special listing of these lead articles each month when the current issue is received. The reason I offer this suggestion is that very often material is requested by subject heading and librarians call and ask for "books" wanted by members of their clientele, but which are actually releases that have appeared at one time or another in the *Survey of Current Business*. Our Bureau makes reprints of these articles, but not regularly or in a supply sufficient for wide distribution because of the paper shortage and limitations of staff.

¹Talk given before Advertising Sources class, S. L. A. New York Chapter, Advertising Group, on March 5, 1945.

Regional Reports: These reports are issued by each Regional Consultant stationed in our Regional Offices throughout the country. They come out on a quarterly basis and discuss some phases of trade conditions for the current period. If you wish to be listed to receive all, or reports from only certain sections, please send us a memorandum on it, and we shall be glad to arrange the necessary listing. This service is free.

Trade Associations, State and Local: In addition to the Trade and Professional Associations of the United States, we have issued the State and Local Trade Association lists for each state. The organizations are listed by cities and there is quite a complete coverage. These are issued free upon request to regional offices.

Basic Business Data for Counties: A summary of basic data regarding certain metropolitan counties in each state. We have available for free limited distribution the data for counties in the New York Office area. However, "A Finding Guide for Basic Data on Counties" attached to the study can be used to make up data for counties in which companies may be particularly interested, and those already issued may be copied without permission. The Bureau is now beginning to release the data in pamphlet form covering some counties in each state. Maryland, New Hampshire, New Jersey and Massachusetts are now available and the others will be released as compiled.

Inquiry References Services: Basic Information Sources—covers releases which contain information available on various products. Please check with our office for more details on this.

Businessman's Bureau: Insofar as all of our activities are concerned, they are very nicely summed up in our newest publication.

Publications issued by other Government sources of considerable use to Librarians are:

Facts for Industry: From Census Bureau, free distribution. Production data released by W. P. B., using the facilities of the Census Bureau. The data are a conglomeration of production reports covering a number of industries. There is also an *Index* issued monthly, as well as an *Index of Monthly Production*. Because of our limited staff we have found that the simplest way of keeping the material is to follow the Industry divisions of the Census of Manufactures. Grouped in each Industry division we use the Census Bureau indication on each report.

The Labor Force: From Census Bureau, monthly report on labor force, 14 years of age and over, employment by sex, agricultural, non-agricultural, etc. Issued free.

Adequacy of Labor Supply in Important Labor Market Areas: Monthly release issued by the War Manpower Commission, *Reports and Analysis Service*. This release is a very good source to obtain information regarding trends in labor supplies, or places which may be subject to change in population after the war, etc. Issued free.

Abstracts of Postwar Literature: Covers a variety of subjects and is a good source for reference material. Issued free by the Library of Congress, Legislative Reference Service.

Impact of the War on (name of the city): At this time there are reports covering about 37 or more cities. See inside back cover of any city report for a list of the places. These studies are suitable for studying recent economic developments and formulating plans for the post-war period, particularly with reference to distribution. Issued free by Bureau of Labor Statistics.

Agricultural Bulletins: Situation Bulletins. Cover a number of products and agricultural situations, such as the cotton, feed, fruit, national food, farm income, demand and price, vegetable, wheat, wool, dairy, livestock, fats and oils, etc. These

bulletins are most likely to be of interest to companies because of information they contain which has a bearing on studies covering possible stocks, consumption of agricultural products and trends in market developments. In addition there are such publications as *Foreign Agriculture*, *Agriculture in the Americas*, *Foreign Crops and Markets*, *Fishery Market News*, etc. The reason these pamphlets and publications are brought to your attention is because there is so much discussion now regarding the development of postwar markets for frozen foods, dehydrated foods and other processed foods and because our inquiries from companies on these particular subjects are quite numerous. Another bulletin which is a useful source of information is the *Bibliography of Agriculture*, issued monthly by the Department of Agriculture Library on a subscription basis.

Bulletin of the Treasury Department: Monthly analysis of receipts and expenditures of the Federal Government.

Sources: (1) The Bureau of Foreign and Domestic Commerce issues a catalog of its publications. (2) The Census Bureau has recently issued, beginning with November, an experimental bulletin entitled *Census Publications — Subject*

Guide, in addition to their regular catalog of Census Publications available.

Price Lists of Government Publications: These are another source for reference on specific commodities. As you will note, I am not referring to all Government catalogs, but to those which are most frequently used in searching for data on the sort of material asked for by your organizations.

Foreign Trade Information: *Foreign Commerce Weekly* for general and commodity information covering foreign countries. *Foreign Commerce and Navigation of the U. S.* covers our trade with the different countries of the world, exports and imports by countries of destination, commodities, quantities and values. *Foreign Commerce Yearbook* shows the activities of individual countries. The latest is 1939, but a new service has been started to supplement the data and bring the material up to date. This is known as the International Reference Service.

Industrial File Classification: Method of Filing and Indexing Materials.

Any library having these publications in its possession will not be at a loss in answering any number of requests. If in doubt as to whether these fully answer your problem ask your regional office of the Department of Commerce.

S. L. A. RECEIVES NUMEROUS APPEALS FROM DEVASTATED LIBRARIES

By ELEANOR S. CAVANAUGH

Librarian, Standard and Poor's Corporation, New York, and Chairman S. L. A. International Relations Committee

IT is interesting to watch how fast the appeals for help from foreign countries are coming in to S. L. A. The authors of numerous letters ask to be brought up to date on economic and financial news, particularly new publications and magazines in various fields. Apparently nothing has been received in those countries since 1940.

These appeals come from former S. L. A. members and subscribers, as well as from other organizations that, in some way, have become aware of our Association and its activities. Many are received from countries recently liberated from enemy occupation, and their eagerness for news and their desire to rebuild and fill in their collections as rapidly as possible

presents a challenge to our Association and its members, as well as to other library associations and educational institutions.

One of the most interesting letters was received from Miss J. G. H. Yesel de Schepper, Librarian of the Royal Dutch Shell Company at the Hague. In this letter, Miss Schepper gives a vivid description of trying to keep her library open during enemy occupation, and of the privations and hardships endured by the civilians. Miss Schepper especially needs bibliographies of books and new periodicals on fuel and lubrication research, especially gasoline (automobile and aircraft) and oil Diesel engines—light and heavy—as well as oil burning in cookers, ovens and boilers, i.e. anything published since 1940 on the engineering side of fuel and lubricating oil consumption. If any S. L. A. member can send her such lists or duplicate material along these lines, they will be greatly appreciated. This may be considered as an appeal to individual members. (Materials may now be sent to Holland under certain conditions, and local post offices will supply the necessary forms and other information). Other requests along similar lines have come from the Academy of Sciences of the U. S. S. R., from booksellers in Holland and many from England. We are also in receipt of new memberships from South America, which indicate a growing interest in the special library field there.

Needless to say, these requests are being filled so far as possible by headquarter's office, and copies of *SPECIAL LIBRARIES*, *Technical Book Review Index* and other available items are also being sent.

The Chairman of the International Relations Committee is keeping in close contact with the requests and is preparing a special bulletin which will be distributed to some three hundred individuals, librarians and library associations in foreign countries. It is our plan to issue this bulletin at irregular intervals, and, through it to establish contact with librarians and library associations in foreign countries so as to keep them informed as to new trends and items of interest in the special library field in this country. It is hoped that they will reciprocate by sending similar news items to us, thus affording a wide exchange of ideas. Your International Relations Committee Chairman has already asked some of the librarians in foreign countries with whom she has been in correspondence to prepare articles for *SPECIAL LIBRARIES*.

The American Book Center for War Devastated Libraries through the campaign which is now being organized, will help to fill in part the needs of some of these devastated libraries. To be sure, private libraries will not be able to be a beneficiary of this campaign except through inter-loan with the public institutions in their vicinity, receiving these materials.

The Chairman of the International Relations Committee urges all members to hold materials for this campaign and for future distribution abroad; she also requests members who are interested in the work of the International Relations Committee to communicate any ideas, regarding what may be accomplished through this Committee, either to Mrs. Stebbins or to her.

ASLIB NEEDS MAGAZINES

ASLIB is sending out an SOS for complete sets of English or American periodicals, either war or pre-war issues of interest to the paint trade or to a chemical library. Will anyone who is considering discarding this type of material either send it to Miss Eleanor Cavanaugh, Chairman, S. L. A. International Relations Committee, Standard and Poor's Corporation, New York, or write her regarding it.

SPECIAL LIBRARIES ASSOCIATION LOOKS AHEAD¹

By WALTER HAUSDORFER

S. L. A. Immediate Past-President and Librarian, School of Business,
Columbia University, New York, N. Y.

ALTHOUGH it may seem presumptuous for one whose term of office has run its course to speak of what may occur in other administrations, it is nevertheless proper for me and for all of us as members to think of the future of the Association. It will be what we, given reasonably favorable circumstances, want to make it. What, therefore, are the conditions under which we must shape our ideas, and how may we best use our resources?

Only within the framework of a highly ordered society can we define our function as special librarians, for economically we are not producers of goods but operators of a service. We must depend on organizations requiring our service, and these organizations must in turn depend on consumers of products and services.

Considering first the nature of organizations in which special libraries function, we find that 84 per cent of them are themselves to be classed as services, and 16 per cent, comprising manufacturers and public utilities, as producers of goods. Some of these services, as valued under hard conditions of depression or war, are less essential than others. Accounting, for example, is more likely to be in demand in bad times as well as good than advertising, yet is less so than other services more essential to life. We were made familiar in the 'thirties with the decline of building activity, cultural institutions, such as music, museums, educational institutions, churches just as with the plight of architectural firms, investment houses and law firms. It is hardly necessary, however, to go through the whole list, for

all of you are informed of the varying fortunes of organizations you serve. It is sufficient merely to show that although in depression demand contracts, it decreases more in services than in many other fields. For other reasons, principally because of emphasis on military rather than on civilian needs, the dislocations caused by war severely affect service organizations.

Present conditions and immediate problems have already distorted our society and economy, through sporadic expansion and cut-backs, termination of government contracts, through material and manpower curtailments in non-war fields, through population and income shifts, through increasing control by the federal government, through greater concern with foreign affairs, and finally, through increasing emphasis on what should be done for the "common man". All these will have a cumulative effect on special libraries. One fortunate product of war times is the accelerated growth of technical libraries.

FUTURE OF SPECIAL LIBRARIES AND S. L. A.

What then of the future of these and other special libraries, hence what of the future of the Special Libraries Association? For the Association's outlook depends on that of its members. Although careful consideration must be given to readjustments immediately after the war, for the present it seems more important to examine long term trends. Perspective is especially desirable now because there must be sound basis for examining all the schemes and proposals, the many postwar plans that may influence the action we take as an Association, on pro-

¹ Presented at the May 3, 1945 meeting of the S. L. A. Minnesota Chapter.

jects and policies. We need the calm of time for seasoned judgment.

The question we must ask, therefore, is this: are the conditions which gave rise to the development of special libraries in earlier years as favorable now as then, and are they likely to be more or less favorable in the future? One of the general indications of the trend is employment in major occupational groups:

	1910	1920	1930	1940
(Thousands)				
Agriculture	12,659	10,953	10,723	9,141
Mining	965	1,090	984	1,110
Manufacturing	10,629	12,819	14,111	15,265
Transportation	2,637	3,064	3,843	3,411
Trade	3,615	4,243	6,081	11,215
Personal services.....	3,773	3,405	4,952	4,439
Professional services	1,693	2,144	3,254	3,519
Government	459	770	856	1,868
Other	1,737	3,127	4,025	2,052

As pointed out previously, the predominant area in which libraries are established is in the service organizations. Combining the figures for services against Agriculture, Mining and Manufacturing, we note the following:

	1910	1920	1930	1940
(Thousands)				
Production	24,253	24,862	25,818	25,516
Service	13,916	16,753	23,011	26,504

Although some of the decline in production industries may be accounted for in the 3.5 million less in Agriculture from 1910 to 1940, the increase in Mining and Manufacturing has not been as great as in the services. Some of the difference may be accounted for also in increased labor productivity through technical progress. The number of firms in existence in 1929 and 1940 in these two categories likewise is indicative of the increasing role of services in our economy:

	1929	1940
(Thousands)		
Production	509.7	455.9
Service	2,550.3	2,842.3

even though, of course, it is recalled that about 82 per cent of the firms employ less than four persons each.

POSTWAR PROSPECTS OF SERVICE ORGANIZATIONS

As to postwar prospects of service organizations, the outlook varies, but is

generally good. Developments and plans in transportation, particularly in aviation, are widely announced, and seem to offer possibilities of expansion. Even railroads for a time will have their share of traffic. If the anticipated national income of around \$156,000,000,000 a year, and spendable income, \$118,000,000,000, after the war, is realized, and the huge productive force built up during the war is applied to civilian goods, the marketing problem staggers the imagination. Our marketing structure, and all the attendant services, will have to reach a perfection and size they have not known even in the "new era" of the 'twenties. Professional service likewise will be in demand, for the number employed in this field almost doubled between 1910 and 1940, and the acute shortage caused by interrupted training during the war will be felt for some time. A great deal might be said about possibilities in government service. Doubtless some of the federal agencies will disappear, and with them, libraries, but developments that began long before the war, and will resume afterwards, will more than offset losses. In any event, some of you will remember that although there was much talk about cutting down staffs after World War I, the tendency has been toward increase rather than decrease in government employment.

Prospects for research also have considerable bearing on conditions favorable to the establishment of new libraries. After the last war the birth rate of industrial research reached a peak, with 78 new units set up in 1920, and again in 1930, with about 90 units in that year. In the 'thirties the number of new units per year declined to about 20 in 1940, but the total personnel employed in industrial research rose from 7,000 in 1920 to about 70,033 in 1940. The industries employing the largest numbers in 1940 were chemicals, petroleum, iron and steel, electrical machinery, motor vehicles, electrical communication, consulting and testing

laboratories. The smallest number was in the leather industry. Although most of the industrial research effort was found to be supported by a small number of large corporations, a growing number of small and medium-sized firms maintain research staffs. Average expenditures were about .6 per cent of sales, and 6 per cent of net income. Expansion during the last five years has probably reached a new high, both because of requirements for new instruments of war, and because of plans for new products for the postwar period. In 1943, for example, one company spent more than 10 per cent of its net income on research. After the present war fairly high levels will be maintained because of increased competition, and the desire of producers to tap the unparalleled purchasing power of savings, estimated at some \$75,000,000,000. Other agencies in the country are and will be carrying on research. The National Resources Planning Board estimates of key staffs in 1940 were:

Industry	20,000
Commercial, business.....	5,000
Federal	10,000
University and college.....	15,000
<hr/>	
Total	50,000

In the field of business individual firms are more and more developing research. A sampling of practices in companies, undertaken by the National Industrial Conference Board in 1939 showed that 75 per cent of the 515 companies surveyed carried on some economic or statistical research, 24.4 per cent had separate, centralized departments. In financial companies, moreover, 66.7 per cent and in public utility and railroad firms, 70.6 per cent maintained separate departments. With active postwar planning in many companies, and the serious problems of readjustment facing them, there is undoubtedly more extensive research now than there was in 1939. Since research for planning and policy must be a continuing activity, it will be carried on after the war. Again, with the return of

faculties and graduate students to universities and colleges, emergency, or war research will be replaced by longer term projects.

RESEARCH DEPENDS ON RESOURCES OF LIBRARIES

Special problems that will confront business and society after the war will demand all the resources of knowledge available. Research is, of course, one form of organizing and utilizing this knowledge, but research itself must depend on the resources of libraries, and is not as broad or flexible as knowledge or information organized in special libraries. The type of organization peculiar to special libraries makes them even more valuable in emergencies, and makes them of greater use for informed action than libraries organized on more traditional lines. In all areas of human activity, public and private, there is growing consciousness of a greater need for the solution of problems through study of facts, and judgment based on them, rather than through political expediency or for economic advantage. Within the international field two examples may be cited: the settlement of international monetary problems, and world organization for peace. Our Association had some part in Montreal, through the Chapter, and in San Francisco, through Miss Savord, in furthering or in facilitating the use of informational sources.

To cite another instance of the problems that must be solved, there is the effect of population shifts. These have disturbed, of course, many phases of our society. Specifically related to the future of special libraries their effects are far-reaching. Recalling the fact that libraries are predominantly in service organizations, and that such organizations have suffered also from manpower shortage and other curtailments due to the war, shifts and subsequent adjustments in population of areas in which they operate, will greatly affect the lives of these organizations. However desirable it may

have been for government to set up industries in isolated regions, in order to achieve whatever aims it had in view, it has created more serious conditions than it has attempted to better.

There are numerous other problems that call for the mustering of all the forces of knowledge: stabilizing of income at high levels, facing squarely the issue of wages and collective bargaining, prevention of industrial waste in the period required for reconversion of industry, meeting competition in the interim, questions of business policy, such as self-government to maintain free enterprise, responsibility for small business, the encouragement and absorption of imports, and the whole relation of public and private government. Perhaps most important of all for us and for the organizations we serve is the major problem of social costs. There has been and will continue to be a revaluation of our institutions.

FACTORS AFFECTING GROWTH OF SPECIAL LIBRARIES

Turning from this brief survey of special problems that call for the organization and dissemination of information, let us look at several factors that may affect the growth of special libraries: possibilities of corporate economies through cutting down on library expenditures, development by the government and some private agencies of substitute special library services, and competition from various directions. Of economizing at the expense of the library there will undoubtedly be many instances after the war. We can offer counter-arguments by showing that the library is a means both of saving and of making money for the company, but our case will be much stronger if we can show at the same time that we have been practicing economy all along in our department. For some years, ever since the Department of Commerce rose from its lethargy of bureaucracy, it has tried to increase the flow of information to business, both through the extension

of its inquiry services and through its publications. Its help to us has been incalculable. It cannot, however, because of its very size and constitution, give the intimate service characteristic of special libraries. In fact, it has worked most effectively through them, and should therefore promote rather than compete with them. Another agency, the Smaller War Plants Corporation, through its Technical Advisory Service, attempts to render some informational service to small industry. It has done good work, but after the war, whether this can be continued or not, is open to question. A more permanent solution, one which has already been demonstrated in practice, is the establishment of regional special libraries, as the Pacific Aeronautical Library. Among private agencies may be mentioned the C. E. D., in its distribution of literature and offer of advice on postwar plans, the Chamber of Commerce of the United States, and some trade and professional associations. Commercial services are increasing the developing in the technical, economic and legal fields, just as magazine and book publishers are more active in promoting their products through additional advisory services. Up to a point all these are helpful, but as they increase in number and complexity, they defeat their purpose. One thing they cannot do, which is possible through the special library, is to organize information for producing the *right* facts at the *right* time. They need special libraries to make the service most effective, for it is only the special librarian who knows how to adapt it to the needs of the organization she serves. A similar limitation may be found in corporate inter-departmental and inter-company communication of information, for a clearing center is needed to make the dissemination of this information most effective. Otherwise, costly duplication, and equally costly hidden information within one company, may result. Although special libraries have little to fear from such types of competition as

were mentioned, they need to make their position and value clear to these agencies. Both can benefit by cooperative effort.

CONDITIONS FAVORABLE FOR SPECIAL LIBRARIES

Reviewing then, the general conditions under which special libraries are to be formed, they seem favorable: the organizations they serve have vitality and show growth, the prospects for continued and increased research are good, special problems, and the way in which they are being approached, point to the need for special library service, and the several factors affecting the growth of libraries, such as decreased support, competition from governmental and private agencies, are not serious but rather in some ways offer greater opportunity.

What of factors within the profession, namely in the Special Libraries Association and in libraries themselves? Our Association has grown from 1,514 members in 1931 to nearly 4,000 in 1945; our income, from about \$10,700 in 1931 to over \$38,000 in 1944, with a reserve fund of \$27,000. Through the cooperative efforts of members and the excellent leadership of our past presidents, many valuable services have been created within the Association. Our publications have been highly practical and have proved useful long after date of issue. They have been effective in helping us on our jobs and in promoting special libraries. Employment service has been vastly improved, and staffing of libraries has been facilitated by active and interested employment chairmen. The excellent service given through the Executive Office by Mrs. Kathleen Stebbins is in itself an outstanding contribution not only to the Association but also to the profession. Likewise of increasing value to members is the growing professional library at headquarters. As you may have heard, Miss Isabel Towner has cataloged the classifications on file, and has issued a subject list of them. Intercommunication among members—the giving of informa-

tion, exchange and lending of materials—has greatly increased, not only within Chapters but between Chapters. This is one of the unusual advantages of membership, for by pooling resources, better service all around can be given. Many new publications may be mentioned: the *Classification and Cataloging of Maps and Atlases*, the *Chemistry Subject Heading* list and the series of Group manuals.

NECESSITY FOR PUBLIC RELATIONS

Toward the realization of some of the possibilities for special library development mentioned above, the Association has taken action. Many previous administrations have worked toward this end. On that foundation we must build. Our own modest contribution is the beginning of what we hope will be a strong, organized and continuous effort to promote development. Realizing that a few members come together as a committee could not undertake the whole task, we have put upon Chapters and Groups, the major work of the Public Relations Committee. Without their continuous effort, and the support of the membership, to sell the idea of special library service in a thousand different ways, adapted to individual conditions, our whole campaign would not more than stir the surface. If you will relate the types of existing libraries to the major industrial groups of the country, you will see what scant representation we have. We must direct our efforts to those fields, and adapt our approach to make it effective. We must have strong, continuous and directed public relations if we are to take advantage of the rising tide of opportunity. As the promotional literature which is in preparation is distributed, each member of the Committee should arm him or herself with necessary facts and arguments to attack the companies in the area. Leads from Employment and Membership chairmen will serve as opening wedges. Library market surveys in certain areas or industries may be helpful. We have seen what has been done through the Ex-

ecutive Office, and believe that this accomplishment could be multiplied twenty-one times, one for each of the active Chapters. I am a firm believer in the vitality of our Association. We can and will enhance it through the organization of new special libraries.

A concurrent activity, to strengthen our profession, is the promotion of recruiting, training and standards. We need to encourage students with specialized subject background to enter the profession. Opportunities for creative work, and higher salaries are being offered those who can qualify. More library schools are becoming conscious of the desirability of introducing special library courses in their curricula. The American Association of Library Schools has recently through a committee distributed a questionnaire on "What courses for special librarians?" At the same time Groups in the Special Libraries Association are taking action. In the New York Chapter, for example, the Advertising Group has run a brief course on advertising libraries. Chapters have had technical courses, some in connection with educational institutions, others, through selected groups or members. The third direction of our efforts has been the attempt to encourage Groups to think about and formulate standards for different types of libraries. In view of the uncertain quantity and quality of personnel most libraries have struggled with during the war, this activity may seem ill-timed. But we are faced with a worse alternative if we do not have criteria of excellence which are backed by the Association. Highly educated, and well-paid librarians, in time of depression, may find themselves replaced by unqualified office assistants. Most of us know how seniority and economy may work against efficiency. Libraries under such conditions cannot give the quality of service which is their life-blood, hence they decline, and sometimes go out of existence. If we have standards, and emphasize them, and show that these are

recognized by the professional association, we shall be in a stronger position than if we depend merely on presenting our own case as individuals. Although the Training and Professional Activities Committee has done excellent work, work that will have good results in coming years, it has—and I am sure the Chairman will agree—much yet to do. If we continue to act with the Committee, we shall assure the Association a much brighter future.

CONCLUSION

Finally, as stated at the beginning of this paper, the future of the Association lies in the future of the special library. So long as we stress the library as a service unit, active in centralizing and presenting facts, ideas and opinions as they are available in printed or other sources, and in supplying these facts and ideas at the appropriate time to members of our organization, we shall function as a vital part of the institution we serve. The energy, resourcefulness and organizing ability which characterize special librarians, the initiative in perfecting and extending services, will, I believe, assure the future of special libraries. Through the stimulus that comes from contacts in your Chapter and in the national Association, you can keep refreshed and keyed up to the standards you have set for your libraries. The better we do our jobs in our own libraries, and those tasks that are assigned us in the Special Libraries Association, the more effectively we shall function, and the more meaningful we shall make our membership in the Association. By stimulating enthusiasm, exciting interest, persuading, provoking emulation, praising performance, we have built up an association that is buoyant in spirit and effective in action. It can do a great deal for us personally. But each of us must contribute his part, so that with the combination of favorable circumstances previously described we shall have an Association that can expect an active future because it renders a vital service to each of us.

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EVENTS and PUBLICATIONS¹

DICTIONARY OF GEMS AND GEMOLOGY, INCLUDING ORNAMENTAL, DECORATIVE AND CURIO STONES (Los Angeles, Gemological Institute of America, 1945. 254p. \$5.50), by Robert M. Shipley and others, is "a glossary of over 4,000 English and foreign words, terms and abbreviations which may be encountered in English literature or in gem, jewelry or art trades."

* * *

In *Civil Engineering* for July 1945, pages 325-326, R. W. Spears has written an article entitled, "Needed, a Standard Filing System for Engineering Drawings."

* * *

The *New Jersey Library Bulletin* for June 1945 is particularly full of timely ideas. It includes the Proceedings of the Institute for New Jersey Librarians, with articles on library public relations and the library's postwar job. In this issue also appear the annual report of the Public Library Commission of New Jersey and a discussion on mildew in libraries. Copies of the *Bulletin* are available free from Public Library Commission of New Jersey, Trenton 7, N. J.

* * *

The Library of the U. S. Civil Service Commission has published a pamphlet entitled the ARRANGEMENT OF PUBLIC ADMINISTRATION MATERIALS (Washington, D. C., Govt. print. off., 1945. 120p. 5¢). The classification scheme and the list of subject headings are both accompanied by explanatory introductions.

* * *

TELEVISION PROGRAMMING AND PRODUCTION (New York, Murray-Hill Books, 1945. 207p. \$3), by Richard Hubbell, will appeal particularly to those contemplating television as a profession. Principles, problems and techniques are well illustrated with photographs and line drawings.

* * *

Mrs. Miriam M. Landuyt, Research Librarian, has prepared an 8-page history and description of her library entitled, "The Research Library at Caterpillar Tractor Co." It is of interest as a model report because of its concise arrangement, pictograms and comprehensive coverage. Although this report was not written for publication, copies may be obtained by writing Mrs. Landuyt, Caterpillar Tractor Co., Peoria 8, Illinois.

The CARE AND REPAIR OF BOOKS (New York, R. R. Bowker, 1945. 123p. \$2.50), by Harry M. Lydenberg and John Archer has been revised. It explains in detail the various means of caring for and repairing books. It includes an index and also an extensive "List of References" which lists other books and articles in this field.

* * *

A LIST OF SUBJECT HEADINGS FOR CHEMISTRY LIBRARIES, (Planographed, 64 p.), compiled by a committee of the Chemistry Section, Science-Technology Group, under the Chairmanship of Mrs. Grace R. Cameron, is now offered free of charge to Institutional members of Special Libraries Association and sells for \$1.50 to others. The list was compiled for use in assigning subject headings to the entries in a catalog of books, pamphlets and other literature in a chemical library. General or main headings are used which can be expanded as needed. Subdivisions which may be used under general headings are also given. Examples of expansions for specialized fields such as dyes, paper and rubber are included.

* * *

The Librarian of the Chicago Medical School, Marguerite E. Campbell, writes that she has prepared A TENTATIVE OUTLINE IN THE HISTORY OF MEDICINE in 12 seminar lectures with an annotated selected bibliography. This is mimeographed and available to those interested, as long as the supply lasts.

* * *

A postwar guide to WORLD TRADE ROUTES (New York, Journal of Commerce, 1945. 25¢) has been issued by the *Journal of Commerce*. Arrivals and departures of all merchant ships in the Atlantic are listed, as well as the available vessels, number of monthly sailings and ports of call on each route.

* * *

The structure, history and operation of American politics are presented in POLITICS AND POLITICAL ORGANIZATIONS IN AMERICA (New York, Macmillan, 1945. 617p. \$4.), by T. W. Cousins.

* * *

THE JOHN CRERAR LIBRARY 1895-1944 (Chicago, John Crerar Library, 1945. 206p.), written by the Librarian, is an historical record of the first half century of the Library's life. Biographies, memoirs, letters, anecdotes, as well as statistics, have been included as expressive of the ideas, principles and practices which the Library represents.

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

Announcements

Luther Evans Appointed Librarian of Congress

The new Librarian of Congress, Luther Harris Evans, is well known to members of S. L. A. He not only attended its Conventions, but also appeared on many of its programs while serving as Chief Assistant Librarian of the Library of Congress. His appointment by President Truman on June 16, 1945, following the resignation of Archibald MacLeish, will bring about an even closer relationship between the Library of Congress and the special library profession.

New Jersey College for Women Holds Conference on Field Work for Librarians.

An interesting Conference was held on May 11, 1945 at the New Jersey College for Women for the purpose of reviewing the place of apprenticeship and other forms of learning-by-doing. Those attending the Conference were representatives of public, special, school and county libraries, students and library trustees. Everyone present entered into the discussion of the various problems involved, which included (1) soundness of principle, (2) characteristics of the learning situation afforded by a work-study program, (3) timing the experience to correlate with study, (4) choice of the co-operating library, (5) obstacles and objectives to work-study programs and (6) advantages of work-study programs to cooperating libraries.

Cutter Classification

Because of recurring requests for revision of the Cutter Expansive Classification, the ALA Division of Cataloging and Classification has appointed a committee to make a thorough investigation of the need for such a revision. The first step is to secure the names of all libraries of every kind and size in the United States and Canada, using this classification or a modification of it. It would also be helpful to know what libraries have changed from Cutter to some other classification and how recently. If your library falls in either class, or if you can give any information that might be helpful, please address Miss Dora Pearson, Cutter Classification Committee, Public Library, Washington 1, D. C.

Wedding Bells for Newspaper Librarians

Mrs. Miriam Winton Lyne, Assistant Research Librarian of the George B. Catlin Memorial Library, Detroit *News*, and Mr. Stephen Greene, Librarian of the Providence *Journal*, were married on July 24, 1945. Mr. Ford Petit, Librarian of the Detroit *News* was best man.

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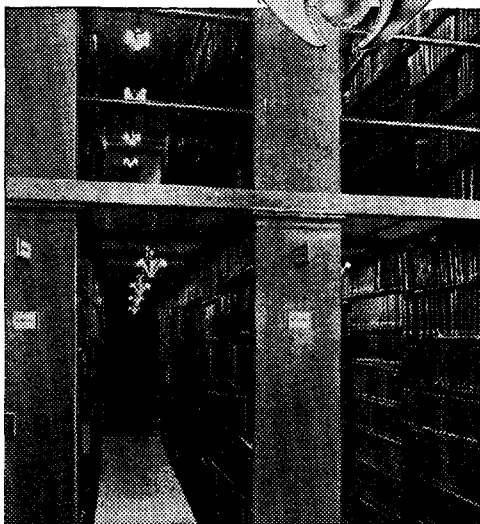
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