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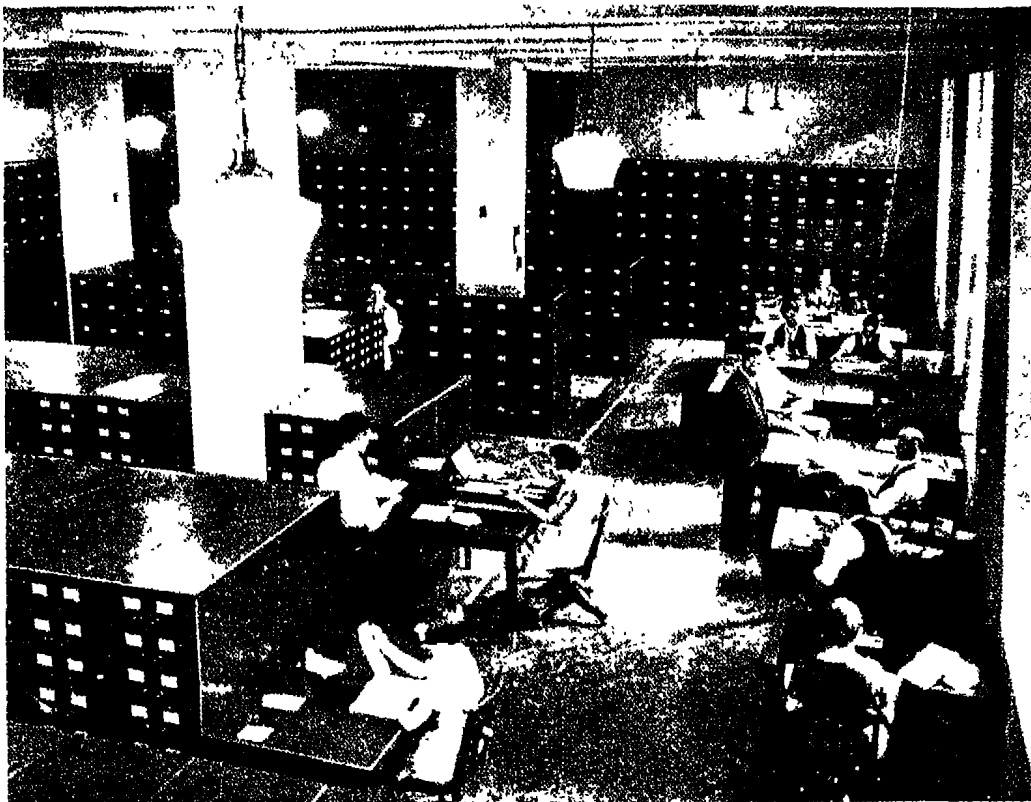
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# SPECIAL LIBRARIES

"Putting Knowledge to Work"

◀ NEWSPAPER NUMBER ▶



SUBJECT AND BIOGRAPHICAL INDEX  
New York Times

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Volume 22

DECEMBER, 1931

Number 10

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# SPECIAL LIBRARIES

RUTH SAVORD, Editor

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DECEMBER, 1931

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# SPECIAL LIBRARIES

DECEMBER, 1931

Volume 22

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Number 10

## Salutation!

*To the Newspaper Group of S. L. A. — Greeting!*

**W**E ARE now in the month of December, at the end of another calendar year, and half way through our association year, figuring upon the annual conventions. Looking ahead to June 1932, we contemplate our annual conference. This is also the time to look back upon the past six months and ask ourselves if we have accomplished anything. If so, how much credit can we bestow upon our fellow members for what they contributed to our knowledge at our 1930 conference? While it is true that these annual gatherings always provide us with enjoyment in the reunions, we cannot lose sight of the fact that these meetings are intended to be serious affairs. They are business gatherings, and our business is to learn from each other, to teach each other and to exchange views and opinions that will help those who need these helpful suggestions.

Speaking for myself, I never come home without a feeling of satisfaction that I have profited by what I have heard and have learned much that I can put to use in my department. This, to me, is the great value in my membership in the Newspaper Group of S. L. A.

The newspaper library is constantly expanding. It is growing in importance each year. I see it in my work. The other departments in a well-organized newspaper are becoming greatly dependent upon the library department for information. As has been pointed out before, the newspaper plant which has an efficient reference library is far ahead of the plants which do not have reference libraries.

Therefore, it behooves the librarians of newspapers to make themselves and their departments more efficient. Time is a factor in every newspaper plant. Economy in time must be observed. When information is wanted from the library it is wanted immediately. The librarian who has his work and his files so well organized that he can respond instantly with the information sought is the librarian who is efficient. He is a very valuable asset to the whole organization from cellar to roof.

I trust that none of my brethren will think that I am giving them a lecture, or sermonizing to them. That is not my purpose. But I have a purpose in presenting this letter to you. I am looking ahead to our 1932 conference while looking back at our 1931 gathering, and the "burden of my song" is CLASSIFICATION.

It seems to me that we have now arrived at that point where we can and should be of help to each other. Classification has bothered me considerably since our Cleveland meeting. We talked classification, and discussed it in various ways, and while we

talked and discussed we brought down upon ourselves what might be regarded as a deserved rebuke from Mr. Floyd Miller of Royal Oak, Michigan, who is now a newspaper publisher and a former reference librarian of the *Detroit News*.

You who were at the Cleveland conference will recall his remarks. He was an attentive listener at our conference, and then he spoke. Not only did he speak, but he knew whereof he spoke. You will recall that he said: "You have talked here about classification, but what have you done about it? Nothing!"

Wasn't he right? What did we do about it? He urged us to formulate some concrete plan of classification so that all could take it and adopt it as far as possible, each in his respective library.

Classification, in my opinion, is the all engaging subject for newspaper librarians to consider. It is a subject that is growing more and more important as year succeeds year. We cannot escape it. Some of the newspaper reference departments have arrived at a solution of the problem of classification. Others are struggling to attain perfection in it, if such a thing is possible. The librarian who is satisfied that he has solved the problem of classification can be of great help, great fraternal help, in giving of his knowledge to those members who are in need of it.

For that reason I would like to suggest — nay, I urge — that our 1932 gathering be dedicated to the subject of classification, and I respectfully call upon such members as have a good working system of classification to come to the 1932 conference prepared to pass on their experience.

I wish I had the power to explain through the medium of printer's ink just how important I think this subject is, and how important I feel that others think the same thing. If we can come away from the 1932 conference with concrete ideas on classification, the 1932 conference will go down in history as one of the most helpful that the Newspaper Group has had. Fortunately we have several reference librarians in our Group who are actively engaged in reclassifying their files. And we have others who have passed that stage, so to speak, and have a system they can tell us about.

So, as your Chairman until we say our good-byes at Lake Placid next June, I am appointing a committee to prepare for and conduct a school, or class of instruction, or intelligence conference or whatever else you choose to call it, on classification; and I hope Mr. Miller will be with us at Lake Placid so that, after we have finished with the subject of classification, we may merit his approbation as deservedly as we merited his rebuke at Cleveland.

AND BY THESE PRESENTS, KNOW YE ALL MEN AND WOMEN OF THE NEWSPAPER GROUP that Ford M. Pettit of the *Detroit News* is Chairman of the Committee on Classification. Assisting him will be Edgar Ellis of the *Baltimore Sun*, Blanche Davenport of the *Christian Science Monitor*, and William Vaughan of the *Oakland Tribune*. And I am also appointing Joseph F. Kwapiq of the *Philadelphia Public Ledger* as consultant member of the Committee on Classification.

Before closing may I take this occasion to express my great esteem for each member of the Newspaper Group, and to wish him and her a very joyful and joyous Yuletide. And may the new year, about to dawn, be kind to you all, and with the help of Heaven bestow upon each member, and those close to him and her, an abundance of health and prosperity, and may the fates be kind to us during 1932, and the highways, railways and airways land us safely at Lake Placid in June.

Yours for Classification,

JOSEPH SHERIDAN, *Chairman*.

## British Newspaper Libraries

One of the interesting periods experienced by the members of the Newspaper Group at the 1931 conference in Cleveland was the reading of what we might term a Symposium on British newspaper libraries. For this we are indebted to James J. Eaton, Librarian of the *Yorkshire Post* at Leeds, England. In response to an invitation extended on behalf of the Newspaper Group by Joseph F. Kwapil, Librarian of the *Philadelphia Public Ledger*, Mr. Eaton interested three of his conferees on British journals to join with him in this contribution. That the work of the newspaper librarian in England differs but little from the work of his American cousin can be gleaned from the four papers which are herewith reproduced.

### The Daily Telegraph, London

By SIDNEY MACER-WRIGHT, Librarian

SPECIAL attention was paid to the Library's requirements when the *Daily Telegraph's* new offices were erected, and I feel pretty confident that there is no better equipped newspaper library in the country. The space allowed it is, of course, limited — I suppose there will never be a librarian who considers his quarters big enough — but otherwise the place is almost ideal.

We have over six thousand volumes classified on the Dewey decimal system, but, although they are invaluable and in constant use, the cuttings file constitutes the backbone of the Department. The cuttings are all pasted up and kept flat in folders in steel cabinets, the drawers of which run on ball bearings.

The cuttings are filed on an alphabetical-numerical system and as simply as possible, so that anyone should be able to find what he wants if there is none of the Library staff available.

Both cuttings and books are run on the open access system, and the privilege is rarely abused, but as a check against possible lapses everything borrowed is entered up in a book: date, number of cuttings, subject, and borrower's name.

The guide cards with which the folders are divided have provision for cross references, but this was abandoned, as experience has proved that no one ever used it, and I find it much the best to make a number of cuttings of one thing and file them in various obvious folders. For instance, three cuttings would be made of an item of news announcing the gift by the Pilgrim Trust of £5,000 to Cambridge University. One would be filed under Cambridge University (Universities: Cambridge), one under Pilgrim Trust and the third under Gifts and Benefactions. Nevertheless, cross references are made, but they are done on a card index which also contains a card for every subject filed.

Cuttings concerning a particular country are kept all together and are split up under subject headings. The American cuttings, for instance, occupy two or three drawers and the sub-divisions contain folders marked Government; Political; Millionaires; Gangsters, Crime, Chicago; Universities, Trade; Relations with England, Foreign Relations, and so on.

As anything may become important, the papers are cut pretty heavily and the



folders are weeded out periodically. When a subject becomes dead but has too much value to be thrown away, it is transferred to a dust-proof tin box, indexed and stored. Blue Books, and pamphlets too oddly shaped or cumbersome for the cuttings folders, are kept in specially made boxes on shelves above the filing cabinets. These boxes are labelled with the initial letters of the subjects within them: thus CO 1 represents Coal; CO 2, Cotton; VA 1, Vaccination, and so on. They are, of course, indexed, but this method of marking the boxes often makes it possible for the Library staff immediately to lay their hands on the box required without stopping to refer to the index.

Various colored cards are used in the index. White cards indicate Cuttings; blue cards are used for Blue Books; pink cards for Pamphlets; green cards for cuttings removed from the General File and stored. We also use yellow cards on which are recorded actual facts that have been asked for and only found after a more or less prolonged search. This use of colored cards has proved invaluable inasmuch as it shows at a glance all our sources of information.

In addition to the everyday staff demands upon the Library, we receive an ever increasing number of enquiries by post and over the telephone from readers; some of these questions are very extraordinary, but we always try to supply the answers, and generally succeed.

## The Daily Herald, London

By HERBERT SMITH BURGESS, O.B.E., Librarian

THE main function of a newspaper library is, in my opinion, to furnish information on any subject with the minimum possible delay. To this end, the *Daily Herald* Library has adopted a system of filing, which, it is found, seldom fails to meet demands.

Before going into detail of this filing system, I will endeavor to give some idea of the work in the Library of British Labors' national daily.

The first job is to clear up all cuttings requisitioned the previous day and see that all reference books have been returned.

Attention is next turned to the reading or marking of the London papers. First comes the *Daily Herald*. All editions (including the Northern issues) are read, and in cases where a particular story appears in one edition only, a note to that effect is put on the cutting. It is found advantageous to mark personal and general cuttings in differently colored pencil, so that the cutter does not waste time when sorting into the different batches. When all London papers (including the evening papers of the previous day) and the principal provincial dailies have been read, the cuttings are sorted.

The cabinets containing the filed cuttings are arranged alphabetically, and each assistant has a certain number of letters in his or her section.

With very few exceptions all cuttings are filed the same day.

I will deal with the filing system.

*Personal cuttings:* These are arranged alphabetically, but in the cases of prominent politicians separate folders are kept for speeches. This facilitates quick reference and also ensures purely biographical matter being kept distinct.

*General cuttings* are treated as follows:



*Foreign news:* Appropriate sub-divisions are made. Take the case of France: Sub-divisions such as *France: Army, Finance, Finance-Loans, Labor, Labor-Disputes, Political, Political-Cabinet, etc.*, are made and the same would apply to all big countries. Such sub-divisions enable the foreign editor to handle a particular subject quickly, and without having to wade through a mass of irrelevant matter. In addition to keeping folders of such subjects as unemployment, prisons, prison-reform, etc., under the various countries, a separate folder is also made for unemployment (world), prisons, etc. This has the advantage of enabling a composite story to be done, without getting out dozens of folders

*Home news:* As the *Daily Herald* is the organ of the British Labor Party, special attention is paid to industrial news. Special folders are kept for all unions affiliated to the Trades Union Congress, and their activities are duly filed under the various sections. Many sub-divisions evolve from industrial news, e.g. Hours and Wages, Wage Movements, Arbitration, Industrial Disputes, and the like.

*Parliament:* Questions in Parliament as detailed in Hansard are recorded on the card index system. Book reviews, special articles, features, etc., are also treated in the same way.

*Reference books, etc.:* The principal reference books, e.g. "Who's Who," "Burke's Peerage," Gazetteers, Dictionaries, are kept at hand so as to enable speedy dispatch to the sub-editors' room. All other books are card-indexed.

The answering of queries and the provision of reference books, especially in the late afternoon and early evening, take up a great deal of the Library staff's time. Humor, however, does sometimes make an appearance. An office boy had been asked to get "Who's Who" from the Library. Not finding an assistant available, he left a note, "Mr. ——— wants Whose Zoo." An application to get Roget's "Thesaurus" made him turn pale.

To revert to the filing system, candidates' election addresses, the various political parties' propaganda, etc., find a home in the Library. All Government publications, statistical reviews, commission reports, are classified under the various subjects.

It is not easy to say how wide is the field covered by a London newspaper library. Readers ring up incessantly to get information "just to settle an argument." What is the cost of living? How is the index figure arrived at? How many fights has Carnera won? Mr. R. has arrived from America to buy first editions. Can you please give me his address? Hundreds of such questions are fired at the Library from readers and others.

Then again the librarian is expected to answer mathematical problems, translate foreign documents and, in sum, be practically a human encyclopedia. What is the French for gate-crasher? How does the quotation read: "Men or April when they woo"? Such questions are easily turned up, but the enquirer looks askance if the librarian cannot answer off-hand.

## The Daily Mail, London

By MISS EFA GRIFFITHS, Librarian

THE importance of the library in a newspaper office is very great, and its main aim is to be able to provide all members of the staff, editorial and commercial, with accurate information on any person or subject in the shortest possible time.

Thus, a writer can obtain data on anything from science to what is known in the newspaper world as Silly Season topics without having to wait for long research work. To cope with this demand, the *Daily Mail* Library is built up with books, Government blue books and publications, maps, indexes, and — the most important item — newspaper cuttings. Of the books, every conceivable encyclopedia, year book, directory, and guide is kept, and as many as space will allow of works on travel, general information, and of biographies.

To deal with the most important of these — the cuttings. These are taken from all the London, and some of the provincial newspapers, thus making the most comprehensive record possible of the day's news. The method by which this is carried out is as follows. The papers are gone through, story by story, by one of the head members of the staff, and a chain of workers is organized so as to carry through the whole process, from the marking to the final disposal of each cutting in its folder, or dossier, as quickly as possible. As soon as each sheet is marked, it is handed over to two boys who stamp each story with the day's date and a letter, or letters, showing from which paper the cutting was taken, e.g., MP for *Morning Post*, etc., and then cut them out. From their hands the cuttings pass to those of the sorters, and lastly to the assistants, who, each responsible for some particular block of files, put the cuttings away in their respective folders. By this method, the day's cuttings have all been placed in their folders before 5 p.m., and so are ready for use by the night staff, for compiling stories, and verifying facts, for the following day's paper.

The *Daily Mail* Library contains some 35,000 or 40,000 folders, and the number of cuttings contained in these is impossible to estimate, when one considers that this system of filing has been in force since the founding of the paper in May 1896. Approximately 1,000 are put away each day, and to keep them within reasonable bounds it is obviously essential that the cuttings should be gone through periodically; this is highly specialized work, in that the person responsible for discarding must be able to judge at a glance whether a cutting is still of value, disposing of those which are no longer of use, at the same time carefully preserving all that give definite information, facts of interest, etc. The Personal folders need continual adapting and revising; when a person dies, his or her cuttings are taken away and placed among the Obituary cuttings, while marriages and divorces necessitate frequent changes among the folders, in order to ensure that they are accurate and up-to-date.

The folders themselves are classified under four sections — Personal (biographical), General, Foreign, and Crime — and these folders form in themselves a gigantic index, kept and arranged as simply as possible, in order that searchers not trained to library methods can find what they want, should an emergency arise when no member of the Library staff happened to be present when cuttings were required. It is the pride of the librarians that there should be a natural and logical "home" for every cutting, and that, therefore, no reasonable enquirer should be unable to obtain exactly the information he wants within an extremely short space of time.

The outside public are continually asking for information, both by telephone and by letter, and inquiries are received on such diverse subjects as the treatment of a sick tortoise, the weather forecast for some date weeks ahead, the disposal of works of art, stamps, etc., and also intimate problems of health or morals. Answers are given to all, and, in the case of those queries which do not come within the province of a library, suggestions are given as to the source where such information would be available.

Another very important branch of the Library's work is the card-indexing of the *Daily Mail* itself, in all its editions. Several hundred cards are written each day, and on these each name and incident is picked out, thus dealing with the news in a far more detailed way than is possible in the cuttings. This indexing of a newspaper is indexing on an enormous scale, for it deals with literally every subject under the sun, while the indexer must possess a most retentive and retrogressive memory in order to cope with stories which begin as perhaps a small news item, and later develop along totally different lines from those at first indicated. The indexer must be able to recall the earlier cards, and to bring them in, with suitable cross references, to the amended and later story. At the end of each day, the cards are sorted and put away, and at the end of the year they are edited, and then typed. The result makes three large volumes, and these are in frequent use for verifying the dates of incidents, and for answering queries, as also are the current year's cards, arranged in their own filing cabinet which consists of twenty-two metal drawers specially designed for rapid and easy reference. I have always found that women are far the best makers of indexes, for they alone seem to possess the endless patience and keen eye for detail which this work so specially requires.

It is very necessary to keep a careful record of everything borrowed from the Library, and to see that each night everything has been returned to its appointed place. A book is kept open on the Library counter, in which is entered details of what is taken out, the name of the borrower, and the initials of the member of the staff who has given it out, and the borrower has to hold himself responsible for what he has taken until it has been returned and signed back in the book.

The Library staff consists of highly educated and specially trained women, most of whom have also travelled and so gathered invaluable general information of foreign countries; and of boys recruited from board schools at the age of fourteen. I have found these excellent, and they are employed in the stamping and cutting of papers, and various other ways. Most of them leave when they are about seventeen or eighteen, but a few exceptionally good workers have been kept on, and have proved most excellent assistants, their work being chiefly the giving out of information stored in the Library. The staff work on various shifts, so that the Library is open from 8 a.m. to midnight every day of the week.

## The Yorkshire Post, Leeds

By JAMES J. EATON, Librarian

HERE are some brief details regarding the newspaper library under my own charge — that of the *Yorkshire Post* and its associated newspapers, which are *The Leeds Mercury* (daily), the *Yorkshire Evening Post*, the *Sports Post* (Saturdays) and the *Yorkshire Weekly Post*. The parent newspaper of this group, the *Yorkshire Post*, which originally appeared as the *Leeds Intelligencer* in the year 1754, covers a local circulation area whose total population exceeds 11,500,000, but, as Lord Irwin has pointed out, "the place of the *Yorkshire Post* in the judgment of the public is far from being confined to Yorkshire and the North; and it ranks among the first papers in the country." I have drawn attention to this pronouncement not as an advertising point, but in order to emphasize the fact that this Library has always a dual problem to face — the recording not only of local information over a wide area con-

prising very extensive industrial and agricultural interests, but also of all affairs, at home and abroad, in a manner comprehensive enough to meet the requirements of a national daily. The *Yorkshire Post* Library serves all the five newspapers mentioned both with information and pictures (including blocks).

Comprehensive folders with sectional envelopes of cuttings are maintained, relating to celebrities and other persons the world over in politics, society, art, science, education, sport, crime, etc., and also to a very wide variety of subjects from AGRICULTURE to ZOOLOGY.

The cuttings filed are taken mainly from our own papers and the London *Times*, but other leading daily newspapers, London and provincial, and certain other periodicals, British and foreign, are also cut as occasion requires. Official statements in document form upon questions of importance are also filed when obtained.

A summary index to the *Yorkshire Post* and the *Times* is dictated and typed daily for the use of the editor and managers, and upon this summary is based chiefly the selection of cuttings which are taken for filing.

The folder relating to every person of importance contains, in addition to classified cuttings regarding his or her career, biographical notices which are brought up to date periodically in order to be available for immediate use at any time in one or other of our newspapers. Every subject of importance is divided into a number of sections and sub-sections, in logical sequence so far as is compatible with practical handling, there are, for instance, 24 main headings and 140 sub-headings in the program prepared for the filing of cuttings relating to Aviation, and 21 main and 148 sub-headings for that concerned with Music. By means of careful and detailed classification, the cuttings are rendered the more rapidly accessible. In order to ensure that any important cutting required may be found rapidly upon request, duplicates and sometimes triplicates are filed under both a personal and a subject heading or under various subjects as may be required.

An alphabetical-numerical card-index facilitates rapid reference to the cuttings folders. Brief summarized details relating to person or subject concerned are entered upon each card; changes in titles involved by new successions of heirs to earldoms, baronetcies, etc., engagements and weddings of social or other importance, obituary dates, new appointments and the like, are daily entered upon these index cards.

A detailed index of the contents of the *Yorkshire Post* is compiled daily (type-written on cards), the whole of the contents of this card index being copied annually by typewriting upon foolscap-size sheets, which are then bound into volumes for permanent record. The latest annual index is comprised in two volumes of 1,600 pages in all, with an average of some 50 entries per page.

Maps, pamphlets and other reference documents obtained from various sources, and all the principal Government Blue Books, Parliamentary papers, etc., are also regularly filed. For convenience of instant information, various statistical records of Disasters — Aviation, Mining, Railways, Shipping, etc. — and of notable achievements and "records" in Aviation, Sport, etc., are kept and constantly brought up to date.

A full stock of current year books and other works of reference relating to every sphere of political, social, economic, sporting etc. activities is kept available. In addition, we have in the Library a small collection of some few thousand books — mainly in specialized literature — arranged according to subjects.

Cordial relations with the Public Library promote a most useful interchange of information between ourselves and that very progressive institution.

Applications for any loans of cuttings, pictures, blocks, or other material from our files are sent in by various departments pencilled on printed requisition slips, and a Register of all issues whatsoever is kept and checked to ensure daily return. The Department is open from 8.30 a.m. to 2 a.m.

In this Department also Readers' Enquiries and all "Replies to Readers" on legal and general questions published in our papers or answered by post are dealt with.

The bound files of our newspapers — in the case of the *Leeds Intelligencer*, now the *Yorkshire Post*, going back to 1754 — are housed in the basement of our building with the exception of those for the past five years, as well as bound files of *The Times* for the latter period, which are kept in racks in the Library.

A large number of pictures is now reproduced in all our newspapers. These are recorded and filed in the Library, and a very considerable number of photographs received daily from our own photographers and from outside agencies is added to stock. We have also filed some 30,000 metal half-tone blocks, recorded numerically on our personal and subject index cards.

Owing to constantly pressing calls upon our time for matter of immediate urgency, the very important process of weeding our cuttings and photographs no longer required does not yet receive so much time as should be devoted to it, but a certain minimum of this work is done daily.

I took over the Library for reorganization early in 1928, but the work is not yet completed to my satisfaction. It has been encouraging, however, to watch the progressive increase in its use by all departments during the past two years. The number of issues of material of all kinds recorded as lent out during the last six months of 1930, showed an increase of more than 30 percent upon the recorded total for the previous half year, and a further noteworthy increase will, it seems, be shown in the current half year. No record is kept of the many enquiries, by telephone or personal visits, which we are able to deal with as and when they occur.

The editor, joint managers, and the directorate have shown full appreciation of the needs of a modern newspaper service in the equipment of the Library, though its development is now somewhat impaired by the physical impossibility of extending at present the space allotted to it, a problem which is engaging the close attention of all concerned.

## Information Service of "The Seattle Times"

By FLORENCE M. WALSH

Supervisor

"IT CAN'T be true, can it? But I just heard over the radio that Knute Rockne was killed in a plane accident! I know that *you* will tell me the truth." This — but one of many inquiries on the same subject — illustrates the confidence that Seattle citizens repose in "Main-0300," the Information Bureau of *The Seattle Times*.

The aim of the Bureau is to tell the public what it wants to know; and every day fifteen thousand questioners turn to it for assistance, registering the reactions of the Northwest metropolis to every subject under the sun.

Truly deserving of the term "unique," "Main-0300" serves its great public without interruption twenty-four hours each day. Neither local holiday nor world disaster halts the steady stream of information flowing out over its wires. Even an imaginary visit to its home will prove interesting. In its recent removal to the Bureau's quarters in the New Times Building, the work continued without the suspension ordinarily considered unavoidable at such a time. Special connections kept librarians at both buildings in touch with needed material.

Passing into the Information Bureau, one sees several young, low-voiced college women sitting at desks, conversing over the telephones or moving quietly about in research work. Others are typing answers to letters, transferring facts to cards for filing cases or recording lists of items too new to be on permanent record. A filing clerk presides over fireproof cabinets filled with clippings. Hundreds of these are daily cut from *The Seattle Times* and other local publications as well as from certain magazines of national importance. In the files are millions of these clippings, covering every subject from "Births" to "Deaths" and all that makes for mankind's news between those two milestones. Clippings that have served their purpose are eliminated from time to time. An odd-looking cabinet holds telephone directories of important cities from Maine to California; a bulletin board tells of important events. Scrapbooks record all sorts of gatherings from neighborhood picnics to national conventions. Time-tables cover train, bus, boat and aircraft schedules.

Through a glass partition may be seen the swiftly-moving hands of those serving the five-position switchboard. It is of the latest automatic type, but the operators must handle countless incoming calls every day as well as give special attention to all departments of the newspaper. When the board blazes with lights, hundreds of citizens are inquiring about the location of a fire, seeking confirmation of a sensational rumor, or, just as likely, asking for the results of a baseball or football game, a hockey match or wrestling bout. College sports interest thousands. The switchboard operators share in the work of these calls, but do not answer questions requiring research, about nine hundred of which are received daily. Thousands call the switchboard or "Information" for time.

In another room is the Photographic Library — also a part of the Information Bureau. In the orderly steel files are more than two hundred thousand reproductions of those whose activities have enabled them to reach the pictorial page, the rotogravure, or other sections of *The Times*. With cuts, histories or obituaries of important local, national or international individuals, they are filed alphabetically, as are the cards and clippings in the information section.

Books reach the ceiling in two rooms, those volumes in most frequent use being in the Information Bureau where they are easily available.

Although Seattle and the Puget Sound country are so situated that all the year round resorts are maintained for fishing, hunting, golfing and recreative sports of all kinds and we are constantly besieged for information concerning these, as well as for road and weather reports, a separate Travel Bureau is opened during the vacation season. It is conveniently located for shoppers and tourists.

You are so familiar with the usual work and equipment of the newspaper reference library that no attempt will be made at this time to stress those features, this account concerning itself mainly with the special department directly serving the public by telephone and letter, rather than through the columns of *The Times*. All newspapers have more or less of this to do — usually at the most inconvenient times — and it

was in an attempt to lift this distracting detail work from the shoulders of busy executives that the Bureau was initiated by our present publisher, Colonel C. B. Blethen. It began in 1913 with one girl, one telephone, a "World Almanac," a dictionary, a city directory and a few schedules. Eventually "Main-0300" reached out to embrace the entire telephone system, the reference library, the photographic library and practically all inquiries from the public, whether by telephone, telegraph or letter.

What do they ask about, our fifteen thousand daily inquirers, you wonder? About *everything!* And the confidence reposed in "Main-0300's" ability to satisfy their needs is happily justified under most unusual conditions.

There was the Seattle father who was left to entertain his small boy. Animal imitations proved the perfect solution until he inadvertently mentioned the camel. Confidence was fading from his son's expression until a "Main-0300" girl recalled her experiences near the winter quarters of a circus. Her carefully rehearsed "call of the camel" saved the situation. Quite at the other extreme was the appeal from the well-known writer, Frederick Collins. In an article which appeared in *Collier's Weekly*, Mr. Collins dealt with the various activities of "Main-0300," citing his own experiences when he and a fellow passenger engaged in a smoking-car argument lasting from the time they left Fargo, North Dakota, until they reached St. Paul. There a telegram was dispatched to "Information." At Chicago waited a message containing the exact words of the Biblical quotation requested, proving that neither Mr. Collins nor his opponent was entirely right in his contention. "John: Chapter VIII; Verse VII" was the subject of the discussion between a noted writer and an ex-parson-candy-salesman.

School children have the "Main-0300" habit. They get up in the morning and go to bed at night by clocks corrected through "Information." Problems touching all the school subjects are brought to the librarians of the Bureau. Later in the evening their elders may request the most recent rulings on backgammon and contract bridge.

Housewives, social leaders, manufacturers and sportsmen call to save valuable time and to acquire needed information for planning future action. Every sport event and all air flights bring up records of the past. Rescue expeditions such as those of Eielson, Burke and Renahan, who were recently lost in Alaskan flights, raise interest to a high point.

Elections stimulate arguments on past results necessitating a great deal of research work. Construction projects such as that of the Hoover Dam elicit inquiries from those of every walk in life.

Information operators advise as to the correct length of the debutante's frock, the usual wedding fee and the social etiquette of sending flowers to a boy graduate. "At what time is the egg hunt in Woodland Park?" inquires one child; "Do we bring our own eggs?" asks another; "Can we ship flowers to another State?" interrogates a third.

"Main-0300's" staff of twenty-two come and go at all hours so that never for an instant is service suspended. The farmer is apprised where he may obtain a free test of his soil, the amusement seeker learns the time and price of current attractions, the radio fan is told the reason for the sudden interruption in his program.

To numbers of people "Main-0300" is "an ever-present help in time of trouble." During the anxious hours of the night come calls for doctors, nurses or dentists who



can be quickly reached, for the name of the nearest garage or wrecker, for fire and police station numbers.

Daytime problems, too, are serious. Many persons have no idea of how to get in touch with Customs and Immigration Bureaus or with City, County and State officials; they wonder what to do in order to record a deed, conform to parking strip rules and obtain various types of licenses.

A young man came in recently. He was worried over the fate of a brother whose plane crashed in Alaska. Our files showed that after being missing for several days the aviator and his passenger "mushed" in to a trapper's shack, carrying the ninety-pound mail sack. The brother here had not known where to telegraph for news. His face was a picture of relief after he read the final clipping.

Both puzzling and humorous are some of our questions: "How many times a day does the *world* revolve on its 'axles'?" is a dizzying type of inquiry; even the self-possessed "Main-0300" girl is puzzled as to how to satisfy this questioner: "If the radiator is so hot that I can't put my hands on it, what is the temperature of the room?" but how easy it is to change the plaintive note in the voice that asserts: "I didn't want a refrigerator company when I asked for the Frigid Air Auditorium; I was looking for a place to ice-skate!"

It is interesting to note how current news affects our people. The marriage of Nancy Ann Miller to the Maharajah of Indore led to a flood of questions concerning the race of the Hindus, their peculiar religious and social customs and the loss of citizenship of Nancy Ann, a former Seattle girl.

Congress or the State Legislature convenes and discussions arise touching laws and legislation; Alfonso leaves Madrid and inquiries come in regarding the wealth and power of other living royalties and dethroned monarchs, as well as on similar episodes in history.

Public interest is like a pool into which the pebble of sensational news is tossed. The circles widen until they embrace a hundred subjects, some seemingly remote from the one with which they started. A reflection of this comes back to "Main-0300" which must anticipate and satisfy the demands of its information-seeking public.

Mr. Collins, in his *Collier's* article, expresses it another way: "Main-0300 offers the picture of a city's heart and soul," he says, "the key to what a city thinks."

## Commercial Bibliography Service

THE much needed bibliography of text literature made its appearance last month with the publication of **Business Administration and Economics**, a classified list of current books in commerce and industry. The publishers, American Textbook Services, 419 Lafayette Street, New York, have announced plans for twelve groups, to be released each month throughout the year. **Health and Physical Education** is now in press, titles having been selected by Jesse Feiring Williams, M.D., Director of the Course in Physi-

cal Education, Teachers College, Columbia University.

Of the business book list, Walter Hausdorfer, Librarian in the School of Business, Columbia University, says:

"**Business Administration and Economics** is an interesting development in the field of commercial bibliography. Although its greatest value probably will be for the instructional staff in the selection of textbooks, it should be of considerable interest to the librarian who is faced with the

problem of building up a collection of books on commerce."

The American Textbook Services are independent of the book companies represented in the pages of each bibliography. Three books in each subject are awarded prominence because sales records and popular opinion indicate that

they are superior to their competitors in content, authoritativeness, and treatment.

One of the important features of this new project is the reference library in Room 403, 205 East 42nd Street, New York, where the recommended titles are on display for the convenience of teachers and librarians who wish to compare the books of various publishers

## GROUP ACTIVITIES

### CIVIC-SOCIAL

Editor: Grace A. England

#### RECENT PUBLICATIONS IN THE FIELD OF LOCAL GOVERNMENT

By *Ione M. Ely, Secretary, Bureau of Government, University of Michigan*

THE taxpayer in Michigan supports four or five different governments: state, county, school district, city or township, or village and township. Some Virginia taxpayers support but two. The situation in Michigan illustrates a condition which is duplicated in many other states, and everywhere there is agitation for reform. California has made a critical investigation of its county government, Ohio has such a study under way. "Municipal Government and Administration in Iowa," edited by Benjamin F. Shambaugh, is outstanding among these critical surveys, and the series of reports published by the New Jersey Commission to Investigate County and Municipal Taxation and Expenditures includes valuable studies of county and municipal debts from which constructive conclusions may result. The impartial and highly praised "Report on Taxation in West Virginia" has been published recently and covers both state and local conditions. City revenue problems have given impetus to the movement for local government reform, and considerable legislative action has already resulted in North Carolina.

Tax delinquency and depleted city coffers complicate municipal revenue problems. "The Present Financial Status of 135 Cities in the United States and Canada," by Frederick L. Bird, presents conditions clearly and briefly. The State Bureau of Municipal Information of the New York State Conference of Mayors has issued "A Comparative Analysis of 1931 Budgets of Cities of 50,000 to 1,000,000 Population." The Municipal Administration Service published "Budgeting for Small Cities," by Arthur E. Buck, and a new tool, "A Selected List of Recent Municipal Research Reports," which promises to be most useful. State leagues of municipalities and local

bureaus of research fill their magazines and bulletins with financial programs and efficiency measures.

Many cities are watching closely the financial statistics submitted in the testimony before the Federal Trade Commission in its investigation of public utilities. "Forces Affecting Municipally Owned Electric Plants in Wisconsin" is a study of certain aspects of this highly controversial problem, made by E. Orth Malott. F. Robert Bruchner won a prize for pointing out that five cities carrying their own workmen's compensation saved \$105,000 in premiums. Russell P. Drake's "Municipal Insurance Practices of New York Municipalities" contains much factual data of importance.

In addition to problems of taxation and retrenchment, every city has a pressing crime problem, and police methods are receiving unusual attention. "Chicago Police Problems," issued by the Citizens' Police Committee of Chicago, and Ernest J. Hopkins's "Our Lawless Police" are indicative of current interest. John L. Gillin's "Taming the Criminal" tells how criminals are handled in various parts of the world, and there is Hubert R. Gallagher's report on "Crime Prevention as a Municipal Function." Emanuel H. Lavine's "Gimme, or, How Politicians Get Rich" is a contemporary picture of corruption. The reports of the National Commission on Law Observance and Enforcement challenge interest and hold it, and are provoking much controversy. Philadelphia's municipal courts are under investigation, and the Michigan Municipal League has just published a study, "Municipal Courts in Michigan."

The proceedings of such organizations as the American Municipal Association and the Governmental Research Association and the studies of the Institute for Government Research of the Brookings Institution reflect the turbulence of city affairs and the need for vigorous action. These proceedings and studies are invaluable sources of information and suggestion in a year like the present one, when municipal problems press for answer. Current tendencies are outlined

briefly in "Recent Trends in American Municipal Government," edited by Clarence E. Ridley. The *Survey Graphic* for October 1931 has the general title "A New Deal at City Hall," and contains a number of authoritative and enlightening articles on municipal government as it exists today.

"The Form of Government in 288 American Cities," recently issued by the Detroit Bureau of Governmental Research, contains a summary of data received in response to a questionnaire sent cities over 30,000 population. "The Government of the City of Atlantic City," a study made by the same bureau, is notable because Atlantic City still operates under the commission form of government. Dr. Lent D. Upson's fine study, "The Growth of a City Government," offers an enumeration of Detroit's municipal activities, but transcends its geographical limits.

Three books suited to the family library which bring municipal information indirectly will interest even the casual reader. "The Autobiography of Lincoln Steffens" scarcely needs mentioning; Lothrop Stoddard's "Master of Manhattan; the Life of Richard Croker" is delightful, and there is also Henry J. Smith's "Chicago: a Portrait," illustrated by E. H. Suydam, good to look at and good to read.

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Helen Gruner, Librarian of the Bureau of Municipal Research of Philadelphia, is organizing the library of the Labor College of Philadelphia. This collection consists of books and pamphlets on labor, political science, workers' education and kindred subjects.

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Ethel Slattery, President of the Milwaukee Chapter, recently appointed a committee, of which Richard Krug is Chairman, to compile a union list of all the periodical publications and services on file in the special libraries represented in the Milwaukee Chapter.

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The National Safety Council had an exhibit at the 20th Annual Safety Congress held at the Stevens Hotel in Chicago, October 12-16. Much interest was shown in the mats on which were displayed posters, pamphlets, etc., on the subjects of home, traffic and industrial safety. Posters from foreign countries were of special interest. Upon request, the Library of the National Safety Council sends exhibit mats to state conventions of Women's Clubs and Parent-Teachers Associations. These cover the subjects of home, school and traffic safety.

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The New York Group inaugurated the season in October with a luncheon meeting of sixteen,

including two New Jersey members. It was unanimously voted to continue visits to libraries of Group members. This decision led to acceptance of Mr. Wilson's invitation to visit his plant, on November 12, when tea was served after the inspection.

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It is not too early to think about the program for the June Conference. Your Chairman will be helped in planning if you will send in statements of the problems you wish discussed.

## COMMERCIAL-TECHNICAL

Editor: Mary Ethel Jameson

WORKERS' LEISURE \*

By Magnus W. Alexander, President, National Industrial Conference Board, Inc.

THE introduction of machinery has multiplied the output of labor many fold. It has made possible the payment of high wages and has at the same time reduced the cost of the goods and services for which wages are expended. It has also increased the leisure of the wage earner, which is of particular importance since the use to which that leisure is put will materially affect our social order.

Leisure properly employed is beneficial to the individual and to society. The wage earner who uses his leisure time for health-building recreation or for the improvement of his natural mental or physical faculties is making an investment of that leisure that will pay large dividends. He is also enlarging the nation's assets and contributing to the development of a self-reliant and intelligent citizenship. Leisure, like material wealth may, however, be wasted. When leisure becomes synonymous with idleness, it is of benefit to no one. When it merely furnishes an opportunity for wasteful expenditure, it is destructive of those traits of character which have contributed to our national development. The dissipation of time upon things which serve no useful purpose is a peculiarly profligate form of extravagance. As leisure becomes increasingly extensive in consequence of continued industrial progress, the danger of social decay can be averted only if workers make constructive rather than destructive use of that leisure.

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## News from Local Group Chairmen

BALTIMORE — Alice V. Reynolds

One of the group is compiling a topical index of subjects for use in filing engineering drawings and other related material such as catalogues,

\*Specially written for this page — ED

pamphlets on operating instructions, and the like. This index will include material falling under the main headings: Civil, Mechanical, Electrical and Hydraulic Engineering. It is felt that this is a worthwhile effort because of the inadequacy of the outline extension of the "Dewey Decimal System of Classification Applied to the Engineering Industries," by L. P. Breckenridge and G. A. Goodenough, University of Illinois, Engineering Experiment Station, Bulletin No. 9. An alphabetical index to this will also be prepared at the same time.

#### BOSTON — Ruth Canavan

Mrs. Mary Watkins Dietrichson, in charge of the Kirstein Library, Business Branch of the Boston Public Library, reports that her staff of assistants, which was originally three, has been increased to seven. Genevieve McCrohan, a recent graduate of Simmons, who has been occupying a position as cataloger at Dartmouth College, has joined the staff at Kirstein Library to make a subject catalogue.

#### CHICAGO — Edith L. Mattson

J. K. Wilcox of the John Crerar Library has recently compiled Reference List No. 14, consisting of "A Checklist of Recent Industrial Surveys and Surveys of States, Counties or Sections." Other lists prepared in 1931 comprise the following subjects: "Lists of City Chambers of Commerce"; "Buyers Guides"; "Industrial and Manufacturing Directories"; and "Official State Educational Directories."

#### CLEVELAND — Rose L. Vormelker

The Business Information Bureau of the Cleveland Public Library has compiled a list of references, entitled "Port Development and Administration," at the request of the recently appointed Port Commission of Cleveland.

Miss Ernestine Brown, formerly of the Arts and Technology Department of the Seattle Public Library, is spending a year in the Technology Division of the Cleveland Public Library as an exchange assistant. Miss Genevieve Newel of Business Information Bureau of the Cleveland Public Library is spending a year in Seattle on the same basis.

#### DETROIT

There is no group activity in the Detroit chapter. Miss Louise Grace, Publicity Committee, will provide news upon occasion.

#### LOS ANGELES

Mrs. Anne F. Leidendeker has been appointed Chairman of the Group.

#### MILWAUKEE

Esther Block, Chairman of the Publicity

Committee, will take care of all notes of activities sent from the Milwaukee Chapter.

#### NEW YORK — Aina Ebbesen

Mary Louise Alexander represented the New York Special Libraries Association at the Friendship dinner of the Business and Professional Women's Clubs, on November 9, at The Towers, Brooklyn. Anne Lincoln, Librarian of Brooklyn Edison Company, was a speaker at this meeting.

#### PHILADELPHIA — Helen M. Rankin

James R. Evans, Research Librarian of the Armstrong Cork Company, has just completed a bibliography of 325 pages on "Refractory Materials." The list contains abstracts of books, journal articles and also a complete patent search on the subject.

## FINANCIAL

Editor: Ruth G. Nichols

COMPLETE revision has just been made of the list of libraries and librarians having membership in Special Libraries Association who comprise the Financial Group. This list numbered sixty-eight. There are about twenty non-members of the Association who affiliate with the Group. Many of these are in New York City, and a few of them should certainly come into active membership. The Chairman will be glad to hear of new names which should be added to the list.

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Each member of the Group received copies of the printed reading lists distributed at the Financial Library exhibit held in connection with the American Bankers Association Conference at Atlantic City. The central office very courteously made this distribution for us.

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The Chairman has just finished reading the final report of the Exhibit Committee made by its Chairman, Marguerite Burnett. It comprises a summary report; observations on the assembling of the exhibit with comments by visitors, a statement of expenses; lists of books, pamphlets, magazines, and other material displayed; copies of the publicity secured, samples of reading lists distributed and photographs of the exhibit. In short, it would serve to a large extent as a guide in setting up similar exhibits. If chairmen of future exhibits will make as careful and comprehensive reports as this, we will soon have a body of material from which could be prepared a pamphlet on the technique of bank library exhibits. The cut of the exhibit used on the cover of SPECIAL LIBRARIES is too small to do full justice to the subject. The actual photographs dis-

close a most effective and attractive set-up which was secured with a minimum of equipment.

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Beatrice Carr, formerly with Sutro & Company, is back in New York after a pleasant summer in England, and is now engaged in some reorganization work. She tells a fascinating story of the scene in Downing Street to which she made her way, with true financial instinct, on the day the gold standard was abandoned.

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Mary Parker of the Federal Reserve Bank of New York has been appointed Chairman of the Emergency Unemployment Relief Fund for the New York Association.

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Mary Hayes of the National City Financial Library has been appointed a member of the Publication Committee of the National Association.

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Mrs. L. D. Schaeffer, a long-time employee of the Federal Reserve Bank of Minneapolis, has just been placed in charge of the library of that bank. She will give half-time to this work.

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Annette Windele, President of San Francisco Chapter, has taken a richly deserved vacation and is now on her way to spend an indefinite time and all her hoarded gold in Paris and England. Miss Windele sailed from San Francisco on the "Chile," a Danish freighter bound for Hapsburg. To these facts were added further elements of adventure in that the lady was not only the sole passenger but the only woman on the vessel. Librarians do escape from routine sometimes!

Mrs. Bessie Kibbe will preside over S. L. A meetings until Miss Windele's return. Mrs. Kibbe was elected to fill the position of Vice-President, which was left vacant by the resignation of Mary Taylor.

## INSURANCE

Editor: Abbie G. Glover

GERALDINE RAMMER, Librarian of the Hardware Mutual Casualty Company at Stevens Point, Wisconsin, now issues a weekly one-page bulletin, every Monday morning, under the title "Casualty Library Information Bulletin," the first issue of which appeared on October 19, 1931. The Bulletin lists by subject the pamphlets, newspaper or periodical articles which might be of interest to the company's employees.

Misses Bradley, Swerig, Sillence, Flagg and Pressman met informally for luncheon, October 29, 1931, in the dining-room of the Metropolitan Life Insurance Company. The publication of the pamphlet "The Insurance Library" was the main topic of discussion.

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The Insurance Institute of America, Inc., held its annual conference, October 27, 1931, at New York City. In the evening, the annual dinner was held at the Waldorf-Astoria with about a hundred guests present, including many company officials, delegates from the various insurance societies, executives of organizations, prize-winning students and others. Sarah Q. Slaughter, Librarian of the Insurance Library Association of Atlanta, flew up from Atlanta to attend the conference. D. N. Handy, Librarian of the Insurance Library Association of Boston, also attended as the representative of his Association.

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The Insurance Society of Philadelphia has revived its interest in its library and educational work. The Penn Pond, Honorable Order of the Blue Goose, is also interesting its members in the educational work of the Insurance Society with the expectation that classes in insurance will be conducted. E. R. Hardy, Secretary of the Insurance Society of New York, attended the first anniversary dinner of the Penn Pond, held November 2, 1931, at the Penn Athletic Club, Philadelphia. He spoke on the need and value of insurance libraries and explained the activities of the Insurance Institute of America, Inc.

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Mr. W. P. Cutter, in charge of classification, Baker Library, Graduate School of Business Administration, Harvard University, has produced an insurance classification scheme far in advance of any scheme developed to date. This subject is but one of many in relation to business which Mr. Cutter is analyzing in connection with the classifying of the Baker Library. After some re-checking, the final draft will shortly be sent to the printer.

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Mabel Swerig, Librarian of the Insurance Society of New York, and Walter A. Schwindt, of Marsh and McLennan, insurance brokers, arranged an interesting display in the new Childs restaurant, "Golden Hill," recently opened at 136 William Street in the heart of the insurance section of New York. The display included a Lloyd's policy issued to an English trader on the life of Napoleon; the first and the hundred millionth industrial policies of the Metropolitan

Life Insurance Company; one of the earliest rate charts published in England; a \$100,000 policy taken by Amos 'n' Andy on their "Fresh Air Taxi Cab Company, Incorporated."

## MUSEUM

Editor: Minnie White Taylor

"LURES TO READING" is the alluring title of the first article in the November issue of the *Children's Museum News*, Brooklyn, New York. To quote: "For the Brooklyn Children's Museum, it is not enough to have a well-furnished library. Besides having books for people who ask for them, the library undertakes to stimulate in its young visitors the desire to read. The latest device for this end is the adaptation of play-scenes, as exemplified by two charming groups, one of Indian life and one depicting Holland, now on display in the library . . . Youthful eyes are at once attracted. Then youthful curiosity begins to stir, and soon librarians are being asked for books about Indians or about little Dutch boys and girls, and how they live. . . . A Japanese stage-setting is now under way and others will follow." Mrs. Delia F. McCloskey is the Librarian.

\* \* \*

Margery Kloss of the Cleveland Museum of Art Library was married, October 31, to Earl Edwin Miller of Akron, Ohio. Mrs. Miller will continue her work in the Museum Library.

\* \* \*

The October number of the Cincinnati Art Museum *Bulletin* includes two items of interest to the Museum Group. On the cover appears a reproduction of the new bookplate for the Museum Library designed by William E. Hentschell, Instructor in Design at the Cincinnati Art Academy. There is also included an article on the "Museum Library" by Eugenia Raymond, the Librarian, in which she quotes a portion of the address made by Mr. Lewis B. Williams before the first General Session of the Special Libraries Association in Cleveland.

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The Whitney Museum of American Art in New York City was opened to the public on November 18 in the remodeled museum building to be known as 10 West Eighth Street. The Museum, founded and endowed by Mrs. Gertrude Vanderbilt Whitney, is to contain the largest and most comprehensive collection of American art in this country. Monographs on American artists will be published, seventeen of which have already

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been prepared and will be issued on the opening date of the Museum.

\* \* \*

To paraphrase John XII. 8: Reprints and separates always ye have with you. And what a trial their presence usually is! In the Annual Report of the Director of the Museum of Comparative Zoology at Harvard College, for 1930-1931, Eleanor K. Sweet describes in her Report on the Library how this perplexing problem has been solved in the "MCZ" Library. The procedure appears very practicable.

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Thanks to the courtesy of the Department of Promotion of the Century of Progress International Exposition, the Burnham Library of the Art Institute of Chicago (Marion Rawls, Librarian) has been designated as an official depository for printed matter and photographs. The Library receives the weekly magazine, *Progress*, issued by the Exposition, and many of the important photographs already taken. These show both the finished buildings and those in progress.

The Ryerson Library has bought from Braun 155 excellent reproductions of the drawings of Leonardo da Vinci and of Watteau.

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Lilian Fairchild, Assistant in the Library and Reading Room of the Buffalo Museum of Science, is continuing her travel articles in *Hobbies*, a monthly publication of the Museum. The one in the November issue — "By Land and Sea; Teak and Elephants" — includes a photograph of an "elephant a-pilin' teak," taken by Miss Fairchild.

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The New York Historical Society, of which Alexander J. Wall is Librarian, will shortly place on exhibition an extensive collection of prints, books, manuscripts, and oil portraits of George Washington in connection with the bicentennial celebration of his birth.

\* \* \*

The annual dinner of the Roosevelt Memorial Association was held at Roosevelt House, New York City, on Tuesday evening, October 28. Roosevelt medals were bestowed upon Judge Benjamin N. Cardozo, for the development of public law; Mr. Hamlin Garland, for his contributions to American historical literature; and Dr. C. Hart Merriam, in the field of natural history. Admiral Richard E. Byrd, who was awarded a medal in 1930 for "the expression of the pioneer virtues" and who was unable to attend the dinner last year, was present to receive his medal. Nora E. Cordingley, Librarian at Roosevelt House, attended the dinner.

## NEWSPAPER

Editor: Joseph F. Kwapil

### PROBLEMS OF ELIMINATION

By Ford M. Pettit, Director of Reference Work,  
Detroit News

**N**O MATTER how large the present library plant, or how limitless are the resources of the newspaper, every librarian must come sooner or later to the problem of elimination.

No file of clippings, photographs or engravings can go on forever. Sometime there is going to be a limit to filing space. Or perhaps it will be that one subject division has become so crowded that the division must be broken down by further classification or elimination.

In *The Detroit News*, the work of elimination is combined with revision of classification. We are killing a couple of birds with some stones, as Andy would say.

Let us consider the question of clippings first.

The first thing to determine is why each particular clipping was permitted to appear in the paper. Having answered that, we must ascertain whether this particular clipping furnishes any information of value on the subject under which it is filed. If it doesn't, it can be thrown away immediately.

Generally speaking, clippings coming under these divisions can be safely thrown away.

Forecasts of an event after the event has passed; clippings containing information which are sufficiently covered in later clippings on the same subject, clippings on subjects fully covered by books in your library.

In a word, we must save all clippings which some one may reasonably be expected to ask for. And you can be sure that you will sometimes make mistakes and somebody will ask for something that you will consider perfectly useless. It is a job that should be entrusted only to a thoroughly experienced person of mature judgment.

With photographs there is a different problem. You can't turn to the bound volumes of the paper and supplant a photograph that has been thrown away. Your action is final and your decision difficult to arrive at.

When a person of less than average prominence dies, you can be fairly safe in throwing away all except one or two good portraits. If the person is prominent, several representative photographs should be saved, portraits, front and profile pictures, full length and perhaps an action picture. To be safe, the only sure rule would be to throw away only those photographs in which the photography was so poor that it would be difficult to reproduce them. In case of several copies of the same photograph, the two best should be saved, never less than two. Often a photograph becomes more valuable with the years and in time becomes priceless.

With engravings, the problem is not so difficult, for the photograph files are available and at worst a mistake usually means only missing one edition. Engravings of women should not be saved longer than five years at the most, because of changes in styles of hair and dress. Engravings of men can be saved longer, particularly if the portrait was made between the ages of 25 and 40, when there is usually little change in the features except possibly a mustache or beard. Those broken out of layouts or sawed down from larger cuts to one-column size are seldom worth keeping. It is difficult to make them appear like the other engravings in the paper, and they look to be what they are, a patched-up job. Engravings larger than two columns wide are seldom usable again. Very few persons warrant more than a one-column cut in their lifetime, and to save all the large engravings soon would fill the department.

Pamphlets largely have a permanent value and few can be eliminated, and these only when a later edition fully covers the information contained in the one thrown away.

## Handbook of Commercial and Financial Services

### Last Call for Supplementary Information

**I**T HAS been decided to publish a supplement to the "Handbook of Commercial and Financial Services," as we have on hand information on more than fifty new services that do not appear in the old Handbook, and there are also some important changes in data relating to some of the services included in the last edition.

Copy for the Supplement must go to the printer some time in January. As Chairman of the Com-

mittee, I would greatly appreciate the coöperation of the members of the Special Libraries Association in sending me: (1) Names and descriptions of services not now listed in the Handbook; (2) Changes, additions or corrections in the data given for those now listed. Unless this is sent in at once, it will be too late. Heed this last call!

ELEANOR S. CAVANAUGH.

## WHO'S WHO

### FREDERICK A. ROBERTSON

The Toronto Convention of S. L. A. in 1927 did much to arouse the interest of our Canadian colleagues, foremost among whom was Mr. Robertson, who will be remembered by all who attended that meeting as the efficient Chairman of the Local Committee on Arrangements. Since that time the Association has received ardent support and helpful co-operation from this engineer, who brings to us the viewpoint of the technical man.

Canadian born, educated at a Quaker boarding school in Ontario, Mr. Robertson entered the University of Toronto, graduating in Chemical Engineering with the degree of B.A.Sc. His early years after graduation were spent in different parts of Canada in engineering work, but for the last sixteen years he has been associated with the Hydro-Electric Power Commission of Ontario in various capacities. His official title at present is Secretary to the Chief Engineer and Engineer in Charge of Library. Mr. Robertson holds high rank among the engineers of Canada and in his own organization, which is one of the outstanding proponents of public ownership.

In addition to his active interest in our Association which has crystallized in his acceptance of a place as one of our Directors, Mr. Robertson is affiliated with the Engineering Institute of Canada, the Electric Club of Toronto, the Engineers Club of Toronto, of which he is Vice-President, the Association of Special Libraries and Information Bureaux of England and with the American Library Association. He is active in the affairs of his Alma Mater, being Director of the Alumni Federation, Secretary of the Engineering Alumni Association, and a Member of the Publication Board.

Mr. Robertson impresses all who come in contact with him by his dignity and poise, and one instinctively feels that his judgment on all matters is well-considered, calm and impartial. We are fortunate in having him contribute his experience to the conduct of our organization.

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### MARGARET REYNOLDS

As one of the Directors of S. L. A. Miss Reynolds continues her interest in the affairs of the Association which has included in the past posts as Chairman of various committees, Group Chairman, Associate Editor of *SPECIAL LIBRARIES*, 2nd Vice-President, and President in 1930-31. She is a charter member of both Illinois and Milwaukee Chapters.

Born in Michigan but claiming Wisconsin as home, Miss Reynolds attended Milwaukee-Downer College and was graduated from the Wisconsin Library School. After holding positions in Jacksonville, Illinois, Madison, Wisconsin, and as Librarian and Lecturer on Library Economy at Milwaukee-Downer College, Miss Reynolds was called to organize a Library for the First Wisconsin National Bank, with which she is still associated. Since 1924 she has given a course of from ten to fifteen lectures on business libraries at the Riverside Library Service School, Riverside, California. Her copyrighted correspondence course of twenty lectures on the business library has now been taken over by the Home Study Division of Columbia University.

Miss Reynolds is a frequent speaker on various phases of books and reading at churches, clubs, and before various branches of the American Association of University Women. A regular contributor to the *Mid-Western Banker* and other financial periodicals, she started and continues to edit the *First Wisconsin Teller*, the house organ of her bank.

S. L. A., however, cannot claim all her time or interest. She is also Treasurer of the Wisconsin Library Association, a member of various A. L. A. committees, affiliated with the Y. W. C. A., Business and Professional Women's Club, American Association of University Women, and D. A. R. In her lighter moments Miss Reynolds confesses to a penchant for designing Christmas cards and driving a Studebaker.



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THE special library movement has been steadily developing, particularly in the period since the close of the War. With this development has come a gradual recognition of its place in the economic scheme, and organizations have come, slowly to be sure, to an adequate appreciation of the value of the services rendered to executives, staff members, and clients. Unfortunately, most of these services do not lend themselves to being plotted nor graphed, nor reduced to dollars and cents on the balance sheet of the corporation. In this day of falling profits or, as in many cases, of actual deficits, a so-called unproductive department such as the library must produce even better results than in normal times in order to justify its existence. Inevitably, some corporations will be forced to dispense with their library departments, but it is hoped that the number will be small so that the special library movement may not be thrust back to the bottom of the ladder and be forced to begin a new ascent. Let us not rest on our laurels but exert every conceivable effort to prove that confidence has not been misplaced and that we, individually and as an association, have a definite contribution to make toward business recovery.

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The Editor announces the appointment of Margaret Bonnell, Assistant Librarian, Metropolitan Life Insurance Company, New York, as Editor of "Events and Publications." Miss Bonnell, who will begin her work with the January 1932 issue, will welcome notes for her column.

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The Editor and Advertising Manager extend their thanks to Joseph F. Kwapil for his assistance in assembling material for this special Newspaper Number. Mr. Kwapil secured one full-page advertisement and coöperated with Miss Howard in securing another. Other members might well follow Mr. Kwapil's example.

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Merry Christmas and All Good Wishes for the New Year from your Officers and Editorial Board!

## PRESIDENT'S PAGE

### December Executive Board Meeting

THE next meeting of our Executive Board will take place in Chicago, Monday, December 28, at the Drake Hotel. Following our all-day session, a dinner with the Chicago Chapter is being arranged. The sessions of the Mid-Winter Conference of the A. L. A. during that week will also undoubtedly be an inducement to prolong our stay in Chicago for a few additional days. As chief officer of an affiliated organization your President, or a designated alternate, is a member of the A. L. A. Council, which meets on Tuesday and Wednesday, December 29 and 30.

Members of the Advisory Council of S. L. A. are again cordially invited to attend. Perhaps it is not understood by everyone that, according to our constitution, the Advisory Council is made up of the Presidents of all local chapters, the group Chairmen, the Chairmen of all National Committees, or their duly authorized representatives. We need the best advice possible in order to make wise decisions, and none are better qualified to give us that advice than the local and national executives.

### New Committee for Coöperation with Trade Associations

YOU no doubt have noted in the Proceedings of the Commercial-Technical Group published in the October issue of our magazine, that, as a result of Miss Morley's fine paper and the discussion following, it was decided to recommend to the Executive Board the appointment of a national committee to coöperate with trade association executives. The appointment of such a committee was authorized by the Board at its October 10th meeting. Rose Vormelker, Librarian of the Business Information Bureau, Cleveland Public Library, has consented to act as Chairman, and, with the help of specially interested S. L. A. members, to formulate its policies and course of action. We feel that such a committee is much needed, that it should be chosen from among our strongest members, and that it will bring about most helpful contacts in a broad field of library service.

### Research

YOUR national officers have been recipients from time to time of many helpful and constructive letters from individual members who have the present and future welfare of S. L. A. very deeply at heart. It is interesting to note that several of the letters received deplore the fact that genuine research activities by the Association as a whole or by the various groups and committees is too much neglected. It is pointed out that special libraries are exceptionally qualified for intensive research in many fields of study, and that the scholarly side of our work should have more attention.

Worth-while research projects, however, require much time, labor and preliminary fitness on the part of those engaged upon them. So many of us in these days of reduced staffs and other economies are hard put to find time to accomplish matters of daily routine. But we shall be glad to hear further from others who care greatly about the research activities which should be legitimate functions of the Special Libraries Association.

ALTA B. CLAFLIN

## CLASSIFICATION and INDEXING

Louise Keller and Emilie Mueser, Department Editors

ADVISORY COUNCIL

Florence Bradley, Constance Beal, Harriet D. MacPherson, Isabel Rhodes, Kathrine Malterud

### A National Lending Library of Unpublished Classifications\*

By PAUL VANDERBILT

WHAT I have to present is an exposition of plans in progress of execution by the National Committee on Classification of the Special Libraries Association. Specifically, after an explanation of what we are trying to do, I want to solicit contributions, not, fortunately for these times, of money, but of documents. The project concerns not only special libraries, but public libraries in all cases where individual schemes have been developed for local use. The more librarians who deposit in this Classification bank the greater will be the capital for investment in experiment and experience, and finally the greater will be the dividends payable to librarians seeking a way out of their classification difficulties. If all that we hope for comes to pass, one step toward library prosperity will have been gained through a better understanding of one of the most important problems of library science.

Classification has been well publicized, but even at its best, it is no panacea for all library ills. Personally, I think that it is too much to say that whenever a classification problem exists, something should be done about it; 1932 is not quite the right date for some major operations—too much hangs fire, too much in the world-wide organization of printed material is just about to happen, say within the next twenty-five years. In many libraries, there is complete realization that something should be done about classification, but the job as a whole is too great to attempt in the face of present conditions. Most major classifications tend to draw heavily upon the established decimal and Library of Congress orders. There is no doubt that alternatives of one kind or another will eventually come to rank with these established schedules, but the horizon of improvement at the present time is alive only with minor classifications dealing with special material.

A classification problem may arise from any one of three conditions:

1. Absolutely fresh classification of material must be undertaken.
2. Modifications of an existing scheme must be adapted.
3. An existing scheme which it is impossible to alter must be rationalized.

Of course it is only possible to "do something" in the practical as opposed to the theoretical way in the case of the first two conditions. Whatever ideas may be the basis for the changes or improvements to be undertaken, it is useful, though not imperative, to know what has already been done in cases where the problem has been identical or related. The prospective classifier will find it most valuable to know:

1. What libraries in the same field have made the most notable recent advance in the reorganization of their classifications.
2. Whether accounts of these reorganizations have been published with or without detailed schedules (as for instance in *SPECIAL LIBRARIES*, or one of the other periodicals).
3. If not, whether complete copies of the schedules adopted, or synopses thereof can be borrowed for comparative study.

When the conclusion is reached that no published library classification exists which it is suitable to copy, the sources from which material may be drawn in formulating new classifications multiply very rapidly. The germ of an idea may exist *anywhere*. Many bureaus, which are not primarily libraries, have advanced just as far as libraries have in the matter of organization. It is interesting to note the title of the British "Association of Special Libraries and *Information Bureaux*." The tables of contents of books have likewise been known to yield valuable suggestions. The organization of the institution or office for which classification is contemplated is again a

\* Read before the Pittsburgh meeting of the Pennsylvania Library Association, October 22, 1931.

prime factor to be considered. The complication is such that it is absolutely necessary to have a considerable corpus of material for comparative study. The course to be followed by a central committee, in its aim toward usefulness, is very clear. We must attempt to gather together every possible document, published or unpublished, complete or in synopsis, bearing on special classifications now in use or contemplated; we must catalog this material and provide for it a classification of classifications. We must then broadcast information regarding the extent and value of the archive which has been created, and offer to lend that part of our collection which is unavailable for consultation in the locality from which the inquiry originates. Miss Keller's poster, exhibited at the Cleveland conference of the S. L. A., very well illustrated the point. The Classification Committee of the Special Libraries Council of Philadelphia and the vicinity is cooperating with the National Committee on Classification of the S. L. A. in this one project for the purpose of taking full advantage of the fact that the "Archive" will be kept in Miss Keller's office in Philadelphia, as it has been in the past.

This project, of course, has been under way for some time, and as valuable a collection of documents as exists anywhere regarding the lesser known classifications is already on hand. The proportion of material on hand to that which exists is not, however, as high as it should be. It may be estimated that one loan per month has been made during recent years. Certainly the usefulness of such a corpus of material can be very much increased.

We aim at a systematic procedure in building up both the files and the publicity to be given to them. The existing files will be put in perfect order. Next, comparison of holdings will be made with other files held by local committees in New York, Chicago, etc. The central file will have two card catalogs, one of *printed* classifications, which has now reached about one thousand entries; the other, a complete catalog of unpublished classifications. Whether deposited in the central file or not, this catalog will locate copies in the files of local organizations and classifications not on deposit with any library organization, but known to be in use.

Hopefully cooperation with local committees will result in an agreement regarding uniform cataloging. A primary part of our program is to persuade local committees to canvass local libraries to contribute all possible data on unpublished classifications to the central file. The New York organization has already cooperated magnificently in this respect, and contributed the results of its local survey. Another point in the

National Committee's program is to persuade the local organizations to build up libraries of books on classification for local consultation. The National Committee has found in its work that it is frequently necessary to refer an inquiry to very obvious sources, such as the published Dewey list. When all the material which it has been possible to gather in by means of cooperation with local committees is cataloged, a canvassing of libraries not represented may be undertaken by direct letter from the National Committee. Several suggestions regarding foreign libraries have already been made. A list of those which it would be desirable to approach, and whose classifications would be useful in American business organization will be made out and this data, as well, collected and classified, with the schedules contributed by American libraries.

Voluntary contributions of this nature are often best. They are backed by the librarian's confidence that he has something definite to offer, and that he wishes to pass on to others the product of his labors. When solicited, a library is apt to make a contribution which is mechanical, merely a fragment of its routine. I mean to suggest that, while we aim to be systematic in building up our file with a view to avoiding duplication and waste of time, voluntary contributions are at all times welcome. We want to build up the bulk of our statistics and experiment immediately. May I outline in a few words the nature of the contributions desired? Do not send published, obvious classifications; the likelihood that they are already on file in the central office is great. Published classifications had much better be contributed to local committees and saved for future reference. Lists of such local holdings can later be broadcast, as suggested above. We want primarily:

1. Extensions of Dewey classification given in full detail.
2. Large libraries' rearrangements of standard classifications.
3. List of subject headings now in use.
4. Outline of systems based on internal organization of particular businesses. It is, of course, obvious that over ninety percent of the work of this Committee is of commercial and technical import.
5. Notes on systems for card files. While not properly speaking classification, many new angles of subject division are revealed in special card catalogs.
6. Skeleton outlines of classifications.

Where a full schedule is unavailable, the Committee realizes that it is often only at a great

expense of labor that an extra copy of the classification in use can be made for outside reference. Some idea of what has been done can be gathered by a puzzled colleague from even the briefest outline. We believe this point to be of great importance.

Please address contributions to Miss Louise Keller, Independence Bureau, Consulting Engineers, 137 South 5th Street, Philadelphia.

A librarian may have a chance to show the real brain-work which comes of familiarity with the

material he or she works with in daily contacts and constant ingenuity, but the real brain-work most likely to be handed on to the rest of the profession is more apt to be shown in a solution of the problems of basic organization of the nucleus with its constant additions, that is, in classification, than in any other way. It is obvious that a tremendous waste of precious results of this kind now goes on. The aim of the Committee is to preserve the documents in a central archive for general consultation.

## New Members Since November Issue

### INSTITUTIONAL

University of Michigan, Bureau of Government, Ann Arbor, Michigan, Ione M. Ely, Librarian

### ACTIVE

Adra M. Fay, Business and Municipal Branch, 508 Second Avenue South, Minneapolis, Minnesota  
M. Dorothy Howard, Standard Statistics Co. Library, 345 Hudson Street, New York, N. Y. (Formerly Associate)

Miss Hedwig Klingelhoeffer, 5102-39 Avenue, Woodside, Long Island, N. Y.

Catharine Stukel, Library, Harris Trust and Savings Bank, 115 West Monroe Street, Chicago, Illinois

Miss L. Tarnow, 1442 Pensacola Avenue, Chicago, Illinois

Lydia M. Weber, Guaranty Trust Co., Foreign Department, 140 Broadway, New York, N. Y.

### ASSOCIATE

Marjorie A. Banks, The Milwaukee Electric Railway & Light Co., Milwaukee, Wisconsin

Charles Brockmann, H. W. Wilson Co., 958 University Avenue, New York, N. Y.

Louise M. Gibson, Queens Borough Public Library, 89-14 Parsons Boulevard, Jamaica, N. Y.

Mrs. F. S. Hazard, Brown Brothers, 59 Wall Street, New York, N. Y.

Elsa von Hohenhoff, 2418 North Charles Street, Baltimore, Maryland

Mary Hull, 200 Broadway, New York, N. Y.

May Milligan, National City Bank, 20 Exchange Place, New York, N. Y.

Maude Montgomery, 111 Townsend Avenue, Pelham Manor, N. Y.

Ruth E. Parker, Standard Statistics Co. Library, 345 Hudson Street, New York, N. Y.

Jane M. Reed (Mrs. Herbert), 111 Bedford Street, New York, N. Y.

Dorothy A. Smith, Librarian, Public Library, Wauwatosa, Wisconsin

Dorothy Whitehill, Goldman Sachs Trading Corporation, 30 Pine Street, New York, N. Y.

Marian Wilkinson, Columbia University Library School, New York, N. Y.

Elisabeth B. Wood, Milwaukee Gas Light Co., 626 East Wisconsin Avenue, Milwaukee, Wisconsin

### New Subscribers

Mansur B. Oakes, President, Insurance Research and Review Service, P. O. Box 166, Indianapolis, Indiana

### Deceased Members

C. F. D. Belden, Boston Public Library, Boston, Massachusetts

Dr. William C. Lane, Harvard College Library, Cambridge, Massachusetts

Miss Pauline F. Petrie, McGraw-Hill Publishing Co., New York City

## Digest of Business Book Reviews

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

**Lucas, D. B. and Benson, C. E. Psychology for Advertisers.** Harper, 1930. \$5.00.

"Numerous illustrations show how the advertiser can reach the buyer through the three channels—reason, emotion, and habits." *Dartnell Reference Index*. 120 words.

"Statistical data secured from actual campaigns and from field and laboratory studies support the ideas advanced." Advertising Federation of America. 1931 Series, No. 4, p. 12. 220 words.

"Unlike many books on advertising which contain the word 'psychology' in their titles, this volume minimizes economic factors and does apply a knowledge of psychology to the various phases of advertising." C. L. Stone. *American Economic Review*, June 1931, p. 327. 145 words.

"I highly commend this book to the thinking advertiser, for the authors have shown the value of psychology in a practical way and in a language that is easily understood and applied." G. W. Hopkins *Management Review*, April 1931, p. 124. 1,250 words.

"The book deals with the customer's reactions; the psychology and the scientific design of appeals; the mechanics of laying out an advertisement; selection of mediums; methods of measuring the effectiveness of advertising." *System*, January 1931, p. 48. 70 words.

**McGarry, E. D. Mortality in Retail Trade.** University of Buffalo, 1930. \$3.00.

"The author has carefully pointed out the limitations of the data which he uses and has wisely refrained from subjecting the data to more than elementary statistical analysis." E. H. Gault. *Accounting Review*, September 1931, p. 243. 800 words.

"The sub-title states that this is 'A statistical analysis of entrances into and exits from the retail grocery, drug, hardware, and shoe trades in Buffalo over the period 1918-1928, with special reference to the grocery trade.'" L. S. Lyon. *American Economic Review*, December 1930, p. 738. 300 words.

"This volume, which appears as No. 4 of the University of Buffalo Studies in Business, is an expansion in a more comprehensive form of

Monograph No. 1 of this series of studies which appeared in 1928 under the title *Retail Trade Mortality in Buffalo, 1918-1928*" L. S. Lyon. *Journal of the American Statistical Association*, March 1931, p. 111. 375 words

"The book contains many interesting and worth-while charts and graphs indicating current trends." *Journal of Retailing*, October 1930, p. 93. 290 words.

**McPherson, Cameron. Letters That Sell — and Why.** Dartnell Corporation, 1930. \$3.75.

"This volume is not a theoretical treatise which aims to make it possible for everyone who reads it to write successful letters." *Dartnell Reference Index*. 156 words.

"Examples and quotations from sales letters are freely used, drawn from some 2,000 letters in the author's file, each carefully studied and digested." Advertising Federation of America. 1931 Series, No. 4, p. 8. 195 words.

"It reveals the observations and experiences of a man who has been successfully selling by letter for over twenty years." Book Service Department, Dartnell Corporation, p. 10. 145 words.

**Metcalf, H. C., ed. Business Leadership.** Pitman, 1930. \$3.00.

"Should be read by the younger men of opportunity and ambition, for its analyses will direct experiment, and explain experiences which will lead to better results." B. A. Franklin. *Bulletin of the Taylor Society*, April 1931, p. 85. 350 words.

"The volume is a collection of short essays which present in concise and concentrated form the philosophies of 22 leaders of American thought in the field of management." H. P. Dutton. *Factory and Industrial Management*, March 1931, p. 426. 200 words.

"A symposium by a number of well-known apostles of scientific management" *Management Review*, May 1931, p. 158. 210 words.

"Discusses training and qualities necessary for the ideal business leader of today and tomorrow." *System*, May 1931, p. 387. 20 words.

**Mudgett, B. D. Statistical Tables and Graphs. Houghton Mifflin, 1930. \$1.75.**

"Similar material on tables has heretofore been readily available only in the more restricted discussion of Jerome's and Secrist's texts. Prior discussion of charts has been either quite detailed or rather cursory." E. C. Bratt. *American Economic Review*, March 1931, p. 193. 250 words.

"Illustrations of all modern chart, graph and table forms in general use for the presentation and clarification of business information, are included." *American Bankers Association Journal*, July 1930, p. 78. 90 words

"The course has been designed, not for students who intend later to become statisticians, but rather for those who intend to become business men, and emphasis has been placed upon those elementary statistical methods with which business men are likely to come into most intimate contact." *Cost Accountant*, September 1931, p. 107. 175 words.

"This small book gives in readable and concise form the gist of many a larger and duller volume." *Personnel Journal*, June 1931, p. 69. 65 words.

**National Bureau of Economic Research. Planning and Control of Public Works. The Bureau, 1930. \$3.00.**

"This study fills one of the big gaps in our knowledge of employment stabilization problems." F. G. Dickinson. *American Economic Review*, December 1930, p. 752. 1,250 words.

"The book consists of a brief summary report of the Committee on Recent Economic Changes, followed by an extensive study by the author of the present status of the planning and control of public works." Ordway Tead. *Bulletin of the Taylor Society*, April 1931, p. 86. 450 words.

"A thorough analysis of the growth of cities and the changes in type of population, the financing of public works, and the attitude of public officials is made in this report." H. P. Dutton. *Factory and Industrial Management*, November 1930, p. 975. 63 words.

"The report is cautious and temperate in tone, and the reader leaves it with an impression that the study of existing facts alone, though highly essential to a solution of the problems involved, is not sufficient in itself for that purpose." J. M. Clark. *Journal of the American Statistical Association*, March 1931, p. 101. 900 words.

"Despite the complex, uncoordinated, and often statistically exasperating nature of the

material with which he has to deal, the author has contrived to produce a volume replete with suggestive tables, charts, and appendices, and to reach certain conclusions possessing both validity and significance." E. P. Hohman. *Journal of Land and Public Utility Economics*, August 1931, p. 334. 832 words.

**Padel, C. G. True Values in Business and Buying. Forbes, 1930. \$2.50.**

"It is not a theoretical treatise, but intensely practical, pointing the way to actualities, on a high plane." *Automotive Abstracts*, September 1930, p. 209. 150 words.

"Sellers, buyers and executives can spend a profitable evening with this book." William Feather. *Nation's Business*, June 1930, p. 133. 324 words.

"The latest contribution to the literature of purchasing belongs distinctly to the inspirational school of business writing and offers little that is new or particularly helpful for the purchasing man." *The Purchasing Agent*, August 1930, p. 918. 315 words

**Pitkin, W. B. Psychology of Achievement. Simon and Schuster, 1930. \$4.00.**

"The thesis of the book is that those who achieve are superior people." William Feather. *Nation's Business*, November 1930, p. 96. 400 words

"Professor Pitkin is seriously concerned to advance the effectiveness of really superior individuals in society and this book is an honest and forceful, if somewhat flamboyant, brief on their behalf." *Personnel Journal*, April 1931, p. 503. 150 words

"Fifty real people are studied by the author who describes how they were helped or hindered by fate, by their temperaments, by their social relations." *System*, January 1931, p. 50. 85 words.

**Rose, T. G. Business Charts. Pitman, 1930. \$3.00.**

"It explains with a wealth of example, the uses and limitations of the simpler forms of charts and graphs, and the limitations are just as important as the uses." *Cost Accountant*, December 1930, p. 203. 460 words.

"The aim of this little book is to meet the needs of the ordinary business man who would benefit by a simple study of the graphical methods for presenting statistics, and who may or may not wish to pursue the more exhaustive and specialized works on the subject." *Management Review*, October 1931, p. 319. 45 words

"A clear explanation of various types of charts used in business and of the principles governing the correct presentation of facts by graphical methods is presented by the author." *System*, February 1931, p. 133. 25 words.

**Schacter, H. W. Profitable Department Store Management. Harper, 1930. \$4.00.**

"A profitable book . . . easy to read . . . without the slightest neglect of statistical and technical information." *Advertising and Selling*, January 21, 1931, p. 81. 55 words.

"Vital problems are discussed and explained in such a way that every merchant will find something helpful." *Journal of Retailing*, April 1931, p. 27. 310 words.

"There is a freshness and directness in 'Profitable Department Store Management' . . . which comes from the author's close contact with all kinds of store problems and the whole-heartedness with which he attacks them." Bishop Brown, *Management Review*, May 1931, p. 159. 1,190 words.

**Schwenning, G. T., ed. Management Problems. University of North Carolina Press, 1930. \$2.00.**

"The papers by Mr Kendall alone make this book worth while. His enthusiasm for scientific management and the excellent illustrations of his applications of these principles to the company under his control show what can be done in a rather disorganized industry." J. J. Hader, *Bulletin of the Taylor Society*, June 1931, p. 137. 175 words.

"Dealing with a variety of subjects, from marketing to hydraulics, and the application of scientific management to university libraries, it makes little claim to unity except the central unit of approach." H. P. Dutton, *Factory and Industrial Management*, December 1930, p. 1183. 165 words.

"This volume contains some excellent material on problems of the textile industry in the South." Ordway Tead, *Management Review*, April 1931, p. 127. 155 words.

"To the reader not directly concerned with textiles, probably the most interesting section of the book is that classed as personnel problems." E. S. Cowdrick, *Personnel Journal*, February 1931, p. 411. 630 words.

**Stokdyk, E. A. and West, C. H. Farm Board. Macmillan, 1930. \$2.00.**

"The authors are successful in producing a popular statement of the agricultural situation

and the contributions which the Federal Farm Board is attempting to make toward its solution." H. C. Taylor, *American Economic Review*, March 1931, p. 117. 950 words.

"The authors are to be commended for their restrained treatment of such a controversial subject as farm relief and for the clarity of their conclusions." *Food Industries*, August 1931, p. 356. 115 words.

"The writers have endeavored to supply the material on which to base an intelligent understanding of the Federal farm policy." John Carter, *Forbes*, December 15, 1930, p. 59. 115 words.

"There has been a need for a book of this sort, one that would both explain clearly and examine critically the Agricultural Marketing Act, and the authors in preparing it have performed a useful service." J. G. Knapp, *Journal of Business of the University of Chicago*, July 1931, p. 301. 630 words.

**Sutcliffe, W. G. Statistics for the Business Man. Harper, 1930. \$4.00.**

"Statistics, to be sure, are necessary in the preparation of charts, but charts are so much simpler to understand that we think Mr Sutcliffe has rightly devoted the greater part of his book to them." *Nation's Business*, March 1931, p. 116. 145 words.

"Of particular value are the many short-cuts to analysis that are thoroughly explained and illustrated by the use of examples." *Sales Management*, April 11, 1931, p. 42. 95 words.

"This discussion of the practical application of statistics will help the executive analyze and interpret his business problems, such as budgeting, market analysis, financial statements, and so on." *System*, June 1931, p. 472. 35 words.

"The book is written with the minimum of technical jargon and consequently no previous training in statistics is necessary to an understanding of the methods described." *Dartnell Reference Index*. 110 words.

**Tobias, M. E. Profitable Retail Advertising. Harper, 1930. \$4.00.**

"If the retailer writes his own advertising, this book will prove a useful desk manual; if he pays to have it done, here he will find criteria for judging the other fellow's work." *Advertising and Selling*, February 19, 1930, p. 80. 40 words.

"Rather than go into great detail, the author endeavors to give the reader a wide general



knowledge of the many-sided problems of retail advertising." Advertising Federation of America. 1931 Series, No. 4, p. 12. 80 words.

"Every phase of retail advertising is dealt with . . . from the psychological reason for each type of advertisement to the mechanical processes involved in its setup." Hugo Sonnenschein *Management Review*, June 1930, p. 208. 282 words.

**Tregoe, J. H.** *Credit and Its Management.* Harper, 1930. \$3.00.

"His approach to the whole subject of credit is distinguished by the fact that he regards the human aspects more important than mechanical rules and systems of management." *American Bankers Association Journal*, August 1931, p. 121. 100 words.

"It will prove of great interest to the junior, as well as the senior credit man and will, undoubtedly, also have a strong appeal to the lawyer, merchant, banker and others whose vocations or professions may not be directly associated with the subject, but who wish to keep abreast of developments in this one of the most important arteries of finance, commerce and industry." J. E. Owens *Management Review*, April 1931, p. 128. 580 words

"Any one wishing a bird's eye perspective of The National Association of Credit Men, the early accomplishments of that organization and the justification of its continued existence because of its present activities, will find much that is interesting and inspiring in this volume." *Robert Morris Associates Monthly Bulletin*, February 1931, p. 291. 140 words.

"Newer and more efficient ways of extending credit, surer methods of protection, are dealt with by the author, formerly president, National Association of Credit Men." *System*, March 1931, p. 213. 60 words.

**Winter, S. G. C. P. A. Review Answers and Solutions.** Prentice-Hall, 1930. \$7.50.

"The books are designed either for classroom use or for guidance for those studying privately for the C. P. A. examinations." Leona Kohn. *Industrial Arts Index*, September 1930, p. III, 135 words.

"In the second volume Professor Winter has presented his answers and solutions to the three hundred seventy questions and problems mentioned above and his solutions to the one hundred sixty-five C. P. A. examination problems." A. W. Hanson. *Accounting Review*, March 1931, p. 76. 370 words.

"C. P. A. Review Answers and Solutions' took the step necessary to make the first volume a most helpful and worthwhile work." *American Accountant*, February 1931, p. 60. 320 words.

**Wu, Shae-Tseng.** *Railroad Valuation and Fair Return.* University of Pennsylvania Press, 1930. \$3.00.

"While it is confined to the 'high spots,' with little that is new either in the materials presented or in their treatment, and while there is often difficulty in determining the attitude of the writer on controversial issues, the discussion is well-organized, clear, accurate, and marked by praiseworthy balance and restraint." I. L. Sharfman. *American Economic Review*, March 1931, p. 129. 800 words.

"This book is of immediate importance to every one interested in transportation." *Certified Public Accountant*, October 1930, p. 318. 153 words.

"In this up-to-the-minute little volume, the author presents a sketchy but intelligent survey of the complexities of railway rate regulation." M. L. Ramsey *Journal of Land and Public Utility Economics*, May 1931, p. 223. 375 words.

## GOVERNMENT MATERIAL

Elizabeth O. Cullen, Department Editor

**Civil Aircraft Accident Report** on Miscellaneous Flying for the first six months of 1931. (In Air Commerce Bulletin (U. S. Dept. of Commerce, Aeronautics Branch), Nov. 2, 1931, p. 217-227.) "For the purposes of this report, miscellaneous flying is considered as being composed of the following. Student instruction, experimental, commercial, and pleasure flying."

**A New Estimate of American Investments Abroad**, by Paul D. Dickens. "This bulletin is primarily a study of American holdings of foreign securities. However, in order to present a complete account, direct investments are estimated as of the end of 1930." Trade Information Bulletin No. 767, Bureau of Foreign and Domestic Commerce. 28 p. Govt. Print. Off. 10 cents.

**Annual Reports.** Note:— Beginning with the first of December, it is high time to be sure that annual reports of the Secretaries of Departments, Chiefs of Bureaus, Independent Offices, and other government organizations, are either being received in due order, or arrangements being made to secure them. Release dates vary after the opening of the Congress, but make a memo to watch the newspapers and other sources for individual reports.

\* \* \*

**Career Leaflets,** by Dr. Walter J. Greenleaf, specialist in higher education, Office of Education. Nos. 5— Law, 6— Medicine, 7— Dentistry, 8— Journalism, 9— Librarianship, 10— Architecture, 11— Civil Engineering, 12— Electrical Engineering, 13— Mechanical Engineering, 14— Pharmacy, 15— Nursing, 16— Forestry, 17— Music, 18— Veterinary Medicine, are now available. Govt. Print. Off., 5 cents per leaflet.

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**Fifteen Per Cent Case, 1931.** Ex Parte 103 In the Matter of Increased Freights and Charges. Decision by Interstate Commerce Commission. Cited as 178 ICC 539. Denies rate increase. Suggests revenue pooling from certain increases suggested upon designated commodities. Govt. Print. Off. 5 cents (In connection with the study of commodity increases, the Commodity Classification published by the Railway Accounting Officers Association, Washington, D. C. \$1 per copy will be most useful.)

\* \* \*

**Rural Community Fire Departments,** by Wayne C. Nason. Farmers' Bulletin No. 1667. 46 p. Department of Agriculture. Apply.

\* \* \*

**Furniture**— Its Selection and Use. Report of the Subcommittee on Furniture of the National Committee on Wood Utilization and 18th of committee's reports. Discusses buying plan, utility, and comfort, materials and construction, styles, conditioning including some remarks on "antiquing." Illustrations and charts. 114 p. Govt. Print. Off. 20 cents. **Furniture.** Decision of Interstate Commerce in Docket 17000, Rate Structure Investigation, Part 5. In addition to the carload formulas and other matters pertaining to rates, this decision contains definitions of kinds of furniture and discussions of locations of the various types of furniture manufacturing plants that are of especial interest in distribution studies, commercial geography investigations, and mild curiosity sprints to see where things come from

in these days. Cited as 177 ICC 5. Govt. Print. Off. 10 cents.

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**A Basis for Establishing Industrial Sales Territories,** by Industrial Marketing Section, Merchandising Research Division, Bureau of Foreign and Domestic Commerce Seven bulletins: 1— Number of manufacturing establishments in the United States, by counties; 2— Wage earners in manufacturing establishments . . . by counties; 3— Amount of wages paid in manufacturing establishments . . . by counties; 4— Cost of materials, containers, fuel and purchase of electric energy in manufacturing establishments . . . by counties; 5— Value of manufactured products . . . by counties; 6— Value added by manufacture . . . by counties; 7— Rated capacity of power equipment . . . by counties. Apply to Industrial Marketing Section.

\* \* \*

**The Argentine Iron and Steel Industry and Trade,** by Charles H. Ducoté, American trade commissioner at Buenos Aires. Trade Information Bulletin No. 776, Bureau of Foreign and Domestic Commerce 38 p. Govt. Print. Off. 10 cents.

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**The Marketing and Distribution of Fruits and Vegetables by Motor Truck,** by Brice Edwards and J. W. Park. Technical Bulletin No. 272, Department of Agriculture. 88 p. Maps, Illus., Charts. Govt. Print. Off., 20 cents.

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**Application of Pneumatic Tires to Rails,** by Louis Hall. Description of the recent tests on French railways with the "Michelines," i.e. rubber-tired rail-cars developed by the Michelin Co. Rubber Division. Special Circular No. 3092, Bureau of Foreign and Domestic Commerce. 8 p. Apply to Division.

\* \* \*

**United States Summary Unemployment,** by Bureau of the Census Returns by Classes from 15th Census. ". . . summarises the unemployment returns for the entire area of continental United States, showing also tables for geographic divisions and states, and for cities of 50,000 and over. Returns for the special enumeration . . . made in 19 cities in January, 1931, are not included." 84 p. Apply to Bureau of the Census.

\* \* \*

**World Wheat Prospects.** 64-page mimeographed study, accompanied by maps. Apply to Bureau of Agricultural Economics, Department of Agriculture.

## LOCAL ASSOCIATIONS

**B**ALTIMORE CHAPTER opened its year with a meeting at Goucher College where the members admired the ingenuity shown in adapting a former dormitory building to the uses of a library. Miss Falley, the Librarian, has installed numerous rather novel features such as assembly in one place of faculty publications, week-end collections, exhibits of special collections of faculty members arranged around a hobby, or a fine edition of the library's.

Boston's November meeting was devoted to a "Birdseye Survey of Social Resources in Metropolitan Boston" by A. Vereide, Associate Secretary of Morgan Memorial, and "The Story of Morgan Memorial" by Rev. E. J. Helms, Founder and Superintendent. This was arranged in accordance with a declaration of Mayor Curley, who "set aside the week of November 15th-21st as a Morgan Memorial Goodwill Industries Week, for the purpose of intensifying the efforts of community cooperation toward unemployment relief."

On October 21st, twenty-three members of Cleveland Chapter met for dinner and were entertained by Claire Darby, Assistant in Technology Division of the Public Library, and Minnie White Taylor, Librarian of the Cleveland Natural History Museum, who related stories of their summer abroad. After Miss Clafin had summarized some of the sectional meetings she had attended, the remainder of the evening was devoted to bridge.

Milwaukee Chapter had as their speaker at the regular meeting in November Paul W. Stewart, who compiled the "Market Data Handbook." Mr. Stewart took as his subject: "Discussion of Agencies and Types of Information."

Specialists in the New York Public Library brought their point of view to the members of the New York Association at its November meeting. Jennie Flexner, Reader's Adviser, told of the astonishing growth of that service especially now during the time of enforced leisure of the unemployed who are eager to add to their knowledge and thus prepare themselves for the future. Dorothy Lawton gave an interesting outline of the development of New York's public music library, the valuable gifts that have been made, and the remarkable use that is made of the scores of orchestral music and of the phonograph records. The use of the sound-proof room, in which the latter are allowed to be played, is scheduled six hours a day, two weeks in advance, and there is never an open date! A member of the

Women's Committee on Unemployment Relief brought her appeal to the members, and Miss Pattee of Union Theological Seminary told an amusing tale of the difficulties confronting the cataloger of their rare collection of hymnology. In addition, New York had the privilege of hearing Josephine Rathbone, one of its members and President of A. L. A., tell of that organization's plans for relief in the present situation.

Philadelphia Council were privileged to meet in historic Carpenters Hall, the home of the Carpenters Company, the oldest trade body in Philadelphia. John S. McQuade, President of the Company, outlined its history and the history of the Hall, after which a visit was made to the library, which contains many old and highly prized volumes on the building trades. On November 20th, the Council held a Conference on "Placement and Personnel Problems in the Special Libraries Field."

The joint meeting of Pittsburgh Special Libraries Association with the Pennsylvania Library Association comprised two sessions on October 21st and 22nd. The Wednesday evening meeting included addresses by Miss Clafin, Marion Hatch of the Pittsburgh Business Branch, and Miss Cullen. Thursday morning was spent in inspecting special libraries in the city and vicinity. The closing session on Thursday afternoon was devoted to technical questions including the following: Library Publicity—Joseph F. Kwapił; Unusual Libraries—Gerald Haldane, formerly with the Pan Pacific Union and Institute of Pacific Relations, who told of experiences with Chinese, Japanese, ships and prison libraries; Administration of an Industrial Library—Mrs. J. W. Gilson, Librarian, Philadelphia Company; A National Lending Library of Unpublished Classifications—Paul Vanderbilt (see p. 458 of this issue); What Should the Special Librarian Know of Classification?—Louise Keller, Reference Problems—Winifred Dennison, Librarian, Carnegie Institute of Technology. A number of members from Philadelphia and Washington joined with the Pittsburgh Chapter in making this an unusually helpful gathering.

K. Dorothy Ferguson acted as hostess to the San Francisco Chapter on November 19th, when they visited her in her new quarters. H. R. Smith, Acting Manager of the Analysis Research Department of the bank, gave an informal talk on the "Bank and Its Customers," and answered queries submitted by the members in advance.

## PERSONAL NOTES

Ann M. Baxter, formerly Librarian of the law firm of Cravath, DeGersdorff, Swaine and Wood, has recently accepted a position in the Law Library of Columbia University.

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Theodora L. Haman is doing a temporary piece of research work in the Library of Batten, Barton, Durstine and Osborn.

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Ruth A. Ambler is now in a position with the Milbank Memorial Fund, 49 Wall Street.

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Dorothy G. Lilleston, formerly with the Library of the Standard Oil Company of California, is now acting as assistant in the Secretary's Office of Special Libraries Association at 345 Hudson Street.

\* \* \*

Richard L. Brown, recently graduated from Emory University Library School where he was a Rosenwald Scholarship man, has accepted a position as Reference Librarian in the Reading (Pa.) Public Library.

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Mrs. Mildred N. Bryan, who helped for a few weeks at the Secretary's Office of S. L. A., resigned to accept a position with Mr. E. L. Pierce, bookseller.

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May Peffer is doing a job of cataloging for the Richard Hudnut Company.

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Charles F. D. Belden, Librarian of the Boston Public Library and an Honorary Member of the Boston Chapter of S. L. A., died October 24, 1931.

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Mr. S. Ashley Gibson, Librarian of the *Providence Journal* and *Evening Bulletin*, died recently while on a voyage to Bermuda. Mr. Gibson, prior to his appointment, had been for many years night city editor of the papers. Mr. Stephen A. Greene, formerly the chief political writer for the two papers, succeeds Mr. Gibson as Librarian.

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Josephine Curry, who was Librarian of the Redmond Company, has taken a position with the New York Public Library. Miss Curry is engaged upon the preparation of the books for a new branch of the Library soon to be opened.

Lillian Scardefield, formerly with Alexander Hamilton Institute, has accepted a position as Manager of the Encyclopaedia Britannica Book Shop at 60 John Street. They are contemplating enlarging the Book Shop to include business books.

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Eleanor Cavanaugh spoke to the New Jersey College for Women on November 20, on "The Chance for Women in the Statistical Field."

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Lotus Lucile Mitchell, Librarian of Messrs. Sullivan & Cromwell, was married on October 10 to William Elligood Mills, Jr. Mrs. Mills will continue in her present position.

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Esther Wright, of the staff of Batten, Barton, Durstine and Osborn, was married on October 24 to George Carlin. Mr. and Mrs. Carlin left for a cruise to the West Indies and Panama. Mrs. Carlin will return to her post with Miss Alexander.

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Frederick Rex, Librarian of the Municipal Reference Library of Chicago, has been placed in charge of the arrangement of the programs for the series of addresses to be broadcast by city department heads and other city officials on Wednesdays and Fridays at 6 P.M. and on Tuesdays and Saturdays at 10:30 A.M. *The Chicago Daily News* carried an interesting story on June 12, 1931, describing the "Useful Tasks of Librarian Rex."

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Eleanor M. Ruvane, Assistant Librarian of the Chicago Municipal Reference Library, was struck by an automobile on August 2 as she was alighting from a street car, and died on August 7. Miss Ruvane had been in the library service since 1926.

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*The Sunday Star*, Washington, D. C., had a full-page on October 25 devoted to "The Smartest Gals in Hollywood." Who are they? Natalie Bucknall, Chief of the Metro-Goldwyn Mayer research staff, Mrs. Elizabeth McGaffey, head of Radio Pictures research department and Helen Percey, head of the Paramount research staff.

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Two other members of our Association have figured in the columns of our daily papers. On June 13, the *Sheboygan Press* carried a note on

the election of Marion Koch, its Librarian, as Secretary-Treasurer of the Newspaper Group. The article included a photograph of Miss Koch, as did the column in the *Chicago Post* on October 13, when Mary B. Day, Librarian of the Museum of Science and Industry, Chicago, was the subject of comment.

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Reinhold T. Pusch, Librarian of the Sunday Magazine of the *New York American*, has contributed an article to *The File* of October 1931, on "Picture Collections, Classifying and Filing." *The File* is the monthly organ of the Filing Association of New York, Sara A. Young, Editor.

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Mrs. Lena Ruppert, at present on the staff of the New York Public Library, has accepted the position of Law Librarian with the National Broadcasting Company, New York.

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Marjorie Hall is no longer connected with the National Retail Dry Goods Association, 225 West 34th Street, New York.

\* \* \*

George A. Deveneau can now be reached at Flossmoor, Illinois.

The First National Bank of Detroit, Michigan, of which Elizabeth W. Bushnell was Librarian, has discontinued its Library.

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Bessie C. Morrison has replaced Mrs. Katherine M. Roberts as Librarian of the Chesapeake and Potomac Telephone Co., Baltimore, Md.

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Harold A. Dorn is no longer connected with the Sales Research Library of the Hoover Co., North Canton, Ohio.

\* \* \*

Mr. and Mrs. Thomas Cowles, of the libraries at the California Academy of Sciences and the University of California respectively, entertained at tea at their home, "the churchmouse press," in Berkeley, on Sunday afternoon, November 8. About twenty of the special, public and college librarians of the San Francisco Bay region were invited to meet Bess Lowry, till recently Reference Librarian at Iowa State College and now Reference Librarian at the University of California library in Berkeley.

## EVENTS and PUBLICATIONS

Boston Chapter of the Special Libraries Association is sponsoring a course on "Trends in Modern Book Making" to include lectures on book design, printing types, methods of illustration, binding, and master makers of the book. This is an activity of their Education Committee for 1931-32.

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Joseph D. Vehling, food editor of *Hotel Bulletin and the Nation's Chefs* (Chicago), has gathered one of the largest and finest collections of food literature ever made, embracing important books on food, cookery, gastronomy, inns and hotels, and domestic science in the European languages since the invention of printing in 1450. Some characteristic samples were exhibited in The National Food, Cookery and Allied Trades Exposition, held at the Merchandise Mart, Chicago, October 19-25, and in the Hotel Show, Grand Central Palace, New York, November 9-13.

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Two recent publications of the U. S. Department of Commerce are **Costs, Markets, and Methods in Grocery Retailing**, which is Part II of the Louisville Grocery Survey, and **Jewelry Distribution by Retail Jewelers**. Both are avail-

able from any district office of the Department or from the Superintendent of Documents.

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The World Association for Adult Education will change the character of its present bulletin into a quarterly publication of general interest to adult educators in various countries. Contributions to this quarterly, which is made possible by a grant from the Carnegie Corporation, will be in German and English with translations and summaries.

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The A. L. A. Midwinter Conference will be held as usual in Chicago during Christmas Week, December 28-31. The second meeting of our national Executive Board has been arranged for the same time.

\* \* \*

**Statistical Contributions to Canadian Economic History** presents Statistics of Banks in Volume I, while Volume II gives figures on Canadian trade and on prices over a period of years ranging from the middle of the last century. Volume I was prepared by C. A. Curtis, Volume II by K. W. Taylor and H. Michell. The books are published by Macmillan (Toronto).



On October 17, the National Advisory Council on Radio in Education inaugurated two series of lectures — one on economics and one on psychology — by outstanding authorities in both fields. The lectures will be broadcast weekly on Saturday evenings, from 8 30 to 9, over a nationwide network of the National Broadcasting Company. There will be thirty lectures in each series. The economic series will deal with the causes of the economic depression and possible ways out, unemployment insurance, national economic planning, etc., while the series on modern psychology will cover such subjects as child development, changes in personality, animal behavior, and social and the industrial implications of scientific psychology.

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J. Earl Ruthardt, Librarian of the Wyomissing Trade School, an Institutional Member of S. L. A., is editing and preparing *The Reading Hospital for the Hospital Association of West Reading, Pennsylvania*, as well as the monthly plant publication of the Wyomissing Industries of which the Trade School is a unit.

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B. E. Young has been appointed Librarian of a newly-formed collection on transportation in the office of the *Norfolk and Western Magazine*, published by the Norfolk and Western Railway Company at Roanoke, Virginia. The Company provided the space and shelving, but all books and pamphlets have been donated in response to a request in the July issue of the *Magazine*. Each month since then, progress has been noted and pictures printed showing the growth of the collection which already numbers about 600 volumes on transportation and the territory served by the Norfolk and Western.

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The July 1931 issue of the *Library Bulletin of Industrial Relations Counselors, Inc.*, in addition to the regular presentation of its semi-annual survey of the current literature of industrial relations, includes "some of the statements that have appeared in print which show how a number of companies have adjusted their personnel programs to reduced production."

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*Current Library Literature, 1929-1930* brings together in one alphabet "the subject index to articles in library periodicals and cognate material as recorded in *The Library Journal* during 1929 and 1930." Such a well-selected, annotated bibliography will meet a real need as a quick finding list. It may be secured from the offices of R. R. Bowker Company for 50 cents.

The University of Minnesota Press publishes this month the first bulletin in a series of forty to fifty to be issued by the Minnesota Unemployment Research Institute over a period of two years. These bulletins will describe the methods and findings of a group of business executives, labor leaders, economists, social workers, and members of several other professions, working together under the direction of Russell A. Stevenson, a dean of the school of business administration, on a large-scale study of conditions responsible for unemployment in the cities of Minneapolis, St. Paul, and Duluth.

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John Myer, Field Director of the George W. Mead Paper Institute of Madison, Wisconsin, was so impressed by the article in *Editor and Publisher* by Marion Koch, describing the library of *The Sheboygan Press*, that he asked permission to use the manuscript. A reprint under the title "Not a 'Morgue'; A Live Producing Library!" was circulated to newspaper executives through Wisconsin and six other states.

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J. N. Bowman has written for the California Economic Research Council a Standard Practice Code for California Chambers of Commerce. In the code is a "Table of Selected Contents" which serves as a guide to a Master Survey for Chambers. At the suggestion of Guy E. Marion of the Los Angeles Chamber of Commerce, Mr. Bowman has sent the Editor the Index to the Master Survey for the Berkeley Chamber. This is a most suggestive list of headings which might well serve in the organization of files of any sort devoted to civic information.

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Bibliographic Series No. 5 of the Columbus Memorial Library of the Pan American Union, July 1931, under the title *Theses on Pan American Topics Prepared by Candidates for Degrees in Colleges and Universities in the United States*, is a guide to research in Latin American questions.

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The District of Columbia Library Association will celebrate the Bi-Centennial of William Cowper with an old English literary evening on November 24 at the Dodge Tea House. The program will be under the direction of H. H. B. Meyer of the Library of Congress. On January 20, 1932, the Association will make a visit to the new quarters of the Library of the Office of the Superintendent of Documents as the guests of Sarah Ambler, Librarian, Helen Silliman, and other members of the library staff.

## CRYING OUR WARES

THE October number of *SPECIAL LIBRARIES* carried a fine plea from our President, Miss Claflin, urging each one of us to consider himself a publicity worker for the organization and for the best interests of the special library field. It was a fine challenge to all research people who have stood the test of real service and have made a definite contribution to the business world to gain general recognition. This is the age of publicity, and we must take advantage of modern methods of information if we wish to further our progress and extend our field. We are like the very successful business man who admitted to a young ambitious person that he was far into life before he could throw off his modesty complex and toot his horn enough to attract attention and thereby exchange ideas that made for development and progress. With a realization of our tardiness in overcoming a handicapping reserve, let's get started and work hard to get in step with the march of time and advancement. The world today is full of examples of good products sold through promotion, and special libraries work — like the article "Broccoli" — can find the place that it deserves in the field of business, finance, and in modern life. We must make known what we have to offer and this can be done through directed publicity.

### Suggestions for Distribution of Publicity and Promotional Material

1. Every chapter appoint a News Committee to handle local publicity and to send material to the News Chairman.
2. Group Chairmen send to the News Committee names of magazines and publications in fields represented in their group that are best mediums for publicity. (In the newspaper field, *Editor and Publisher*, *Printers' Ink*, and *Inland Printer* are probably the best magazines. Which magazines represent insurance, financial and other fields?)
3. Remember that pictures are of special value in connection with stories. Send these and emphasize the dramatic or human interest side of the story. The special libraries field covers every phase of life, so that the subject interest is very extensive. Many people of importance visit special libraries. These events should be noted.
4. Items that appear in house organs, magazines and newspapers should be sent to News Chairman. News Chairman can send them to national headquarters for historic outline of publicity which will probably be kept in scrapbook form. Scrapbook should also be kept for local chapter.
5. Promptness is a very important matter in connection with publicity. The deadline cannot wait for material. Send by air mail if necessary.

#### NEWS COMMITTEE

MILDRED A. BURKE, *Chairman*  
 WILLIAM ALCOTT  
 FLORENCE WAGNER  
 LOUISE GRACE

### A Valuable New Service

MARIE K. PIDGEON, formerly Research Librarian of Cleanliness Institute, is established as Consulting Librarian at 135 East 52nd Street, New York City. In addition to a service to special libraries in research or organization, Miss Pidgeon offers summaries of information from sources in foreign languages for topics supplementary to the usual demand of a specialized library. She is also supplying material to the readers in special collections of public libraries, on women's club topics, garden club subjects, genealogy, etc. The consultation service is designed to assist in satisfying extraordinary demands of individual readers, and to make New York City's splendid library resources available by mail to persons residing outside of the metropolitan area. Letters to Miss Pidgeon, or telephone calls to Plaza 3-4700, New York City, will bring the same relief to the reference department and its readers that the pay-collection of fiction brings the circulation desk. The service is expert and the charges are moderate.

### Clipping Readers' Guide Material for the Vertical File

CAN the Readers' Guide be helpful to librarians in the preparation of material for vertical files? Many of the smaller libraries do not attempt to keep back numbers of the oversize magazines, but clip them for the file. Would a section in the Guide, listing under the names of such magazines the important articles with subject heading, be of any practical value to the librarian in clipping? Some such form as this might be used:

#### Saturday Evening Post D 31 '31

- p. 3 Ramsay MacDonald  
MacDonald, Ramsay
- p. 14 Hordes from the city  
New York (state) — Parks and reserves
- p. 20 Position of sterling  
Finance, International
- p. 21 Our navy, shall we build to the limit?  
United States — Navy

Would such a service actually save time and allow for economy by assigning to an assistant the task of clipping?

For what magazines would you find it useful?  
What type of articles should be listed?  
Should pictures be listed? If so, what subjects?

Should cross references be indicated?

We would be glad to have a discussion of this question and to hear from you any suggestions for carrying on such a project.

### NOTICE!

THE Municipal Reference Library of Chicago (Frederick Rex, Librarian) has available for distribution a limited number of copies of the bound volume of the Official Proceedings of the Board of Commissioners of Cook County (Chicago), Illinois, for the fiscal year ending November 30, 1929. This volume is bound in cloth and contains 2230 pages.

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