

10-1-1931

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Special Libraries Association

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Recommended Citation

Special Libraries Association, "Special Libraries, October 1931" (1931). *Special Libraries, 1931*. 8.
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SPECIAL LIBRARIES

"Putting Knowledge to Work"

ADDRESSES AND PROCEEDINGS

of the

COMMERCIAL-TECHNICAL GROUP

at the

TWENTY-THIRD
ANNUAL CONFERENCE

at

CLEVELAND

June 10-12

1931

Volume 22
23

OCTOBER, 1931

Number 8

**Publications of the
SPECIAL LIBRARIES ASSOCIATION
in print September 30, 1931**

**other than the monthly issues of the official organ
SPECIAL LIBRARIES**

1910 to date

Serial number arbitrarily assigned for use in Secretary's Office	Price		Price
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Application pending for the transfer of entry as second-class matter from the Post Office, Providence, R. I., to Concord, N. H., under the Act of March 3, 1897. Acceptance for mailing at special rate of postage provided for in section 1103, Act of October 3, 1917, authorized October 22, 1927

SPECIAL LIBRARIES

Published Monthly September to April, bi-monthly May to August by

THE SPECIAL LIBRARIES ASSOCIATION

Publication Office: 10 Ferry Street, Concord, N. H.

Subscriptions: \$5.00 a year; foreign \$5.50 Single copies 50 cents

All payments should be made to Special Libraries Association
345 Hudson Street, New York, N. Y.

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OUR NOVEMBER ISSUE

Mrs. Katherine Maynard, Vail Librarian of the Massachusetts Institute of Technology, contributes an article on "Bibliographies and Their Making" which we hope will be the forerunner of a series on special library methods to appear during the coming year
The new policy on publications of the Association, plans and announcements of projects under way, and other publication news, will also be a feature.

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 Massachusetts Mutual Life Insurance Co.,
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 Massachusetts State Library, Boston
 Metcalf & Eddy, Boston
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Michigan

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 General Motors Research Corporation, Detroit
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Missouri

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 New Jersey Bell Telephone Company, Newark
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New York

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 York
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 Philadelphia College of Pharmacy and Science, Philadelphia
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 Wyomissing Trade School, Wyomissing

Rhode Island

Rhode Island State Library, Providence

Wisconsin

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 Municipal Reference Library, Milwaukee
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Canada

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 Imperial Life Assurance Co. of Canada, Toronto
 Insurance Institute of Montreal, Montreal
 Royal Bank of Canada, Montreal
 Sun Life Assurance Co. of Canada, Montreal

SPECIAL LIBRARIES

OCTOBER, 1931

Volume 22

+ + +

Number 8

Trade and Technical Associations and the Library*

BY LINDA H. MORLEY

Librarian, Industrial Relations Counselors, Inc

IT SEEMS doubtful if there is anything I can say about trade and technical associations that is not familiar to all of you, but perhaps by summarizing the points of contact and analogy between the work and purpose of the association field and ours, we may realize more fully how associations and libraries, more particularly special libraries, complement each other.

Let me say in the first place that although the subject on our program is Trade and Technical Associations I am going to talk somewhat about associations in other fields as well. I am doing this for two reasons. First, because what is true of trade associations is largely true of other associations so far as our relation to associations is concerned. But particularly because I want to bring out the point that business librarians who form the largest group at this morning's meeting although vitally interested in trade and technical associations are, or should be, equally interested in associations in many other fields, especially in the scientific, economic and social spheres. There was a time, not so many years ago either, when the theory and practice of business were so widely divorced that the scientist and the economist had little or nothing in common with the business man and *vice versa*. Then the business man would have said that the scientific and economic societies, some of which have been in existence for generations, did nothing of practical value to business. But theory and practice which once seemed to be headed in almost opposite directions are now advancing, at least in many cases, in parallel lines. And maybe in the near future these parallel lines will converge to the point of fusion. We are perhaps justified in so hoping since Einstein has controverted the accepted axiom of our youth, that parallel lines do not converge.

The practical point that I want to make, however, is that there is no association so scientific, so philosophical or so erudite in its approach to a subject that we can afford to ignore its activities if its subject has any relation to the activities of the organization or group our library serves. Associations in the physical sciences, however specialized, are gathering and presenting facts needed in the technical process of manufacture; the social scientists are evolving principles and gathering facts needed for the development and conservation of the human element in business; and economists are presenting the basic data on which the decisions and policies of management should rest. So much for the theoretical part of this paper.

* Address before Commercial-Technical Group, Cleveland, June 11, 1931.

What are the practical considerations that we as business and technical librarians need to remember or think about?

WHY ASSOCIATIONS ARE IMPORTANT SOURCES OF INFORMATION

First, then, why are associations important sources of information? particularly of the most recent information?

One of the primary purposes of scientific and technical societies is, of course, to provide a medium for the dissemination of new ideas, theories or methods in order to obtain a critical evaluation by specialists before the new theory is given general release. The very first place where such information appears in print is, therefore, in the transactions of these associations. And, of course, it is available within the association some time before the transactions are printed.

Trade associations very generally consider one of their primary functions the assembling of operating data from their own membership and the interpretation of the composite results for the use of members. Such survey data is difficult for any other group to obtain because the individual corporations do not feel sure that their data will be handled confidentially. And, of course, its expense is much less when carried out on such a coöperative plan.

Many associations have statistical, research and information departments as well as libraries and act as a clearing house for information among their members and others.

Because of all these activities they not only have much information that they have not published, but they know where other information is available both among their members and elsewhere. Association executives are in a position to know authorities on specific phases of their subject, to know about investigations under way.

HOW DO LIBRARIES DISCOVER THE ASSOCIATIONS THAT ARE WORKING IN SPECIAL FIELDS? OR THOSE THAT MAY HAVE A SPECIFIC POINT OF INFORMATION FOR WHICH WE ARE ASKED?

I suppose most of us have in the case of special tools by our information desk the half dozen directories of associations that each finds most useful, such as:

Ogg, Frederick Austin. *Research in the humanistic and social sciences, report of a survey conducted for the American Council of Learned Societies*. New York, Century, 1928. 454p.

Research activities of some 200 organizations are described and the principal subjects of such research are mentioned. There is no subject index.

Public Affairs Information Service. New York, 1914-date. Bi-weekly.

Hall, Fred and Ellis, Mabel B. *Social work yearbook*. New York, Russell Sage Foundation, 1930. 600p

Rushmore, Elsie Mitchell. *Social workers guide to the serial publications of representative social agencies*. New York, Russell Sage Foundation, 1921. 174p

Special Libraries Association-Committee on Commercial Information Services. *Handbook of commercial and financial information services*. The Association, 1931

Indicates kind of service and information supplied by different types of organizations: associations, research organizations, government bureaus, commercial organizations selling information on various subjects.

U. S. Labor Statistics Bureau. *Personnel research agencies*. Washington, D. C., Government Printing Office, 1930. (Bulletin no. 531.)

Describes activities of different types of organizations: associations, research organizations, government bureaus, colleges and universities, foundations.



- Trade Association Executives in New York City. Yearbook. Annual.
- United States-Foreign and Domestic Commerce Bureau-Domestic Commerce Division. Market research agencies. Washington, D. C. 1928. 206 p. (Domestic commerce series, no. 6.)
Indicates research and other activities carried on by many types of organizations: associations, foundations, business corporations, and chambers of commerce.
- West, C. J. and Hull, C. Handbook of scientific and technical societies and institutions in the United States and Canada. Washington, D. C., National Research Council, 1927. 403p. (Bulletin no. 58, May 1927.)
- Spahr, W. E. and Swenson, R. J. Methods and status of scientific research. New York, Harper, 1930. 533p.
- United States-Foreign and Domestic Commerce Bureau. Commercial and industrial organizations of the United States. Washington, D. C., Government Printing Office, 1929. 271p. Supplement.
- Chamber of Commerce of U. S. Organization members. Washington, D. C., Apr. 25, 1922. Free.

ACTIVITIES AND PUBLICATIONS

- Directory of social agencies, formerly the New York charities directory. New York, Charity Organization Society. Annual.
- Many cities have similar local directories, generally published by some local organization.
- Hendricks, G. P. Handbook of social resources of the United States. Washington, D. C., American Red Cross, 1921. 300p. (Loose leaf.) A R C circular no. 412.
- Hyde, D. W. and Price, M. O. Informational resources of Washington. Washington, D. C., District of Columbia Library Association, 1928. 52p.
- League of Nations. Handbook of international organizations. Geneva, 1929. 348p.

Some of these are classified lists giving address only, others give more or less detailed information on the activities of the association, their publications and projects. Many special libraries supplement these by an organization file containing lists of publications, folders, annual reports, etc. about new organizations or new projects of older organizations which are too recent to be included in the directories and books mentioned. Other libraries put cards in their catalog under subject referring to the associations in the fields of special interest to them.

HOW CAN SPECIAL LIBRARIES APPLY THE INFORMATION MADE AVAILABLE BY ASSOCIATIONS TO THE SPECIFIC NEEDS OF BUSINESS, ESPECIALLY WITHIN THEIR OWN ORGANIZATION OR GROUP?

1. An obvious means is by membership either in the name of the organization, of the library or the librarian, in the case of associations whose activities are closely allied to their interests. Library membership or registering of the librarian as one of the representatives insures receipt of all publications, notices and programs. The librarian should occasionally go to meetings of all the more important organizations in his field to keep abreast of new developments and trends, and to know the outstanding persons in his subject.
2. Proceedings, journals, special reports, yearbooks, annual reports, and bulletins will be closely scanned and papers bearing on the work of individuals in the organizations will be brought to their attention as well as being cataloged or clipped and filed. Notes of projected investigations or research should be especially watched for and recorded as found in bulletins or annual reports. I will have something more to say about association publications later on.
3. Programs, of which several should be obtained, are posted and also routed to persons in the organization who may want to attend the meeting, titles of papers pertinent to their work being marked for their attention.

Programs usually give exact affiliations of speakers and are therefore an exceptionally good means of building a "Contact File" for one's organization, either as a separate card file or as part of the catalog.

4. Special libraries make particular use of association membership lists to answer the many requests for correct spelling, full name, address, title or affiliation of certain persons, name of this or that officer or executive of some organization, etc. Usually such membership lists are kept together with other lists of individuals in the general collection of directories.

THE IDEAL TRADE ASSOCIATION FROM THE SPECIAL LIBRARIAN POINT OF VIEW

In what I say here, although I hope I am keeping well on the practical side of Utopia, I am cheerfully ignoring the element of cost, or the relative importance of the information supplying function of an association to its other functions. But I submit that in the ever growing complexity of our economic and social structure the value of fact information and the analyses and interpretation resulting from research are needed as never before and that associations may, in the near future, find it desirable to rank this function higher in their list of activities as well as to increase the proportionate budget for it.

Something which occurred in my own experience a few weeks ago is perhaps sufficiently pertinent to this point to relate here. I included the following in a series of questions to be answered by my students in special library administration at Columbia University. "Which of the four types of special libraries do you think will grow most during the next 25 years: libraries in business corporations, in associations and research organizations, in government bureaus or special departments of public and university libraries?" I wanted to induce a little breadth of thought and to test their ability to make deductions. Some of these students, of course, are just out of college but many of them have had some years' experience preceding their library course so that there was some background for their opinions. A fair proportion thought that association libraries would grow fastest and some of the reasons were:

1. The cost would be divided among a number of persons or corporations.
2. The growing expansion of the association field.
3. More results can be obtained for the same cost; larger libraries and staffs would make possible something not obtainable by the individual small library.
4. The general tendency toward centralization and coöperation in business as evidenced by insurance, cooperative purchasing and advertising would seem to forecast cooperative information and library service.
5. Association executives are more likely to realize the benefits to be derived from library and research service.
6. The work of associations involves much use and analysis of fact information and such work is seriously handicapped by the lack of a properly organized special library.

PUBLICATIONS

Some of the things the special librarian hopes trade associations will do in the future concern their publications. Most of us will agree, I think, that, as a group, association proceedings, especially the proceedings of trade associations, are among the most difficult of all published material to use. The means of ascertaining the content of a book readily through indexes and tables of contents bulk large in the eyes of a librarian although just as useful to all the rest of the world. It is merely that

we probably use a thousand books in the same period that the layman uses one. The proceedings that are unindexed are legion, and many have no table of contents or even running captions through the book to indicate the titles or subjects of papers. In such cases it is literally necessary to go through the volume page by page to discover what subjects are discussed. There is a practice among a few associations about which I wish I had the power to be ironic. It truly adds fuel to the fire of one's wrath to find a table of contents printed in large type and covering several pages telling that on Monday, January 21, 1929, at 10 a.m. Mr. Jones presided at the first session and made an opening address; that at 10:30, Mr. Brown spoke; at 11:30, Mr. Smith gave a paper; and that Mr. so and so, and so and so, discussed the papers presented and not one word of what they all talked about! Not quite so reprehensible, although no substitute for a full table of contents is the practice of a few other associations which give dates and hours for section and committee meetings without titles of individual papers. Where such proceedings are really pertinent to the work of the organization or group served, the library often finds it necessary to index them. Some libraries make analytic cards for their catalog; others actually make an index and insert it in the volume.

Of course, some of the reasons for these lacks are obvious. Proceedings and other publications of associations are usually printed by a job printer rather than a book publisher and neither the printer nor the association executives are familiar with the technic of book making, this being but one of the many diverse occupations of an association executive. I suppose the courses now being given in association management cover report writing, editing and preparation of manuscript so that we may see improvement in these respects when graduates of these schools get into the saddle.

Even the necessarily more general indexing given to proceedings by *Public Affairs Information Service* is of tremendous service to special libraries and if the value of this coöperative service to themselves as well as to libraries were brought to the attention of associations' executives through the national and local associations of trade association executives, the Trade Association Department of the Chamber of Commerce of the U. S. A., and other organizations, a coöperative arrangement might be effected that would provide for *P. A. I. S.* receiving and indexing all the associations' proceedings within their scope. Our Chairman may think it desirable, perhaps, to get in touch with these organizations with the suggestion of a joint committee to consider some such plan.

Another solution might be found in the coöperative editing, indexing, and printing of association proceedings, either as a commercial undertaking or as a coöperative agency organized by the associations. It would, of course, need a competent staff thoroughly familiar with the best editorial, publishing and printing practice. Perhaps some librarians who have had such experience might be in a position to establish such a service on a business basis. I can imagine that many busy association executives would be glad to be relieved of this exacting work if they were assured of satisfactory results at moderate cost. In fact, it is quite possible that the total cost of publishing proceedings would be no greater than at present, once the work was standardized.

ASSOCIATION RESEARCH INFORMATION AND LIBRARY SERVICE

If the information-supplying function of the association is to be more important, then the research, information and library service needs to be developed. Some of the ways in which this could be done are:

1. Organize a section of the association composed of this type of worker.
2. Provide for them on convention program.
3. Let the association research, information, and library in each industry, etc., take the initiative in cooperative program for that industry, working out plans for avoiding unnecessary duplication of work and material. The association department could act as the clearing house for research in progress; the library could become the reservoir library for the industry, at least within a given radius and other reservoir libraries could be planned for each of the centers for that industry.

WHAT SPECIAL LIBRARIES HAVE TO OFFER ASSOCIATIONS

From the mass of information in print today, the executives of associations, which do not have library and research departments, must often have difficulty in obtaining information which they need both for themselves and for their members. I think it is safe to say that most special librarians stand ready to give assistance to association executives in their fields, in return for many courtesies, if for no other reason. Association officers need not be afraid of infringing the confidential nature of private file material in asking such assistance since there are few special libraries that are not at least occasionally used by persons from without the organization and, therefore, the special library is generally so organized that confidential material is automatically segregated or differentiated. Our national and local directories of special libraries make it possible to discover which libraries specialize in a particular subject.

When associations desire to establish a library, they have sometimes placed a person in charge of it from their own staff or elsewhere who is not a librarian. More often than not this is due to the fact that they do not know how to find a properly qualified librarian, and our association can be of assistance to them here through our placement committees. Among the association's publications, the union lists of periodicals, and the bibliographies — especially those that are intended as "first purchase" lists — should often be useful to association executives as well as the directories of special libraries.

In my own experience, association executives have given such cordial cooperation in response to any request made to them that it is a pleasure to take part in a program for cooperation between associations and S. L. A.

Some Aspects of Trade and Technical Literature*

BY C. J. STARK

President, Penton Publishing Co., Cleveland, Ohio

HAD I known that my sex was to be so greatly outnumbered on this occasion, I fear I would not have undertaken this assignment with the courage I had previously. Nevertheless, I am very glad to be here, and I first want to recognize the courtesy of being assigned a place on this program. Also I want to repeat and reinforce the invitation of our company to those of you who are interested in seeing the processes of technical publications at work, to visit our plant following this session. What you will see there in the way of stone and brick and printing presses

* Address before Commercial-Technical Group, Cleveland, June 11, 1931.

and linotypes and typewriters, however, are only the physical evidences of mechanical process, a production process which is essential to the business. They are not the business. The heart of the business — and if I may say it, the soul of the business — lies in the trained eyes of specialists and of the advertising staffs of our publications, those that give the tone and weight authority to the publications.

And because of the fact that this business is one of applied knowledge, I would like to think of it as a quality business. So it seems to me the functions which you are performing and that business in which we are engaged are analogous.

In the first place, we are engaged in an educational effort, that is, the dissemination of information and knowledge. Secondly, we are not interested in the dissemination of general knowledge but specialized knowledge. Third, we are not interested in the dissemination of knowledge except as it relates, by and large, to a practical objective. In other words, it is inconceivable to me that a man would come into your libraries and consult the books or the literature of your division for casual recreational reading; his interests are undoubtedly linked with a practical objective, a better understanding of a subject which is for a practical end he has in view.

Now reverting to the business in which I am engaged, I think it is proper that we first give a moment to the correct terminology of the business.

In the beginnings of business in this country, business was conducted along simple lines, largely of buying and selling. Therefore, the term "trade" properly could be applied to all business. Therefore, the publications which originated in that era and that continued for many years, probably fifty or seventy-five years in this country, were commonly known as "trade journals" and "trade papers."

It may interest you to know the first business paper in this country was launched in 1795 and was called *The New York Current Prices* and subsequently became *The New York Commercial* and I believe it has disappeared from the map. That, of course, was largely of a newspaper character.

Now, as I say, the term "trade paper" came to be applied to a great number of publications in various fields, but as manufacturing appeared in this country and business became more complex, areas of distribution and management interest and production interest increased, and each in time needed and was supplied with the definite publication. And, therefore, out of this situation has come the generic term of "business papers" to apply to all types of specialized papers.

And business papers may be divided into three sections. First, industrial or technical; second, trade or merchandise; and third, professional or service. I think those distinctions are reasonably clear as to what they mean.

Now a business paper is something of a newspaper and something of a magazine, and considerably more.

A newspaper, as I see it, paints kaleidoscopic panoramas of daily human life at its best and at its worst. Undoubtedly, the newspapers of this country reflect only what the public requires and demands. At the same time the newspaper, as such, is a conveyor of information dealing in the mass, and I may say advisedly, in the raw.

Now a magazine, as its name implies, is made up of the contributions of various authors which more or less deal with current events. Some of these articles are authoritative; some are not; some are dogmatic; some philosophic. In other words, the magazine affords the opportunity for the exposition of those subjects which are in current thought and interest.

The business paper is a medium which selects an industry or a trade or a profes-

sion, or an area of industry or trade, and concentrates itself upon that field, furnishing the field with selected information which it adjudges valuable and pertinent to the construction and progress of the industry. As with your organization, so with the business paper, we address ourselves largely to adult life.

A business paper has been likened to the intelligence branch of an army. Only as an army is kept well informed, constantly informed, and promptly informed of all the things that bear upon its aims, its objectives, and dispositions, so is it to that degree powerful and effective, and so it is protected against possible disaster.

The business paper serves that function for organized business. It is selective in the sense that it selects such information as it deems is valuable and of constructive value to its field. It is interpretive. That is, it relates that information to past developments and future possibilities. It is self-correcting, and that is one of the cardinal features characteristic of the business press. In other words, it speaks to an informed audience. Therefore, the information that it presents to its audience is constantly checked for accuracy and weight, and when it passes the test it may be accepted as authoritative and final, and therefore, the business paper in a sense is building its own literature.

The business paper is historic. It paints the story in print and perpetuates that of a passing industry, and the development of industry. It is directive in the sense that doing its job properly, it exerts leadership. It stimulates. It guides. It criticizes. A business paper is penetrative. It goes into the very heart of its industry and is accepted because of the constructive values that it has developed over the years. It is admitted in this relationship, but it is not so close to the industry but that it may exercise the office of a trained observer and exert constructive criticism.

A business paper, as I say, is made up of the features of a magazine, of a newspaper, and yet something more. It exerts a profound influence upon the technical and economic phases of its field. You will be interested to know that these papers which deal in marketing and in markets are recognized not only as national, but as international authorities, and they serve a very practical purpose and function in the fact that millions of dollars of contracts are based upon their prices as impartial settling figures. That is true of the metals particularly and that happens to be the field to which our publications are particularly affiliated.

Now first, the business paper fills an economic need in this country. It is distinctly American. It is distinctly an American enterprise in a specialized publication way. Only so far as it fills a practical economic need do I believe and do the best of the field believe, that it justifies its existence. In other words, it must be practical.

There are in this country today approximately 1,500 business publications. Those representing as we believe the leaders and the most representative, such as I take it this Library Association represents the leaders and most representative minds of your fields, have been organized to the extent of 140 members, the Associated Business Papers. That is the trade association of the business press. That association is committed to the highest form of ideals, of practice and ethics. Its fundamental key and principle is that the interests of the reader are paramount.

Now what is the contribution of the business press to this country? Several years ago the Engineering and Economic Foundation of Boston, with which some of you may be familiar, an endowed form of economic research, took up the study with an effort to ascertain the reason for the unparalleled growth of national wealth in this country during the past thirty years, something like 500 percent increase, and the

result of that investigation was that it came to the conclusion that the rise and spread of adult education was the cause. In that process it recognized and praised the business press as one of the major factors as a disseminator of factual wealth.

The American business paper, as I say, is the leader in the world. The fact that American business is probably the most progressive, the most alert, the most forward-looking, the most advanced and perhaps the most efficient in the world, has something perhaps of a parallel with the fact that the American business paper is the most numerous, the most enterprising, the most influential.

The business press has had a great deal to do with laying in the dust the bugaboo of trade secrets. With some exceptions there are no trade secrets in American industries. That is because processes of production largely have been standardized and the relation of science and the applied principles of science to business are well understood and recognized. To our foreign friends, the frank and free exchange of technical information, of management information, of pertinent data pertaining to the innermost conduct of business is a real revelation. They can't understand it. But in frankness undoubtedly lies one of the causes, one of the main causes, for the very remarkable development of American industry in the last thirty years. As, of course, you are in your field, the trade association is one of the forms of free interchange of information.

When President Hoover became Secretary of Commerce he had the ideal of making a Department of Commerce function for business and industry in the same effective and valuable way as the Department of Agriculture always has functioned for the farmer. One of the things Secretary Hoover did was to call into consultation the top editors of the leading business papers of this country. Approximately once a month those men met with Secretary Hoover and there was a free exchange by the Secretary of objectives and aims of his department and requests for the help and advice and cooperation of the business papers.

As a result of that, the editors of the business papers undertook a great many committee assignments, more or less as an intelligence arm for the Department of Commerce. That movement has gone on in this country for seven years. Nothing is ever said about it in the newspapers. In fact, one of the most remarkable things about it all is that not a line has ever appeared directly quoting Secretary Hoover, because that was the understanding of the meeting. They were in thorough confidence and, therefore, frank and free. Nothing has ever come out of those meetings that was embarrassing to the Administration or detrimental or discreditable to the business press. That work is still going on. Secretary Lamont is carrying it forward, and on occasions today the President receives the editors of the business press in Washington to inform him on certain questions, certain conditions of business. He recognizes that — properly or not, I don't know — the business paper editors of this country represent a force of intelligence and knowledge which, as far as it can be, is able to give an unbiased and non-partisan viewpoint.

Now if I seem to have portrayed the business press in too brilliant a conception before you, please pardon me and accept it as the enthusiasm that I have for my business.

I do want to leave with you one thought, I hope, and that is, that certainly the business paper, the specialized press, as distinguished from the newspaper and magazines, is one of the vital forces in the progress and development of American trade and industry as at present developed.

Subject Headings for Technical Literature*

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LITERATURE in broad fields of knowledge is, undoubtedly, the most complicated collection to organize systematically. The interrelationships of information, the variety of forms in which literature is published, and the non-uniformity of the treatment of subjects, all contribute to the complexity of the problem. The great mass of technical literature now available throughout the world is an excellent example. If all literature were in the form of books the problem of organizing it would be greatly simplified. However, the greater part of the new literature in most branches of knowledge is found in periodicals, transactions of societies, reports and other similar short titles. Particularly is this true in the broad field of technical literature.

It would be a hopeless task for a library to undertake to clip all the titles in periodical literature and to catalogue and shelve them separately as books are handled. Furthermore, the expense would be prohibitive. Libraries have found that it is much more satisfactory and economical to handle periodicals and all other continuations as serials and to depend upon periodical indexes, lists of abstracts and other bibliographies as guides to information in them. Lists of this sort may properly be considered supplementary to the library catalog, but in order to serve this purpose adequately, they should be as comprehensive and as complete as possible and also classified in accordance with some accepted system.

Whereas, some classification by a logical arrangement, such as the Dewey Decimal Classification, has been found best adapted to books, a system of subject headings with cross references is more suitable for a periodical index if it is to serve as a supplement or extension to the subject catalogs of libraries. For this reason, among others, a classification by subject headings is used in the new, enlarged *Engineering Index*, which has been published since January 1928 as daily and weekly card services and in annual volumes as an index of the important technical periodical literature of the world. Subject headings are not new to the *Engineering Index* for they have been used since its foundation in 1884, nearly half a century ago. They are used generally in periodical indexes and other reference works. The system of subject headings with cross references by which the contents of the "New International Encyclopaedia" is alphabetically arranged is fundamentally the same as the classification of the *Engineering Index*.

The subject heading classification of the *Engineering Index* conforms to the best library practice, while at the same time it utilizes the terminology commonly accepted among those engaged in engineering and industrial activities. The system is primarily a modification of the recently revised "Subject Headings used in the Dictionary Catalogs of the Library of Congress" with adaptations, extensions and revisions to meet the requirements of technical periodical literature.

Before the card service of the *Engineering Index* was inaugurated in January 1928, a file of about 10,000 master subject heading control cards was formed by consolidat-

* Condensed from paper presented before the Technology Round Table of the Commercial-Technical Group, Cleveland, June 12, 1931

ing the subject headings for engineering and technology in the Library of Congress classification with similar headings from the "List of Subject Headings for Use in Dictionary Catalogs," prepared by the American Library Association, and the headings in the Subject Catalog of the Engineering Societies Library. Conformity with standard terminology in engineering and industry was gained by comparing numerous classifications of engineering and industrial materials, machinery, equipment, apparatus, supplies, structures and processes found in trade catalogs and directories, engineering handbooks and textbooks, periodical indexes and abstracts and other similar sources. This merger of subject heading classifications served as the basis for an elaborate system for controlling and standardizing the subject headings. The file, which now consists of about 50,000 master cards, is called a "Control Board" because of its similarity to the production planning and control systems used in industrial plants. The Control Board governs the most important part of the *Engineering Index*,—the framework of the entire structure. There is a master card on the "Board" for every standard subject heading that has been used during the past three and one-half years on more than 175,000 reference cards issued during that period.

Representing, as it does, a composite compilation from many different sources, the proper design of such a complex system required the development of very definite specifications. The rules for subject headings are contained in a complete manual of procedure which has been prepared for the guidance of the editorial staff of the *Engineering Index*. The manual contains detailed instructions covering every phase of the work such as editorial policies governing the selection of periodicals and the choice of the material to be indexed from them; rules for spelling, punctuation, capitalization, abbreviation, and the like; standard specifications for the subject headings, collations and annotations on the cards; and routine manufacturing procedure for both the cards and the annual volumes.

A scientific system of subject headings must be designed to fit the material to which it is to be applied. The variety of subjects as well as the quantity of material must be considered. A system of subject headings designed especially for a particular division of literature would, in all probability, not be suitable for an entirely different division. Engineering and technology demand special consideration as do also history, biography, medicine, religion, art, science and all other divisions of knowledge. The principles of a scientific system, however, should be applicable to any kind of literature, and should be used universally in order to avoid confusion and to establish uniformity. Insofar as possible, the *Engineering Index* has used the principles of other scientific classifications, such as that of the Library of Congress. While the principles may be the same, their application is to a definite quantity and scope of material, which is an annual compilation of 50,000 annotated references from 2,000 engineering, scientific, technical and industrial publications including the proceedings of 500 engineering and allied technical societies, over 1,200 periodicals, and many other reports by government bureaus, engineering experiment stations and other research organizations. The *Index* covers all publications received currently by the Engineering Societies Library. The subject heading classification of the *Engineering Index* is designed to meet the exacting requirements of librarians as well as the practical needs of those who may not be accustomed to using reference works of this sort.

Specific Headings

Specific subject headings in an alphabetical arrangement with cross references are used in the *Engineering Index* in preference to a classification under arbitrary divisions of engineering or industry, or broad groups of structures, equipment, materials, processes, or what not. An alphabetical arrangement of specific terms is much less expensive to produce than a classification of broad subjects, and desired information on even thousands of subjects can be found much more readily.

A great deal of costly and useless duplication would be necessary if the 50,000 annotated references in an annual volume of the *Engineering Index* were grouped under broad divisions of engineering alone. The duplication of information between some branches of engineering would be almost 100 percent. Railroad engineering may be used to illustrate this point. Suppose the material in the *Index* were classified by the four main professional divisions of engineering in this country, namely civil, electrical, mechanical, and mining and metallurgical engineering. Where would a railroad engineer find references of interest? He would be compelled to search through at least three of the four divisions; for railroad engineering is drawn from civil, electrical and mechanical engineering. The civil engineer builds the road and maintains the track, the electrical engineer installs and maintains the control systems, and the mechanical engineer manufactures and maintains the rolling stock. Practically all of the references under railroad engineering — and technical periodical literature produces over 3,000 references a year — would be duplicates from the other three classifications.

All information on broad general subjects in a logical arrangement is much less likely to be required than information on relatively narrow subjects. Many users of the *Engineering Index* will want information on the various types of engines, for instance, such as automobile engines, motorcycle engines, airplane engines, steam engines, Diesel engines, etc., in comparison with the few persons who are interested in all kinds of engines, such as wind engines (windmills), water engines (water wheels and hydraulic turbines), steam engines, and internal combustion engines or still fewer people who are interested in all kinds of machinery, including engines. By far the greatest majority of users of a reference work will find information where they look for it when a specific terminology is used for subject headings.

In the design of specific terminology for subject headings, that term which most closely describes the contents of an article is selected. The heading for an article describing an automobile engine will be "Automobile Engines" *not* a heading designating structural relationship which, when confined to engines alone, would be long and complicated; for some such arrangement as the following would be necessary: "Engines — Internal Combustion Engines — Gasoline Engines — Motor Vehicle Engines — Automobile Engines." This might easily be extended on up the stairway of other generic terms until it would be so long and involved that it would be useless as a heading.

Generic Headings

If each article, paper and report in periodical literature dealt with specific subjects, specific terminology could be used exclusively in a subject heading classification. One of the complexities of periodical literature is the fact that many articles deal with all degrees of generalization. This is a peculiar characteristic of literature which

makes it so much more difficult to classify than things. Generic terminology must be used, therefore, in a scientific system of subject headings in addition to specific terminology. The use of generic headings should be confined, however, to articles that treat of broad subjects.

Occasionally an article will be found which treats of two related yet distinct subjects, both in one broad field. In this case, the use of the generic heading for these subjects might be considered too general or too far removed and the item will be indexed under both subjects. Multiple entries are also sometimes made for an article which treats of two distinctly unrelated subjects. A further use of such entries is for an article in which one element of a larger subject is discussed at considerable length; e.g., an account of the construction of a hydroelectric power plant may contain the results of an important series of tests on concrete which could have formed a valuable independent article. In this case, the following double entry is advisable: "Hydroelectric Power Plants — Construction" and "Concrete Testings." But their extensive use is prohibitive, although not objectionable, in an annotated index or in abstracts because they increase the publication costs, and fill a card file or a reference book with unnecessary duplications.

Straight Headings

Subject headings should be designed so that they do not confuse the user. They should follow, as far as possible, current terminology. Common terms should not be twisted into unfamiliar shapes in an attempt to group information. The terminology of a practical system of subject headings should be familiar to the majority of users. This can be accomplished to a considerable extent, without destroying the systematic features, by the liberal use of straight terminology. For these reasons, the straight heading "Internal Combustion Engines" is used in preference to the inverted headings, "Engines, Internal Combustion," or "Combustion Engines, Internal." A heading in which there is an adjective designating function is almost invariably a straight heading, e.g., "Office Buildings," not "Buildings, Office."

The tendency in any necessary revision of the subject headings of the *Engineering Index* is more and more toward the elimination of inverted headings. They are unnatural, cumbersome to handle, and therefore confusing. Their use is confined essentially to (a) adjectives signifying materials, e.g., "Houses, Brick" not "Brick Houses" and (b) some adjectives defining type, e.g., "Cranes, Jib" not "Jib Cranes."

The experience of the *Engineering Index* in the standardization of subject headings is that greater care must be exercised in handling inverted headings than in the design of any other part of the system. Sooner or later they are very likely to require revision due to the growth in literature. A very good example is "Ready Mixed Concrete." When this term first began to be used within the last two years, very little was written about the subject. Quite naturally, therefore, the heading was inverted to "Concrete, Ready Mixed"; this is the only proper way to handle a new term of this sort, because of uncertainty regarding its permanency. So often the terminology concerning new inventions changes. Now, however, a great deal is written on this subject. The manufacture of ready mixed concrete has become an important industry, and it is known as the "Ready Mixed Concrete Industry" and the plants are called "Ready Mixed Concrete Plants." Now what is to be done with the subject headings required for this subject? Shall we use "Concrete, Ready Mixed — Industry" and "Concrete, Ready Mixed — Plants?" We may for a short time, but eventually we

will be forced to straighten the kinks out of such deformed headings and adopt "Ready Mixed Concrete Industry," and "Ready Mixed Concrete Plants," which will provide for expansion. When such a change is made a cross reference is inserted as a forwarding address. Hyphens are eliminated from subject headings as far as possible. Their use is restricted almost entirely to two adjectives of like application, *e g.*, "Steam-Electric Power Plants." The plural number is used for the names of most things. No distinction is made between an instrument and a piece of apparatus or equipment.

Thing-Process Headings

Simple headings are not adequate for technical periodical literature, because literature is not simple. An analysis shows that technical literature deals primarily with a great variety of things and of processes affecting things. The term "thing" is used in the broadest sense to include tangible things as men, materials, machinery, equipment, apparatus, supplies, products, goods, structures and projects. Processes are designated by nouns or verbs of action, usually ending with the suffixes "tion" or "ing" as operation, inspection, design, manufacture, maintenance, lighting, heating, refrigeration, selling, accounting, management, education, materials handling, analysis, testing, mining, refining, treatment, transportation, accident prevention machining, and many others.

We hear a great deal about vertical and horizontal breakdowns. In order to unravel the complexity of literature, it may be helpful to consider "things" in a vertical breakdown and "processes" in a horizontal breakdown. Since the majority of articles in periodical literature deal with one or more things and one or more processes affecting these things, and since it is costly to make multiple entries of the same article, a choice must be made between "things" and "processes" for the main headings. Those engaged in engineering and industrial activities deal with things, and are quite likely to think of things first rather than processes.

Consequently, in the compound headings of things and processes for the *Engineering Index*, things are placed first and processes second, *i.e.*, the thing is used for the main heading and the process is used for the subheading. This is a fundamental principle that is used almost throughout the whole complex subject heading structure.

Since there are so many things and processes dealt with in technical literature, innumerable thing-process headings are required. The heading "Gasoline Engines — Manufacture" will suffice as an example.

Two methods are used to combine the thing and process headings. The usual procedure is to separate the "thing" main heading from the "process" subheading by a dash. This practice is followed on the *Engineering Index* cards, while in the annual volumes, the main headings are in bold face caps, under which the subheadings in bold face caps and lower case are alphabetically arranged. A separation in this manner is used for subjects under which there are not many entries.

The other method eliminates the dash by using the noun for the thing as an adjective defining the process. This method is used extensively in technical terminology in such terms as: boiler operation, bridge construction, cargo handling, coal carbonization, office buildings, heat treatment. Occasionally the plural noun is in common usage as: materials handling, metals corrosion. The use of such terms is a convenient way to design a subject heading structure, particularly where there are a great many

items to be included under a heading. The complex and awkward heading "Automobiles — Engines — Manufacture — Casting" consisting of two things and two processes can be greatly simplified by using the heading "Automobile Engine Manufacture — Casting." When the same term is used in both the singular and plural forms, suitable cross references must be provided under the plural form.

Part-Under-Whole Heading

It is much more satisfactory to group the parts of a thing under the heading for the whole thing than to use the thing as a subheading to define the part. This is equivalent to combining two simple "thing" headings into a compound "thing" heading, e.g., "Lathes—Spindles" *not* "Spindles, Lathes."

A compound heading may be a combination of three things, particularly when the dash is omitted, with the relationship of the part under the whole still holding. Likewise, processes may be compounded by grouping a sub-process under a main process. Compound "thing" headings and compound "process" headings may be combined into one compound heading. When the use of a thing is described it is placed as a subheading following the main heading of the thing with which it is used, e.g., "Automobile Plants — Machine Tools" *not* "Machine Tools — Automobile Plants." When a specific application of a process is described, it is placed as a subheading after the main heading of thing or process to which it is applied, e.g., "Automobile Industry — Selling" *not* "Selling Automobiles."

Another very convenient method is the use of conjunctive headings to coordinate two things, two processes, or a thing and a process between which little distinction is made in technical periodical literature. Examples of conjunctive headings are:

Thing Conjunctive Headings — "Iron and Steel", "Sand and Gravel."

Process Conjunctive Headings — "Heating and Ventilation"; "Maintenance and Repair."

Thing-and-Process Conjunctive Headings — "Belts and Belting"; "Gears and Gearing"; "Light and Lighting"; "Mines and Mining"; "Quarries and Quarrying."

When common usage requires the reverse order of a compound relationship, a phrase heading may be used, e.g., "Flow of Fluids"; "Health of Workers"; "Strength of Materials"; "Women in Industry." A phrase heading may also be used to indicate the definition of a term, e.g., "Containers for Shipment"; "Packing for Shipment." The use of qualifying phrase headings may be avoided by using either an inverted adjective heading, e.g., "Planers, Woodworking" or a conjunctive heading, e.g., "Files and Rasps."

Geographical headings are never used alone, nor placed first in compound headings, but occupy a position secondary to a "thing" heading, a "process" heading, a "thing-process" heading, a "part-under-whole" heading or a "conjunctive" heading. The name of a city is used as a subheading for municipal engineering subjects, such as "City Planning," "Housing," "Airports," "Street Cleaning." The use of the names of states and provinces as subheadings is confined largely to state-wide subjects in the United States and Canada, such as, "Industrial Plants," "Mines," "Industry," "Ore Deposits," "Highway Traffic Control." The names of countries outside the United States and Canada are used for general geographical subjects regarding either countries as a whole or sections of countries, that is, geographical or political subdivi-

sions of countries are rarely used. The names of the Grand Divisions of the world are occasionally used for such general subjects as natural resources.

Proper names of equipment and process are usually used as subheadings and placed in parentheses. The names of ships are handled in this way, *e.g.*, "Motorships (Britannic)." Proper names are also used in the regular way as main headings whenever required, *e.g.*, "Boulder Dam Project," "United States Bureau of Standards." Indefinite subheadings are considered meaningless and misleading and are not used. A broad, general treatment of a subject can be better indicated by the omission of subheadings. Therefore, the use of the following terms are avoided: application, developments, improvement, problems, progress, theory, trends, uses, utilization.

Standardization in the application of and the method of combining subheadings as well as terminology is necessary in order to maintain consistency not only in the subject heading structure but also in the system of cross references.

Standardization of Subheadings

Standardization in application may be illustrated by giving the subheading procedure that is followed with main headings ending in the words, "manufacture," "plants," and "industry." Technical processes are always used as subheadings with main headings ending in "manufacture," *e.g.*, "Automobile Manufacture — Welding." Operations, such as design, construction, equipment, operation, management, materials handling, maintenance and repair, are used as subheadings, under main headings ending in "plant," *e.g.*, "Automobile Plants — Construction." For articles dealing with the commercial and economic aspects of an industry, such subheadings as buying, selling, markets, foreign trade, advertising, exports and imports, production statistics, taxation, budget control, etc., are used after main headings ending with "industry," *e.g.*, "Automobile Industry — Selling."

Standardization in the method of combining subheading with main headings is likewise important. The sub-headings "Manufacture," "Plant," and "Industry," may be used also to illustrate the procedure. The subheading "Manufacture" is combined with main headings either with or without a dash depending entirely upon the amount of material. If there is much material such a heading as "Automobile Manufacture" is used, without a dash; if there is not much material, such a heading as "Carburetors — Manufacture" is used, with a dash. The subheadings "Plants" and "Industry" are always combined with main headings without the use of dashes, *e.g.*, "Automobile Plants" and "Automobile Industry" not "Automobiles — Plants" and "Automobile — Industry."

Standardization in the terminology of subheadings is equally as important as the standardization of main headings. Whenever possible, main headings should be used as standard subheadings and *vice versa*. Thus the main heading "Electric Motors" should be used as a subheading in the compound utilization heading "Automobile Plants — Electric Motors."

Common usage interferes with the complete standardization of some subheadings. There are several synonyms in common usage for different types of industrial plants, as factories, mills, plants, refineries, stations, and works. The subheading "Plants" is used whenever common usage permits, *e.g.*, "Automobile Plants"; "Iron and Steel Plants." Among the exceptions are "Rubber Factories," "Sugar Factories," "Lumber Mills," "Textile Mills," "Petroleum Refineries," and "Water Works." The subheading "Stations" is never used.

These few examples are given to show the complexity of the problem of designing just one phase of a scientific system of subject headings and to suggest the care with which minute details must be considered.

Cross References

A systematic arrangement of material under a scientific system of specific subject headings is not sufficient in itself. Abundant cross references are required to tie the material together and to assemble the parts of the system into an organized structure. The complexity and interrelationship of technical literature must be recognized and dealt with. The tangled mass can be much more satisfactorily unravelled by a system of specific subject headings, and much more readily reorganized by a system of cross references than can be done by any logical, chronological or structural arrangement.

There are so many diverse interests among those who use technical literature or an index of technical literature, that all needs cannot be met directly by a system of specific subject headings. An indirect method by means of a system of cross references must be provided.

Cross references are used for a variety of purposes: to direct attention to all phases of broad, general subjects under generic headings; to direct attention to related subjects; to indicate synonymous terms; to indicate the order of words in long terms; and to reverse the order in compound headings.

Cross references may be classified according to form and according to purpose. There are two principal forms of cross references

1. "See" cross references, primarily used for synonymous terms;
2. "See also" cross references, used for relationships.

While "See also" cross references logically belong after the index entries, under a subject heading, much needless waste of time searching through undesired references may be avoided if they are placed directly after the subject heading. This practice is followed in the *Engineering Index*.

Synonym cross references are used to indicate all the synonyms of the selected subject heading terminology. The "See" cross reference entries required for the subject heading "Houses" are: "Dwellings, *see* Houses"; and "Homes, *see* Houses"

Inverting cross references are used to indicate the order of words chosen for long terms. The "See" cross reference entries required for the subject heading "Steam-Electric Power Plants" are: "Steam Power Plants, Electric *See* Steam-Electric Power Plants"; "Electric Power Plants, Steam. *See* Steam-Electric Power Plants"; "Power Plants, Steam-Electric. *See* Steam-Electric Power Plants." In addition, the generic heading "Power Plants" would require the following cross references: "Plants, Power. *See* Power Plants"; "Central Stations. *See* Power Plants."

"See also" cross references should be used under generic subject headings to direct attention to vertical line relationships. Thus the vertical cross references for the subject heading "Gasoline Engines" are:

Upward

Gasoline Engines. *See also* Internal Combustion Engines.

Downward

Gasoline Engines. *See also* Aircraft Engines, Marine Engines; Motor Vehicle Engines; Stationary Engines.

"See also" cross references should be used under specific subject headings to direct attention to horizontal line relationships. Thus, horizontal cross references for the subject heading "Gasoline Engines" are: "Gasoline Engines. *See also* Gas Engines; Oil Engines."

Reversing cross references should be used generously for all compound subject headings to reverse the order in "thing-process" headings, "part-under-whole" headings, "utilization" headings, "application" headings and "conjunctive" headings. Examples are:

Reversing "Thing-Process" Cross Reference

"Automobile Industry — Selling. *See also* Selling."

"Selling *See also* Automobile Industry — Selling."

Cross references of proper names of authors, geographical location, airplanes, automobiles, engines, locomotives, ships, etc., are necessary and valuable aids for securing the maximum usefulness from a specific subject heading classification. These additional cross references can be much more conveniently and economically handled in a card file by maintaining a separate author file of cards filed alphabetically by the surnames of authors, which may be supplemented if desired by another file of geographical and other proper names. Author and geographical files can be designated and maintained very easily from the *Engineering Index* cards by underlining the surname of the authors, geographical names or the names of automobiles or ships with a red pencil and filing by the underlined word and not by the subject heading.

A convenient way to handle cross references of proper names in a book of annotated or abstract references is to use separate indexes.

Summary

1. The fundamental requirements for the classification of information are the same as those for any collection of things.
2. A classification of information is more complex than a classification of things.
3. Periodical literature is more difficult to organize than books.
4. A scientific system of subject headings with abundant cross references alphabetically arranged is the best way to classify technical periodical literature.
5. A proper balance must be maintained between theory and practice in designing a system of subject headings.
6. A system of specific subject headings is more practical than a logical classification.
7. Specific subject headings obviate the use of elaborate codes.
8. The use of generic subject headings should be confined to general articles.
9. Multiple entries are too costly to be used extensively in annotated bibliographies or lists of abstracts.
10. Straight headings provide the best means of conforming to common usage.
11. Adjectives designating function should be straight headings.
12. Inverted headings should be used sparingly.
13. Adjectives signifying materials should be inverted headings.
14. Adjectives defining type may be inverted.
15. Revisions must be made in subject headings to keep pace with changing terminology and technological developments.
16. Hyphens should be eliminated from subject headings, as far as possible.
17. Abbreviations should not be used.
18. Figures should not be used, except for dates.

19. Names of most things should be expressed in the plural number.
20. The thing should be placed first, the process second.
21. The part should be placed under the whole.
22. The dash should be eliminated from compound headings, whenever possible.
23. A utilized thing should follow the thing with which it is used.
24. An applied process should follow the thing or process to which it is applied.
25. Conjunctive headings are convenient means of handling two terms between which distinctions are seldom made in literature.
26. Geographical headings should follow thing or process headings.
27. Indefinite headings should not be used.
28. The terminology of subject headings should be precisely defined.
29. The selection of subject headings must be made by carefully analyzing the contents of articles. Titles cannot be relied upon as bases for selection.
30. The length of subject heading should not exceed the width of the printed line on a 3 x 5 card.
31. The use of subheadings should be standardized.
32. A scientific system of cross references is required to complement a system of subject headings.
33. Cross references are required to reorganize the arrangement into classified relationships.
34. Diagrammatic presentations or concepts of the relationships between the elements of literature are essential aids to the designer of a system of cross references.
35. Theory and practice must be as properly balanced in a scientific system of cross references as in a scientific system of subject headings.
36. "See" cross references should be used to indicate synonymous terms.
37. "See also" cross references should be used to indicate relationships.
38. Inverting cross references should be used to indicate the order of words in long terms.
39. Generic cross references should be used to direct attention to vertical relationships.
40. Specific cross references should be used to direct attention to horizontal relationships.
41. Reversing cross references should be used to reverse the order in compound headings.
42. An author index should be used instead of author cross references.
43. A geographical index should be used instead of geographical cross references.
44. A detailed subject index should not be confused with a subject heading classification.

Conclusion

This paper has been prepared to set forth the careful methods that are used to standardize and apply the system of subject headings of the *Engineering Index*, in order to assist others who may require subject heading for technical literature.

The principles and practices used by the *Engineering Index* in the development of subject headings, may be advantageously adapted to any specific classification in the branches of engineering and industry, such as subject indexes of periodicals, society proceedings and books, particularly reference books, and general information files; just as the "Subject Headings Used in the Dictionary Catalogs of the Library of Congress" could be and are used as the basis for the "Scientific System of Subject Headings of the *Engineering Index*."

Commercial-Technical Group Meeting

June 11, 1931—Cleveland, Ohio

Chairman: Marian C. Manley

PART I

Trade Associations

MISS MORLEY'S PAPER. See page 345.

DISCUSSION.

CHAIRMAN MANLEY: Miss Bretherton, who is in the Department of Commerce and edits *Market Research*, is here and will tell us something of what the Department is now doing along with Trade Associations and what coöperation she would like from the librarians for Market Research Agencies.

MISS BRETHERTON: Just recently we have had quite a reorganization of our domestic work, and one of those new lines of work is called the A. P. T. Trade Association Secretaries, and under that Market Research Agencies now comes, although all we do is list about 120 of the groups and what they put out. We hope eventually to have two men go out and work with the national associations and also two to work with local associations. Of course, it is not certain just when that will be done, because we are held down by the economy program.

Something has been started which works both with libraries and trade associations. It is called the Jameson Plan. I don't know whether there is anyone here from the Indianapolis Library or not, but the business library there has given a great deal of help. We make up bibliographies on topics selected by the trade associations, usually some wholesale or retail trade association. The members choose a subject—some phase of credit or some phase of cost of distribution. We make up a selected bibliography using largely pamphlet material. They go to the business library for everything available. In Indianapolis they have worked close together and have had fine results. The business men are enthusiastic about it. The Chamber of Commerce is with them, too.

Another plan is that we are going to rewrite a book, "Trade Association Activities" put out about four or five years ago and that will be incorporated in one volume with "Commercial and Industrial Organizations in the U. S.," which lists national, state and local associations.

If you have any questions you would like to ask, we would be glad to hear from you and do what we can to help you out. When I left, the Department had letters from at least six more cities that are planning progress like this. The work is going right along and we will probably be calling on you for a good many things.

We are now getting ready the 1931 edition of *Market Research Agencies*. Since these lists are supplemented in other ways, we are trying to eliminate the old material. Anything previous to 1925 will not be listed unless it is undated.

Let us know any questions you have to ask. Write in to the Marketing Service Division and we will see what we can do to help you.

CHAIRMAN MANLEY: I had hoped to have a representative of the Trade Association Executives here but so many are meeting elsewhere that we are not able to get as much help from the Trade Association side as I had hoped.

I wonder if there is anything we could do to get a little more in touch with these executives and show them not only what we can give them but what we would like to get from them. Probably many don't know the Special Libraries Association exists. If we could inform them as to what the Association is and what are some of the slight things we would like from these Associations; what help it is possible for a public library to give them or what special libraries can do for them or what they could do with their own library, if they had one, if we could try to get in definite touch with representative associations we might be able to get good returns on coöperation and help on this problem of indexing their proceedings. I know there are some people interested. I had quite a little correspondence with Mr. Gott of the National Chamber of Commerce and he is very keen on this subject, and would probably do anything he could to help. He hoped to be here. From a number of letters I have had from the Trade Association Executives, I should say we would get a warm response if we would make an effort to definitely coöperate.

MISS ALEXANDER (Batten, Barton, Durstine & Osborn): Would it be possible to form a standing committee that could work definitely with the trade associations? I don't know whether it should be a group activity or should include the entire association. I should think we could have some sort of a committee to follow up the constructive suggestions of Miss Morley; also to have an effect on the business secretaries to act in this book that is coming out. I don't know whether it is a commercial-technical activity or an association activity.

MISS JONES (National Association of Real Estate Boards): There is a link between this organization and the Trade Association Executives which I think you have failed to get — that is, the librarian of the trade association library. Now I checked over our list of members in the Special Libraries Association, and I think there are 25 or 30 trade associations represented here — not at this convention but in the membership — by their librarians.

The Librarian is in close touch with the trade association executive, usually the executive's secretary. A business branch librarian might write to the trade association executive and might not get the help she expected because I can assure you the trade association executive is a tremendously busy man. If the branch librarian would communicate with the librarian of this association, whom possibly she has met at a convention, I can assure you she will get a prompt response. You see, I am speaking to you from the trade association angle and not from the angle of the branch librarian or the bank librarian.

If I may be pardoned a minute or two, I would like to tell you of the coöperation between association librarians and college librarians. Up until six years ago all the information available on real estate could be put on a three-foot shelf, that is, in book form. Now through the activities of the National Association of Real Estate Boards we have collected some 1,300 volumes on real estate matters and activities in which all realtors are interested. Besides that we have thousands of pamphlets, clippings and so on, on real estate.

Now there are two ways in which we coöperate with other libraries. In the first place we are willing to give you an analysis of all new real estate books which are appearing from time to time. These reviews are reviews based on the opinions of real estate men and what better critics are there of real estate literature?

The other way is to answer for you in any way possible technical questions which come up on real estate. As an illustration of this, just before I came I received a letter

from the branch librarian of a public library asking for information on appraising special purpose property with particular reference to church property. I defy you to find anything in print on appraising church property. Where the information is not available in print we know the men to whom to go for this information, the men who have had actual experience along these lines. We search the country for this information for you.

Up to the present time we have never restricted ourselves in helping libraries. We have often turned down real estate men who are not members of the association for lack of time, but we have never turned down a library, and as long as I am connected with the National Association of Real Estate Boards I can assure you we will do everything in our power to help you out if you write us, on questions on real estate.

CHAIRMAN MANLEY: Perhaps, Miss Alexander, we might consider a plan to define in some way the standing of the trade association with the Special Libraries Association, list the number of trade association libraries represented and get their cooperation in dealing with trade associations altogether, make a definite campaign for getting the interest of the Trade Association Executives as a whole, and the interest of special librarians in following out the campaign?

MISS ALEXANDER: My idea was that we might make a suggestion to the incoming officers. First, I would like to have a discussion as to whether we should limit it to this group

CHAIRMAN MANLEY: You would recommend to the Executive Board that there be a standing committee of the Association as a whole formed, that could cooperate with the trade associations?

There is one minor point that I have thought about in working over our collections, and I would like to know what other members think. Some trade association proceedings are very useful, as you know, and some simply seem to take up a good deal of shelf room. How long should we keep them or should we keep only the current numbers? Is it a good idea to keep all, or all but two or three issues, knowing that other libraries have a file? Would it be a good idea to develop a union list of trade association proceedings with the understanding that certain libraries would take the responsibility for keeping a file of certain association proceedings? Do you think it would be advisable to work up an evaluated union list of trade association proceedings with the idea that Harvard would have one thing and the New York Economics Division something else, and we something else, and Washington something else?

MISS SWAYZE (Western Electric Co.): I think it would be far more important to have the association proceedings than a magazine list, although there you are asking to borrow books. That service would be rather expensive.

CHAIRMAN MANLEY: My idea is that you would know a certain library had a set, so if any research student was studying something about the baking industry, for example, we could tell him that the New York Economics Division had the complete set of the proceedings. We might keep a set on leather because that is one of our leading industries in Newark.

MISS SWAYZE. I think maybe a New York list would be helpful.

MISS MORLEY (Industrial Relations Counselors): I was just going to ask if the New York list doesn't include more or less of the proceedings of the trade associations and others.

CHAIRMAN MANLEY: Yes, more or less.

MISS MORLEY: It wasn't as complete, of course.

MISS VORMELKER (Cleveland Public Library): I can't see that a union list would help unless for a large city. It doesn't help for Cleveland to have them for Chicago.

CHAIRMAN MANLEY: If you are a research student it would be of help.

MISS REINBERG (Battelle Memorial Institute): Rather than have a union list, I would have the Special Libraries Association attempt to secure all these different trade association proceedings, and so forth, for indexing and other guides. I think that would serve almost as well.

CHAIRMAN MANLEY: The committee that we want to recommend to the Executive Board should do that.

MRS DORN (Detroit Edison Company): It may interest you to know that at the public utility breakfast conference we went into the matter of bringing to the attention of the various associations connected with our work particularly the desirability of a complete index. I alone, unaided, suggested to my chief that he pass on the suggestion that it would be awfully nice to make an index volume for all the proceedings to date, and I do believe if there were some concerted action, that might be possible. That was just a little group. I think if each of us who have some contact with the trade associations could induce the person who would be most influential to protest, we could bring something about.

MISS BRETHERTON: I don't know whether you know Irene Blunt. She is the secretary of the Trade Association Executives in New York. I think if you could get in touch with her she could do a good deal in an educational way. She does not have a library, just their annual publications. I imagine she could give you a lot of help in educational work.

MISS ALEXANDER: Is she a member?

MISS BRETHERTON: I doubt it. She is with the silk association.

CHAIRMAN MANLEY: We can recommend to the Executive Board the appointment of a standing committee of the Special Libraries Association on Trade Association Cooperation, including one or two people outside of the association, like Mr Gott of the National Chamber of Commerce, and Miss Bretherton who is working with the Department of Commerce, and one or two of the trade association executives who realize the value of the work.

MISS ALEXANDER: The more I think about it, the more possibilities I think it has for getting new members.

CHAIRMAN MANLEY: The consensus of opinion is, then, that we recommend to the Executive Board that such a standing committee be appointed.

PART II

Trade and Technical Publications

MR. STARK'S PAPER. See page 350.

The Chairman commented on the work of the Group in connection with the trade directory field during the past year and a questionnaire, prepared by the Committee on Trade Directory Standardization, was distributed by Miss Marion Swayze.

The Nominating Committee presented the following names for the 1931-32 officers:

Chairman — Miriam N. Zabriskie, Librarian, Western Electric Company, New York City; Vice-Chairman — Edith Mattson, Librarian, Commonwealth Edison Company, Chicago, Illinois; Secretary — Marion Mead, Director of Research, Illinois Chamber of Commerce, Chicago, Illinois.

The report was unanimously accepted.

Technology Round Table of the Commercial- Technical Group

June 12, 1931

Mrs. Louise P. Dorn, Vice-Chairman of Group, Presiding

MR. HANNUM'S PAPER. See page 354.

DISCUSSION.

Mrs. Maynard, Vail Librarian of the Massachusetts Institute of Technology, after commenting on Mr. Hannum's paper as a comprehensive outline of the problem, with many excellent features of procedure standardized, opened the discussion with a "frank but friendly" criticism of the service under two main headings, *viz.*: the alphabetical arrangement, and the choice of terms.

Alphabetizing. Quoting from the 1930 volume of the *Engineering Index Service*, she took objection to the ruling: "The subject headings are arranged in straight alphabetical order, with no account taken of word divisions, hyphens, or commas." Since this violates procedure that has long been standard in library catalogs, indexes, bibliographies, dictionaries, and reference books in general use, Mrs. Maynard said it required the searcher to make a quick adjustment from the traditional method of alphabetizing to this special arrangement and back again, which was productive of annoyance and delay. The arrangement of "letter-by-letter" instead of by "word-to-word" was found particularly objectionable, the following being cited as examples:

Gas

(with subdivisions and compound terms
down to.

Gas meters followed by:

Gasoline

(with its subdivisions and compound terms through several pages)
after which the "Gas" headings are resumed with:

Gas physics

Gas pipe

Gas plants

etc.

These criticisms applied to the bound volumes only, but it was pointed out that the careless use of commas and dashes indiscriminately led to difficulties in filing, and made it impossible to turn over this work to junior assistants without supervision. If the comma and the dash are not to have the significance usually attributed to them in library filing, it would seem better to omit the comma and use the dash for all forms of phrase division. And if all punctuation is to be disregarded, it would seem better to omit it, and express the heading as a long compound phrase. The present system leads to the scattering of material which is, perhaps, the worst fault of any index, and weakens the confidence of the user in its reliability as a reference tool. The following examples were used as illustrations:

1. Airplane engines, Air-cooled.

Airplane engines — Liquid-cooled.

2. Electric machinery — Design (3 cards).
Electric machinery design (3 cards).
3. Electric power factor — Measurement.
Electric power factor measurement.

This method was compared to the system of simplified spelling, wherein it is no doubt satisfactory to those initiated to look for philosophy under "F" but quite unsatisfactory to those who are accustomed to seeking it under "P."

Choice of terms. Under the "Thing-process" ruling, as described by Mr. Hannum, all theoretical and specialized aspects of a subject are made sub-headings under a concrete term representing a "thing" or an industry. This seems to violate the dictionary principle on which the *Engineering Index* is based. If we are to have a classified arrangement of material, Mrs. Maynard thought we might as well use the classed arrangement consistently with a numerical notation. Her experience with engineers in the making is that the user of the index wants the most direct approach and the most specific possible heading, and is directly interested in phenomena, processes and devices, *as such*. As unsatisfactory examples she cited:

- Electric Insulating Materials — Dielectric Constants
- Electric Lines, Rural — Lightning
- Ships — Drinking Water Treatment

the latter for an article entitled: "The 'Uneek' San Filter," the annotation explaining that it was for marine use. In order to leave time for discussion by others, many other examples that had been noted were omitted.

Mrs. Maynard stated that in her opinion the *Engineering Index* was improving; that it was better now than when it was tried at the Massachusetts Institute of Technology in 1928; and that in providing an Author Index they had given librarians cause for gratitude and joy. But it was her belief that if the *Service* was to reach the library market it would have to take more cognizance of the library point of view, and adopt and arrange headings more nearly in conformity with existing practice. She added a plea for precise definition of all doubtful terms so that the public as well as future indexers might know what would be found under a given heading, and said the *Engineering Index Service* was in a logical position to lead in the standardization of subject headings for the whole field of technology.

Mr. Hannum stated in reply that they believed they were following the latest trend in alphabetical practice by filing "letter-by-letter" as is done in some telephone and other directories, and that in the grouping of entries by major industries they were meeting the wishes of their largest group of subscribers.

Miss Towner, editor of the *Educational Index* of the H. W. Wilson Company, had been asked to discuss Mr. Hannum's paper. In her absence her contribution was read.

Miss Towner: "I have been asked to discuss the paper on 'Subject Headings for Technical Literature' by J. F. Hannum and regret that I am unable to be present. When a paper is presented by the author, generally more is brought out than in simply reading to oneself. I was much interested in it and find many things to which I would say 'My sentiments, too.' The need for thorough study of the situation before embarking on such an undertaking as the revision of the headings for the *Engineering Index* is shown by what Mr. Hannum has accomplished and he is to be congratulated on his work. He was fortunate in having the time to make the 'Control Board.' Many of us have to do this as we go along, which is not always

satisfactory. Additions and corrections have to be made of course. Changes in terminology, new phrases, the continued use of what at first seems almost a slang term necessitates this, as Mr. Hannum has pointed out.

"Too much emphasis cannot be placed on the study of cross references. I seem to recall in my training days that a reference from a special to a general term was considered bad form—or was it the other way around? I am glad to note that the writer uses both forms, for example, in referring from the various classes of engines. However I do feel that cross references cannot take the place of multiple entries in all cases.

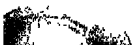
"My knowledge of the technical literature referred to is not great. I can therefore only judge from a general standpoint but it seems to me that the view taken and the means of working out the plans were eminently sane and practicable.

"The difficulties of subject heading articles in magazines as compared to books is well emphasized. It needs to be brought to the attention of those who deal primarily with books and subject headings in catalogs. Some persons seem to think that a list of subject headings can be made and used for books and all classes of literature. It takes only a little actual work with the material to see how necessarily varied such headings must be. It would of course be easier for reference workers if all classes of material would go under similar headings.

"It is this very difference in the needs of various classes of literature that makes it difficult to discuss this paper. The type of person who is to use the index or subject headings also varies. So any rules that are laid down must be considered very carefully before applying them to other cases. For example the grouping of articles on the various subheads of mathematics under 'Mathematics' while satisfactory for engineers would be extremely aggravating for educators. In some cases, also, 'processes' might be of more importance than 'things' to certain classes of industrial workers, for example.

"In these statements I am not questioning the conclusions to which the author has come in his particular case. I am only emphasizing the fact that in using these rules and conclusions, care must be taken to adapt them to the circumstances in hand. Anyone planning a list of subject headings on any subject would do well to read this carefully developed paper to see what planning is needed, what points must be considered and what pitfalls should be avoided. We owe thanks to the author for presenting this subject on which very little has been written and I trust that it will be made available in printed form for a wider audience."

The discussion then became general, and several librarians, in general supporting Mrs. Maynard's objections, told of difficulties experienced in using the cards. Miss Giblin, of the Detroit Edison Company, said she found the *Industrial Arts Index* easier and more satisfactory to use. Miss Noyes, of the DuPont Company, said they had offered to give their cards to the Wilmington Public Library but that after trying the arrangement the Library found so much difficulty in the filing that it declined the offer. Miss Hillman, of Jones and Laughlin, said she believed Mr. Hannum mistaken in arranging his material under such large groups; that the industries were made up of specialists, each of whom presented his inquiries in highly specific form; and she would prefer the "Process-Thing" order to the "Thing-Process" arrangement. Miss Swayze, of the Western Electric Company, said she found it necessary to change the headings of many of the cards that came to her, in order to make the terms more specific. She read several recent examples where



the headings were unsatisfactory. Miss Lutz, of the General Motors Company, spoke of circulating the cards as a notice of new material available in the library, adding her protest to the subordination of specific subjects to the position of sub-headings.

While no definite action or recommendation resulted, it was agreed that the ground had been cleared for the better understanding of mutual needs, which alone can lead to some standardization and rationalization of subject headings for technical literature.

GOVERNMENT MATERIAL

Elizabeth O. Cullen, Department Editor

- A List of **bank publications** issued periodically — foreign and domestic, compiled by Elizabeth M. Carmack, under direction of Charlotte L. Carmody, assistant librarian. 30 mimeo. p. Library, Department of Commerce. Gratis.
- Costs, markets and methods in grocery retailing** — Louisville grocery survey — Part II, by Bureau of Foreign and Domestic Commerce. Distribution cost studies no. 8 83 p. Govt. Print. Off. 20 cents.
- Depreciation charges** of telephone companies . . . of steam railroad companies, by Interstate Commerce Commission. Decision (by Commissioner Eastman) in Dockets 14700 and 15100. Cited as 177 ICC 351. 149 p. Govt. Print. Off. 15 cents.
- Emeralds**, by J. Atkens. Describes properties, occurrence, mining, preparation, and contains data on production, markets, prices. Bibliography. 18 p. Bureau of Mines Information circular no. 6459. Gratis.
- Federal Farm Board**; a bibliographical list July 31, 1931. 14 type. p. Division of Bibliography, Library of Congress. Gratis.
- Gainful workers in the United States by industry groups**. Fifteenth Census returns. 4 p. Bureau of the Census release "Population U. S.-10."
- Hedging in grain futures**, by J. M. Mehl. Department of Agriculture circular no. 151. 104 p. Govt. Print. Off. 25 cents.
- [Holding companies report]** i.e. Regulation of stock ownership in railroads, by Walter M. W. Splawn [and others]. 71st Cong., 3rd sess. House Report no. 2789. 3 parts. Govt. Print. Off. \$1 65.
- Interstate commerce acts annotated**. Compilation of Federal laws relating to the regulation of carriers . . . prepared by and under the direction of Clyde B. Aitchison, commissioner, for the Interstate Commerce Commission. Includes digests of pertinent decisions of the Federal courts and the Commission and text of or references to general rules and regulations. 5 vols. Govt. Print. Off. \$8.75.
- Mining laws of Cuba**, by J. Atkens. How they affect operating and mining rights of United States citizens. 11 p. Bureau of Mines Information circular no 6458. Gratis.
- Rural standards of living** — a selected bibliography, compiled by Louise O. Bercaw. Department of Agriculture Miscellaneous publication no. 116. July 1931. "The bibliography is limited to the rural field with probably two or three exceptions, such as the United States Bureau of Labor Statistics' studies of the cost of living . . . and the standard of living of employees of a large motor company in Detroit, which have been included for comparative purposes" 84 p. Govt. Print. Off. 15 cents.
- Unemployment** — benefit plans in the United States and unemployment insurance in foreign countries, prepared under direction of Hugh S. Hanna. Bureau of Labor Statistics Bulletin no. 544, July 1931 385 p. Govt. Print. Off. 50 cents.

Correction and Apology

Miss Cecilé P. Maurer, Librarian of the Jackson Laboratory of E. I. du Pont de Nemours & Company at Wilmington calls to our attention an error in Exhibit A attached to the Report of the Business Reading Committee which appeared on page 256 of the July-August issue. The "Monthly List of Additions and New Patents" is distributed only to du Pont and related libraries.

* * *

Through a misunderstanding on the part of the Editor, Dr. B. Stepanek, whom we welcome as an Active Member of the Insurance Group, was listed in the September issue among the Institutional Members.

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IF, AS is hoped, we are to give our readers a larger magazine carrying more regular features and offering items of interest and help to so varied a membership as ours, then it is imperative that our subscriptions and our advertising be increased. Here are two activities to which each local might well bend its energies.

Why not a local Committee on Subscriptions to work with the National Committee Chairman, Miss Agnes F. P. Greer of the Training Class, Chicago Public Library, who is planning a campaign among public libraries and who would welcome such coöperation? And why shouldn't our magazine carry advertising from all parts of the country? If each local brought in a contract from only one advertiser during the year, our revenue would be considerably increased. Miss Howard will gladly provide local Officers with rate cards and all necessary information. Let's make 1932 a banner year in these two phases of our work!

* * *

And don't forget the Editor's request in the July-August issue — reread it now — and please send your comments and suggestions soon.

* * *

The Editor extends her thanks to Marian Manley for assistance in editing this special Commercial-Technical Group number.

PRESIDENT'S PAGE

Wanted — A News Committee

AS LIBRARIANS we are apt, even more than some other professional workers, to enroll ourselves in the "shrinking violet" class — we dislike greatly to have what we consider our own private doings or accomplishments made public. But when we become convinced that it is "for the good of the cause," most of us are finally willing, if it must be, to martyrize our modesty for the sake of that about which we care most. In the case of special librarians, our most desired objective is the furthering of our own and others' efficiency and wisdom in the administration of special libraries, and in increasing the effectiveness and prestige of the Special Libraries Association.

First, news about the activities of groups, committees, local associations, and individuals, is needed for our own magazine *SPECIAL LIBRARIES*. No one can foretell how or when any small item may inspire a worthwhile idea in the minds of another librarian, chapter or group.

Second, publicity about the Association and about outstanding accomplishments of individual members should find its way into other professional periodicals and the general newspapers. Organizations who need just the kind of service our members can give should have brought to their attention in the most accessible places just what our Association stands for and the names of the individuals who are most likely to be able to give them the right advice in their library problems.

At this writing, the personnel of our official News Committee has not yet been made up. But in the meantime, and at all times, each of us should consider himself a member of a Committee of the Whole to work with — or without — the members of the official News Committee, to see that the value of our Association and the good work of its members are made known in the places where the publicity will be most effective.

ALTA B. CLAFLIN.

Thanks to Yawman and Erbe Company!

The new Headquarters Office at 345 Hudson Street is taking on the air of a business organization worthy of the Association it represents, thanks to Yawman and Erbe Company which has most generously supplied us with the following equipment: a desk with compartment for typewriter which rises automatically into place when opened, and a table (both with linoleum tops), two chairs, a vertical file unit of 12 drawers which automatically lock and cannot upset, and a desk card file unit of four drawers — all comprising the latest in steel office furniture.

A cordial invitation is hereby extended to our members to visit this attractive corner which has been placed at our disposal by the Standard Statistics Company on the 16th floor of its new building. Their generosity, coupled with that of Yawman and Erbe, has inspired the Executive Board to improve the Association records and, consequently, it is planned to inaugurate an up-to-date filing system, together with modern bookkeeping and card records.

A telephone has been installed at Headquarters (Walker 5-4119) where the Secretary or her assistant may be reached at any time during office hours. The Executive Board hopes that, as the Secretary's Office becomes better and more fully organized, it will be possible to build up here a real center and clearing house of special library information.

The Association takes this means of extending the thanks and appreciation of its Officers and Members to Yawman and Erbe Company.

New Members Since Convention 1931

This month our list is too long to "annotate," but we shall hope to give more personal introductions in various ways during the year in the pages of this magazine. It seems to me however that there is great value in publishing such a list to show the geographic stretch of our membership now that it is beginning to grow. May I make the obvious remark that at last we may hope to call ourselves *National*.

FLORENCE BRADLEY
Membership Chairman

INSTITUTIONAL

Goldman Sachs Trading Corp., 30 Pine Street, New York, N. Y., Mildred A. Lee, Librarian

ACTIVE

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Robert C. Owens, San Francisco Law Library, California
Jesse H. Shera, Scripps Foundation for Research in Population Problems, Miami Univ., Oxford, Ohio
Sarah T. Staley, Business Branch, Carnegie Library, Nashville, Tennessee
Dr. B. Stepanek, 2806 Union St., San Francisco, California
Loretta M. Straubinger, Office Library, Buffalo, Niagara and Eastern Power Corp., Buffalo, N. Y.
E. E. Strobel, 429 Madison St., Jefferson City, Missouri

ASSOCIATE

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Kenric M. Miller, The Cramer-Krasset Co., 425 Van Buren Street, Milwaukee, Wisconsin
Kathryn H. Ogilby, 8588-148 Street, Jamaica, N. Y.
Mayme L. Page, Direct Mail Adv. Assoc., 2227 Boslum Tower, Detroit, Michigan
Mrs. W. W. Rinehart, 2273 Bellfield Road, Cleveland Heights, Ohio
Mildred E. Roitmayer, American Foundation for the Blind, 125 E. 46 Street, New York, N. Y.
Ruth H. Shapiro, Adult Education Dept., Milwaukee Public Library, Milwaukee, Wisconsin
Thelma Swope, Library, Campbell-Ewald Co., Research Dept., General Motors Bldg., Detroit, Michigan
Helen Terry, Municipal Reference Library, City Hall, Milwaukee, Wisconsin
Margaret Zerby, 170 Johnson Street, Salem, New Jersey

New Subscriptions Since Convention

Library, College of St. Catherine, St. Paul, Minnesota (To begin with January 1932)
Kern County Free Library, Bakersfield, California
Anne Protheroe, 5021 Dorchester Avenue, Chicago, Illinois

FOREIGN

Nautschno-Issled Inst. "Kadrow Stali," Prosp. K. Marksa, 100, Dnepropetrovsk, U.S.S.R.
Nueva Ecija Branch Library, Cabanatuan, Nueva Ecija, P. I.
Wsesojusnij Institut, Tschajanogo Chosjajstwa Osurgeti Grusija, U.S.S.R.
Bib-ka Ob'Edinen, N. Issledow, Instituta Tadshikskoj SSR, Stalinabad, U.S.S.R.
Gosud Med. Bib-ka, Puschkinskaja ul, 14 Charjkow, U.S.S.R.

PERSONAL NOTES

Miss Alta B. Hansen, Librarian of the Business and Municipal Branch of the Minneapolis Public Library, was married on August 6th to Mr. Harry Kavel, General Agent of the Aetna Life Insurance Company in Minneapolis, where they will make their home. Miss Hansen has been an active member for some years, and her interest has centered in the Civic-Social Group, where she is well known and much admired for her work.

* * *

Miss Adra M. Fay of the staff of the Minneapolis Public Library has been appointed as Librarian of the Business and Municipal Branch to succeed Miss Hansen. We welcome her into S. L. A.

* * *

Our president, Miss Claffin, is busy as a speech-maker this fall. She is on the program of the Michigan State Library Association at Battle Creek and also at the Pennsylvania state meeting at Pittsburgh.

* * *

Rebecca B. Rankin, Secretary, is fulfilling some speaking engagements for the Association. At the Banquet of the Michigan Library Association at Battle Creek on October 8 she represents S. L. A.

* * *

It is a great regret to state that the Library of the American Trust Company of San Francisco, of which Miss Annette Windele was the librarian, has been closed.

* * *

Mabel Hayward, Illinois '03, cataloger, The Joseph Schaffner Library of Commerce, Northwestern University, Chicago, Illinois, died September 6th, at her home in the same city. Miss Hayward, for many years prior to her last position, was on the staff of The John Crerar Library.

* * *

Miss Ellen Kee, associated with Northeastern University Library, Boston, is to be married on October 12th to Mr. Harold Woodworth. Mr. and Mrs. Woodworth will reside at 55 Eliot Street, Chestnut Hill, Brookline, Massachusetts.

* * *

Miss Isabella M. Cooper, Head of the Book Order Office of the Queensborough Public Library, resigned to become Librarian of McGraw-Hill Publishing Company on August 1st. The Company will soon move to its new building at 330 West 42nd Street.

* * *

Miss Elizabeth S. Iddings, formerly of the Johns Hopkins University Library and more recently in charge of the Criminal Law and Criminology Library of Columbia University, was married on September 23rd to Dr. Walter Wheeler Cook of the Institute of Law of Johns Hopkins University.

* * *

Miss Pauline F. Petrie, who was forced to resign several months ago by ill health from her position as Librarian of the McGraw-Hill Publishing Company, died on September 21st at her home in White Plains.

Our Vice-Presidents

Joseph A. Conforti

JOSEPH A. CONFORTI, who has been the Assistant Librarian of the business and technical library of The Peoples Gas Light and Coke Company of Chicago for the past eleven years, has proved himself one of our most willing and helpful members, always ready to cooperate in any undertaking of the Association.

Whatever success he has attained in his chosen profession, Mr. Conforti attributes to the training and guidance of Mr. Oscar E. Norman, for twenty years Librarian of The Peoples Company and author of "The Romance of the Gas Industry." In addition, Mr. Conforti has attended both Northwestern University and the University of Chicago where he completed courses in business and library methods.

In 1929 the Illinois Chapter of S. L. A. recognized his interest and activity in library association work by electing him its Secretary-Treasurer, and in 1930 he was chosen as its President, renomination to which office he declined in order to accept the Vice-Presidency of the National Association in 1931.

Many S. L. A. members will recall Mr. Conforti in connection with the excellent results he obtained as a member of Miss Marian Manley's Committee on Cooperation in Business Library Service and more recently for his gracious response to Miss Eastman's welcome to Cleveland. He is a member of the American Library Association, the Illinois Library Association, and the Chicago Library Club.

Mrs. Louise P. Dorn

GRADUATED from Cornell University and married during the same week! These two important events marked the beginnings of a colorful existence for Mrs. Louise P. Dorn, Librarian of the Detroit Edison Company, and one of the Vice-Presidents of S. L. A.

Mrs. Dorn has lived on what was at one time the largest coffee and rubber plantation in Mexico, 'way down on the Isthmus of Tehuantepec; in mining camps in Montana and Colorado; in nice civilized cities like Denver and Washington; only to land finally in "Dynamic Detroit" and in the Library of the Detroit Edison Company, where her almost uncanny understanding of the engineer and his needs has made her an invaluable asset to her company.

Mrs. Dorn likes books, music, the theater and all kinds of social contacts (and in this latter fact lies much of the secret of her success), but the two hobbies she mounts and rides are her son and her job, about either of which she can and does grow almost lyric!

In addition to her active participation in the affairs of our own Association, Mrs. Dorn has been one of the national officers of Alpha Phi for the past three years, and whenever her domicile has permitted, she has maintained an eager interest in the American Association of University Woman and in the various Women's Panhellenic Associations.

GROUP ACTIVITIES

« We inaugurate with this issue this department devoted to news of our Groups. Please note your Group Editor and keep her informed of all activities and news concerning local as well as national Group work.—Editor. »

CIVIC-SOCIAL

Editor: Grace A. England

PLANS for the Civic-Social Group for the coming year are taking form, following the general outline agreed upon at the national convention

It was the opinion of those present at the Group meeting in Cleveland that our efforts this year should be concentrated upon strengthening our membership, re-enlisting old members who for one reason or another have dropped out and adding new recruits to the ranks. (The American Legion is in session here in Detroit as this is written, so perhaps the military language is explainable) A membership committee is being formed and its personnel will be announced next month.

* * *

Gratifying progress is reported by Miss Hollingsworth, Chairman of the Group Committee on Municipal Documents. She says the basic list of documents is well under way and that its publication may be looked for in the very near future. That this will fill a long felt need is recognized by all who have struggled with the problem of collecting and maintaining files of city reports

* * *

The Chairman of the Group will appreciate a word from each member outlining projects planned for or under way in each individual library, that may be of personal or professional interest to the Group at large. After all, the only way to cooperate is to coöperate, and information is the prime necessity, if we are to work together intelligently. A statement of your ideas about this page will also be appreciated. What do you wish it to contain — personal news? book notes? activities of allied organizations?

* * *

The library of the Bureau of Government of the University of Michigan is now under the guiding hand of Miss Ione M. Ely, formerly of the Civics Division, Detroit Public Library.

A study of county, township and school district government in Michigan was authorized by the last legislature. This is expected to reveal certain of the overlapping functions that are said to be among the factors in the increasing cost of government.

* * *

The American Civic Association holds its fifth Annual Travelling meeting in Detroit October 5th-8th.

* * *

A textual and statistical survey of the foreign-born peoples resident in the metropolitan district of Detroit has been undertaken by the Civics Division of the Detroit Public Library in coöperation with the Merrill-Palmer school. The studies include a brief historical outline, and a detailed account of the local history and activities of each of the major foreign-language groups. The work is being done by Miss Lois Rankin, the material is collected from first hand sources wherever possible and is checked by representative members of the group which is being studied. Five studies have been completed, others are in progress.

Now you tell yours!

COMMERCIAL-TECHNICAL

SOME 50 members of the Commercial-Technical Group met for luncheon at the Hotel Cleveland June 10th. The luncheon was not for discussion, but for informal meeting of fellow members. The public librarians doing business work present at this luncheon were introduced individually, as was Miss Rachel Bretherton, Editor of Market Research Agencies, who also attended the luncheon. The two publications of the Group just brought out prior to the convention, the "Bibliography on Electrical Engineering, 1918-1929," and "Statistics on Commodities," were displayed and applauded as outstanding results of Group work that year.

At 4.00 p.m. on June 10th there was a general committee meeting to consider subject headings

for general business literature. This had been called because of the special interest in this subject on the part of certain members of the group. Due to the scheduled meeting for Friday of the technical librarians to consider the same problem from the technical angle, comparatively few were expected to attend this group meeting. However, the number who appeared at the 4 o'clock session necessitated removal to a larger room. Under the able leadership of Miss Alexander, subjects of much interest were brought up and the sense of the meeting was that the incoming officers of the Group be asked to appoint a group committee to deal with subject headings for general business literature.

A breakfast meeting of the Committee on the Bibliography of Useful Tools, of which Miss Grace England is Chairman, was held on Thursday with Miss England, Miss Reinberg and Miss Ely present as members of the committee, Miss Morley as Chairman of the Publications Committee, and Miss Manley as Chairman of the Commercial-Technical Group. The points under discussion were the question of inclusiveness of the list, the method of arrangement — whether broadly classified or alphabetically with full index, and the limit and general make-up of the list.

The Penton Publishing Company had cordially invited the members of the Commercial-Technical Group to inspect their plant, and after the session of the Group Thursday morning, some 20 of the members walked the two or three blocks to the plant and under the hospitable auspices of Mr. Stark, the President of the company, and Mr. Doxsey, editor of several of their publications, the members of the Group had an interesting and instructive experience.

Mrs. Louise P. Dorn, Chairman of the Public Utilities Committee of the Commercial-Technical Group, called two breakfast meetings of the committee during the convention. The first was held on Tuesday morning, June 10th and was attended by eight members. The second held the following morning brought out an attendance of approximately twenty members.

At both these meetings the main topic under discussion was how the committee members could best cooperate with the publishers of technical periodicals and proceedings to induce these publishers to print more comprehensive indexes to their publications. It was unanimously agreed that if each member were to write to publishers of those magazines to which she subscribed whenever inadequate or no indexing appeared, the steady influx of letters would in time bring about an improvement of the present unsatisfactory condition.

FINANCIAL

Editor: Ruth G. Nichols

ALL members of the Financial Group who attended the two sessions at the Cleveland Conference agreed that they were decidedly worth while, reflected real accomplishments during the year and pointed the way to further accomplishments in the future. Most of the credit for all this was due to the energy and initiative of the Chairman, Miss Virginia Savage. The incoming Chairman, therefore, approaches her task with feelings of mingled humility and gratitude toward Miss Savage.

Definite results which stand out are the preparation and publication of The Calendar of Business Statistics; the outline of a Permanent Book Committee to evaluate new publications and possibly to take over the revision of the Bank Libraries pamphlet, the beginnings of a Uniform Subject Heading List for financial libraries, and the adoption of a policy for future activities and discussions of the Group.

* * *

The Calendar of Business Statistics was prepared by the same committee which put out the booklet on "Sources of Investment Information," and in a way supplements that booklet. It has been published by the Investment Bankers Association as a supplement to their official magazine, "Investment Banking," and copyrighted by them. It is now distributed through their organization for ten cents a copy. It was distributed at the Conference without charge and each member of the Financial Group received a copy free. The Calendar has been much in demand by librarians and business men and has brought out many expressions of commendation.

* * *

The projects for a Permanent Book Committee and a Uniform Subject Heading List will be carried forward during the year. The vacation period and the general heat conditions have slowed down such activities, but further discussion of these matters will appear in the next issue.

To those members of the Financial Group who took with them copies of the Subject Heading List, the Chairman makes the reminder that comments and suggestions were to be sent to her in September and thereafter!

* * *

Much interest was shown at the Conference in the reports of the exhibit activities of the Group last year. It was deemed wise to adopt the suggestion of the Chairman and omit an exhibit for

the Investment Bankers Association this year, but it was voted to have an exhibit at the American Bankers Association convention at Atlantic City, October 5-8. With her usual willingness to be of service, Miss Marguerite Burnett has accepted the Chairmanship of this Exhibit Committee and has chosen the following to assist her: Lyda Broomhall, Eleanor Cavanaugh, Mary Hayes, Dorothy Watson, Ethel Baxter and Florence Wagner. The exhibit displayed a fully-equipped library with books, magazines, and reference files. In addition, the Committee prepared several timely reading lists on subjects of interest to bankers, such as "Secondary Reserves and Investment Policies of Banks," "Russia," "Gold," and "Economic Plans." A full report will appear in the next issue.

* * *

At the special request of the new Administration, a brief account of our entire proceedings at Cleveland was prepared for publication with those of other groups in the September number. Further reference to features of the Program will appear on this page from time to time.

* * *

While covering many topics in two full sessions at Cleveland, the Group did not neglect sociability. First on the program was an informal luncheon which gave us a chance to refresh our memories on names. The Group has been meeting for so many years that we get quite a "kick" out of renewing acquaintances. We recognize most of the faces, and some of the smartest of us know all the names.

On Thursday, after the morning meeting, the Federal Reserve Bank librarians were invited to lunch at the Federal Reserve Bank by Miss Claflin and Mr. Anderson, Assistant Federal Reserve Agent and the officer in charge of the statistical work of the Bank. Mr. David C. Elliott, formerly a member of the Bank staff, and Mr. O. S. Powell, Statistician of the Federal Reserve Bank of Minneapolis, were also guests at the luncheon. In the afternoon, all the members of the Group were invited to tea by Miss Claflin in the "members' lounge" which adjoins the library. Two officials of the Bank were present to greet the guests and to show that the Bank is proud of its library and anxious to welcome its friends.

Miss Boyer, Librarian of the Union Trust Company, kept open house that afternoon, and members of the Group were interested in her books and statistical files and in the deposit of books from the Cleveland Public Library which is kept in an alcove near the employees' restaurant.

The many friends of Miss Elsie Rackstraw, Librarian of the Federal Reserve Board, learned with great regret at the Cleveland Conference that she had just met with an automobile accident. While not seriously injured, the accident prevented her attendance at the Conference and kept her away from her desk for several weeks. The chairman of the Financial Group was authorized to send an expression of sympathy to Miss Rackstraw which took the form of a flower vase. Miss Rackstraw has acknowledged this gift most gracefully and gratefully and has assured us that she is now quite recovered and able to carry her full duties.

* * *

Apparently, all bitten by the same bug at the same time, but in any event, inspired by the spirit of change, five New York financial librarians have sought new quarters within the past six months — first, the Standard Statistics Library moved to its new building at 345 Hudson Street; next, the American Bankers Association moved to new quarters at 22 East 40th Street; the Irving Trust Company and the National City Company are each now installed in their new buildings at 1 Wall Street and 22 Exchange Place, respectively, finally, *The Wall Street Journal* has taken temporary quarters at 130 Cedar Street while their old building is being demolished and replaced by a new structure.

INSURANCE

Editor: Abbie G. Glover

TWO excellent group meetings were held at the annual meeting in Cleveland. There was present a very fair representation of the members and closer cooperation of the various libraries was developed. Miss Mabel B. Swerig was Chairman and presided at both sessions. The first meeting held on Wednesday was given over to a survey of insurance educational work in Cleveland by various representatives of the insurance forces in that city. The remainder of the time was spent on discussing the outstanding interest of the Insurance Group — the pamphlet that is being prepared on the "Insurance Library." D. N. Handy, Librarian of the Insurance Library Association of Boston, is responsible for the main text of the booklet, discussing the special problems that confront the person organizing such a library, with particular emphasis on classification schemes, sources of insurance information, equipment, and a selection of fundamental books. A revised list of insurance libraries will be included. It is the ambition of the Group that this pamphlet be issued very shortly.

Miss Laura A. Woodward, librarian, Maryland Casualty Co., Baltimore, was elected chairman of the Insurance Group at the annual meeting in Cleveland. There are 41 members of the Group at this time.

* * *

The library of the Insurance Society of New York, of which Miss Mabel B. Swerig is Librarian, has issued its annual report to April 30, 1931. 7,172 readers used the library and 1,006 questions involved intensive research. 7,102 books were borrowed for outside use. The library now comprises 26,671 volumes. The report goes on to state "while we do not have everything that is published on the subject of Insurance, we are so well supplied that we come fairly near to being able to answer any question raised."

* * *

The library of the Fire Underwriters of the Pacific is being recataloged under the direction of Miss Natalie Macrum, Assistant Librarian. The library deals principally with fire insurance, but has a number of books on other classes of insurance, except life.

MUSEUM

Editor: Minnie White Taylor

GREETINGS to the Museum Group! When Miss Savord graciously announced that she was placing a whole page each month at the disposal of each Group, her generosity was almost overwhelming. But as I began to realize that each member would be sending in contributions, then I wondered if one page would be enough.

Miss Savord suggests "notes on Group activities, progress being made, future plans, and personal notes on members of the Group." Miss Clafin adds that short papers will also be acceptable. While we are interested in all Group activities, still, when time is limited — as it so often is — it will be extremely convenient to turn to our own page first.

For convenience, there will be several official news gatherers in the respective sections of the country, but each member will be considered an unofficial "gatherer." If you are in doubt as to the interest of any item, send it along anyway and let us decide. Everything will be considered as potential grist for the mill and will be gratefully received by your Chairman. She will gladly take the responsibility of editing and forwarding the material to Miss Savord, the Editor — the more the better. See to it that Cleveland does not monopolize the page.

At the recent meeting in Cleveland, nineteen

members registered at headquarters. Those attending meetings of the Group for the first time were: Mr. F. P. Allen, Librarian of the University Museum at the University of Michigan; Mr. Thomas Cowles, Assistant Librarian of the California Academy of Sciences at San Francisco; Miss Mary B. Day, Librarian of the Museum of Science and Industry at Chicago (Miss Day and Mr. Cowles were the only members able to attend the S. L. A. meetings in San Francisco last year; the Group as a whole met with the American Association of Museums in Buffalo); Miss Gladys R. Haskin, Librarian of the Cleveland School of Art; Miss Margery Kloss, Cleveland Museum of Art; Miss Marion Rawls, Assistant in Charge of Burnham Library at the Art Institute of Chicago; Miss Ella Tallman, Cleveland Museum of Art; Miss Harriet H. Thwing, Cleveland Museum of Art; Mrs. Bertha Whidden, Cleveland School of Art; and Miss Harriet Woodard, Cleveland Museum of Natural History.

* * *

During the annual conference of the American Library Association at New Haven in June, there was a session devoted to "Relations between Public Libraries and Art Museums." Miss Helen J. Baker, Assistant Librarian of the Metropolitan Museum of Art spoke on "The Independent Museum and Museum Library"; Miss Agnes Savage, Librarian of the Detroit Institute of Arts discussed the "Coöperation of a Public Library with an Existing Museum."

* * *

Miss E. Louise Lucas, Librarian of the Fogg Art Museum at Harvard, has agreed to be "News gatherer" for the Boston area. She writes: "There is a dearth of news just now because people still seem to be away, but I shall try to keep in touch with the various museum libraries around Boston and gather what scraps I can."

Miss Lucas spent a week-end with Miss Etheldred Abbot, Librarian of the Art Institute of Chicago, during Miss Abbot's vacation in Connecticut.

* * *

That ambitious person, Mr. Thomas B. Cowles, Assistant Librarian at the California Academy of Sciences in San Francisco, is doing graduate work at the University of California.

* * *

One new associate member has been reported, Miss Margaret Zerby, 170 Johnson Street, Salem, New Jersey.

* * *

Miss Nell G. Sill, Librarian of the Cleveland Museum of Art, is about to issue a leaflet on the

activities of her Library. It includes information about the material available — books, photographs, and slides — and how they may be borrowed

* * *

The Metropolitan Museum of Art has recently received the gift of \$35,000 from the late Jane E. Andrews for the use of the Library. The classical library of the late director, Edward Robinson, is another important gift.

* * *

Miss Minnie White Taylor, Librarian of the Cleveland Museum of Natural History, spoke over WJAY, Cleveland, September 18; her subject was "Glaciers."

NEWSPAPER

Editor: Joseph F. Kwapil

MR. FORD M. PETTIT, Chairman of the Group for the year 1930-1931, and Director of Reference Work of the *Detroit News* brings out in the following review of events of the year the value and importance of the reference department and library in a well-managed newspaper and shows how this fact is being recognized more and more by wide-awake publishers and managing editors. Mr. Pettit says.

Another year has rolled around and with it have come new problems for the Newspaper Librarian. Changes in human activities have necessitated revision of old classifications and creation of new to meet conditions. Along with them has come a new word into the classification, one that is not welcome.

In previous periods of economic readjustment, newspapers refrained from printed recognition of the fact that all was not well with the world. It was thought bad for business to say that people were not working and factories were idle. And so we had no clippings on Unemployment.

Then one day there would be a headline informing us that So-and-So's factory had summoned 50,000 men back to work. And we would assume that there must have been some unemployment. But that particular clipping wasn't Unemployment. It was Employment. And so, if we wanted information about Unemployment, we had to look for information under Employment.

Unemployment might well be expected to have an effect on newspaper libraries, aside from its effect on Classification. Newspapers have not escaped the reduction in income that has hit its advertisers. It was but natural that some of the measures necessary to keep the bookkeeping department from using too much red ink should be applied to the library. Its work was carefully

scrutinized and it is a tribute, I think, to the efficiency of the modern newspaper librarian, that the newspaper library has had to suffer probably the least of any newspaper department.

Publishers recognize the importance of the library and the fact that it has a definite job to do, which does not vary much between the 16-page paper and the 64-page paper. There is the same work to do whether employment is at its peak as when a large proportion of the nation is on vacation, enforced or otherwise.

Most newspaper libraries are crowded for filing space and a retrenchment in library assistants means additional expense very shortly for new room, more filing cabinets and shelves. For clippings keep coming in every day, no matter what else happens. Elimination of out of date material is not abolished, it is only postponed. True economy in the library points to a continuance of all library activities, insofar as they are efficiently managed.

The Newspaper Group has weathered this unusual period with flying colors. One member has withdrawn from the association and at least five have joined. To maintain its membership during this period would be an achievement; to increase its membership indicates that the organization is filling the purpose for which it was founded.

The outstanding achievement of the Group is due to the vision and energy of Mr. Joseph F. Kwapil, the efficient librarian of the Philadelphia Public Ledger. Through arrangements which he made with Editor & Publisher, a series of eight articles by librarians of representative newspapers, explaining the functions of the respective libraries was published.

The purpose of the articles was to lay before the American newspaper publisher in striking manner the advantages of maintaining a modern newspaper reference library. That the undertaking was successful is indicated by the inquiries and comments received by the authors.

It also is evident that the subject is one on which newspaper publishers and their employees wish to be better informed and I believe it would be well worth while to follow this series up with other articles outlining perhaps more definitely some particular phase of library work.

Through this series we were able to reach publishers and newspaper workers, thus doing some missionary work which should reflect itself in a still further growth of the Newspaper Group, Special Libraries Association.

The new importance in which publishers consider their libraries is well indicated in an inquiry which came to the association this year. The secretary to Mr. Eamon de Valera, the famous

Irish patriot, wrote for information as to how to start a newspaper library, Mr. De Valera having then plans for founding a newspaper in Dublin. It is significant that his thought should be given to a library even before there was a newspaper plant.

In preparing for this year's convention, it was thought wise to make the program a practical one, in which the discussion of library problems by those who have had long experience with those problems should have the major part. To do this, the program committee mailed a letter to each member asking him to state the problems he

would like to have discussed. The response to these letters was gratifying and the program you have before you is the result.

I hope that, by giving from our own experiences, and learning from the experiences of others as they are told in this convention, we may all go back home better fitted to give the service our newspapers expect of us. There always has been splendid cooperation among newspaper librarians and I believe that this spirit of mutual helpfulness is going to continue to make this organization a vital force in the professional life of the newspaper librarian.

Digest of Business Book Reviews

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

Baridon, F. E. and Loomis, E. Personnel Problems. McGraw-Hill, 1931. \$5.00.

"In general the treatment is specific, being surprisingly free from useless generalities, it reflects the best current practice, and it is characterized throughout by the modern objective approach." H. P. Dutton. *Factory & Industrial Management*, July 1931, p. 74. 180 words.

"While it is written from the standpoint of the large business the book contains much material valuable to both the large and small business." R. W. Muir. *Management Review*, September 1931, p. 288. 340 words.

"Selecting employees, payment, training, progress, avoiding turnover, absence, health and employee relations are the practical subjects covered." *System*, May 1931, p. 387. 60 words.

Bossard, J. H. S. and Dewhurst, J. F. University Education for Business. University of Pennsylvania Press, 1931. \$5.00.

"It should be of substantial value in clarifying and crystallizing educational thought on the problems of business education; and it will help to throw into proper perspective the relative importance of the different phases of the problem." Ordway Tead. *Bulletin of the Taylor Society*, August 1931, p. 175. 500 words.

"It is as complete as possible and the research has been thorough." R. L. Smitley. *Business Briefs*, April 1931, p. 556. 65 words.

"The authors have organized their presentation so that the facts are woven into an inter-

pretative discussion full of interest and doubly valuable as information." Lee Galloway. *Journal of Business Education*, May 1931, p. 41. 860 words.

"Here is a significant contribution to the problem of the development of men for useful and successful careers in business and industry." R. I. Rees. *Management Review*, September 1931, p. 283. 950 words.

"This is a volume that should be read in conjunction with the treatment of business education that appears in Volume II of the 'Survey of Land Grant Colleges and Universities,' Office of Education Bulletin, Number 9, issued by the United States Department of the Interior." G. R. Collins. *Personnel Journal*, August 1931, p. 142. 1000 words.

Dennison, H. S. Organization Engineering. McGraw-Hill, 1931. \$2.00.

"'Organization Engineering,' is a mature and thoughtful analysis of some of the chief problems of organization." H. P. Dutton. *Factory & Industrial Management*, March 1931, p. 426. 180 words.

"'Organization Engineering,' deserves a place in the hands of every executive whose mind is open on personnel and organization matters." Richard Whitcomb. *Management Review*, June 1931, p. 186. 840 words.

"Mr. Dennison's psychological approach with engineering technique is the opening up of a new area in organization discussion." J. J. Furia. *Personnel Journal*, August 1931, p. 142. 600 words.

"Principles of successful organization management which include the study of human behaviour and its combined efforts for best results are understandingly told." *System*, June 1931, p. 473. 25 words.

Dunnigan, William. Practical Stock Market Forecasting. Financial Publishing Company, 1931. \$2.65.

"There is a scientific value in bringing together eight of the most important stock market barometers in one book." E. C. Bratt. *American Economic Review*, September 1931, p. 566. 400 words.

"What every investor or speculator in the stock market has always desired — a definite rule for buying and selling stocks that can be followed automatically — is given in this book." *Bankers Magazine*, April 1931, p. 569. 245 words.

"This book studies and evaluates in actual use eight stock market forecasting barometers evolved by leading authorities and then proceeds to construct a composite barometer, the past record of which presages usefulness in future forecasting." *Bankers Monthly*, May 1931, p. 305. 40 words.

"This is the appraisal and efficiency of eight barometers covering major swings in the stock market (1900-1930)." R. L. Smitley. *Business Briefs*, May 1931, p. 635. 75 words.

"It was this knowledge of a regularity and the difficulty of prophesying that led the author to attempt to construct an 'automatic' guide." H. H. Maynard. *Journal of Business Education*, June 1931, p. 43. 210 words.

"'Practical Stock Market Forecasting' is an attempt to form a composite barometer to show when to buy and when to sell stocks." *Nation's Business*, September 1931, p. 108. 140 words.

Glasgow, George. English Investment Trust Companies. Wiley, 1931. \$15.00.

"Mr. Glasgow's volume contains several chapters describing the background of investment trusts in England and their current position." *American Bankers Association Journal*, April 1931, p. 868. 135 words.

"The bias in Glasgow's work is that of an admirer of English trusts." L. O. Edie. *American Economic Review*, September 1931, p. 522. 890 words.

"Mr. Glasgow has filled a long-existing gap in financial writing by making a comprehensive and analytical survey of the 76 English invest-

ment companies." *Banker* (London), July 1930, p. 81. 325 words.

Goode, K. M. More Profits From Advertising. Harper, 1931. \$3.50.

"The book sets forth very clearly the underlying principles of good copy, *i. e.*, selling copy." *Gordon Seagrove Advertising & Selling*, June 24, 1931, p. 40. 1140 words.

"The entire volume is a challenge to advertising men to justify advertising to the scoffers and to put it to work for the good of the country today." *Dartnell Reference Index*. 120 words.

"Arrestingly written this book will attract the attention of the business man and the advertising man." *Leona Kohn. Industrial Arts Index*, June 1931, p. IV. 60 words.

"It will appeal mainly to those who create advertising, or to students." *J. D. Lent. Management Review*, September 1931, p. 288. 120 words.

Laughlin, J. L. A New Exposition of Money, Credit and Prices. University of Chicago Press, 1931. \$10.00.

"This study affords a hard-headed, common sense treatment of money and credit that is refreshing in an age of over-subtle and sterile hair splitting. . . and his practical conclusions accordingly possess greater significance than those of the bulk of monetary reformers." F. A. Bradford. *American Economic Review*, September 1931, p. 539. 2000 words.

"Professor Laughlin has given the student of money a monumental work. . . The banker, business man and the economist who has these volumes in his library will have at his command a veritable treasure-house on matters of great practical concern." *Bankers Magazine*, May 1931, p. 706. 725 words.

"It is a highly scholarly and important treatise and less revolutionary than the recent 'Treatise on Money' by Keynes." R. L. Smitley. *Business Briefs*, May 1931, p. 636. 80 words.

Lorenz, O. C. and Mott-Smith, H. M. Financial Problems of Instalment Selling. McGraw-Hill, 1931. \$4.00.

"There are four types of people to whom it should appeal in the most direct way — the instalment sales executive, the instalment finance executive, the accountant, and the student of business." *American Accountant*, June 1931, p. 186. 590 words.

"Practical methods for the determination of capital and discount requirements, earned income, yield, and so on in instalment sales and finance practice." *Bankers Monthly*, September 1931, p. 564. 25 words.

"A highly technical book dealing with higher mathematics and formulae." R. L. Smitley. *Business Briefs*, July 1931, p. 796. 60 words.

Martin, P. W. *Problem of Maintaining Purchasing Power.* King, 1931. 15s.

"Statistical inquiries of the most far-reaching and detailed kind are necessary to support his conclusions. He unquestionably has oversimplified." F. L. Ryan. *American Economic Review*, September 1931, p. 521. 575 words.

"The author has written a book which must be read by every student, economist, and business man who wishes to acquaint himself with the more important studies of the "causes" and "cures" of business booms and depressions." Royal Meeker. *Bulletin of the Taylor Society*, June 1931, p. 135. 740 words.

"A study of industrial depression and recovery, including the present position of the United States." R. L. Smitley. *Business Briefs*, June 1931, p. 715. 60 words.

Thorpe, Merle. *How's Business?* Harper, 1931. \$2.50.

"The book is a compilation of his addresses and articles and covers about fifty different business problems pertinent today." R. L. Smitley. *Business Briefs*, September 1931, p. 956. 100 words.

"Thorpe knows business from A to Z, and his comments on its various principles and problems are well worth the thoughtful study of the general reader as well as those who are actively engaged in business." F. A. Fall. *Credit & Financial Management*, August 1931, p. 40. 500 words.

"Business is revealed in these short editorials as a lively, romantic, adventurous activity in which the players are intent on expressing themselves in useful work and noble achievement." William Feather. *Nation's Business*, September 1931, p. 80. 280 words.

Wingate, J. W. *Manual of Retail Terms.* Prentice-Hall, 1931. \$5.00.

"Compiled with the cooperation of 24 executives, this encyclopedia establishes a new language." R. L. Smitley. *Business Briefs*, April 1931, p. 555. 50 words.

"In arranging his material, Mr. Wingate

uses chapter headings, under which the terms and definitions are grouped." F. A. Fall. *Credit and Financial Management*, May 1931, p. 40. 560 words.

"This manual defines and classifies more than eighteen hundred terms used in retailing." *Journal of Retailing*, April 1931, p. 26. 160 words.

Wissler, Willis. *Business Administration.* McGraw-Hill, 1931. \$5.00.

"The author succeeds in presenting an extensive view of business with due regard for its background, its present characteristics, and its significance in the social and economic life of a country." R. V. Leffler. *American Economic Review*, September 1931, p. 529. 375 words.

"Money, markets, men, machines, materials and method (the six M's, to match the three C's of credit) are closely examined and revealingly discussed in this well arranged and comprehensive treatise on what business is and how it works." F. A. Fall. *Credit and Financial Management*, March 1931, p. 42. 410 words.

"Throughout the book, summaries and trenchant quotations suitable for debate supplement the text. Illustrations and quotations from contemporary management literature are used liberally and effectively." H. P. Dutton. *Factory and Industrial Management*, July 1931, p. 74. 125 words.

"This by no means exhausts the opportunity for criticism but it is sufficient to indict the book as excessively inaccurate. . . . No doubt some of the chapters are entirely within the author's own pasture in which case they may be excellent, but unless the reader is good at discrimination he might better consult the original writers or an encyclopedia built by specialists." C. W. Lytle. *Management Review*, July 1931, p. 220. 1050 words.

Zimmerman, M. M. *Challenge of Chain Store Distribution.* Harper, 1931. \$5.00.

"Has the chain introduced such efficiency that the waste the independents are accused of is being eliminated? A veteran student of the chain throws light on this and similar vital questions." *Advertising and Selling*, July 8, 1931, p. 50. 60 words.

"His new work summarizes the past and present and forecasts the future of the chain method of merchandising." F. A. Fall. *Credit and Financial Management*, June 1931, p. 40. 525 words.

"This material appeared in *Printer's Ink*

in a series of twenty-five articles, starting September 25, 1930." Leona Kohn. *Industrial Arts Index*, June 1931, p. IV. 40 words.

"The results of an investigation of the problems confronting the manufacturer, jobber and

independent merchant in chain store merchandising, and a summary of the chains' past, present and future have been gathered in this book " *Management Review*, July 1931, p. 221. 50 words.

EVENTS and PUBLICATIONS

K. Dorothy Ferguson, Department Editor*

At a recent meeting of the Permanent Committee of the International Association of Road Congresses it was decided to establish an international library to compile bibliographical information on technical literature. This library will be maintained at the headquarters of the Association in Paris. The United States was represented at the meeting by H. S. Fairbanks, Chief of the Information Division of the Bureau of Public Roads, and by William Finger, Automotive Trade Commissioner of the Department of Commerce.

* * *

The International Chamber of Commerce has published the proceedings of the Washington congress held in May of this year. The discussions have been summarized as concisely as possible, but some of the more important addresses have been given in full. The Chamber publishes in this same connection another special brochure (Brochure no. 77) which contains the official text of thirty-three resolutions voted at the Washington meeting

* * *

"Administration of Municipally Owned Utilities" by Delos F. Wilcox covers the administration of municipal utilities and discusses the relative advantages and disadvantages of public and private ownership and various methods of establishing municipal ownership. A valuable feature of the monograph is a condensed statement of the pros and cons of these debated questions.

* * *

The *United States Daily* of September 4 contains a notice from the Department of Commerce giving the last call to all organizations engaged in domestic marketing research in the United States who wish to be listed in the forthcoming issue of "Market research agencies." This is

* Prepared by Thomas Cowles in absence of Miss Ferguson

published periodically by the Department of Commerce as a national handbook and guide to research activities in the domestic commerce field.

* * *

The California legislature has issued a "Summary Report on the State Water Plan," a volume of 200 pages and numerous maps and plates, giving the result of the special investigations made for the last two years, but summarizing the situation since 1921 when active agitation for a planned economy with regard to water was started.

* * *

The new Simson African Mammal Hall of the California Academy of Sciences is nearing completion in Golden Gate Park in San Francisco. It matches the present building housing North American birds and mammals and will contain quarters for the administrative offices as well as for the departments of entomology and fishes. The library will remain where it is until funds are available for a central unit connecting the two wings.

* * *

The Rockefeller Institute for Medical Research, New York, has just issued a pamphlet of 36 pages on its history, organization, the present scope of the scientific work, its buildings and equipment, and includes a description of the library and the publications issued.

* * *

An interesting correspondence has appeared in *Nature* (June 13 and August 15) relative to the applicability of the Brussels Classification to the universal bibliography of science, between Dr. Henry E. Bliss, Associate Librarian of the College of the City of New York, and author of "The Organization of Knowledge and the System of the Sciences" (1929), and Dr. S. C. Bradford, Librarian of the Science Library attached to

the Science Museum, London. Doctor Bradford had published in an earlier number of *Nature* a paper advocating the adoption of the Brussels scheme for bringing the bibliography of science up to date, to a project he has urged much before the Association of Special Libraries and Information Bureaux (ASLIB) and the British Society for International Bibliography.

* * *

According to a note in *Nature* for August 1 the Carnegie United Kingdom Trust granted last year to special libraries in England more than £10,000. The libraries, "in return, have made their collections available to the general public on application from the National Central Library. The Association of Special Libraries and Information Bureaux, which has enjoyed the financial support of the Trust during the six years of its existence, has recently decided against a projected amalgamation with the [British] Library Association—a decision involving, the trustees observe, competition and possible overlapping with the university and research section of the Library Association"

* * *

The Bureau of Agricultural Engineering of the U. S. Department of Agriculture has inaugurated a monthly bulletin of current literature in this field. It may be obtained regularly by any special librarian who makes a request to Miss Dorothy Wilks, Librarian of that Bureau at Washington.

* * *

"The Older Worker in Industry" is the subject of a short reading list compiled by the Library of the Metropolitan Life Insurance Co., 1 Madison Avenue, New York, N. Y. It is a carefully selected list dealing with the practical aspect of the problem. Copies may be obtained upon request to the Library.

* * *

An illustrated pamphlet in English and Chinese (31 pages of English) was issued in January of this year by the Science Society of China describing its history, organization and activities, in commemoration of the formal opening of its library in Shanghai and its new biological laboratory in Nanking. The pamphlet also lists the publications of the Society.

* * *

The Smithsonian Institution issued on July 11 a reprint of the types of Lamarck's genera of shells as selected by J. G. Children in 1823, as vol. 82, no. 17, of its Miscellaneous collections. This has been edited by A. S. Kennard, A. E.

Salisbury and B. B. Woodward from the original which appeared in the *Quarterly Journal of Science*, October 1822–January 1824.

* * *

"The Electric Light and Power Industry Basic Statistical Data," compiled by the National Electric Light Association, contains data reported to the association for the years 1926 to 1930 checked and revised to conform to U. S. Census reports, with some detailed fuller information than appeared in previous annual bulletins. This also contains monthly operating data for 1928 to 1930 in some instances revised to conform to annual totals

* * *

A bibliography of Foraminifera literature is in progress of compilation by John T. Nicholson, IV, a member of the department of paleontology of the California Academy of Sciences and a student at the University of California. About 10,000 cards have been assembled to date. Mr. Nicholson aims to make it comprehensive and will have it available for reference pending eventual publication.

* * *

"Building and Loan Liquidity, with Special Reference to the Situation in New Jersey," by Rutgers University Bureau of Economic and Business Research, is a 135-page study which attempts to define "liquidity," explaining the different ideas of the subject. The effect of the business depression on that liquidity is shown. Coöperative credit facilities in other states are described, also the land bank of New York State, the proposed organization in Virginia, liquidity in Louisiana, the Reserve Building and Loan Association of Florida, the federation of California, and the Ohio building reserve. An explanation is given of the proposal for a reserve bank building and loan association in New Jersey.

* * *

"Foreign directories," by the U. S. Foreign & Domestic Commerce Bureau, lists all foreign trade directories by name, publisher, contents and price. It is available from the Department at Washington.

* * *

Business Literature, a monthly note issued by the Business Branch of Public Library of Newark has in the past been distributed free of charge; beginning with September 1931 issue, Volume 14, no. 1 a subscription price of one dollar for a year's issues has been placed thereon.

The Pennsylvania Library Association is holding its Thirty-first Annual Meeting in Pittsburgh, October 20-23 Meeting in conjunction with them is the Pittsburgh Special Libraries Association with a program for Wednesday evening, and three meetings on Thursday The list of speakers offers an interesting program.

On Wednesday evening, too, the Hospital Libraries have a place on the program under the expert chairmanship of Adeline M. Macrum.

* * *

The Michigan Library Association has invited the special librarians of the State to join with them in their annual meeting this year at Battle Creek, October 7-9 Miss Grace England, Civics Division, Detroit Public Library, is in charge of the program for the Friday afternoon session, at which the principal speaker is to be Miss Alta B. Claffin.

* * *

It may interest our members to know that Special Libraries Association is making a small but effective exhibit at both of these state meetings, through the joint efforts of active local members and the Secretary's office.

* * *

Following the Michigan meeting, the first Executive Board meeting of the year will be held in Hotel Statler, Detroit, on October 10 The Detroit Chapter has been active in securing this courtesy from the hotel and they are now busy planning a dinner meeting for Saturday evening at which members of the Executive Board are to be guests

* * *

At the New York Library Association annual fall meeting held at Lake Placid September

21-26, one session was devoted to a discussion of special library problems. The program was in charge of Mr. William A. Jacob, Librarian of the General Electric Company, Schenectady and he was ably assisted by Miss Mary Louise Alexander, Research Director of Batten, Barton, Durstine and Osborn, and Miss Florence Bradley, Librarian of the Metropolitan Life Insurance Co.

* * *

Publishers Weekly for August 8th carries an interesting article by Ruth Brown Park on "Selling Books to Wall Street." This gives an entertaining itinerary among the bookshops of lower Manhattan, including the Dixie Business Bookshop.

* * *

Laura Jane Gage, Librarian of the Central Republic Bank and Trust Company of Chicago, contributes to the August issue of *Trust Companies* an article on "The Modern Bank and Trust Company Library" Interesting examples of the types of information requested are given and a photograph of the Library illustrates the article.

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