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Special Libraries, November 1953

Special Libraries Association

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SPECIAL LIBRARIES

Official Journal of the Special Libraries Association

VOLUME 44

NOVEMBER 1953

NUMBER 9

McGraw-Hill Reference Library

Ralph B. Smith



Transitions in Library Services

Chester M. Lewis



Fifty Technical Library Bulletins

Lucille Jackson



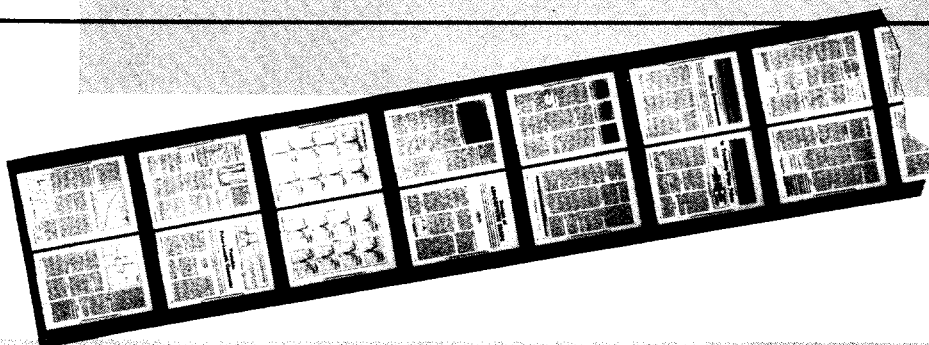
To Publishers:

Suggestions from Special Librarians

Published by

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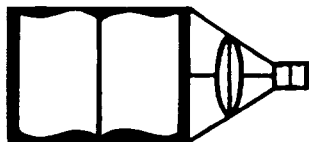
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NEW EXECUTIVE SECRETARY

Marian E. Lucius, the newly appointed Executive Secretary of Special Libraries Association, brings to her new position a splendid background which includes fifteen years of actual working experience in special libraries in the business and financial fields.

Miss Lucius comes to SLA from Price Waterhouse & Co. where she served as librarian for seven years. Prior to that she was librarian at the Research Institute of America.

Born in Rochester, New York, Miss Lucius' early schooling was received in the Middlewest. She returned to attend the University of Rochester where, in 1932, she received a B.A. in history, and in 1934, an M.A. in economics. This was followed by special business school training, and in 1938, by the course in special libraries at Columbia University given by Eleanor S. Cavanaugh, librarian at Standard and Poor's Corporation.

A member of SLA since 1938, Miss Lucius has taken an active part in the affairs of the Association. She has served on various committees and has held office both in the New York Chapter and in the Financial Division. More recently she has served on the SLA Finance Committee.

Miss Lucius enjoys the respect and admiration of her many colleagues and friends. They all join in expressing their confidence in Miss Lucius and in extending their sincere good wishes for a happy and successful career as Executive Secretary of Special Libraries Association.

The McGraw-Hill Reference Library

RALPH B. SMITH

*Vice President and Editorial Director, Publications Division,
McGraw-Hill Publishing Company, Inc., New York, N. Y.*

THE LIBRARY that serves the McGraw-Hill Publications Division (business and trade magazines), the McGraw-Hill Book Company (books unlimited), and the McGraw-Hill International Corporation (business magazines and books unlimited for foreign readers), is something special among special libraries and almost as public as the public libraries. It plays an important part in our publishing operations and in our public relations with outside customers. Significantly, its line on the McGraw-Hill organization chart leads to the post of vice-president and editorial director.

Librarian Rose Boots' operation in this kind of an enterprise, and in this particular company which has set itself up as a world headquarters for business and industrial information, is special, too. The vast job of providing the vital information needed by the world's working millions who read McGraw-Hill magazines and books, hinges on the library just as it does on the magazine editors and book authors who investigate and report on the newest applications of the world's burgeoning knowledge. And the company's magazines and books serve to send readers to the McGraw-Hill library for supplementary or antecedent information.

This is something different from the job of the special library set up by a company simply to collect and to keep available the special information needed to guide it in running its own business. That job is on Miss Boots' list, of course, but dispensing information is the company's function, and therefore the McGraw-Hill library must provide

information on everybody's business. It has been doing this, with a variegated history, since the early '20's.

The library was first known as a "statistical reference library," whose librarian was responsible to the "statistical adviser." The first annual report proudly claimed a grand total of 9,680 items — books, bound volumes of magazines, pamphlets and loose periodicals — as the library's holdings. From its beginnings in a corner of the old McGraw-Hill building at 10th Avenue and 36th Street, the library has consistently pre-empted larger quarters to house an ever-growing collection of reference materials, manned by a staff that has increased from one to nine persons. At present it is armed with an outrageous number of telephones to expedite answers to inquiries that get more numerous, more complex, and more fantastic every year. In 1952, McGraw-Hillites queried the library approximately twenty thousand times. From outside the company came another twelve thousand inquiries. In addition, over thirteen thousand items were circulated to borrowers. Although many questions can be answered quickly by supplying names of manufacturers and other publishers, some samples are offered herewith to illustrate the degree of complexity and fantasy which such questions can reach:

Approximately how many technical books were there available to the engineer in 1852? Can you give me some material that will show how industrial "know-how" has expanded from 1852 to 1952?

What was the origin of the term "psychological warfare"?

How much rayon does one pound cellulose yield?

What is the total hp. used in the U. S. by all types of diesel engines?

What is the prevailing wet bulb temperature in Casablanca?

Reference demands have more than tripled in the last five years. In 1952 more people used the library than ever before—at the rate of 174 each working day.

Characteristic of the service provided in a number of special libraries is the monthly publication, *What's New in the Library*. This annotated list is distributed to approximately 240 executives, publishers, editors, sales and business managers, and department heads to inform them of new library material which could be useful to them in performing editorial, advertising or selling tasks, or which has particular subject interest or other pertinent content.

The library is responsible, also, for the collection, filing, housing and preservation of the company's archives—original company publications, papers, pictures, anniversary editions, and miscellany on the history of McGraw-Hill.

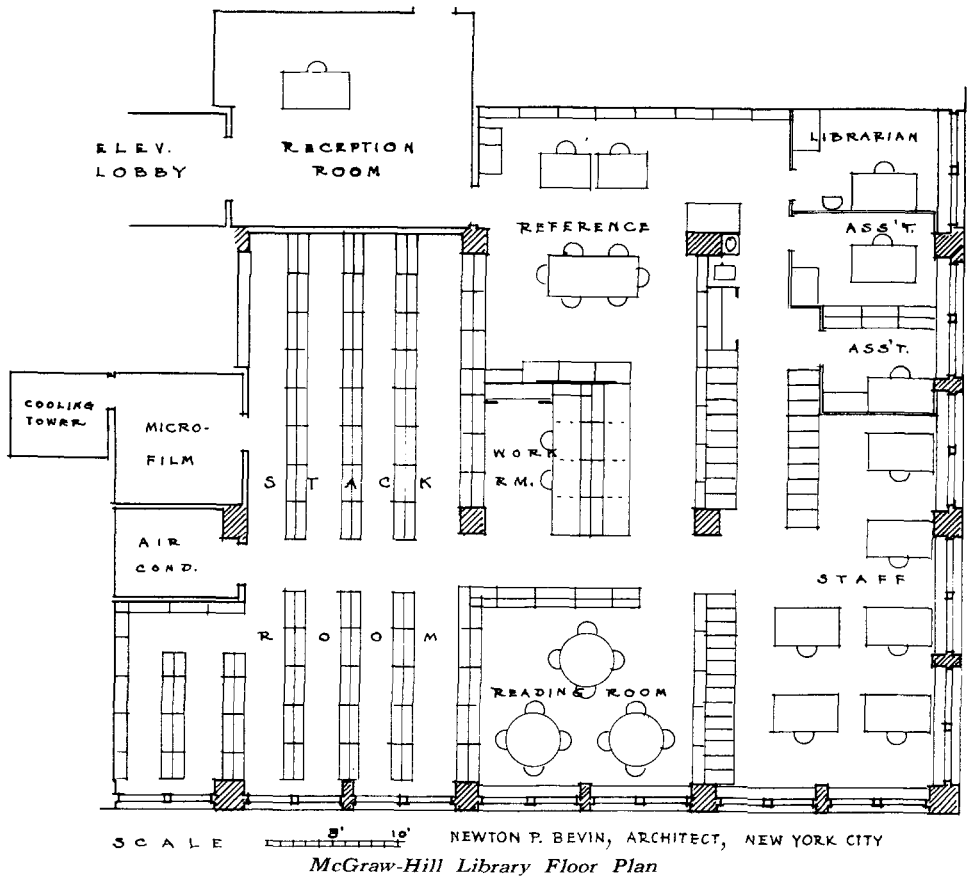
One of the most vital services which the library performs is the indexing of twelve McGraw-Hill magazines. Printed

indexes are prepared semi-annually for three weeklies and annually for nine monthlies. The semi-annual indexes are issued separately and the annual indexes appear in the December issue of the magazine, or separately. A cumulative card index covering approximately twenty years, classified by subject and by author for each publication, provides answers to reference questions regarding articles which have appeared on numerous topics over a period of years.

What visitors to the twenty-second floor of the big green building on West 42nd Street, New York City, find today—once they can get their eyes off the spectacular view over the Hudson—is a brand-new air-conditioned library. Newton P. Bevin, New York architect who designed it, worked closely with Miss Boots over months of careful planning to achieve a thoroughly functional layout. Fellow librarians will see a demonstration of what they, too, might do with carte blanche to create attractive quarters for efficient library service. It is a happy combination of know-how, wherewithal and an unstinted expenditure of creative imagination. Librarians will recognize how assidu-

Reading Room in McGraw-Hill Library





McGraw-Hill Library Floor Plan

ously McGraw-Hill has sought to combine the best ideas and features embodied in other special libraries. This report affords a welcome opportunity for the company to acknowledge a debt to those libraries that Mr. Bevin and Miss Boots visited and studied.

It might be pointed out that it was the late Curtis W. McGraw's understanding of the needs of a great publishing enterprise that made the new library what it is today.

Mr. McGraw's constant interest in the progress of the company library can best be expressed in the letter which he sent to Miss Boots upon the completion of the removal to new quarters and which said among other things:

"My fundamental thought is and has been for a long time that if we cannot have an outstanding library, we really ought to have none. I realize that during the last few years you have all broken many records for serv-

ice and I know with the more efficient layout greater things will be accomplished. We have every faith in your most vital and necessary service to the company as a whole."

Interested inquirers will be informed that the attractive modern decor follows a color scheme of wheat gold, toast, dark grey and green. Furniture and equipment is new throughout. The adjustable and special shelves and drawers, coat closet, supply cabinet, filing cabinets, and desks for the staff are of metal. The catalog, reference desks, display case, reading tables and chairs, are all of natural birch with a blond finish. A soundproof ceiling and efficient fluorescent lighting were considered essential.

Library operations are carried on in a space which occupies 3,175 usable square feet divided into separate reference, work, reading and stack areas,

with an adjacent microfilm room. In the entrance area there are two reference desks where all personal and telephone inquiries are answered, a book bin for returns, a charge file cabinet, a card catalog, a bulletin board, a reference table accommodating six people, and a large glass display case used for exhibits of McGraw-Hill archives. The library's 1,479 reference books are housed in this area. Here also may be found a special "Help Yourself" shelf, providing McGraw-Hill employees with self-improvement books on subjects relevant to their work and homelife.

At the front reference desks a staff of four, three professionals and one non-professional, take turns on alternate days. Opposite the entrance door, and somewhat shielded by the height of the periodical shelves, are three offices constructed of gray steel and glass, with bank-type partitions five-and-a-half feet high. The librarian, associate librarian, and reference assistant and cataloger occupy these offices. Desks for the other members of the staff are located by the windows overlooking the river and are separated from the reading room by a row of steel filing cases in an arrangement designed to minimize disturbance and interruptions.

An attractive reading room in the back-center section of the library provides a quiet, secluded space for library-users. The current year's issues of McGraw-Hill magazines and those of other publishers, are shelved here around three circular tables accommodating twelve readers.

The main book collection, bound volumes of magazines, back files of loose magazines and of government publications, are housed in a separate stack area at the back of the library. The microfilm reading room, which contains five file cabinets, a steel desk, a chair, and a Recordak reader, is off this area. (The hard-working library staff has been engaged in a mammoth project of getting a storeroom-full of bound volumes of McGraw-Hill magazines turned into microfilm.)



ROSE BOOTS

The pride and joy of the staff, says Miss Boots, is a separate workroom, with counter, shelves, and supply cabinet. Here is done all the heavy and untidy work connected with preparation of acquisitions, incoming mail, maintenance and repair.

In the aisle leading to the reading room and backing the work-area shelves is a specially designed counter and shelf area. Here are shelved all heavy reference books such as atlases, *Union List of Serials*, *Cumulative Book Index*, *Standard and Poor's Services*, *Moody's Investors' Service*, etc. They can be conveniently consulted at the counter, underneath which are wide steel drawers containing maps and current newspaper files. Last, but not least among librarians' dreams, are the neatly hidden "wash-up" sink, water cooler, and umbrella rack.

Some 16,000 volumes of books, magazines and reference services, plus uncounted thousands of pamphlets and government publications, make up the concentrated collection of source material with emphasis on scientific, technical, engineering, industrial and economic data—all cataloged and classified according to the Dewey Decimal Classification and ready for circulation as requested by all members of the McGraw-Hill organization, tenants of the McGraw-Hill Building, and other special libraries.

Four professional librarians and five non-professionals, with terms of service

in the McGraw-Hill Library ranging from one year to twenty-three, share with Miss Boots the task of satisfying the McGraw management's definition of the unique scope of a library in a publishing house. A staff manual has been developed by Miss Boots and her staff of eight which provides a standard guide for library personnel and procedures.

The editorial director operates on the conviction that nine women is a formidable number, but nevertheless indispensable.

The McGraw-Hill management operates on the justified conviction that any

one of them stands ready to dig out the answer to any question, even if it takes them as far back as March 1866, the first date in the library's valuable collection of the progenitors of the McGraw-Hill magazines.

Members of the staff assisting Miss Boots include: Joan Plotkin, associate librarian; Cynthia Saidel, reference assistant and cataloger; Cora Robertson Skillman, indexer (hers the twenty-three year record); Ruth Abbadessa, senior reference assistant; Helen Schaefer, assistant indexer; Elizabeth Velten, records manager; Lynne Nagy, circulation assistant; Anna Polizzano, secretary.



McGraw-Hill Library Custom Built Unit for heavy reference books, and a specially designed counter with drawers for maps and newspapers.

Next Issue

The December issue of **SPECIAL LIBRARIES** will include:
Five Thousand Years of Glassmaking; Corning Library Tells the Story

ROBERT L. EDWARDS
Public Relations Director, Corning Glass Center

* * *

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Bishop Museum and Its Library
MARGARET TITCOMB
Librarian, Bishop Museum, Honolulu

Transitions in Library Services*

Newspaper Librarianship Today

CHESTER M. LEWIS

Chief Librarian, The New York Times, New York City

ONE OF THE NEWEST and most useful tools for a librarian has been issued by the Public Relations Committee of the Special Libraries Association.



N. Y. Times
CHESTER W. LEWIS

This is a visual presentation with the title, "Our Library." In the small handbook which accompanies it, these questions are asked: 1) *Are you doing a creative job?* 2) *Do you have definite objectives for your library?* 3) *Do you have*

a sound public relations program for your library? 4) *Are you making the most of your Association membership?* 5) *Do you have sound objectives for yourself?* 6) *Do you have a sound public relations program for yourself?* 7) *Do you have a continuing program for progress?*

Recognition

Librarians have long complained about their low salaries and lack of recognition. They are beginning to find out that there is a selling job to be done . . . that every library needs a public relations program in promoting the library and its services. Many librarians simply consider themselves as keepers of files and books. Still others think of themselves as creators of ideas—ideas that are productive for every department of their organization. The ques-

tion of whether a newspaper is running a morgue or a powerhouse depends principally upon the incentive of the librarian and the productivity of the library staff toward achieving new types of service.

Sometimes we do not stop to realize the wealth of information contained in material that is routinely processed and filed by the library. Such information should be disseminated where it does the most good and not left buried in files. This involves very little additional effort on the part of the library staff. Besides being processed, material can also be digested and circulated. Top management doesn't have the time to evaluate such literature and very often is not even aware of it. Here is an opportunity for the librarian to point out accurate information on trends, competitive products, and sources of potential revenue, without waiting to be asked.

Library Services

Let's examine some of the routine services that the newspaper library gives. The basic function is to provide background information and verification of given facts as quickly and as accurately as possible. This is supplied from existing information contained in the library proper or from outside sources and contacts made through Association membership. In addition, some libraries attempt to obtain biographical data to keep files up to date by sending out routine questionnaires. Others attempt to reduce expenditures by acting as a focal point for purchases of periodicals and books. Such mass buying usually results in discounts. Greater

* Paper presented at the 44th Annual SLA Convention in Toronto, Canada, before a joint meeting of the Newspaper, Publishing and Business Divisions, June 25, 1953.

economy in the use of book material is often made by routing ex-current reference material to various departments, both within and outside the newspaper organization. These may be shipped regularly to foreign offices and correspondents or to local correspondents.

A number of libraries issue accession lists on new materials. Some go still further and offer cursory reviews of material that is of specific interest to individuals or departments.

Many newspapers have question-and-answer columns prepared and edited by the library staff. The library may be partly or fully responsible for compiling "Futures."

Bibliographies

Some libraries prepare bibliographies of available reference material for use in forthcoming events, such as a national election. Useful bibliographies are often compiled of major reference works that are particularly suitable for the use of specific departments, such as a list of foreign "Who's Who" and gazetteers that are particularly useful for a foreign desk. Tours for new and old staff members are a regular part of the library program in a number of libraries, supplemented by instruction on the use of reference materials. This would be an excellent place to include the visual presentation, "Our Library," by the Public Relations Committee of the Special Libraries Association.

One newspaper library devised an index which serves as a control for keeping all obituaries up to date. It indicates whether the obituary is set, unset, galley and column number, identification of the individual involved, and the date that the obituary was written. It enables the city editor or obituary desk to keep them current.

Many libraries are being featured in institutional ads which help to point out why theirs is a better product.

Creative Performance

The newspaper, like every other product, usually has one or more com-

petitors. The difference between papers is the sum total of its staff contributions toward a better product. This concerns every employee of the newspaper and it is from this viewpoint that the library can do its part in a creative sense. Let's examine one national periodical that comes into every library. The May issue of *Reader's Digest* contained a number of stories that might be applied locally, if called to the attention of the city editor or the editorial staff. Three of the articles that concerned problems common to any community were: 1) "These Teen-agers Got Summer Jobs", an explanation of what the Iowa City Women's Club did to relieve the summer employment of youth. 2) "Drunk Trap—Alcometer for Drunks". A device for reducing accidents. 3) "We Can Do Something About It", how a neighborhood can keep from becoming a slum. While it isn't necessary to parrot the *Digest*, these ideas might be a starting point for local drives.

The same principle applies to books. A standard reference volume like *Who Knows—and What*, published by A. N. Marquis, contains a list of specialists in every field. Here is a fount of information for regional features or even picture layouts.

Pictures

Greater emphasis is being made of the use of pictures in all newspapers. How much does the library contribute in the way of suggestions to the picture editor? If the indexer can be made to think in terms of picture potential and can submit ideas based on indexed stories, it can prove to be a substantial contribution. This type of service by one newspaper brought the following reaction:

"During the four months this service has been in operation, it is my opinion that it can be considered a success, for the following reasons:

1. "It has provided me, the picture planner, with additional eyes, assuring as far as possible that every issue of our paper, and many of the other local dailies, is read and appraised from the first page to the last.

2. "The checking of the killed material has turned up several items worthy of consideration that otherwise would never have been found. This means still another source of story material. We on the picture desk have never, to my knowledge, had the opportunity to go through the kills for stories that make pictures, even though the editors feel they are not good enough to run as text.

3. "I would suggest that the service has given the indexers a greater sense of active participation in the production of the daily paper.

"The service has often produced ideas that have also occurred to the picture planner and the assignment editor. This is unavoidable and should not matter because in this sense, the service is a double check on upcoming news, making the scanning of the papers as air-tight as possible.

"Following are a few rough statistics on the ideas submitted:

(a) "Ideas considered good enough for the picture editor's consideration, 45; (b) Ideas approved and assigned by the picture editor, 23; (c) Ideas published, 4.

"This does not include upwards of six stories currently in process that have every possibility of appearing in print. The disparity between ideas approved and assigned, and ideas published, is far more normal than it appears. Because of considerations like space, picture quality, the flow of news and the constantly changing value of stories, only a fraction of all the photographic assignments made by the picture desk every day appears in print."

Features

Constructive suggestions can be made for features. Ideas can be obtained from books such as the *American Book of Days*, the *British Book of Days, Festivals, U.S.A., Special Days, Weeks and Months*, published by Printers' Ink, or a simple little book like *Lost Men of American History*, by Stewart H. Holbrook, published by Macmillan in 1946. This latter volume contains a wealth of fascinating historical information that is little-known and seldom-used. The librarian can make effective use of such material.

The library indexer is in a position to note errors in the paper, i.e., typographical errors, errors in spelling, fact and style. He can contribute directly to the advertising revenue of his paper by pointing out new products to the

advertising staff that are mentioned in other periodicals or newspapers. Very often, the manufacturer of the new product can be shown the sales potential of the paper. Eventually, the sales staff hears about such products, but the library can be ahead of the salesman.

If the library handles exchange papers, trends in format and coverage can be analyzed and pointed out to the management. State legislation in other states might be applicable in your state. These can be pointed out to the editorial staff.

Equipment

In the housekeeping division of the library, new equipment can be introduced that broadens the service of the library, such as the quick photocopying devices currently available, or it may be the reduction of library space and consequently the cost to the newspaper, by microfilming clipping files on 35 or 70mm. microfilm. These applications can serve other parts of the organization as well as the library. Photocopying can be undertaken for other departments, or the procedure explained to them. The same principle applies to microfilming—auditing, circulation, classified records can be microfilmed to reduce space. Very often the application has not even occurred to the heads of such sections. A number of national magazines can keep one constantly abreast of new equipment and techniques used in all fields.

The librarian with his record-keeping knowledge and techniques, can point out to management the asset of a record department, and can assist management in setting up record retention schedules and techniques for all newspaper departments.

Conclusion

These are but a few of the ideas in use in various organizations. It is ideas like these that call attention of management to the library as a creator of ideas and not just a keeper of files. As a result, staff morale can be improved and consequently the salary level of the entire library.

Some Observations on Fifty Technical Library Bulletins*

LUCILLE JACKSON

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AT THE REQUEST of Industrial Research Institute a study was made of fifty examples of library bulletins as a part of a project to prepare an exhibit of publications illustrating services performed by the libraries and information services of member companies. While this survey was made primarily for the benefit of members of the Institute, some of the information gleaned from so representative a sample of bulletins was thought to be of potential interest to anyone at all concerned with such intramural publications. It happens that the majority of the fifty member companies of the Institute whose bulletins were offered for the collection are engaged in research involving some field of chemistry, with strong representation in the pharmaceutical, petroleum, and food industries.

Sample copies of typical issues of the bulletins were examined to determine and compare the kinds of publications covered by them, the styles of presentation of material, systems of preparing, and methods used for their duplication. Each of these aspects is discussed in this paper.

General Observations

The most outstanding characteristic of these fifty bulletins is their diversity. Though there are many points of similarity, no two are alike, not even in the coverage of material by companies in the same fields. They definitely reflect individual interpretations as to how the

job should best be done. Some bulletins are highly selective and give information in brief, while others are very comprehensive. It is, however, difficult to compare them precisely because account must be taken of the fact that some are issued at more frequent intervals than others, nor do the bulletins always represent an organization's full coverage of the literature. In general, there is revealed in this group of examples a relationship between the extent to which a company watches the current publications and the scale of its development enterprise; the larger businesses, active in broad fields of interest, usually find it expedient to keep their research staff members informed of all possibly pertinent publications, at least as many as may be read. There is a point where selectivity should be exercised, however, and if a simple, restricted bulletin prepared with a minimum of work will suffice, good judgment will forestall a more elaborate effort.

In the majority of the organizations represented in this group of fifty only one bulletin is issued, but in a few, ten precisely, more than one listing is supplied. The material may be divided either according to source or subject, or a distinctive feature such as a running calendar of forthcoming meetings of societies and associations may be issued separately. In some cases it is advantageous to prepare brief listings of very pertinent material to be distributed weekly or even daily in addition to the regular bulletin. As an illustration of the way in which material is divided according to subject material, one company issues *Scientific Abstracts* and *Business Abstracts* simultaneously.

* Paper presented before the American Chemical Society, Chemical Literature Division, Buffalo, New York, April 25, 1952, and printed here through courtesy of ACS.



LUCILLE JACKSON

Miss Jackson is the editor of "Technical Libraries: Their Organization and Management." She is chairman of the SLA Publications Committee.

Frequency of Publication

All of the fifty bulletins are issued at regular intervals, and forty of them come out twice a month. Five are monthly, and five weekly. They all are dated; many have volume and issue numbers, a new volume being started at the beginning of each calendar year.

Literature Sources Represented

Periodicals

Several categories of original publications are used as sources for material to be presented in the bulletins, and as is to be expected, foremost among them is the periodical literature. Forty-seven of the bulletins cite individual references selected from current journals in one of the following ways:

1. Titles of periodicals are listed under which a selection of articles from them are given. This most simple system is used for six of this group of bulletins.
2. The individual references are cited fully, giving title of article, author, title of journal, volume number, pages, and date. These are then grouped under broad subject headings or according to a classification system. In some bulletins each reference is assigned a topical subject heading to reveal its content at quick glance.
3. Short annotations, giving only enough information to characterize the articles, may be added to the fully cited references. This is done in ten of the bulletins.
4. Carefully written abstracts of the articles may be provided, a practice followed in twenty-six of the fifty bulletins reviewed. This method unquestionably provides the most information, but there is a valid difference of opinion as to whether it is economic to reproduce and circulate so large a volume of material. In many organizations all publications noted are abstracted and published in the bulletin. At the same time copies are made to be added to a continuously accumulated card file. Some companies, however, consider that only a selected portion of the material wanted for the permanent reference files need be circulated. These divergent points of view are met in companies working in the same de-

velopment fields. In four of the twenty-six bulletins in which articles were abstracted the abstracts were signed or initialed. Two of them list the names of the abstractors.

All possible types of periodical publications are represented in the bulletins, with emphasis upon the standard scientific and technical journals published by societies and independent publishers. Many trade publications are covered also. From as few as twenty-five to more than two hundred individual titles are reviewed in preparing these bulletins, the scope of coverage being dependent upon the range of the fields of interest. The individual resources of a library are extended immeasurably by including among the periodicals reviewed the comprehensive abstracting publications, principally *Chemical Abstracts*.

Books

Books, newly acquired, are listed in a majority of the bulletins. They are usually given at the beginning or at the end of an issue. Three companies of this group prepare an entirely separate *Book List*.

The most common practice is to cite author, title, publisher, place, and date of publications. However, in two of our examples, reviews or contents notes, particularly of highly pertinent material, are added.

Pamphlets

Pamphlets are in most instances treated in the same manner as are books, though some are incorporated with the periodical items. When there are several from one source they may be listed together; for example, a group of translations might be listed under "Translations"; one alone would be included with other pamphlet materials.

Among the pamphlets represented in the collection of bulletins are trade publications, catalogs, price lists, government documents, unpublished documents, translations, and the numerous items defying classification picked up by alert literature searchers.

Patents

A class of government documents of

unique importance to technical development interests is that of patents. They are sometimes treated in the same manner as are periodical articles, and interspersed with them in the listing. In some bulletins they are listed separately at the end of an issue. Four of the fifty companies have separate patent bulletins, prepared not by the library staff, but by the patent department. Patents are represented in twenty-one of the fifty bulletins.

Many of the bulletins show only incidental coverage of patents such as is achieved from *Chemical Abstracts*. Others reveal that they are selected directly from the several official patent gazettes. It is significant to note that in many organizations it is apparently found to be satisfactory to confine patent attention to those issued in the United States only. Others extend coverage to those granted in Canada and Great Britain. In only one bulletin of the fifty was very broad coverage shown; this one included Switzerland, Australia, Union of South Africa, Italy, and Japan.

Miscellaneous Items

LABORATORY REPORTS. Only one of the fifty bulletins includes the titles of currently issued laboratory reports.

PUBLICATIONS OF COMPANY PERSONNEL. In two of the bulletins, publications by company personnel are brought to attention by putting them in a designated list.

BASIC READING LIST. One of the sample bulletins included (on a separate sheet accompanying it) a list of publications not of research value but titles of articles helpful in providing background information concerning the industry. Another one had as part of the bulletin itself a somewhat similar selection of items of collateral interest.

SUMMARY REPORTS. Two bulletins present information in a manner that requires some organization and interpretation rather than the usual straight presentation of fact. In one company each issue features a discussion of some

phase of the literature as a means of informal instruction. Another includes a running, reportorial account of newly developed products and processes.

Format

The formats of the fifty bulletins show wide diversity within the inevitably narrow limits of possible variation. This feature, the planning of the style and make-up is very important as a determinant of the effectiveness of the publication. A neat, easy to read arrangement of material attracts readers. Information may be all but buried by a poorly planned make-up.

Of the fifty bulletins, forty-five are issued on standard letter-size sheets. Thirty-three have the lines typed across the sheet, seven have a two-column arrangement. Two use the sheet lengthwise. Some have distinctive covers, possibly colored and bearing a simple line drawing suggestive of the library. Others have a colored first sheet bearing the title of the bulletin either typed thereon or reproduced from a specially designed cut. The table of contents may be typed on this first sheet.

Five bulletins are issued in sizes adapted to the spacing of items in standard catalog card size areas. For two of them, strips of standard width are used, and three are published on sheets 7 x 12 inches in size, lined or perforated to accommodate eight 3.5 x 12.5 cm. size spaces within which the references are typed. This system is convenient not only for the individual who wants to remove items for a personal file, but it permits duplication on cards for library files from a single typing.

A guide to the contents of a bulletin is usually provided by listing the subject headings with pages noted in a table at the beginning of the issue. Thirty-five of the fifty have some kind of table of contents. Only one of this group of bulletins was fully indexed by subject.

In ten of the bulletins a form for requesting items cited in the issue is included.

System for Preparing

In general, a bulletin is the responsibility of the library, and one of the important duties of the head of the service is to be its editor or else to see that another staff member is appointed. The editor may select material from the publications reviewed, and either write abstracts himself or pass them on to other staff members to assist with the writing. Several systems are described in Chapter X of the book, *Technical Libraries: Their Organization and Management*, a publication of the Special Libraries Association.

Methods of Duplication

The ordinary office methods for making duplicate copies of typed material are used for a major number of the bulletins, the most popular being the mimeograph and multilith. Two are reproduced by photo-offset which is advantageous because it allows a reduction in the size of ordinary copy. The Vari-typer provides a means of varying the size of type.

The following tabulation shows all of the duplication methods represented:

Carbon copy	1
Hectograph	10
Mimeograph	22
Multilith	12
Ozalid	1
Photo-offset	2
Print	2

Titles of Bulletins

It is of some interest to note the variety of the titles used to designate these bulletins. The generic term, *Library Bulletin*, suffices for many of them. Some of the others are titled:

Literature Abstract Bulletin
Current Periodical Review
Review of Current Literature Abstracts
Library Digest
Literature Reference Bulletin
Monthly Title Review of Current Technical Literature
Technical Abstracts
Scientific Abstracts

Circulation

Circulation of technical library bulletins is usually confined within the organization. Of these fifty only one is known to be circulated freely to an outside mailing list. Three carry a statement reminding readers that the bulletin is for the use of company personnel only.

Conclusion

The issuing of a bulletin of selections from the currently published literature is by now a well established function of libraries in companies engaged in industrial research, and the bulletins from which the facts for this paper were gleaned supply strong supporting evidence of the wide acceptance of the necessity for such a continuous service. There is no other way of disseminating information quickly to those who plan and execute programs of research. The bulletins show interesting diversity in the details of their make-up and content, healthy indication of a very active function of technical libraries in which the general ideas and methods are adapted to suit particular requirements. This sharing of ideas should lead to the inspiration of still other modifications to result eventually in even more effective bulletins.

THE DIRECTORY OF SPECIAL LIBRARIES

The *Directory of Special Libraries* was issued September 15. Preparation and printing of the *Directory* consumed roughly six months. It was based on information in response to questionnaires sent to librarians as of February 1, 1953. Where no response was received even after a follow-up, names of libraries were included as starred entries. For these libraries, an entry appears in the subject index whenever the main subject covered by the collection is apparent in the title.

Research workers will find the subject index a useful guide to material in specific fields. The *Directory* includes such further useful data as: description of the library, size, availability of the collection, date of establishment, etc., which should also help the researcher.

ISABEL TOWNER

TO PUBLISHERS:

Suggestions from Special Librarians

A summary of the panel discussion on "How Publishers Can Help Special Librarians," sponsored by the **PUBLISHING DIVISION** of the Special Libraries Association, at the 44th Annual Convention, Royal York Hotel, Toronto, Canada, June 25, 1953 . . . **MRS. ANNE J. RICHTER**, R. R. Bowker Company, *program chairman* and *panel secretary* . . . **ROSE BOOTS**, McGraw-Hill Publishing Co., Inc., *moderator*.

Panel members representing SLA Divisions: *Advertising*, **MRS. VERA HALLORAN**, J. M. Mathes, Inc. . . . *Business*, **ALICE J. LEVITON**, Jewish Vocational Service . . . *Financial*, **MARIAN E. LUCIUS**, Price Waterhouse & Co. . . . *Hospital*, **MRS. JACQUELINE FELTER**, Memorial Center . . . *Insurance*, **MONA MARTIN**, Great-West Life Assurance Co. . . . *Newspaper*, **JOSEPH MOLLOY**, "Philadelphia Inquirer" . . . *Science-Technology*, **MRS. MARIE S. GOFF**, E. I. du Pont de Nemours & Co.

SPECIAL LIBRARIANS would be "lost" without the publishers who print the books, magazines, pamphlets and government publications with which they answer a multitude of questions on a wide variety of subjects. Every special librarian, however, at some time has been faced with problems created by current publishing practices which if corrected or eliminated would speed many library procedures and help the librarians to give better and quicker reference service to their library users.

The question of cooperation between librarians and publishers is far from being a new area of discussion. Ten years ago the American Standards Association issued the second edition of a code on *American Standard Reference Data and Arrangement of Periodicals*. This code first appeared in 1935 and was revised in 1943 by a committee of librarians and publishers which worked three years on it. The SLA was represented on that committee by Ruth M. Lane. Many of the self-same problems apparently are still unsolved, for this topic proved to be a favorite subject of several of the 1953 panel members who had been accumulating material to illustrate their problems, hoping that they would eventually have an opportunity to present them to the publish-

ers. This panel proved the opening wedge for which they had been waiting, and also gave other special librarians a chance to air their views. From all indications the program was very well received. Unfortunately, many people wanted to attend the meeting but found a conflict with other programs on the Convention schedule and there was not sufficient time for discussion from the floor by the one hundred members attending the panel.

Because of the lively interest in this topic which affects all special librarians, it has been suggested that the program be repeated, if possible, at a general session of the 1954 SLA Convention. Publishers could be invited in advance to send representatives to participate in the discussion, to answer questions, and to tell us whether or not it is possible to bring about the suggested improvements for which we hope.

In the interim, there is presented here an outline of the topics covered, the problems presented, and the suggestions recommended by the panel. Reprints of this article will be sent to publishers throughout the country so that they will have an opportunity to study them and be prepared to tell us at our proposed meeting in 1954 if it is possible for them to make the suggested

changes in their publishing practices.

The following suggested improvements were offered by the panel to publishers of books, pamphlets, magazines and government publications, with the hope that some standardization of practice will result.

BOOKS

Date and Edition

It would save many hours of a librarian's time if publishers would include the date of publication and the edition in their various advertising circulars and catalogs. *Books in Print*, the index to publishers' catalogs, could then give the date and edition of each book listed. The R. R. Bowker Company, publishers of *Books in Print*, has agreed to include this data if publishers will supply the information in their catalogs for the *Trade List Annual*. If only this one suggestion were accepted, it was felt that the June panel would have served its purpose!

Advertising

Every librarian has difficulty in persuading those who use the library that the book advertised is the same edition as that currently on the library shelves, often a book which has been there for several years. A case in point is a well-known financial handbook for which a new printing was announced in 1951. One panel member reported that at least fifteen requests for the 1951 edition were received. Actually, the latest edition was 1943 and the contents were unchanged in the new printing. Such advertising material goes also to many executives and causes considerable confusion. If the book happens to be one with which the librarian is not familiar, a great deal of research is necessitated, and even after a copy has been ordered, it may prove to be just a reprint, not a new edition, and then has to be returned.

A biographical dictionary was advertised in a circular as a "brand-new edition," yet this same circular was still in use for a mailing two years after the new edition was actually published. Please don't try to save money by using

old circulars! A good librarian will check the actual date of publication before ordering but this takes unnecessary time.

Another confusion develops in the case of books published in England, say in 1952. An American publisher may bring out the same book with a change of title a year later. When the book is ordered, it proves to be identically the same as the British edition already in the library. Could this information be given not only in the book but on all advertising and promotion?

Some titles are misleading in themselves. Certain reference books, for instance, deal strictly with British subject matter and yet nothing in the title or in the advertising indicates this important fact. A recently-published dictionary on banking did not indicate either by title or in descriptive material that it covered British banking only.

It was agreed that publishers in announcing a new book should indicate more definitely when it would be available. Advertising blurbs are received saying "Coming," "Order Promptly," "Ready Soon," and yet the book may not be shipped by the publisher for months. It would be most helpful if the publisher could state approximately when the book will be released.

Graphs and Illustrations

A plea was made for better documentation of graphs, statistical tables and pictures. To find a phrase such as *Department of Commerce* under a graph or table is of no value unless the librarian knows from what publication, booklet or bulletin it was taken or what bureau of the department compiled it.

Another important point is whether the information in the graph comes from the text of some publication or whether the graph in itself is the publication. If the latter is the case, what is the source of its statistics?

Many hours are spent trying to match graph material with figures from the same government department. Often a librarian is asked to extend a graph or

bring it up to date and it is very difficult to do so unless the source of the figures in the graph is made clear.

As for illustrations, could there be more uniformity of style as to credits? When blanket credits are given for pictures, the librarian is unable to identify the source of individual pictures. Often in the same book some pictures will carry credit lines in the text while others do not. There may be a page of acknowledgments of picture credits and yet other credit lines appear at random through the volume.

The comments on graphs and pictures apply equally to pamphlets or periodicals as well as to books.

Library of Congress Card Numbers

The panel members stressed the importance of including Library of Congress card numbers on the copyright page of all books to speed cataloging. More than 500 publishers are now cooperating in this program, but if the remaining publishers could be persuaded to follow this practice it would be most helpful. All publishers issuing at least ten books a year are urged to send a copy of each new book to the *United States Quarterly Book Review* in advance of publication, to facilitate the preparation of LC cards. Libraries could then make use of the cards at the time the books become available. If advance copies are not feasible, the publishers should send a bound copy as soon as possible.

Invoices

Believe it or not, some publishers and many of the associations which publish books still hide invoices inside the books. The usual practice in large companies is to have the package opened by the shipping department and the invoice sent to the accounting department. Sometimes the invoices get lost or are still hidden in the pages of the book when it is charged out, and in many companies the bills cannot be paid without the invoices. If they are put *in* the book, could it be just inside the front cover or plainly attached?

Several librarians reported that some publishers still omit relating their invoices or their monthly statements to the buyer's purchase orders. When the invoice is sent under separate cover, a notation "Your order number . . ." is important.

The practice of a few publishers of sending books accompanied by invoices, without prior purchase order, should be discouraged. This practice is especially annoying when customs duty is involved and the books are directed to a number of officers as well as to the librarian in a single organization.

Canadian Agents

Canadian librarians order books through Canadian agents of both United States and British publishers. It is urged that all publishers keep The H. W. Wilson Company informed as to changes in representation so that the listing of Canadian agents in the "Directory of Publishers" which appears in the *Cumulative Book Index* will be up to date.

PAMPHLETS

Dates and Sources

All material published in pamphlet form should be dated and should state clearly the price, if not gratis, and the source from which the pamphlet may be purchased or obtained.

Many special libraries have large pamphlet collections. The lack of date on the pamphlet decreases its information value. Even if the library stamps it when it is received, the date of publication is not known and it may not be the same as the acquisition date by many months or even by years.

Many pamphlet publishers print absolutely no information as to where copies may be obtained. The pamphlet publications of societies are often most difficult to locate. They cannot be ordered from either the society or the author. Pamphlets are often distributed by some organization or person interested in the subject matter of the article rather than by the author or publisher.

One panel member asked wistfully, "Are we allowed to dream on this

panel? Could a law be passed to have all pamphlets the same size?" Some years ago at a luncheon at an SLA Convention, a gentleman from a national association spoke on the subject of standardization. At the end of his talk, a well-known librarian commented that he was advocating standardization and yet the publications of his own association were anything but standard as to size.

Reprints

It would be helpful to know if reprints of speeches or magazine articles are available. Reprints should contain source and date of article, price if it is not gratis, and state clearly "Available from _____." Reprints, like pamphlets are often distributed by some organization or person interested in the subject matter of the article rather than by the author or publisher. Reprints from psychological magazines are particularly difficult to order. Professional men often ask for reprints and give only the author's name. It would be most helpful to have the source and price easily available on the title page.

MAGAZINES AND SERIALS

Indexes

Indexing is another important aspect for librarians and improvements could be made in indexing the contents of both books and periodicals.

All non-fiction books should contain indexes and if a uniform system of alphabetizing could be settled upon, (the telephone directory style was mentioned) it would aid greatly in quickly locating needed reference materials. Some librarians favor the index made by authors themselves as being more accurate and comprehensive than those prepared by professional indexers. Probably a combination of the two is the ideal solution.

Could a way be found for publishers of magazines to put their semi-annual and annual indexes in the June and December issues or to send them automatically to their library subscribers? We realize that putting the index in the issue is often difficult without holding

up the publication of the magazine. Moreover, the inclusion of the index increases the cost of publication. However, shouldn't subscribers really be entitled to the indexes without having to remember to write for them each year? Again we plead for wider margins on separate indexes to facilitate binding — and no six-page folds.

Perhaps a notation could be put in a prominent spot on the cover or on the "Table of Contents" page to indicate an issue that includes the index. A different font of type might make the notation more readily apparent.

Although it is not a common practice, it is most annoying when an index appears in a subsequent issue completely stapled in with text and advertising. In this case one must mutilate the magazine to pull it out for binding with the issues it really covers. There is no postal ruling that makes this necessary. If labelled *Part 2* it can be sent with any issue. At least, let it be a separate signature and one easily separated from the issue in which it appears. For example, one popular financial magazine used to issue a separate index. Now the index is included in the February or March issue which must be mutilated to remove it. That in itself is bad enough, but frequently one finds that the index takes up three-quarters of a double page spread and then the page is filled with other important material which should remain in the issue for binding.

In technical magazines a cumulative index is very valuable. Many technical magazines index material by subject, but apparently this is not common practice. The desirability of subject entries as well as author and title listings for a more useful index was emphasized.

Since the "Table of Contents" doesn't always list the material by author as well as by title, could the annual index include author index? Most indexes do publish an author index, either as a separate or as a dictionary listing in the subject listing.



ANNE J. RICHTER

Mrs. Richter is well-known in the publishing world as editor of the annual, "Literary Market Place" and other Bowker directories. She is bulletin editor of the SLA Publishing Division.

There are many demands in advertising agency libraries for an "Index to Advertisers." *Fortune*, *Business Week*, *Good Housekeeping* and other magazines offer this service, but many consumer magazines are offenders. Since much of the advertising comes in the form of page cuts with no room for page numbers, it is understandable why paging is often omitted, but could not the other ad pages be numbered?

Indexes for some magazines are very slow in appearing. Can anything be done about speeding their publication?

Format

The panel offered varied suggestions for magazine publishers. First and foremost was a plea not to change the size of a magazine in the middle of a year. From a library viewpoint the changing of the size of a periodical creates a serious binding problem. The same is true to a certain degree if the name of the magazine is changed mid-year.

And speaking of names, a definite title is most desirable. For example, the new magazine of the American Chemical Society is sometimes referred to by ACS as the *Journal of Agricultural and Food Chemistry*, sometimes as *Agricultural Chemistry*. How is a librarian to know what is the real name of the periodical? It is also important to have the same title on the cover and spine of a magazine as that appearing on the text pages.

Good bindings are extremely important. Magazines have hard usage in special libraries, often being routed to many members of the organization.

Sometimes the covers come off before the magazines get back to the library for storage or permanent binding. One very popular weekly magazine, because it has no wrapper, often has lost its cover before reaching the subscriber. One oversize advertising magazine in newspaper format is so poorly bound that the cover (containing text) is often completely missing or partly torn off after being routed to library users. Librarians are disturbed by the trend to bigger and bigger magazines. It makes shelf space a real problem. More and more magazines are sneaking up to the size of *Fortune*.

Pagination and Contents

Could there be some uniformity as to where the "Table of Contents" appears in periodicals? Publishers were urged not to omit it and not to publish it on a page with text. In most magazines it is literally hidden by the advertising pages. Is there any spot where one could look at least for information as to where to find the "Table of Contents"—perhaps on the cover, or within the first four pages where the copyright notice appears. Technical men have stated they like the "Table of Contents" on the front cover, others prefer it on the back cover. We realize that this is often impossible and also that the inside covers are valuable advertising space, but at least there might be a key to where the "Table of Contents" is located if it cannot be consistently placed within the first four pages.

Not only should the "Table of Contents" be in a spot easily found, but it should have the full title of the periodical, with volume, number, date of issue, all in one place. Similar information plus inclusive page numbers should also appear on the spine of the periodical if possible. Any change of title or frequency, any mergers, should be prominently stated with indication as to which volume numbering is to be continued. An English translation of the "Table of Contents" of foreign journals would be most helpful. Authors' names

as well as titles of articles are valuable in the "Table of Contents," at least for issues of 100 pages or more.

Often one cannot find the masthead to ascertain the frequency of issue. If there is a summer gap in publication frequency, notice should be clearly given in each issue so that the number of issues to be received each year is known. More detailed information in the masthead would be of great value.

If there is a *Part 1* and *Part 2* of a periodical, publishers should indicate on *Part 1* what each part covers. For example if *Part 2* is the "Index" for the preceding year, it should be so stated on *Part 1*.

Could special features be located in the same place in the magazine each year? This would be a boon to all users.

Running date lines and identification of the magazine on each page is a vital need in every periodical.

As for continuous pagination for a volume versus pagination for each issue, there is a division of opinion between the scholarly and technical people. In the medical field many magazine citations give the volume and page and yet no mention of the month. This results in the librarian having to consult the "Table of Contents" or index to locate the item if each issue is paged separately. Continuous pagination for a volume seems the more satisfactory method.

If various paginations are assigned, this results in complicated references, wrong references and makes binding much more difficult. If it must be done, why not make definite separates, perhaps by the use of colored paper? Supplements might be separated from regular pages in the same way.

One more suggestion—librarians and library users prefer the volume numbers in arabic rather than in roman numerals.

Titles and Author Information

Do not spread the author and title over two pages; this complicates binding. But do present descriptive titles,

with annotations indicative of the text of the article. This saves the reader's time in choosing items to read. If titles were more informative, abstracts would be less needed by libraries issuing abstract bulletins.

When an author's title and company affiliation are given, it gives more authority to the article. A short biographical sketch and picture of the author add interest and information.

If the bibliography of an article is not given on the same page as the reference, then it is preferable to list the references alphabetically by author at the end of the article.

Advertising

Librarians realize full well that the placing of advertisements is a publisher's prerogative often determined by competitive considerations, but referring particularly to scientific and technical journals, the current practice of interspersing full page advertisements between pages of text and then stringing the article out in a single column for several pages makes bulkier volumes for binding, higher cost of photostating and more complicated bibliographical references.

In the medical field, advertising and informational articles do not mix on the same page. Instructions are often given to binders to take out advertising pages at the beginning and end of a magazine, and they take the pages out whether or not it is a full page ad!

Subscriptions

Two questions relating to subscriptions create a real problem in many libraries: Who may subscribe to certain journals? And how long after the subscription is entered may you expect copies to arrive?

Certain journals restrict their subscriptions to people in the trade and charge prohibitively high prices to people outside the trade. One special library had a call from a Philadelphia librarian asking to borrow an issue of a specialized trade journal because the

borrowing library could not subscribe except at an enormous price. This problem does not arise with publications that follow the normal practice of collecting uniform subscription prices, or single copy prices, from readers and charging the libraries accordingly. Special librarians feel that when some publishers give copies away to certain people in the field covered by the editorial and advertising content, and then charge exorbitantly high prices to all others, including libraries, this is unfair discrimination.

Association publications should state clearly whether their journal is sent to members without charge or at a special member price. The *Journal of Petroleum Technology* includes a page on the organization of the American Institute of Mining and Metallurgical Engineers, the publisher, which gives valuable and useful information and also gives the Association an opportunity to promote the organization and its publications. Other associations, please note.

Some periodicals thoughtfully issue a statement as to how long it takes to start a subscription. It often takes four to six weeks to have a change of address processed, or if a subscription agency is used, even longer. If a librarian knows this, the men interested in receiving the periodical can be told that it will take such and such a length of time before they may hope to receive the magazines. This saves considerable telephoning and correspondence.

It was felt that subscribers are due the courtesy of a notification in cases of suspension of publication. Often the note of the suspension of publication appears in some spot hidden inside the magazine. Unless one is looking for it or is forewarned, it may never be seen. A subscriber should have an official notice from the publisher on anything that affects his subscription, such as a change of name, or a change of frequency which may extend his subscription, as well as suspension of publication.

It would be helpful to know the an-

swer to the question as to whether there is a charge for back issues. Are there extra copies available of special issues? And at what price? Are certain guide books which formerly were available as separate volumes now restricted to subscribers only? And if so, why? Are there any limits to the time in which a cancellation may be placed?

It would help to have the one-, two- and three-year price, and the foreign subscription price printed in each issue of all magazines.

Renewal Notices

The panel favored only a first, second and final renewal notice rather than seven or eight or nine! There is considerable confusion about renewal notices due to the requirements, we understand, of the ABC, which recognizes only paid-up subscriptions. If a renewal is due in June, and the librarian begins getting notices in January, it means frequently checking on the actual renewal date before entering the renewal, unless a key to the date is plainly visible on the stencil.

And could renewal notices be addressed to the library subscriber rather than to the person in the firm who pays the bill?

There is the practice of some publishers who canvass officers for new subscriptions to periodicals when the company is already subscribing to the magazine. Inquiries then come to the librarian to ascertain whether or not a special price offer is being missed, whether the subscription has expired, etc. Many publishers also send many notices regarding new subscriptions to those who are already subscribers and who have been subscribers for years!!

Premiums

There is the point of the bonus premium offers made by many publishers to new subscribers, offering books and special studies which long-time subscribers may wish to have but cannot get. This seems quite unfair. Can anything be done about it?

Correspondence

One of the chief difficulties librarians have with publishers is the problem of getting replies to any correspondence addressed to them, particularly to the business departments. Some librarians say it often takes two or three letters to get any answer at all.

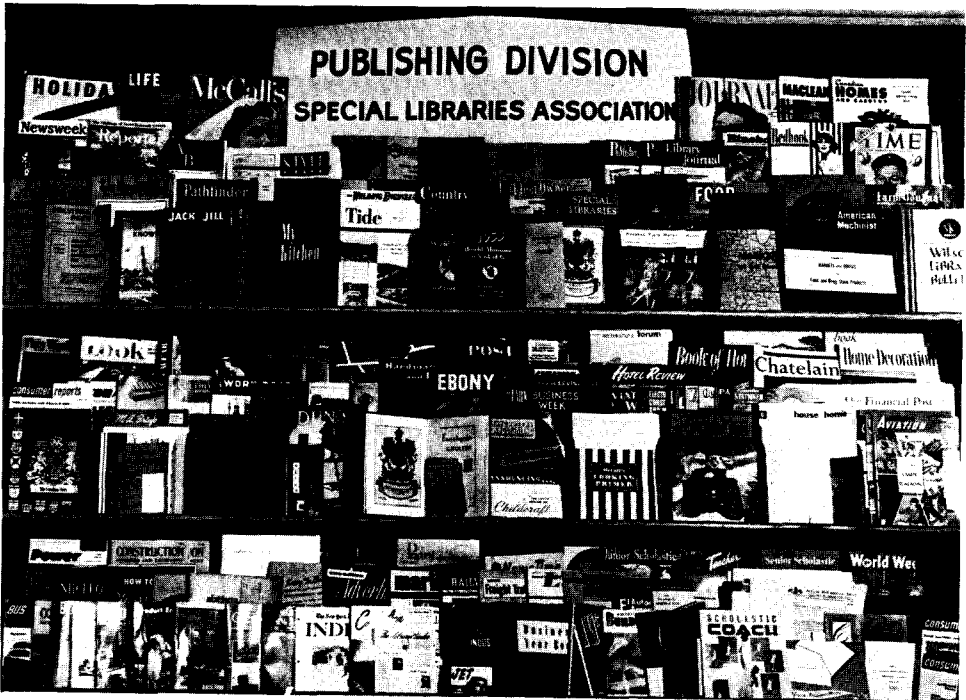
Conclusion

It is not the intent of the special librarians to completely condemn their publishing friends. There are many things to praise. The present trend of articles in periodicals in the technical fields is toward much more practical material. Articles on processing, costs, etc. are most welcome. *Chemical Engineering* is a good example of this trend.

On the whole, journals are much more attractive, with good paper used and a good use of color. Indexes are

coming out more quickly as a general rule. Publishers certainly have been trying to be cooperative and our suggestions are made only to improve the good relationship still further.

In conclusion, may we join with B. Agard Evans, chief librarian of the British Ministry of Works, in his delightfully witty piece "If I Had My Way — With Publishers" (printed in the *ASLIB Proceedings*, February 1953), and say with him, "We love publishers! Let us make that point crystal clear." Mr. Evans points out that he is not unmindful of the dangers besetting the path of the "candid friend." "A friend who becomes a candid friend is apt to find himself not a friend any more." But we feel certain that special librarians and publishers will remain friends and that their friendship will continue to grow with the exchange of discussion on our mutual problems.



SLA Publishing Division Exhibit at the 1953 SLA Convention in Toronto.

DIVISION SUBSCRIPTION BULLETINS

<i>Division</i>	<i>Bulletin</i>	<i>Editor</i>	<i>Coverage</i>	<i>Format</i>	<i>Frequency</i>	<i>Price</i>	<i>Pd. Circ.</i>	<i>Sub. Available from</i>
ADVERTISING	<i>What's New in Advertising and Marketing</i>	Isabel M. Cubberley Knappen-Tippetts- Abbett-McCarthy 62 West 47th Street New York 19, N. Y.	Subject bibliography of new books, pamphlets, free and inexpensive materials	9-page mimeographed	10 issues a year	\$3.00 to members; \$5.00 to others		Mrs. Marion E. Mulford Kelly-Smith Company 420 Lexington Ave. New York 17, N. Y.
BUSINESS	<i>Bulletin of the Business Division</i>	Helen E. Loftus Library Business Service Eli Lilly & Co. Indianapolis, Ind.	Division news, articles, bibliographies	8-10 page multilith	4 issues a year	\$1.00	90	Editor
FINANCIAL	<i>Financial Division Bulletin</i>	Sophia Furman Stein, Roe & Farnham 135 S. LaSalle Street Chicago 3, Ill.	Division news, articles, bibliographies, book reviews	8-10 page multilith	4 issues a year	\$2.00	120	Cathryn Suydom Chase National Bank 18 Pine Street New York 5, N. Y.
GEOGRAPHY AND MAP	<i>Bulletin of the Geography and Map Division</i>	Mrs. Marie C. Goodman Map Division Library of Congress Washington 25, D. C.	Division news, list of new maps, atlases, and publications, reviews, articles, membership lists	12-16 page multilith	4 issues a year	\$1.00 to non-division members	app. 200	Editor
INSURANCE	<i>Insurance Book Reviews</i>	Mrs. Angelica Blomshield N. Y. Life Insurance Co. 51 Madison Ave. New York 10, N. Y.	Bibliography of insurance literature	multilith	10 issues a year	\$3.50; 2-year, \$6.00		Mrs. Hazel Levins Bottom Mutual Benefit Life Insurance Co. P. O. Box 359 Newark, New Jersey
MUSEUM	<i>Museum Division Bulletin</i>	Mrs. Elizabeth R. Usher Metropolitan Museum of Art 5th Ave. at 82nd St. New York 28, N. Y.	Division news, membership directory, project reports	6-page multilith	2 issues a year	50 cents to non-division members		Editor
NEWSPAPER	<i>Bulletin</i>	Charles A. Brown III Minneapolis Star and Tribune 425 Portland Ave. Minneapolis, Minn.	Division news	mimeographed	quarterly	\$2.00	app. 40	Robert A. Deihl Reference Department Detroit News 615 West Lafayette St. Detroit 31, Michigan

DIVISION SUBSCRIPTION BULLETINS

Division	Bulletin	Editor	Coverage	Format	Frequency	Price	Pd. Circ.	Sub. Available from
SCIENCE-TECHNOLOGY	Sci-Tech News	Lois W. Brock The General Tire & Rubber Co. Akron 9, Ohio	Division news, articles, selected abstracts, project and survey reports	16-page multilith	4 issues a year	\$2.00		Jane Purdum C. P. Hall Co. First National Tower Akron 8, Ohio
S-TPHARMA-CEUTICAL SECTION	Unlisted Drugs	Winifred Sewell Squibb Institute for Medical Research 25 Columbia Heights Brooklyn 1, N. Y.	Pertinent information on drugs unlisted in standard sources	16-page multilith	12 issues a year; indexed	\$5.00	app. 350	Frances Stratton Ledette Labs Division American Cyanamid Co. Pearl River, N. Y.
S-TPHARMA-CEUTICAL SECTION	COPNIP List	Mollie C. Weller Stine Laboratory P. O. Box 30 Newark, Delaware	Non-serial industrial publications in the pharmaceutical, medical, and veterinary fields	mimeo-graphed	quarterly; annual index	\$3.00		Katherine C. Owen Winthrop-Stearns, Inc. 1450 Broadway New York 18, N. Y.

DIVISION BULLETINS

Two new titles are included in the table on Division Subscription Bulletins this year. One is the *Bulletin of the Geography and Map Division*. The other is a second publication of the S-T Pharmaceutical Section, compiled by the Section's Committee on Pharmacomedical Non-Serial Industrial Publications, and called the *COPNIP List*.

In addition to the ten subscription bulletins, ten news bulletins are published by divisions. Three divisions—Advertising, Insurance, and Science-Technology—have both a subscription bulletin and a news bulletin. The information given below is a review of the editing and publication practices of the twenty bulletins.

Format. Most of the bulletins are either mimeographed or multilithed on 8½- by 11-inch paper. The number of pages varies from three to sixteen, averaging about ten pages. Most of the bulletins have a masthead at the top of the first page rather than a cover.

Personnel. The largest staff consists of four people in addition to the editor. Two of these are associate editors, one is an abstract editor, and one is the business manager.

Contributors. One bulletin, *Unlisted Drugs* is compiled from the contributions of 22 participating libraries. Other bulletins have from none to 15 or 20 division members as contributors. The average is about six to eight, per issue. The types of material obtained in this way include reviews and abstracts, news, articles, committee reports, etc. A few of the bulletins also use contributions from people outside the division, and more are planning to do this. Feature articles, reviews, and meeting notices are the types of material usually obtained. A number of divisions have division representatives appointed in various chapters, and request news from them.

Advertising. Only one bulletin carries advertising, although a few more are considering doing so. The rate charged by *The Reminder* (Biological Sciences Division) is \$15.00 for one-eighth page. Five advertisements, on the average, are carried in each issue. Four are one-eighth page and one is one-quarter page.

Finances. The prices of subscription bulletins are between \$1.00 and \$5.00 per year. Most of those which have subscription or advertising income try to make it cover their costs. In some cases the Division supplies postage or a subsidy for special issues such as the convention issue. In addition, companies or other organizations represented by bulletin personnel absorb a large proportion of the cost in many cases. It is almost impossible to estimate the amount of clerical time, supplies, and postage which are paid for in this way, but we can be sure that they are substantial.

SHIRLEY F. HARPER
Division Liaison Officer

Books For Gift Giving

The books listed here have been selected from among the items received in the editorial office recently. Check the titles against your Christmas shopping list. A good book is an always welcome gift.

Advertising

- AMERICA: MIRACLE AT WORK.** The Best Public Interest Advertising of 1952 Based on the First Annual SATURDAY REVIEW Awards for Distinguished Advertising in the Public Interest. Edited by *William D. Patterson*. Introduction by *James Webb Young*. Foreword by *J. R. Cominsky*. New York: Prentice-Hall, 1953. 136p. \$7.50. Advertising by a number of diversified corporations is revealed as a balance of sound and profitable operations with a concern for public welfare.
- GRAPHIS ANNUAL.** International Advertising Art, 1953-54. Edited by *Walter Herdeg* and *Charles Rosner*. 2nd ed. New York: Farrar, Straus & Young, 1953. 228p. \$12.50. This handsome volume includes 734 examples of outstanding advertising art from all over the world. Material is classified in six major sections and includes indexes listing designers and firms.
- MODERN PUBLICITY, 1952-1953.** Twenty-second Issue of ART & INDUSTRY's International Annual of Advertising Art. Edited by *Frank A. Mercer*. New York: Studio Publications, 1952. 130p. \$8.50. A reference book for the advertiser, distributor and advertising craftsman. Six hundred illustrations.
- THE PENROSE ANNUAL, 1953.** A Review of the Graphic Arts. Edited by *R. B. Fishenden*. New York: Pellegrini & Cudahy, 1953. 140p. \$8.50. Current trends in the graphic arts are presented in this excellent international review. Forty-two authoritative articles cover general and technical aspects. Profusely illustrated.

Cook Books

- THE COMPLETE MEAT COOKBOOK.** By *Beth Bailey McLean* and *Thora Hegstad Campbell*. Peoria, Illinois: Chas. A. Bennett, 1953. 559p. \$5.95. Nearly 2,000 recipes for the "main course." Information on selecting, storing and serving fresh and frozen meats.
- GOOD HOME COOKING ACROSS THE USA.** A Source Book of American Foods. By *Nell B. Nichols*. Ames, Iowa: Iowa State College Press, 1952. 512p. \$3.95. A source book of regional recipes, food practices and customs in the United States gathered by the author on assignment for WOMAN'S HOME COMPANION.

Fine Arts

- ARCHITECTURE THROUGH THE AGES.** By *Talbot Hamlin*. rev. ed. New York: G. P. Putnam's

Sons, 1953. 684p. \$10. The story of building in relation to man's progress, based on the premise that "buildings are constructed not only to serve practical needs but also to express human feelings and human dreams." The author is professor of architecture at Columbia University.

THE ARTS IN THE MIDDLE ENGLISH ROMANCES. By *Marvin Alpheus Owings*. New York: Bookman Associates, 1952. 204p. \$3.50. Life in the medieval world as revealed in its architecture and literature. The author is professor of English at Clemson (South Carolina) College.

CERAMICS FOR THE POTTER. By *Ruth M. Home*. Peoria, Illinois: Chas. A. Bennett, 1952. 229p. \$4.50. The chemistry, geology and history of one of the oldest arts. Practical and precise information for the amateur or professional potter.

CHINESE ART. An Introductory Handbook to Painting, Sculpture, Ceramics, Textiles, Bronzes and Minor Arts. By *Roger Fry* and others. London: B. T. Batsford Ltd. (available from The British Book Centre, New York), 1953. 86p. \$5.50. A new edition of this informative and popular introduction to Chinese art. Profusely and beautifully illustrated.

CHINESE JADE CARVING. By *S. Howard Hansford*. London: Lund Humphries (available from The British Book Centre, New York), 1950. 145p. \$5.75. An authoritative and carefully documented study of the history and technique of Chinese jade carving. Includes an extensive bibliography and 32 pages of illustrations.

THE CHORALE. Through Four Hundred Years of Musical Development as a Congregational Hymn. By *Edwin Liemohn*. Philadelphia: Muhlenberg Press, 1953. 170p. \$2.50.

FOUNDATIONS OF MODERN ART. By *Amedée Ozenfant*. 2nd ed. New York: Dover Publications, 1952. A provocative review on the arts of writing, painting, sculpture, architecture, music, science, etc. An attempt to find the true constants in aesthetic activity.

FOUR CENTURIES OF EUROPEAN JEWELLERY. By *Ernie Bradford*. New York: Philosophical Library, 1953. 226p. \$12. A historical survey of European jewellery from the Renaissance to the present day. An invaluable source of information on precious stones and metals, design and fashion. Copiously illustrated.

- THE FUTURE OF ARCHITECTURE.** By *Frank Lloyd Wright*. New York: Horizon Press, 1953. 326p. \$7.50. The famous architect speaks of his work and credo in this beautiful and definitive volume. Illustrated.
- GUIDE TO COLOR PRINTS.** By *Milton Brooke* and *Henry J. Dubester*. Washington, D. C.: Scarecrow Press, 1953. 257p. \$4.50. A comprehensive and current listing of more than 5,000 color reproductions available for purchase in the United States.
- A MANUAL OF HISTORIC ORNAMENT.** Treating upon the Evolution, Tradition, and Development of Architecture and the Applied Arts. Prepared for the Use of Students and Craftsmen. By *Richard Glazier*. 6th ed. New York: Dover Publications, 1953. 184p. \$3.50. A new edition of this standard reference text.
- PRINTS AND VISUAL COMMUNICATIONS.** By *William M. Ivins, Jr.* Cambridge: Harvard University Press, 1953. 190p. \$8.50. A history of printed pictures and their significance as a means of communication. Beautifully illustrated.
- 7 **ARTS.** Selected and edited by *Fernando Puma*. New York: Permabooks (Double-day), 1953. 210p. 50 cents. A pocket-size, paperbound anthology of articles, poems and pictures by outstanding exponents in the seven major arts.
- THREE CLASSICS OF ITALIAN CALLIGRAPHY.** An Unabridged Reissue of the Writing Books of Arrighi, Tagliente and Palatino. New York: Dover Publications, 1953. 272p. \$3.95. A facsimile edition of the works of three famous scribes. Includes special bibliography. A useful reference work for modern letter artists.
- WORLDS OF MUSIC.** By *Cecil Smith*. Philadelphia: J. B. Lippincott, 1952. 328p. \$5. Inside information on the music business in America by the former editor of **MUSICAL AMERICA**.

How - To - Do - It

- THE ART AND SCIENCE OF STAGE MANAGEMENT.** By *Peter Goffin*. New York: Philosophical Library, 1953. 120p. \$3.75. A critical study of the aesthetic and technical aspects of producing and staging plays.
- CAREERS IN COMMERCIAL ART.** By *J. I. Biegeleisen*. rev. ed. New York: E. P. Dutton, 1952. 255p. \$4. Practical, entertaining and informative guide for those planning to specialize in commercial art.
- THE COMPLETE BOOK OF DRINK.** By *T. E. Carling*. New York: Philosophical Library, 1952. 208p. \$6. A guide to the buying, storing, service and selling of all alcoholic liquors.
- THE COMPLETE BOOK OF HOME FREEZING.** By *Hazel Meyer*. Philadelphia: J. B. Lippincott, 1953. 456p. \$4.95. Procedures for selecting the proper freezer; care, maintenance and management; guides for food purchasing and preparation.
- DESIGNING FOR TV.** The Arts and Crafts in Television Production. By *Robert J. Wade*. New York: Pellegrini & Cudahy, 1952. 216p. \$8.50. A comprehensive work including pictures and diagrams compiled as an aid for the artist and art director in solving production problems in commercial television.
- DICTIONARY OF GAMES.** Outdoor, Covered Court and Gymnasium, Indoor. How to Play 458 Games. Compiled by *J. B. Pick*. New York: Philosophical Library, 1952. 318p. \$4.75.
- THE HANDBOOK OF SKITS AND STUNTS.** By *Helen* and *Larry Eisenberg*. New York: Association Press, 1953. 254p. \$2.95. More than 400 entertainment ideas for all kinds of gatherings.
- THE HANDBOOK OF TV AND FILM TECHNIQUE.** A Non-Technical Production Guide for Executives. By *Charles W. Curran*. New York: Pellegrini & Cudahy, 1953. 120p. \$3. Basic facts on the production of theatrical and non-theatrical films. Includes charts, diagrams and glossary of motion picture nomenclature.
- HOW TO BE A BETTER PARENT.** Understanding Yourself and Your Child. By *Barney Katz*. New York: Ronald Press, 1953. 258p. \$3. Common-sense methods in bringing up children. The author is a clinical and school psychologist.
- THE TECHNIQUE OF FILM EDITING.** Basic Principles for TV. By *Karel Reisz*. New York: Farrar, Straus & Young, 1953. 288p. \$7.50. A committee of ten experienced film-makers survey the central creative problem of production, direction and writing.

Humor

- "HEY, CAN'T YOU FORGET BUSINESS?" WALL STREET JOURNAL Cartoons.** Selected by *Charles Preston*. New York: E. P. Dutton, 1953. 93p. \$3. Office humor.
- HUMOUR AND HUMANISM IN CHEMISTRY.** By *John Read*. 2nd. ed. New York: The British Book Centre, 1953. 388p. \$4.50. An unusual presentation showing the development of alchemy and chemistry.
- LINCOLN IN CARICATURE.** A Historical Collection with Descriptive and Biographical Commentaries. By *Rufus Rockwell Wilson*. New York: Horizon Press, 1953. 327p. \$6.50. This handsome collection of caricatures and cartoons, both pro- and anti-Lincoln, provides new insight into the Civil War period. Important for any Lincoln collection or reference shelf.

Reference

- ASTRONOMY FOR EVERYMAN.** Edited by *Martin Davidson*. New York: E. P. Dutton, 1953. 494p. \$5. A comprehensive and illustrated reference work on the solar system.
- CHAMBER'S DICTIONARY OF SCIENTISTS.** By *A. V. Howard*. New York: E. P. Dutton, 1951. 499p. \$5. Biographical data of 1,300 scientists from early times to the present. Includes subject index.
- PLAGIARISM AND ORIGINALITY.** By *Alexander Lindsey*. New York: Harper, 1952. 366p. \$5. Entertaining and documented account on plagiarism and literary rights. Includes index and bibliography.
- SHORT DICTIONARY OF MYTHOLOGY.** By *P. G. Woodcock*. New York: Philosophical Library, 1953. 156p. \$3.75. A popular dictionary for the general reader.
- THE STORY OF ENGLISH.** By *Mario Pei*. Philadelphia: J. B. Lippincott, 1952. 381p. \$5. A popular study of the English language—past, present and future. Informative and entertaining.

Report of Committee on Committees

In the October 1953 issue of *SPECIAL LIBRARIES*, page 315, the sections headed **Finance Committee** and **Budget Committee** were included in error. They were not a part of the report of the **COMMITTEE ON COMMITTEES** and should be deleted.

CALENDAR

NOVEMBER 17

Western Reserve University and Case Institute of Technology. Cleveland, Ohio. Case Institute of Technology. Conference on "Developments in Information Searching for Industry."

NOVEMBER 19-21

University of Georgia and the Georgia Institute of Technology. Athens and Atlanta. "Symposium on the Availability and Use of Research Materials."

NOVEMBER 28

39th Conference of Eastern College Librarians. New York City. Columbia University. "Library Administration and the Management Engineer."

DECEMBER 4

SLA Philadelphia Council.

DECEMBER 16-17

Building Research Advisory Board. Washington, D. C. National Academy of Science. Conference on Building Documentation.

DECEMBER 26-31

American Association for the Advancement of Science. Boston. Mechanics Hall.

JANUARY 28-30, 1954

National Council on Social Work Education and Social Welfare Section of SLA. Washington, D. C. Hotel Statler. Workshop.

JANUARY 31 - FEBRUARY 6, 1954

American Library Association. Chicago, Illinois. Morrison Hotel, 79 W. Madison Street. Midwinter Meeting.

FEBRUARY 25-27, 1954

SLA Executive Board and Advisory Council Meeting. Chicago, Illinois. Drake Hotel.

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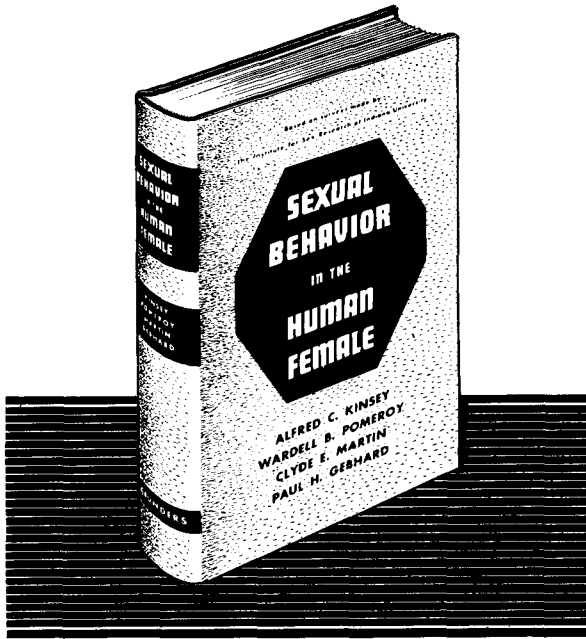
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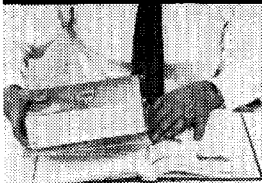
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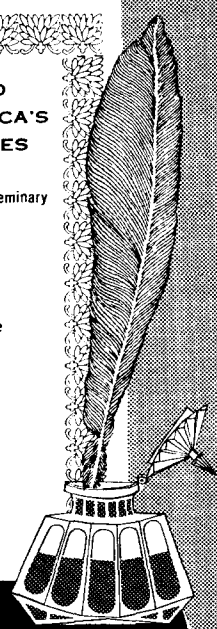
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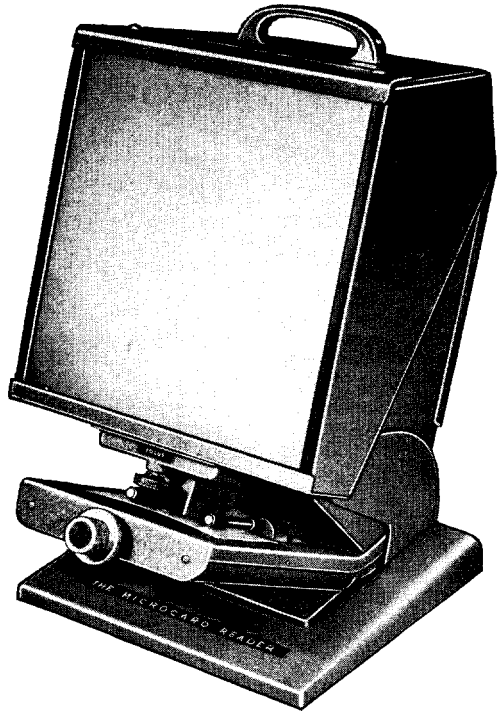
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