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Special Libraries

"Putting Knowledge to Work"



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Indexed in Industrial Arts Index and Public Affairs Information Service

OCTOBER 1938

VOLUME 29

NUMBER 4

SPECIAL LIBRARIES

MARIAN C. MANLEY, *Editor*

Vol. 29, No. 8

October, 1938

American Practice in Information Service*

By Rose L. Vormelker, Business Research Librarian

Cleveland Public Library

WHEN a business man in America faces a problem on which he needs information, he has a host of sources at his command. He may seek it in his public library, his own research department or library, his trade association, his Government — federal, state, or city — his trade papers, his chamber of commerce, a collegiate school of business or bureau of business research, one or more of the quasi-government agencies as the Board of Governors of the Federal Reserve System or the Securities and Exchange Commission. These by no means exhaust his resources. He still may expect to find his answer in reports issued by his bank, his newspaper, his advertising agency, his counsel, his broker, one of the endowed foundations for research as the Brookings Institution or the National Bureau for Economic Research, a private corporation that may have made studies of similar problems, or in some of the trade literature in the form of catalogs, instruction books, and house organs issued by manufacturers. If these have not solved his problem he may still consult commercial information service as Prentice-Hall, Inc., Moody's Investors Service, Anderson's Business Comparisons, Standard Statistics Co., Dartnell Corporation Service, the magazine indices, abstract services, an individual expert, his university professor, a fellow club member, or a fraternity brother.

*Prepared for the Association of Special Libraries and Information Bureaux of Great Britain, September 1938.

Although there is a great deal of duplication in these sources, each one makes its contribution to American practice in information services. Many are available for the asking, others may be purchased for a modest amount, while still others require sizable fees. Unfortunately the larger fee does not always guarantee a more important contribution to the information needed than do lesser ones.

"The story has been told of a New York business man who called in a well-known counselor to advise with him in connection with a certain perplexing problem in his business.

"Three days later this business man received from the 'expert' a lengthy report outlining how another company (name not mentioned) had worked out a similar problem. Accompanying the report was a bill for a sum in four figures.

"The recommendation was just what was needed, and a check was mailed promptly and cheerfully.

"It was fortunate for this executive's peace of mind that in clearing off his desk at the end of that week, he threw away, without examining it, a certain technical journal of his industry which had lain there for two weeks and which he had been 'too busy' to read; for in that journal was the complete story upon which the expert's report was based. The only difference was that it was written more briefly and simply, and the company name was given so that he would

have been in a position to get further details if he had wanted to follow it down."¹

Library Information Service. — If the business man has his own business librarian it is to be expected that he or she will be able to produce the fact or facts needed from as many of the sources previously indicated as have pertinent data. This may be done by supplying a bibliography; making abstracts; writing a report, data for which are culled from numerous sources; by producing the book, trade paper, pamphlet or report with the relevant item definitely marked; or by relaying the specific answer by telephone.

If Mr. Business Man wishes to consult the library himself, he will find a carefully prepared catalog arranged by subject, author, and title, of all the books the library contains. He will also find there many periodical and newspaper indexes which will expedite his search in that field. In addition to these "keys to print" he will find many special indexes and files compiled by the individual libraries to meet special needs in a community. For example, the Business Information Bureau of the Cleveland Public Library compiles a list of sources on statistics and maintains many special files of data of local interest that would not be found in the catalog or magazine indexes. More and more he will find a trained staff to assist him in locating the items he can use from the vast amount of material that cannot get adequate indexing in existing library tools.

Federal Government. — Let us now consider some of the organizations that originate information. The most expansive of these in America is the Federal Government with its numerous departments and bureaux. While all departments collect and make available

¹ From "Time Out for Progress," by Robert R. Updegraff. This appeared in *The Magazine of Business* for May, 1929.

information, those of greatest value to business are probably the Department of Commerce, the Department of Agriculture, the Department of Labor, and the Treasury Department.

The various bureaux of the Department of Commerce are responsible for the census figures on production, wages, occupations, population, agriculture, mines and quarries, construction; for data on foreign trade; market studies for numerous commodities; statistics on sales and inventories; on wealth and income; retail distribution figures; standards and specifications; and simplified practice recommendations. Theoretically this is the department devoted to business interests in the country.

It is, however, impossible to allocate the business interests of the country to any one department. The data on prices issued by the Department of Labor are put to greater use by the nation's business executives than by those concerned with social and economic conditions.

The Department of Agriculture logically is concerned with collecting and disseminating information of vital concern to the agricultural population of the United States. Here are compiled forecasts on crops for this country, and statistical data on crop yields, and acreage.

That this information is often the starting point for a business problem may be illustrated with the problem of a concern about to market a special ladder for apple picking. The first fact necessary for an intelligent setting of sales quotas was to know the number of apple trees of fruit-bearing age in existence and to have definite information concerning the location of these trees. These data were readily available, through the Department of Agriculture reports, to the Cleveland business man who made his request known to the Business Information Bureau of the Cleveland Public Library.

The weather reports were used by a bank to help determine upon what basis a loan to a southern firm could be made. This firm's ability to pay depended upon the cotton crop. The cotton crop depended upon the boll weevil. It was known that the boll weevil propagates under certain weather conditions! Therefore, a study of weather reports could forecast the cotton crop! Their importance to those engaged in aviation transportation brings another instance of an information service invaluable to business, even though primarily intended for farmers.

The Bureau of Labor Statistics collects figures on wholesale prices, retail prices, building construction, cost of living, pay rolls, and industrial disputes. These are published at regular intervals through printed bulletins and processed releases.

It is significant to note that the merged firm of Dun and Bradstreet, Inc., has discontinued publishing the Index Number on Wholesale Prices which had been published by Dun's since 1860 and by Bradstreet's since 1890. Willard L. Thorp, Director of Economic Research for the firm, gave as reason for this action the fact that the government's Index Number of Wholesale Commodity Prices, compiled by the Bureau of Labor Statistics, United States Department of Labor, Washington, D. C., was being constructed in accordance with the most recent improvements in technique, and since it now was available weekly, it had a more representative coverage than either of the older index numbers.

The Treasury Department provides information concerning the nation's financial situation. Income tax returns are used as a barometer for the financial condition of various communities which in turn becomes an important factor in any market study.

While many of the data gathered by

the government are published and the publications listed in the Monthly Catalog of United States Publications, still there is a great deal of unpublished material in the files at Washington. This may be consulted there in some cases, and in other cases special reports will be compiled by the Bureau for a service fee.

Information collected by state governments parallels that of the Federal Government with the exception that the information is usually limited to the situation in the specific state. These data are announced to the public through the Monthly List of State Publications.¹

City governments have no clearing house for listing publications, although many are indexed in *Public Affairs Information Service*. The various municipal reference libraries are the best sources for data on cities.

Quasi-Government Agencies. — These are agencies that have been created by special legislation or executive order, but are entities in themselves and not responsible to any one government department.

Among them are the Interstate Commerce Commission, the Securities and Exchange Commission, Board of Governors of the Federal Reserve System, and others. The information provided by them differs from that of government departments in that it frequently covers data never before available in any form. It is given in greater detail and with greater frequency than would be possible for a government agency. For example, the Interstate Commerce Commission collects and publishes detailed figures on operating revenues and expenses of railroads, statistics on railroad wages, accidents, traffic performance and equipment, and gives these data for specific railroads — not merely general statistics.

Similarly, the Securities and Exchange Commission has detailed data on the financial organization and condition of

¹ Published by Library of Congress, Washington, D. C.

all firms whose securities are traded on the principal exchanges. This includes even salaries paid to officers. For some of our larger corporations, the material so gathered takes up several feet of shelving space.

The Board of Governors of the Federal Reserve System, formerly the Federal Reserve Board, which has been in existence since 1914, is responsible for information on bank debits, assets and liabilities of member banks, industrial production, department store sales and stocks. The twelve individual Federal Reserve District Banks compile monthly business reviews for their districts. These reviews give an excellent cross-section of business conditions throughout the country and are available for the asking.

The Hearings before numerous congressional investigating committees are bringing to the front pages of our newspapers, actual data concerning the inner workings of such projects as the Tennessee Valley Authority and of the strikes initiated by the Committee for Industrial Organization which could otherwise be gathered only by hearsay and surmise.

Trade, Technical and Professional Associations. — A recent survey¹ brought to light the existence of 68 distinct activities of trade associations for their members. These range from abstract services to coöperative warehousing.

Of the ten activities most common to the various types of associations, services relating to information ranked high in each type. For some there is a legislative service to keep members informed by means of bulletins and conferences of legislation affecting them. In some cases the trade association directs an official protest against pending legislation that will be detrimental to the industry. In other cases it supplies information inter-

preting and giving suggestions for complying with new legislation. The Social Security Act and the Price Discrimination Act are examples of legislation that busied trade associations in the latter respect.

Other information services listed in the survey were: abstract service — supplying members with abstracts of articles relating to their industry; library service — maintaining a library at headquarters for use of members; statistical service — compiling and relaying to members combined statistics of their industry; bibliography service; a clipping service; a photostat service; and the all-general term — information service.

Some trade associations limit their activities strictly to members, while others, conscious of the importance to industry of public confidence and of the interrelation of industry, publish many of their findings for public consumption. For example, statistics on manufactured rubber goods by company are closely held by the Rubber Manufacturers of America, as are also the company data by the Automobile Manufacturers Association. On the other hand, the National Machine Tool Builders Association gives to the public press its monthly index of machine tool orders, which has become an important barometer for other industries. The Automobile Manufacturers Association is issuing to the public at large a monthly bulletin "aimed to promote better understanding of the problems of this industry and of constant improvement in design, efficiency, price reduction, and labor relations." This includes also much needed data on production and employment in the automobile industry. In this respect it resembles the invaluable statistical data issued by the American Iron and Steel Institute.

Chambers of Commerce. — These organizations of business men in a specific community are concerned primarily with

¹ Chamber of Commerce of the United States — Trade Association Activities, 1938.

developing that community. Their activities may consist of a study of local business conditions and opportunities, the results of which are used to encourage new industries to come to the city; to develop or lend their moral support to civic ventures; and, in general, to make the city known as a good place in which to live, work, and play. For this it is necessary to have certain factual data — part of which the staff must collect from the chamber membership and part of which may be secured by rearrangement of existing data from other organizations.

In Cleveland, Ohio, the Chamber of Commerce statistician is responsible for figures on employment in selected industries in the City of Cleveland. He collects from other agencies and publishes in the official publication of the Chamber, figures on building construction in Cleveland, transactions on the Cleveland Stock Exchange, index of bank debits in Cleveland and other pertinent data. Information is kept on file concerning products made and sold in Cleveland and new incorporations within the city.

These activities may be found duplicated in other cities by their respective chambers of commerce. In some cities the information service supplied to the public and to members by the chamber of commerce is provided coöperatively by the chamber and the public library. This is true in Hartford, Connecticut, and in Providence, Rhode Island, where the business branches of the public libraries are in the Chamber of Commerce buildings. In other cases the chamber itself has a library and, indeed, the first business library in the United States of which there is any record is that of the Chamber of Commerce of the State of New York, which was organized in 1833.

Collegiate Schools of Business and Bureaux of Business Research. — The first collegiate school of business to be established in the United States was the

Wharton School of Finance and Economy, later known as the Wharton School of Finance and Commerce, at the University of Pennsylvania, founded in 1881.¹ It was alone in the field until 1898, when the second and third collegiate schools of business made their appearance at the University of Chicago and at the University of California, respectively. According to L. C. Marshall, by 1925 a total of 117 colleges and universities had developed a more or less definite set-up for instruction in the field of business.² These facts are mentioned only to show how relatively recent is the movement to provide collegiate training for those planning careers in business, which President Lowell of Harvard University described as the "oldest of the arts, but the newest of the professions."³

Identified with universities and collegiate schools of business and growing with great rapidity are the bureaux of business research. These bureaux have specially trained research staffs and undertake studies that have specific value to the industries or to the business interests of the communities in which they are located. The value of their work is dependent upon the coöperation they can get from business concerns. Trade associations or other groups of business men are constantly working with such bureaux in their comparative studies on operating expenses and the like, and indeed many studies are made at their request and financed by them.⁴ The first such bureau was organized at the Harvard University Graduate School of Business Research in 1911. Its first study concerned operating expenses for shoe retailers. This meant collecting from the

¹ The Collegiate School of Business, edited by L. C. Marshall, 1928.

² University Education for Business, by J. H. S. Bossard and J. F. Dewhurst, 1931 p. 252-253.

³ Development of Harvard University, edited by S. E. Morison, 1930, p. 548.

⁴ Education for Business Management, by J. A. Bowie, 1930, p. 109.

merchants figures on sales, inventories, merchandise costs, wages and salaries, rents, advertising, deliveries and all the other items needed for "doing business." Later they covered other fields — the jewelry trade, automobile industry, grocery trade, hardware business, and so on.

For several years the National Retail Dry Goods Association has financed at the Bureau of Business Research at Harvard University an annual survey on operating expenses of department stores and specialty shops. Results of the special studies of these bureaux are published in separate bulletins and reports. The few titles which follow indicate the scope:

Cost of doing business — survey of petroleum retailers in Denver. Bureau of Business and Government Research, University of Colorado, in cooperation with Denver Association of Petroleum Retailers. Boulder, Colorado.

Economics of the iron and steel industry. Bureau of Business Research, University of Pittsburgh, Pennsylvania. Financed through grants from Brookings Institution and the Falk Foundation.

Michigan bank failures. Bureau of Business Research, University of Michigan. Ann Arbor, Michigan.

A study of labor turnover in fourteen Ohio business concerns in relation to the cost of a hypothetical system of unemployment benefits. Bureau of Business Research, Ohio State University, Columbus, Ohio.

Current statistical data or articles discussing current economic conditions are presented through such periodicals as:

Bulletin of Business Research. Published by the Bureau of Business Research, Ohio State University. Columbus, Ohio.

Indiana Business Review. Published by Bureau of Business Research, Indiana University. Bloomington, Indiana.

Miami Business Review. Published by School of Business Administration, Miami University. Oxford, Ohio.

Pittsburgh Business Review. Published by the Bureau of Business Research, University of Pittsburgh. Pittsburgh, Pennsylvania.

Toledo Business Review. Published by Bureau of Business Research, University of Toledo. Toledo, Ohio.

Commercial, Economic and Financial Services. — These are "convenience" goods and refer to the type of information offered for sale by individuals or companies who make a business of collecting, compiling, and publishing data and statistics covering a given field or intended for a specific type of client, as for example, a banker, broker, or industrialist; and kept up to date by regularly revised and supplemental data.

Services are of two main types — factual, and opinionative or interpretive. Some are a combination of both types. They may include data from the entire list of sources mentioned in the opening paragraph. They are intended to relieve the busy executive of the necessity of going through volumes of print to find that part which he may need at the moment for intelligent investment of funds, for new business campaigns, or for market analyses.

Factual services in the financial field are those published by Moody's Investors' Service, Poor's, Standard Statistics Co., and Fitch Investors' Service. These give analyses of industrial corporations, banks, insurance companies, railroads, public utilities, and governments, covering a brief history of each, comparative income accounts, detailed descriptions of the corporation's stocks and bonds, and names of its officers and directors.

From the current economic services our Business Man can get, through weekly bulletins, such data as follows.

(1) Several weekly business indicators such as those on steel output, electricity output, coal output, car loadings, business failures, checks cashed, commodity price index. (Alexander Hamilton Institute — Business Conditions Service.)

(2) An index of business activity for the current week — and on the same line across the page, the business activity index for 1, 2, 3, 4, and 6 weeks ago; for 2, 3, 6, 9, and 12 months ago; and for 1, 2, 3, 4, and 5 years ago. (Anderson's Business Comparison.)

(3) A list of companies which have had strikes during the previous month, the number of employees involved, and how the strikes were settled. (Babson's Reports.)

(4) Life insurance sales, bank debits, payrolls and building for all states and for 128 cities. (Brookmire Corporation — Brookmire Bulletins.)

(5) Actual prices of commodities. (Brookmire Corporation — Brookmire Bulletins, also Babson's Commodity Price Bulletin and McGill's Commodity Price Indices.)

(6) Outlook for economic and business developments. (Brookmire Corporation — Brookmire Bulletins.)

(7) Brief report on supply and demand for various commodities. (Economic Statistics.)

(8) Index of residential rents for specified cities. (Real Estate Analyst.)

(9) Sales and credit forecast, which is a colored map of the United States showing the value of business for the current month and compares it with a year ago. (Babson's Reports.)

(10) Recommendations for securities purchases. (Moody's Investors Service, Brookmire Bulletins, Babson's Reports, Alexander Hamilton Business Conditions Service, Standard Statistics Company's Outlook for the Security Markets, and others.)

The Handbook of Commercial and

Financial Services and its supplement published by the Special Libraries Association in 1931 and 1932 listed 262 such services. They vary in price from a nominal sum to \$500 a year and in some cases much higher amounts. A new edition of this handbook is announced for fall publication in 1938.

Because of the great number of services on the market, many business men welcome two "services on services." One is the United Business Service which contains as a regular feature, a digest of eight services on general business, money conditions, the stock market, commodity prices, production, domestic trade, foreign affairs, and a combined "United Opinion." The other is Business Conditions and Forecasts prepared monthly by the American Management Association. This digests seven services on the following topics: General business outlook, Money and credit, Security market, Production, Distribution, Building, Agriculture, Commodity prices, Labor and wages, Foreign trade and conditions.

Research Foundations. — Although endowed foundations for research in the field of business have not reached the heights attained for research in the fields of science and medicine, still a beginning has been made.

Due to the urgency of the moment, many decisions in America's business world have been based on snap judgments or on the information at hand at the moment. The idea of applying years of research to a business or economic problem is a recent development.

However, it is not so uncommon as it once was to hear executives say, "Well, what are the facts on such and such a problem? Do we really know how much unemployment, if any, is due to increased mechanization in industry? Is this a topic that might well be studied by the staff of a research foundation which is qualified to make an unbiased investigation?"

The Brookings Institution, the National Bureau for Economic Research, the Food Research Institute, the Twentieth Century Fund, and to a certain extent the National Industrial Conference Board, fall in this class. Broad economic studies are undertaken at the request of the board of directors, an outside organization or the government.

Each has its own research staff, and the results of many of their studies are published in book form, periodicals, or in special bulletins.

The Brookings Institution has specialized in studies of government functions. One of its earliest studies resulted in the making of a budget for our Federal Government. Studies on wealth and income, on production and consumption capacities in the United States are typical topics of research for this foundation.

From the National Bureau of Economic Research have come detailed studies on business cycles; on production trends, on mechanization in industry, and on prices.

One of the recent studies made under the direction of Frederick R. Macaulay gives the most exhaustive figures on bond prices and bond yields yet made available anywhere.

To the Twentieth Century Fund goes the credit for having conducted research on the stock market and its lack of control that initiated regulatory legislation for trading in securities.

Banks, Brokers, Advertising Agencies, Newspapers, Periodicals. — From time to time all of these agencies issue special information reports as part of their regular field of activity.

Many banks publish authoritative and timely periodical reviews of business and economic conditions, written by their economists. These are usually free for the asking and if studied with intelligence would give all who read them a back-

ground of information on which to base sound judgment.

Outstanding in this field are: *The Chase Economic Bulletin*, edited by Benjamin M. Anderson of the Chase National Bank; *The Business Bulletin* of the Cleveland Trust Company, edited by Leonard P. Ayres; and *Economic Conditions*, issued by the National City Bank of New York.

Brokers' studies of a number of corporations in a certain group — as, for example, the steel companies, or the rubber companies, or an analysis of any one corporation — add their bit to the sources of information in the field of finance.

Statistical studies and market analyses for a special commodity or community are frequently made available as separate reports issued by advertising agencies, periodicals and newspapers.

A newspaper may find it necessary to have actual figures on hand concerning the size of the market a prospective advertiser would reach were he to place an advertisement in that newspaper.

Recently a group of newspapers made a survey of consumer goods purchased in a number of cities. As a result it is possible to produce factual evidence concerning what make of electric range was the favorite of families in the \$3,000 income class and from what dealer they purchased the largest number; or what brand of tooth powder college men of 20 years of age preferred; or to which radio station the "lady of the house" was listening at 5 p.m.

All of these miscellaneous and apparently unrelated items have definite dollars and cents value to the prospective advertiser.

Trade Periodicals and Newspapers. — These chroniclers of current events are often the only source of information many business men attempt to watch. They also provide much of the raw ma-

terial used by commercial services, trade associations and research agencies for their product.

A study of regular features of periodicals reveals that *The Commercial and Financial Chronicle* is the source for daily high and low prices of listed securities for the past week; *Dun's Review* has a regional business index for each of 29 districts into which it has divided the United States; an index number on construction costs and contracts awarded for building projects, arranged by type of building and by city, will be found every week in *Engineering News-Record*. Keys to these data as well as to the text matter for many magazines, though by no means all, are the *Industrial Arts Index*,¹ *Public Affairs Information Service*,² and in the abstract services and library bulletins issued by trade associations, special libraries, and business departments of some public libraries.

Manufacturers' Trade Literature. — There is a volume of material issued by manufacturers themselves that is the latest word on the subject and also the most authoritative. In trade catalogs we get lists of products, pictures of products, prices of products, specifications of products, texts on the uses of products, texts describing the manufacture of products, instruction books on how to operate certain products.

Individual Expert. — The American executive faced with innumerable pressing problems is prone to hope there is an "expert" from whom he may purchase for a price the information needed for a specific problem.

In 1936 the Market Research Corporation of America sent a questionnaire to 442 business firms asking how they would proceed for information on industrial relations, public relations, economic

research, and market research. On the first and third subject, "an individual expert" got the greatest number of votes, research foundations and trade associations coming next in line.

The University Professor. — A young graduate in an executive position often thinks his college professor would know how to handle this or that situation that seems baffling to him.

Because a number of business men were calling on their former professors for help in practical affairs, one professor decided that even the collegiate schools of business were failing to prepare their graduates for business careers so far as acquainting them with sources of business information was concerned. As a result of his investigation, there are now, as far as I know, two colleges in the country — Leland-Stanford University in Palo Alto, California, and Cleveland College of Western Reserve University, Cleveland, Ohio — that have included in their curriculum a course on Sources of Business Information.

In Conclusion. — Facts accumulating with such bewildering rapidity and confusion give impetus to the increasing number of services which aim to sift, sort, and interpret existing information for business use.

The 1938 list³ of information sources for market research alone gives the following figures:

Federal and semi-federal agencies	35
State governments	17
College and universities	97
Bureaux of business research	19
Foundations	16
Catalog services	18
Commercial organizations	541

Wise Dr. Johnson spoke truly when he observed "knowledge is of two kinds. We know a subject ourselves or we know where we can find information on it."

¹ Published by H. W. Wilson Company, 950 University Avenue, New York City.

² Published by Public Affairs Information Service, 11 West 40th Street, New York City.

³ Market Research Sources — 1938 edition. Published by United States Bureau of Foreign and Domestic Commerce, Washington, D. C.

Industrial Publications

By George C. Tenney, Editor

Electrical West, San Francisco

THE romance of industry offers no chapter more interesting than the story of industrial publishing. It was born of necessity when the hand gave place to the machine, when the shop became a factory, when the fabrication of raw materials into articles of utility became mechanized. Industrial publishing made its bow in this country in 1795 with the inauguration of the *New York Prices Current*, which is now published as the *New York Commercial*. In 1832 the *American Railroad Journal* was born, and this paper lives today as the *Railway Mechanical Engineer*. *Iron Age*, now *Steel*, first saw the light of day in 1856. From these beginnings there has grown a strong group of approximately 2,000 industrial papers serving business and industry in America today.

It is a hazardous task to estimate the amount of published material in the United States in any one year. Some statistically inclined gentleman has computed that all of the books, magazines, newspapers and pamphlets printed in this country annually comprise 1,800,000,000,000 words. At 30 words to the linear foot this is some 11,000,000,000 miles of sentences, a distance approximately equivalent to that around the solar system. To read all of this without stopping for food or sleep a person would lay down the December 31 issue of the last newspaper when he was approximately 45,000,000 years old.

Naturally every single book, magazine, newspaper or pamphlet is aimed at some specific purpose. This is particularly true of the industrial press. Their vitality as an economic force dates from that time when business and industry discovered that more important than fac-

ories and equipment was the knowledge of successful and economical operation. Industrial publications are founded on a base of usefulness. And their success is measured by their ability to fulfill that purpose.

Industrial or business publication is a generic and all-inclusive term. There are a number of subdivisions currently recognized under one or more definitions. Allied with this group, although not strictly a part of it, are the society or professional journals published to serve the membership of the some 1,800-odd professional or scientific organizations in this country. Typical of these is *Electrical Engineering*, the journal of the American Institute of Electrical Engineers, or the *American Medical Journal*, the publication of the doctors of this country. Another definition of a group of these publications deals with the so-called "trade" classification, that group of magazines serving the fields of merchandising and distribution. *Advertising and Selling*, *Electrical Merchandising*, and *Retailing* are typical of this classification. Still another grouping consists of the "technical" papers, those devoted to methods of economic production, research and technological improvement. This group includes such magazines as *Electrical World*, *Motor*, and *Heating and Ventilating*. A final subdivision includes the so-called "class" publications, those devoted to business organization and operation, of which *Factory*, *Business Week*, and *Advertising and Selling* are typical examples.

In the publishing field still another distinction is applied to industrial publications. They are grouped as either horizontal or vertical, depending upon

the field they cover or the type of service they render. A horizontal paper is one which cuts across all industries and deals with a specific function. *Factory* or *Sales Management* are typical horizontal papers. The vertical type provides a service to one specific industry. *Engineering and Mining Journal* or *Textile World* are vertical papers.

The development of an industrial publishing service to industry usually parallels the growth and development of that industry itself. I can demonstrate this best by tracing the growth of the electrical industry with which I am most familiar. The first practical electrical application of any magnitude was the introduction of Morse's telegraph. To serve this new and rapidly growing system of communication there was started on March 1, 1874, a publication known as the *Operator*. This paper covered all phases of electrical development and in 1882, shortly after the first electric utility was started by Edison at Pearl Street in New York, the name was changed to *Electrical World*. Application of electricity to street railway operation, supplanting horses with motors, caused the introduction of *Street Railway Journal* in 1884. Out here on the Pacific Coast, as electrical development got under way, the *Journal of Electricity*, now *Electrical West*, was initiated in 1892. As the use of electricity became more widespread, particularly in the home, there was need for a trade paper and *Electrical Merchandising* was started in 1905. Today there are fourteen strictly electrical magazines covering every field of that industry, six of which are published by McGraw-Hill.

As has been stated, the basic purpose of the industrial magazine is to assist in the production and distribution of a commodity. Authorities are agreed that its functions fall into five major divisions which may be stated as follows:

(1) To publish the news of interest to the industry.

(2) To publish technical and operative material and to provide a clearing house for information which affects the industry.

(3) To publish editorial opinion setting forth tendencies and trends of the industry, forecasting to some extent what will result from existing conditions and calling attention to practices both injurious and beneficial; to discuss developments related to the industry; to provide through its editorial influence leadership in matters of policy and politics.

(4) To conduct research and special surveys and compile statistics relating to the growth and development of the industry; to maintain files of information for the benefit of the individual requirements of subscriber and advertiser alike.

(5) To furnish through its advertising pages reliable information concerning materials, merchandise and equipment required by the industry, remembering that the prime service of advertising is both to sell goods for the advertiser and to inform the subscriber of the merits of such goods and where his requirements may be supplied.

In other words, the industrial paper is a highly organized disseminator of practical knowledge, the keystone in the arch of industrial progress. Industrial publishing has broken down the wall of individual secrecy in methods and operation which existed for 50 years prior to 1900. Manufacturers who did not realize that in exchange for the results of his individual experience he might receive the full research and combined knowledge of his entire industry have been converted to the doctrine of coöperation. These magazines offer through their columns the best experience and practice from all of the individual plants which make up their industry for the benefit of every unit of that industry.

How may an industrial publication be appraised? Briefly, the earmarks of a good publication are these: it covers the field; it is accurate; it is complete; it is interesting, and it expresses leadership. If an industry is growing, then it needs new ideas and methods; its progressive-ness may be judged by the quality of the industrial publication which serves it. A dying industry cannot support a high-class magazine.

Another means of reaching these same conclusions is to look on the title page of an industrial magazine and see whether or not it is a member of the A.B.C. and A.B.P. If it carries the first set of initials this means that it is a member of the Audit Bureau of Circulation, and that it lives up to the standards set down by that organization. The initials A.B.P. indicate that it belongs to the Associated Business Papers and that it subscribes to a code of ethics which dates back to 1915. The A.B.P. code of publishing states:

The publisher of a business paper should dedicate his best efforts to the cause of business and social service, and to this end should pledge himself:

- (1) To consider first the interests of the subscriber.
- (2) To subscribe to and work for truth and honesty in all departments.
- (3) To eliminate, insofar as possible, his personal opinion from his news columns, but to be a leader of thought in his editorial columns and to make his criticisms constructive.
- (4) To refuse to publish "puffs," free-reading notices or paid write-ups; to keep his reading columns independent of advertising considerations, and to measure all news by this standard, "Is it real news?"
- (5) To decline any advertisement which has a tendency to mislead or which does not conform to business integrity.
- (6) To solicit subscriptions and advertising solely upon the merits of the publication.
- (7) To supply advertisers with full information regarding character and extent of circulation, including detailed circulation statements, subject to proper and authentic verification.
- (8) To cooperate with all organizations and individuals engaged in creative advertising work.
- (9) To avoid unfair competition
- (10) To determine what is the highest and largest function of the field which he serves, and then to strive in every legitimate way to promote that function.

These self-imposed standards further require that the advertising columns of A.B.P. publications must be open to all reputable advertisers in their field furnishing copy acceptable to the publisher, they must not be owned directly or indirectly by any trade, class or professional association and finally, they must not be organs or mouthpieces of any combination of houses to further its or their special interest as against the joint interest of the trade or class.

In your reading and study of industrial publications during the last few years you must have been aware of certain definite trends. Competition for the reader's time has resulted in the streamlining and modernization of most industrial publications. Formats have been improved and the papers made more attractive. Then, too, the increasing impingement of government on business has forced editors to devote more and more space to the entire political picture. Labor relations and economics command more and more attention in the editorial pages. The editoria. approach has become more searching, and the entire content of the industrial press today is more significant and more serviceable than at any time in its history.

The basic function of our industrial publications is the recording of experience and the interchange of knowledge by means of the printed word. They bring to the reader, the world over, expertly edited news. They bring current information and constructive comment on the most up-to-date developments in the reader's chosen field. The industrial press has been aptly termed "the College

of the Man Who Works," and education, whether through college, technical schools, apprenticeship or self-obtained, is like a polished and sharpened tool, which begins to deteriorate and become obsolete unless cared for, unless constantly improved upon. A reading habit is the key to the successful man's achievements. It is the emblem of the educated man. It is a guide post on the pathway which the ambitious man walks.

Industry today looks for leadership in its business publications, since for this broad observation and the development of perspective are essential. In providing this leadership the industrial press is doing more than merely to perform a useful and essential service. By reason of its perspective and due to its position in the vanguard of industrial development, it is serving the cause of economic and scientific progress of civilization itself.

The Application of Cataloging Methods to an Abstracting Service

By Olga Shevchik

Library of the Lilly Research Laboratories, Indianapolis

THE abstracting service in our reference library began with the demand of a few members of the company's research staff for a brief, annotated guide to the plethora of scientific material appearing in the more than two hundred and seventy-five periodicals in the library's files. Specialists within the plant to whom current periodicals are routed were then asked to epitomize the contents of pertinent articles on forms provided by the library. When returned to the library, these summaries were to be edited and checked for bibliographical data, and master ditto copies with assigned subject headings typed on 10 x 13 inch sheets ruled to square off eight 7½ x 12½ cm. sections ready for the Ditto Department. Today, in perforated form to allow detaching and filing of those abstracts on subjects of interest to each individual, the current output of approximately one hundred abstracts is distributed weekly to over seventy-five scientific workers in the organization.

The complete file of abstracts which is maintained in the library has gradually changed to conform to existing demands of reference work on the part of the

library staff as well as of patrons. Most vital of the problems confronting the user of the file, naturally, lies in finding his particular specific subject. It was early discovered that a catchword index would not be the most efficient approach because of the scattering effect caused by variations in terminology as the file grew. A definite system of subject entry comparable to that used by the H. W. Wilson periodical guides in more general lines had to be developed and adapted to the technological language of the chemical, biological, pharmaceutical and medical sciences.

Of all aids available in this matter the *Quarterly Cumulative Index Medicus* appeared to offer the most help, with some supplementary assistance from *Chemical Abstracts* for more specific chemical terms. Both of these guides represent forms of entry with which the various members of the research staff are already familiar through constant use and allow for a minimum of mental adjustment in using the card abstract file. A late issue of this standard index is kept as a subject heading list into which added subjects are pencilled.

Of necessity variations are made from the practise followed in this guide and any other formal one that might be used. For our own use, we need extensive filing under pharmaceutical trade names, for data must be readily available on the company's own products as well as those of others in the field. Timeliness is a factor that prevents slavish adherence to formal guides which necessarily lag several months or so behind the periodicals in date of publication. A case in point is the sudden rise of the agent "Sulfanilamide" which burst upon a wondering world and in the space of weeks became a household word a month or two before current indices arrived to herald its coming.

Each abstract is combed closely to discover all possible subject approaches. In the case of a drug or chemical product, trade names and chemical names are of special significance in a file of this nature and, therefore, are used as subject entries. In looking for a reference on one of our own products, "Carbarzone" in a 1937 index, we find we must look again under Trichomoniasis, Vaginal. Then again, another instance of difficulty in locating information about the therapeutic use of a chemical is with Amyl salicylate. *Quarterly Cumulative Index Medicus* refers from Amyl salicylate in this fashion: "Amyl salicylate, see cross reference under Salicyl compounds, Amyl salicylate." Following this up, we find the cross reference: "see 'Burns, therapy.'" Elimination of waste motion demands more directness than this in a business-like abstract file. For our purposes, Amyl salicylate itself must not refer to another cross reference: it must either be a genuine entry itself with the subheading "therapy," or refer to the accepted name of the same compound with a similar subheading. We should also place a card under the heading "Burns — Therapy."

Before the abstracts intended for general distribution are run off on perforated sheets it has been possible to ditto two complete abstracts on heavy card stock for the library master card file. This allows one author and one subject card. Where additional subject entries are needed use is made of the "see abstract under" card, which is typed in the library by a clerical assistant. To carry the above illustration further, the heading "Burns, therapy" might have included a card citing author, title and source plus the legend "see abstract under: 'Salicyl compounds, Amyl salicylate'."

Standard library practise is followed in the relative position of author, title and subject on the $7\frac{1}{2} \times 12\frac{1}{2}$ cm. cards used in the file. Subject headings are typed in red not only for predominance but also for greater consistency with the practise prevailing in our card catalog. Under the title, at the same indention, is the journal reference, followed at the same indention by the abstract.

It is very important in our file to indicate illustrations, important data which many standard indices fail to mention. A very recently added feature is a note to indicate whether the article cites "case reports." Illustrations, case reports, and bibliographies constitute "collation" here and are placed at the first indention, following the abstract.

Joint authors are not added entries, but are merely listed at the lower left-hand corner of the main cards. We have found that the institution at which the work described in the article has been done is a valuable part of the data demanded of these abstracts. To make sure that it is included it is placed in a conspicuous position on the unit cards — directly after the author's name.

Filing space for the abstracts will allow at least for a ten years' accumulation. It has proved of advantage to keep a

separate file of the newest abstracts — those that have been added since the period covered in the latest *Quarterly Cumulative Index Medicus*. These constitute a supplementary index to the printed guide and simplify finding newest developments in research. When a more recent issue of the index arrives, the cards covering the identical months are relegated to the long period abstract accumulation. This periodic transplanting of abstracts from the latest accumulation to the ten-year index necessitates an authority cross-reference file which

supplements the list of subject headings used. Later, as abstracts covered by the most recent index are interfiled among the old cards along with the cross references pertaining to them, this authority file is weeded of those references that no longer hold for the new abstracts.

The work involved in developing and maintaining a file of abstracts has come to demand a major portion of the library's time. Systematizing its entry system and management has, however, increased its use as a reference tool to a point far offsetting its cost.

To Show or to Know?

By Robert Whitford

College of the City of New York Library

PERHAPS the psychologists will allow us to borrow (and probably misuse) one of their favorite appellations, "dual personality," in an amateur case study of the special subject librarian. Under critical scrutiny, this worthy personage turns out to be two individuals in one — a synthetic combination of librarian and specialist. (Whether or not he should accordingly receive double compensation will be passed over as irrelevant, but hardly immaterial in these days of retrenchment.) Between the library-minded and subject-minded phases of his nature there is always constant rivalry for supremacy.

The librarian in him concentrates upon building up, organizing, and administering a collection of material appropriate to the library's avowed purposes and best adapted to the needs of its clientele. By virtue of his professional training in library techniques, he is able to use various indexing and bibliographical tools, both published and "home-made," as keys to locate in his own collection or elsewhere matter on any topic of inquiry.

Once located, it is usually passed on to the client without a very thorough comprehension of its subject content, so long as it apparently fulfills the criterion of pertinency. The emphasis is upon the search for, and indication or delivery of, material, rather than upon intimate familiarity with its subject significance, — upon *showing* rather than *knowing*.

The subject specialist in him is not content with mechanical search processes, however great may be the bibliographical skill involved. He rebels at being asked to "stand and deliver" without knowing something about what he is delivering. To him the countless ramifications of his special subject are like myriad sparkling facets of a precious stone, not dull markers in a mammoth file. Keen interest, endless study, and wide reading in his field give him an easy familiarity with its topics and problems, and enable him to render more intelligent service through a better understanding of "what it is all about." The emphasis here is evidently upon *knowing*.

The harboring of these two conflicting

personalities or attitudes is not as unwholesome as the outward symptoms might portend. The two selves work in close harmony rather than at cross purposes, combining their efforts and respective skills to achieve results unattainable by either acting alone. But just as in a catalog department boasting only two members one must be designated "head" if endless contradiction and confusion are to be avoided, the question arises concerning whether the librarian or the subject specialist should predominate in the special librarian's makeup.

Library literature abounds with earnest discussions of this controversial matter, as the writer has indicated elsewhere.¹ The arguments championing the cause of librarianship have the greater validity, providing their acceptance is conditional upon professional library training being supplemented by as much special subject knowledge as can be acquired in one way or another. A special subject librarian must be primarily a librarian, just as an engineering accountant is primarily an accountant rather than engineer. But knowledge of bibliographical techniques unaccompanied by some knowledge of the fundamental subject structure is suggestive of the crude workmanship of an artisan who thinks only in terms of tools and not materials.

A technology librarian, for example, will hardly enhance his professional reputation by proffering, in response to an inquiry on delta-delta combinations, a report on Mississippi flood control, or perhaps Baird's manual of fraternities! He can give little consolation to a chemistry student seeking material on "lakes" by offering a book on Lake Michigan and the other members of this quintuplet family. Azimuth should immediately suggest to him something more than a bronchial ailment, and "busses" more

than vehicles of transportation. Of course, in each of these exaggerated cases of mistaken identity, a few judicious questions on the part of the librarian would suffice to remove the ambiguity and start the search in the right direction. But the fewer questions he is obliged to ask for purposes of orientation, especially on standard topics involving no ambiguity, the more favorably will he impress his clients. Unfortunately, the latter are usually inclined to judge him according to their own standards of subject knowledge, overlooking his special qualifications and abilities as a professional librarian. They expect him to be reasonably familiar with all the fundamental concepts and terms of engineering, so that he will exhibit an intelligent comprehension of their inquiries and a capacity for helpful coöperation. Nothing exasperates technical men more than time-wasting attempts to explain, in language stepped-down to a layman's level, some idea which a fellow engineer would grasp from a single sentence description. Nothing is more embarrassing to librarian and patron alike than having a diligent search culminate in material which must be politely rejected because of its inapplicability.

Moreover, terminology is not the sole requisite. The present-day librarian must possess broad background knowledge of his own and related subject fields. Without appreciative understanding of the achievements of the past, his part in present progress is likely to be small and uninspired. Without a factual acquaintanceship with the fundamental subject subdivisions, and a clear conception of their structural interrelationships, his work will lack coördination and unity. Without a knowledge of the aims and objectives, guiding philosophy, techniques, and forces at work within the field, the librarian's well-meaning attempts at coöperation will be misguided,

¹ Robert Whitford, "Librarian or Specialist?" *Library Journal*, 63: 224-226 (March 15, 1938).

futile and of extremely little value.

Conversely, a special "librarian" without the qualifications, aptitude, training, and ideals of a librarian presents a sorry picture, however great may be his attainments as a subject technician. Rare indeed are technical men who are masters of the bibliographical resources and methods of even their own narrow fields, let alone related ones. Elementary knowledge of such fundamental library entities as the card catalog is revealed either in their great reluctance to consult it or their remarkable proficiency in misusing it. Classification schemes they consider elaborate devices for scattering books which obviously (to them) belong elsewhere, preferably in one group at their elbow. In the prevailing quiz-quest fad, few perhaps could be cajoled into designating the US CAT as the "feline mascot in the halls of Congress," but how many would score perfectly on PAIS? Accuracy, completeness, and consistency, though shining qualities of their technical writings, are seldom reflected in appended bibliographies, or even in the more ambitious bibliographical ventures of professional groups. In matters of book selection their faith reposes serenely in publishers' blurbs and subscription salesmen's pledges. Ignorance of the very existence of problems of library organization, operation, and administration is too often indicated by their naive and patronizing query, "Now just what is there to learn about library service?" Fortunately there are exceptions, and this gloomy picture is frequently relieved by bright evidences of library-mindedness among technical men unassociated with the library profession.²

Returning (those of us who have survived the foregoing columns) to our euphonious title, we note that, in a certain sense, the librarian's primary

function is to *show* rather than to *know*. This is not a shocking repudiation of our previous plea for broad subject knowledge plus library knowledge, nor does it represent the librarian as an automaton without a mind of his own. It merely implies that the librarian is a literature consultant for his specialist patrons. They come to him for information which can be found in print, or for sources of further information, — not for material rendered orally without citation of authority. Incidentally, their reluctance to accept such unsubstantiated data is fully matched by his reluctance to assume responsibility for uttering it, even though he may feel reasonably sure of his ground. In his primary field, librarianship, his professional standing entitles him to voice comments, statements, suggestions, and opinions on library matters and topics. In his secondary or special subject field, his position is that of the skilled amateur or associate, without unbridled authority to make professional pronouncements and diagnoses. Accordingly, he must guard against expressing such opinions. For example, a technology librarian is not supposed to act as consulting engineer. He must not become involved in technical design problems, even though he may feel competent to assist, by virtue of previous engineering training. If asked whether a prospective machine is patentable, his course is to refer the inquirer to the U. S. Patent Office and its publications. He cannot express preference for one brand of lubricant against others which lay claim to be equally good. He avoids assuring anyone that a boiler set-up, duly described, can stand a few more pounds steam pressure — he would be rather embarrassed if it should inconsiderately disprove his assertion by blowing up! Instead, his duty is to lay before the patron the library's printed resources on the topic, supplemented by indication of

²G. M. Dexter, "The Library as an Engineering Tool," *Mechanical Engineering*, 59: 845-849 (Nov. 1937).

all other information sources, of both printed nature and otherwise.

In the usual type of special library, that connected with a business organization, conditions appear different at first glance. Here the primary aim is not the building up of a large book collection. The flow of information suggests swift mountain streams rather than static reservoirs. The librarian in charge sends forth to firm members not only items specifically requested from time to time, but also a steady flow of current material vital to their individual functions. Moreover, he frequently is called upon to compile topical reports, involving powers of research, organization, and analysis. This preoccupation with subject ramifications, together with the ephemeral character of most of the working materials handled, occasionally may evoke the conjecture that here is a job, not for a librarian, but a subject technician or consulting analyst. This will be belied,

however, by such evidences of librarianship as the incorporation of standard library practices wherever possible, bibliographical proficiency, unbiased viewpoint, and ample citation of the sources of all data furnished.

To sum up, the librarian working in a special subject field is a librarian "first, last, and all the time," and should be wary about usurping the professional prerogatives of a subject technician. However, he is by no means begrudged a share in the latter's specialized knowledge, and will find its possession a decided advantage, whether acquired in formal courses or by the more likely method of independent reading, interest, and study. Even at library schools more emphasis is being placed on subject backgrounds, so as to impart knowledge of materials as well as of tools. And while it is usually the lot of the librarian "to show" rather than "to know," he will find that knowing aids immeasurably.

Library Magazine Articles of Interest

By S. Richard Giovine

Assistant Librarian, New York Herald Tribune

Bulletin of the American Library Association, May 1938.

Lyle, G. R. College library handbooks, p. 315-322. Well-edited handbooks are now known to be real assets in the daily functioning of college libraries. Here we have an article by a man well versed in publicity on their preparation — what to aim for and how to achieve it.

Bulletin of the American Library Association, June 1938.

Wright, W. E. and Carruthers, R. H. Library methods of handling microfilm, p. 385-387. A short but excellent essay with a wealth of ideas on the subject. Shelving problems, classification and cataloging of the films are treated.

Bulletin of the American Library Association, July 1938.

Britten, Jasmine. An initial budget for a high school library, p. 445-448. Detailed description of the preparation of a high school library budget in the Los Angeles school system. Covers the room, equipment, books, salaries, etc.

Fisher, N. M. What fields should we cover in business and technology?, p. 437-439. A short account of the growth of special libraries and special information services within the public library field, and a suggestion of the large part which will be played by the extension of these services to the development of the public library movement.

Catholic Library World, April 1938.

Cavanaugh, Sister Mary Stephena, O.P. Catholic book publishing in the United States, p. 108-155. Here is a well-written summary of the history of Catholic book publishing in this country. Written by a student in the graduate school of the University of Illinois, this first part of a series is devoted to the great contributions made in this field by an Irish immigrant, Michael Carey.

Library Journal, May 1, 1938.

Notes on library lighting, p. 349-352. Reports of the results of changes made in the lighting systems of the University of Minnesota library and in the library at Fond du Lac, Wisconsin. General discussion of library lighting problems, accompanied by many photographs.

Library Journal, May 15, 1938.

Cooper, D. M. Problem of the reserve book collection in university libraries, p. 401-402. Those of us who are or have been in college libraries will appreciate the great waste of time, space and work involved in keeping the reserve shelves cluttered with static books and will be interested in hearing how the University of Washington Library solved the problem with the fine coöperation of both staff and faculty.

Library Journal, June 15, 1938.

Freeman, M. W. Social outlook of the librarian, p. 490-492. A fine article which should be read by all of us librarians several times. A plea for a reawakening of the librarians' responsibility both to themselves and to society.

Library Journal, July 1938.

Wright, W. E. Cataloging of microfilm, p. 530-532. The literature of microphotography increases by leaps and bounds. Here is an addition to it, which though very short, is a valuable paper by a most competent cataloger, with many excellent suggestions to offer.

Library Journal, August 1938.

Jast, L. S. National Central Library, p. 574-576. A fine description of the workings of the National Central Library in London, England, which though its own central collection holds a mere 150,000, can — because of its extensive organization — call upon an amazing total of 20,000,000 volumes! One wonders whether the oft-repeated suggestion that special libraries in this country form a similar body ought not receive a real impetus toward realization from a study of the above library.

Walter, F. K. Training for hospital librarianship, p. 579-583. A thorough study of the hospital library field, its history, its opportunities, its problems, and a suggested solution. An excellent demonstration that the S.L.A.'s concentration of special training for special librarians is well considered and is bearing welcome fruits.

Library Quarterly, July 1938.

Rider, Fremont. Possibility of discarding the card catalog, p. 329-345. This is easily the most interesting discussion anent the card catalog which this reader has read in a long, long time. Well written, by a man with many provocative and startling ideas to offer. His solution is far less satisfying than his presentation of the problem itself.

Wilson Bulletin, May 1938.

Wenman, Lois. Pamphlet library in Newark, p. 571-574, 600. Handling pamphlets has always been a grave problem and many special libraries have a large proportion of their collections in this form. These libraries will benefit greatly by a study of the methods used in the Newark Public Library in keeping their collection of 75,000 pieces. Of interest will be the description of the color and position system of filing pamphlets invented by John Cotton Dana and now used extensively.

Wilson Bulletin, June 1938.

Whitman, Roger. Newspaper publicity for libraries, p. 639-642. A fine article written by a newspaperman, giving a wealth of information on how libraries ought to handle their publicity. Intended primarily for public libraries, the material can be adapted for handling any kind of copy.

Wilson Bulletin, September 1938.

Schuster, M. L. Practice of publishing and library coöperation, p. 15-21. A rare opportunity to peek behind the curtains of a book publisher's office — at the invitation of the publisher himself. What, how and why a book comes to be published and why often it does not. Added is a brickbat or two for librarians for their lack of certain virtues, which ought to provoke some discussion.

Our Proceedings

YOUR President has read with considerable interest comments pro and con on both the printing of the *Proceedings* in a separate volume and the method by which this volume was distributed.

It was indeed gratifying to know that so many of our members welcomed the opportunity to have, between the covers of one book, all the reports, papers and discussions presented at the Convention, instead of waiting for them to appear from month to month in SPECIAL LIBRARIES. It was this reason which prompted me to have mailed to each member a copy as soon as it was received from the printer. It seemed to me that to those who were present at the Pittsburgh Convention it would be welcome as an ever ready reference to reports and papers. No matter how thoroughly we make

notes, they either have the unhappy faculty of being misplaced or else they do not contain just the data we want at a particular time. The printed *Proceedings* eliminate this embarrassment. To those who were unable to attend the Convention the volume gives not only a detailed picture of what occurred but also an excellent talking point when attendance at future conventions is discussed between the librarian and his or her executives.

There is no doubt but that the Association can be justly proud of this, its latest publication. Many thanks are due the Editor, Marian Manley, for having it ready for distribution only six weeks after the Convention. It is hoped that this volume is but the beginning of a long series of yearly *Proceedings*.

ALMA C. MITCHILL, *President*.

Letters to the Editor

A Fine Precedent

DUE to a combination of circumstances I was unable this year to attend the Pittsburgh Convention, but my regret was considerably ameliorated when I received the Convention news sheets and, in particular, the splendidly prepared volume of the *Proceedings*. This represented a departure from custom that enabled every member to study the full record of the Convention within six weeks of its occurrence. Those who wished to return the volume to Headquarters were at liberty to do so. Others, for a sum that barely covered printing costs, had a professional

tool that they could feel satisfied in showing to executives or potential members. Having had some past experience in assembling and editing such volumes I know something of the time and effort involved, and I think those who carried out this undertaking deserve the hearty thanks of all members of the Association.

We have had many splendid convention papers in the past. In at least one instance we devoted a whole issue of SPECIAL LIBRARIES to the Convention proceedings; in other instances we published all or most of the papers in two or more issues. In the first instance the continuity of content of the magazine was interfered with, and the other

instances involved not only delay but the delicate question of precedence.

It is my sincere hope that this year's procedure will be permanently adopted and that henceforth the annual proceedings will be published in a separate volume, with a separate charge, so that the record of each convention and its activities will be preserved officially in one standard source rather than in a number of issues of SPECIAL LIBRARIES.

Some time ago I published an article in SPECIAL LIBRARIES in which was discussed a suggested publication policy for the Association. In that article I stressed the need for a policy under which a sufficient proportion of our publications would be somewhat better than self-supporting. In the present instance I feel that the *S.L.A. Annual Proceedings* are of sufficient importance to result in a sales return more than sufficient to cover publication cost, and because of this I sincerely hope that the practice will be continued in future.

DORSEY W. HYDE, JR.

A Job Well Done

ALTHOUGH somewhat late, I should like to go on record with a whole-hearted endorsement of the excellent job done in publishing the *Proceedings* of the Thirtieth Annual Conference of the Special Libraries Association. The book contains a wealth of valuable material and I have just bought a second copy to keep at home and "mark up" for future use and reference.

E. F. SPITZER, *Librarian,*
Sinclair Refining Company.

A Welcome Change

I WAS extremely interested in the symposium on microfilming in the *Proceedings*, and am anxious to keep up with all developments in that field. The publication of the *Proceedings* as a separate publication is an excellent plan. It was especially interesting and valuable to me since I was not able to attend the Convention this year. I had always felt that it was a waste of valuable space and time to have the Convention papers appear in the *Journal*, especially for those members who had attended the Convention. I feel that it is much better to present the work, plans and reports of the Convention all at one time and under one cover. I heartily approve the plan, and I read every word of the *Proceedings* this year. The *Proceedings* give those who were not able to attend the Convention a composite picture of the Convention which is missed if the papers and reports appear piecemeal.

MARY PEYTON BALLARD, *Librarian,*
Wm. S. Merrell Company, Cincinnati.

Answers Needed!

AT THE June Convention there was some discussion of our method of electing officers. Several members expressed the wish that election might be by vote of the entire membership, rather than by just the members attending the convention.

It was pointed out that in some societies the nominating committee is required to propose *two or more* names for each office, and that ballots are mailed to all members in good standing.

It would be interesting to know what the majority of S.L.A. members think of this idea.

THELMA R. REINBERG, *Librarian,*
Batelle Memorial Institute.

Our Help to Public Libraries

I MUST tell you how much S.L.A. publications have helped me. A few months ago I gave a talk to the Rotary Club on how our library served the business interests of the city. The first part of the twenty minutes was devoted to highlights in SPECIAL LIBRARIES, describing this service to important industrial business houses. Then they were told what we are trying to do. The talk was the most successful I have made in a long time, resulting in increased use of the library.

It was the first time most of them had heard of libraries in banks, manufacturing concerns, and other business firms.

My debt to you, and to SPECIAL LIBRARIES is very great. I read everything I can find on the subject, and we measure our small facilities by greater ones, aiming high because it is good for us.

MAUD D. SULLIVAN, *Librarian,*
El Paso Public Library.

New Sources of Information

INASMUCH as many special librarians may not receive the Business Information Service, the following notes on recent releases may be useful.

Rachel Bretherton of the Marketing Research Division of the Bureau of Foreign and Domestic Commerce has compiled a list of sources of information on "Wealth and Income." It appears in two sections; one on sources from governmental publications and the other, non-governmental. Material such as the Census of Business, the 1922 Report on Wealth, Public Debt and Taxation (the last one to be issued), National Income Reports and Wages in various industries are included in the list of governmental sources. In the second section many valuable sources such as the publication of the Brookings Institution, National Industrial Conference Board, National Bureau of Economic Research, Twentieth Cen-

tury Fund, and the various universities are brought together. (Date of publication, July, 1938.)

Another issue from the "Business Information Service" of great value is a reproduction of a Bureau of Internal Revenue Press Release covering revenue collections for the year ending June 30, 1938. The figures cover corporation taxes, individual taxes, excess profits taxes, payroll taxes, etc., for both 1938 and 1937, broken down by districts and states. Inasmuch as the latest regular release on corporation and excess profits, taxation covers the year of 1935, these reprints of press releases are important.

MARIA C. BRACE,
Head, Department of Business & Economics,
Enoch Pratt Free Library.

A Big Question

DO special librarians know how to find information on the specialties to which their libraries are dedicated?

Now, now, calm down!

I know "them's fighting words," but I'm not aiming to start a fight: I'm asking you a question which came to my mind after looking over three lists of sources, by three special librarians. Two men and a woman recently published their how-to-find-it lists, and all three failed to mention how-to-find-it, thereby — it seems to me — displaying inadequate knowledge of how-to-find-it.

Neither of the two men is officially a Special Librarian. One is Myron Weiss, Associate Editor of *Time* news magazine. The other is Gregory M. Dexter, Engineer in Charge of Management Reports, Bitting, Inc., New York. So I'll not dwell upon the shortcomings of their lists.

Although I hate to pick on a woman, although her list is better than those of Weiss and Dexter and although she appears to know her job better than these men know theirs, I have to make an example of her because she IS a Special Librarian, because she presented her list at your recent Annual Conference and because it was her list that was printed in your publication (*Proceedings of the Special Libraries Association*, Vol. 1, 1938, pages 43-45).

The title of her paper is "Delimiting the Library Fields," and her subject is how to find information. Since she is INCO's Librarian, her specific subject obviously is How to Find Metallurgical Information.

She gives the usual brief list of books and services — from "Who's Who" to the Patent Office Gazette — which we technical library users know almost by heart; but she fails to list two sources without which a metal company's Special Library

would be so incomplete that it could not do efficiently the work it is paid to do. These two essential sources are:

No. 1. The "Metallurgical Abstracts" section of the monthly magazine *Metals & Alloys*. (These average 5,000 items a year, prepared by more than 70 abstractors.)

No. 2. The book, "How to Find Metallurgical Information," by Richard Rimbach. This book lists all the handbooks of metallurgical interest and all metallurgical books, both foreign and domestic, in print on August 1, 1936. It contains an alphabetical subject index to these books. It gives publishers' names and addresses, and prices. It lists all the metallurgical periodicals in the world, giving prices, issues per year, page size, etc. It lists all metallurgical abstract services, all regular company periodicals, directories, patent services, buyers' guides, trade mark lists, standardizing agencies and statistical references, etc. — each list giving detailed information. The introductory section alone is so thorough that every article, talk, paper, etc., on "what a technical library should contain" or "where-to-find" or "how-to-find" technical information, which I have seen since 1936, seems to me to be a weak carbon copy of these introductory pages.

Some of these recent articles are pitiful in that their authors undertook what Rimbach had already accomplished. The pity of it is that they went ahead without first ascertaining whether the compilation had already been done. This duplication of effort is what Mr. MacDonald, Director of the Biochemical Research Foundation, calls a "Crime Against Research." When committed by a librarian it is indeed a serious crime against the whole purpose of your profession. And this, my dear confrère, is what makes me ask, "Do Special Librarians know how-to-find-it?"

M. F. BÉHAR, *Editor*,
Instruments.

That Question of Standards!

IN CONNECTION with a discussion of training for librarianship, the following paragraph from a recent civil service examination announcement in New York State might raise the question, "What's the use?"

"197. LIBRARIAN, Department of Education. Appointment expected at the State Institute of Applied Agriculture at Farmingdale, L. I., at \$1,300.

"Duties: Under direction, to have entire control and management of the Library and its correlated activities; and to do related work as required. Examples: Selecting books and publi-

cations for the library; classifying and cataloguing books and publications; filing material; preparing summaries of library materials for circulation; arranging reading courses.

"Minimum Qualifications: Candidates must meet the requirements of one of the following groups: Either (a) one year of satisfactory professional library experience preferably in a school or college library, and graduation from a recognized college or university from a four-year course for which a bachelor's degree is granted, including or supplemented by one year of training in an approved library school; or (b) a satisfactory equivalent combination of the foregoing experience and education. Candidates should have a thorough knowledge of modern library science and administration, preferably of school libraries. They must have a wide knowledge of sources of

library materials especially in the field of agriculture. They must show evidence of administrative ability, leadership, initiative, cooperativeness, and good judgment.

"Subjects of Examination: Written examination on the duties of the position, relative weight 5; training, experience, and general qualifications, relative weight 5."

In the same list there is an announcement of a position for a public health nurse, salary \$1,500-1,800, applicant in addition to graduation from a nurse training school need only be a high school graduate. An occupational therapist with a salary of \$1,200 and maintenance also needs only high school or equivalent education in addition to special training.

ISABEL L. TOWNER, *Librarian,*
National Health Library.

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Publications of Special Interest

Beals, Carleton. *Glass houses.* Lippincott, N. Y. 1938. 413 p. \$3.50.

Ten years of free lancing in Italy, Mexico and Spain described by a vivid interpreter of liberal movements. The glimpses of bitter striving in Mexico and Italy and the sidelight on characters and careers are enlightening — in particular the glimpses of Morrow's activity in Mexico. Abrupt and jerky in style, but full of interest.

Byers, Margaretta. *Designing women; the art, technique and cost of being beautiful.* Simon and Schuster, N. Y. 1938. 276 p. \$1.96.

Not only the fundamentals of size versus style and the relation of functional needs to wardrobe building, but the details that add poise and finish are given in piquant, stimulating style. New ideas on the possibilities for a fresh and bracing approach to the clothes problem are on every page. A timely, encouraging and entertaining production.

Duddy, E. A., Frailey, L. E., and Cradit, R. V. *Business correspondence and office management.* Amer. Tech. Soc., Chicago. 1938. 234 p. \$1.75.

A good elementary book with some excellent examples of business correspondence. Many cuts of office machines included with good description of technique of operation.

Emden, P. H. *Money powers of Europe in the nineteenth and twentieth centuries.* Appleton, Century, N. Y. 1938. 428 p. \$3.50.

A human and entertaining if rather sketchy account of developments in international finance, laying special stress on outstanding individuals. The unexpected sidelights thrown on monetary complications that beset leaders from Napoleon to Edward VII do much to enliven financial history. Many footnotes and long bibliography.

French, C. D. *Railroad man.* Macmillan, N. Y. 1938. 292 p. \$2.50.

A colorful record possible for the United States where railroad history was made through a country still only partially settled. The inside picture of old railroading

days full of risk and adventure as well as hard struggle and high reward is given with simple sincerity but vivid style.

Hall, C. A. *From hoopskirts to nudity.* Caxton Printers, Caldwell, Idaho. 1938. 240 p. \$5.00.

A survey of fashion of the last seventy years with many illustrations from the fashion sheets of each period. Gives interesting quotations from many writers as well as pertinent and enlivening comment from the author. Brief bibliography of periodicals and books included. Description and illustration of accessories as well as costumes.

Hamilton, Gordon. *Social case recording.* Columbia University Press, N. Y. 1938. 219 p. \$2.50.

A study of social case recording with suggestions for clarifying style. Samples are included and effective types of treatment indicated. Bibliography and glossary given.

Harpole, James. *Leaves from a surgeon's case book.* Stokes, N. Y. 1938. 300 p. \$2.75.

The progress of medicine and the problems still to be solved are both effectively indicated in these case studies. Each one typifies some phase of disease and treatment covering such subjects as the progress in the treatment of tetanus, tuberculosis, diabetes, cancer, etc. An effective picture for the layman. Not indexed.

Henry, M. E. *Folk songs from the southern highlands.* J. J. Augustin, N. Y. 1938. 460 p. \$5.50.

One hundred and eighty folk songs and their airs recorded with many variations. Sources and explanatory data given. Includes long bibliography and many footnotes. Particularly interesting and sympathetic account of the country and natives visited in this song hunt. A fortunate addition to the growing library of folksong.

Hill, A. G. *Forty years of gardening.* Stokes, N. Y. 1938. 301 p. \$4.00.

An account of gardening and landscaping problems and their solution along the Hudson Valley and eastern Long Island. Includes many lists of varieties of the old favor-

ites. A particularly delightful chapter describes the landmarks in gardening literature.

Hines, Duncan. *Adventures in good eating.*
The Compiler, 5494 Cornell Ave., Chicago. 1938. 255 p. \$1.50.

The vital question, "Where to eat," is answered for a large part of the country through this enticing, handy volume. The compiler knows how to let others share in his own pleasure. Well arranged, and a good size for car pockets. Altogether a "must" for the footloose; temporary or otherwise.

Kemnitzer, W. J. *Rebirth of monopoly.*
Harper, 1938. 261 p. \$2.50.

A searching analysis of the possible development of monopoly in the petroleum industry showing the existing trends toward that condition. The relation between government, the major companies, the independent producers, the consumer and the conservation problem are effectively displayed. Many quotations from official records and much statistical data are included. Excellent summary and recommendations given. Chronological records of important events and selected bibliography included. Deserves careful consideration.

Latimer, H. R. *Conquest of blindness.* Amer. Foundation for the Blind, N. Y. 1937. 363 p. \$3.25.

The courageous, appealing and appreciative record of the work and contacts of a great blind teacher and executive. The actual records of growing work for the blind both here and abroad are enriched by human sketches of people and incidents. A fine picture of a great movement for social betterment.

Porter, K. H. *State administration.* Crofts, N. Y. 1938. 450 p. \$3.50.

A well and interestingly written consideration of a state administration that could be applied in any one of the states. The causes of rapid expansion in state agencies are noted and means for effecting better coordination suggested. Well documented and followed by extensive bibliography. A clear, unbiased and stimulating study of a major problem.

***Printers' Ink*, June 28, 1938. Two sections.**
N. Y. 510 p. \$1.00.

In this fiftieth anniversary issue *Printers' Ink* brings out a fine résumé of advertising development with detailed attention to the various definite features of these fifty years. A short summary of noteworthy features for each year is also given.

Ramsay, R. E. *Friendship in business.* Business Book House, Charlottesville. 1938. 319 p. \$3.00.

A dynamic book on letter writing, much to the point and entertainingly expressed though rather long drawn out. Includes good notes on other texts. Excellent background reading for personal or direct mail selling.

Ridgeway, G. L. *Merchants of peace.* Columbia Univ. Press, N. Y. 1938. 418 p. \$3.75.

A scholarly account of the inception and development of the International Chamber of Commerce, with par-

ticular attention to the changes in international finance and the points of view affecting future plans.

Rogers, T. S. *Plan your house to suit yourself.* Scribner, N. Y. 1938. 282 p. \$3.50.

A logical and fascinating treatment of a favorite castle in the air. Suggestions for analyzing the family's needs as a basis are thoroughly worked out. The different methods of constructing and financing a home are discussed. Systematic, thoughtful consideration is given all types of rooms. A delightful and constructive volume.

Shelton, O. D. *Our generation, its gains and losses.* Univ. of Chicago, 1938. 116 p. \$1.50.

A survey of the changing scene in its international, economic and sociological aspects, noteworthy for its clarity, its sanity and the saving touch of wit. The summing up of progress and the indications of problems to be solved make it a particularly helpful if brief series of essays.

Studio Annual—Fine art in color. Garden City Publishing Co., Garden City. 1937. 136 p. \$2.25.

The work of many contemporary painters with selections from those of earlier generations is represented in this lovely collection of sixty-four color prints. Brief biographical data and a short appreciation of the artist face each picture. A delightful way of enjoying much contemporary art.

Tietjens, Eunice. *World at my shoulder.* Macmillan, N. Y. 1938. 341 p. \$3.00.

Another biography that reflects the vivid quality of a creative woman writer who has reached maturity through these years of transition. Her graphic and sympathetic portrayal of life in the current literary world here and abroad, and long periods in scenes as different as the Orient, the War and the South Seas equal her fascinating pictures of many world figures.

Tracy, M. E. *Our country, our people and theirs.* Macmillan, N. Y. 1938. 120 p. \$1.75.

A skilful consideration of the relative growth along economic and sociological lines of Italy, Germany, France and the United States. Pictographs contrast their development in many lines. The four parallel columns of discussion make contrasts plain.

Ware, Louise. *Jacob A. Riis, police reporter, reformer, useful citizen.* Appleton-Century, N. Y. 1938. 335 p. \$3.00.

A sympathetic biography of an impetuous, tender-hearted crusader who did what he could to improve living conditions for many and in so doing contributed largely to the beginning of constructive social work in the United States. An important footnote to sociological history with comprehensive bibliographical data.

Wickersham, James. *Old Yukon tales, trails and trials.* Washington Law Book Co., Washington. 1938. 514 p. \$4.00.

Pioneer Alaska with its privations, its stirring adventure and its turbulent growth recounted by one of its ablest citizens and master story-tellers. Interesting bits of newspaper history, accounts of legal proceedings and

enlivening moments in Episcopal missions are all part of the vivid panorama.

Wilkinson, J. H., Jr. *Investment policies for commercial banks.* Harper, N. Y. 1938. 179 p. \$2.50.

A concise but illuminating discussion of the part that bond investments should play in bank management. A discussion of the sources of information on bonds and a list of points to be covered in an analysis of the bank situation before a bond program is laid out.

Wilson, C. M. *Country living plus and minus.* Stephen Daye Press, Brattleboro. 1938. 232 p. \$2.00.

A delightful and suggestive book in which the pleasure and profit of country living are portrayed while the disadvantages are not minimized. Quite specific and practical in its suggestions for an approach to the problem and yet entrancing reading for those who may never be in a position to consider the problem.

Woodling, G. V. *Inventions and their protection.* Penton Pub. Co., Cleveland. 1938. 326 p. \$5.00.

A comprehensive, specific discussion stressing the legal ramifications and all the problems of patent records. Evidently based on long experience. A guide to proper procedure and particularly useful in relation to large organizations.

Worsham, J. A. *Art of persuading people.* Harper, N. Y. 1938. 163 p. \$2.00.

Another mental bracer reasonably good at showing psychological advantages in consideration of others' wants rather than needs. Easy to read and with many effective illustrations.

Wright, R. V. and E. G. *How to be a responsible citizen.* Association Press, N. Y. 1938. 203 p. \$2.00.

A practical and pertinent treatment of the individual's problems and opportunities in playing his part as a citizen. Each separate problem has supplementary references. The description of logical steps is good and the suggestions on sources of information and ways to use them are excellent. Some fine notes on reading given, as well as a good bibliography.

Wylie, H. L., Gamber, M. P. and Brecht, R. P. *Practical office management.* Prentice-Hall, N. Y. 1937. 300 p. \$4.00.

A well-developed text covering intra-office relationships and problems as well as the relationship with the organization as a whole. Much space devoted to questions of training and salary problem. Consideration of office equipment and satisfactory service for it. Useful and practical.

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