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Special Libraries, October 1933

Special Libraries Association

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SPECIAL LIBRARIES

"PUTTING KNOWLEDGE TO WORK"

VOLUME 24

OCTOBER, 1933

NUMBER 9

A Publisher Looks at Special Libraries <i>By</i> ORDWAY TEAD	175
Convention Program	179
President's Page	183
Snips and Snipes	184
"Newspaper Reference Methods"—Review	185

S. L. A. 25th ANNUAL CONFERENCE
Congress Hotel - Chicago, Illinois
October 15-18, 1933

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SPECIAL LIBRARIES

OCTOBER, 1933

Volume 24

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Number 9

A Publisher Looks at Special Libraries*

By ORDWAY TEAD

Editor of Economic and Business Books, Harper & Brothers

THE first question which I would like to ask is: "What is the function of a special librarian?"

My own answer would be that he or she is essentially a custodian of useful ideas; an intermediary between writers with experiences to relate and readers with problems to solve; a liaison officer to help bring established principles to bear upon current perplexities.

In other words, I see the librarian's function as far more than that of a walking bibliography, an animated card index, or the keeper of a safety deposit vault full of printed matter. But in order to carry out this conception of the special librarian's work, one primary condition must be fulfilled. The librarian must have a large and definite grasp of the problems confronting the organization which he or she is serving. My own impression is that special librarians are all too often not as thoroughly familiar as they well might be with the nature of the work and problems which face the executives in their companies.

It is, nevertheless, literally true that every organization, particularly in these troubled times, faces a variety of unsolved or newly arising problems in such diverse fields as technology, sales, advertising, finance, accounting, personnel, organization methods, trade association relations. The value of the librarian is in direct relation to his ability to keep close enough to the executives to be able to have a quick and adequate understanding of difficulties in these fields. So, my plea would be that such librarians should spend time enough outside the library and in the executive offices to know the needs of those on the firing line. This properly changes the emphasis from one of passive willingness to be of service when called upon to one of aggressive eagerness and ability to supply illuminating recorded data as needed. The good librarian does not run a "morgue," but works a mine of information and extracts fuel which helps to generate new ideas.

All the testimony I can collect from my librarian friends indicates that those who are able to take their responsibility thus affirmatively and aggressively will not be found among those who make the complaint so often heard that they find it hard to get their library facilities used and their library appropriations maintained. The little used library and the poorly supported library is the domain of a librarian of little use!

* Excerpts from an address delivered at the Special Libraries Conference at Briarcliff, June 17, 1933.

In the second place, it seems to me that one of the ways the librarian can himself have the right attitude toward his work and can help executives to a better use of printed material is to spread abroad a clearer notion of what books are and what reading can do in relation to business and other applied problems.

The business books of today are, as never before, working tools, reference manuals and handbooks comparable in their way to the handbooks to be found on every practicing engineer's desk. Business books are records of actual experience which should enable the careful reader to avoid mistakes and adapt successful results to his own use. More and more we have been able to get successful business men articulate in book form about their policies and methods.

Also, excellent books result from the work of professional consultants who make available in a three or four dollar book for general use data which, if it was included in a special report to a client, would be paid for at the rate of a hundred dollars a day as consultant's fees.

Insofar as books on economic subjects are being written by the professors, we should realize that these men are no longer closet philosophers but work with a close knowledge of the market place which gives their conclusions practical importance. Their books are no longer so "theoretical" as to merit no attention and yield no value.

In short, if librarians and business men only realized it, there is available as never before a vast store of accumulated wisdom on practically every aspect of business operation. All that is needed is a little imagination to apply findings of these writers to the specific problem situation in each individual business. This means that from the buyer's point of view, the price of any single book may well bear scant relation to its value to him. One good idea from a book may literally yield hundreds of dollars of savings or gain, so that the original investment is negligible. I do not offer this thought as an apology for the relatively high price of business books. The basic reason for these so-called high prices is that in most cases the total sale of each book is so small. It is rather that I am anxious to establish the point of view that the resistance which is met to the purchase of books really grows from a failure to appreciate their true value. I have, for example, seen companies willing to appropriate hundreds if not thousands of dollars for such items as conventions of its salesmen, in cases where the same time and one fifth of the money if spent on having the salesmen make a careful study of a good sales manual or volume on salesmanship would reap far greater returns.

No doubt part of the reason why these increasing storehouses of information and guidance are not more effectively used is that people do not know how to read. They do not know how to extract the kernel from the husk. They do not realize that any book necessarily contains many things that they know already, and that the right attitude is one of seeking for the novel thought which is more often in the last chapter of a book than in the first half dozen.

That is why I believe that one of the librarian's functions should be to help people to learn how to read. And there are a number of helpful hints on this point which one should be able to pass along. For example, the volume, "Making the Most of Books," by Leal A. Headley, published by the American Library Association, contains excellent hints in this direction.

If, then, a business book is a reference manual to be referred to because it sheds light on the solution of special problems, the executive must know that such a book exists and must be aided in finding what he wants from it when he wants it. This

argues the need for some type of periodic bulletin announcing library acquisitions to executives. Such a list will be greatly increased in usefulness if a competent abstract of each volume is included. If the librarian is properly on the job of keeping informed as to forthcoming publications, it will be easy to anticipate calls for information and by special notices to different departments to acquaint them with the latest data in their fields.

This implies two things. First, keeping up with new publications, and second, some method of competent evaluation of new books. On every hand I have heard librarians speak of the difficulty of learning of new publications. Yet it seems to me, from my own effort to do just this, that this is a relatively easy task. The *Publishers' Weekly*, the H. W. Wilson publications, and the *New York Times Book Review* section together make readily accessible information about practically everything published which has permanent merit.

When it comes to the problem of evaluation, a less satisfactory condition may prevail. Indeed, I understand that your organization has given some thought to the possibility of having a highly competent and specialized reviewing service in your magazine, which would guide librarians in their buying. I certainly would favor such a project and hope earnestly that it is undertaken. But, except in highly technical subjects, it seems to me that a well informed librarian ought to have sufficient background to do a reasonably good job of evaluation on the majority of new offerings. Moreover, this problem is simplified for the librarian by the fact that practically all publishers of books on business subjects, and even some bookstores, are willing to send books for examination on approval.

The third point I would like to make is that much more can be done to widen the usefulness of the library and to cultivate the habit of reading, if the special librarian will deliberately broaden his interest to encourage the reading of books beyond the range of the purely utilitarian. Reading is essentially a matter of habit; and the person who has developed a habit of looking to books as a means of refreshment and stimulation will be the first one to look to them also for practical information. If executives can be made to realize that the librarian can be of helpful guidance in general reading, the likelihood will be so much the greater that the habit of specialized reading will also develop.

A good librarian should be able to help others to realize that the best novels are often better descriptions of human nature than many psychology books. Well selected biography can be a further aid to the understanding of human nature, as well as being in many cases an inspiration to persistent application and achievement. Volumes on broader scientific, economic, and philosophical subjects can help to keep the reader's mind open to new ideas and flexible in its approach to new problems.

In order to suggest concretely what might be done in a beginning way in this direction, I am taking the liberty of offering a very personal selection of varied volumes which might well constitute the nucleus of such a general cultural reading list, although for lack of space I have omitted novels. You will note that I have deliberately suggested titles which will open up, at least in an introductory way, many of the broad areas and departments of human knowledge and effort. Certainly among the following list are volumes which should make it possible to create interest and whet an appetite for further reading.

Greek Commonwealth — A. E. Zimmern
Greek View of Life — G. Lowes Dickinson
Autobiography — Benvenuto Cellini
Life of St. Francis — Paul Sabatier
Leonardo the Florentine — Mrs. Rachel Annand Taylor
Education of Henry Adams — Henry Adams
Mont-Saint-Michel and Chartres — Henry Adams
Autobiography — Lincoln Steffens
Reconstruction in Philosophy — John Dewey
Democratic Way of Life — T. V. Smith
Walden — Henry David Thoreau
Heart of Thoreau's Journals — ed. by Odell Shepard
Essays — Ralph Waldo Emerson
Heart of Emerson's Journals — ed. by Bliss Perry
South Wind — Norman Douglas
Science and the Modern World — Alfred Whitehead
Outline of Science — J. A. Thomson
Considerations on Representative Government — J. S. Mills
Economic Interpretation of History — E. R. A. Seligman
Theory of the Leisure Class — Oswald Veblen
Men of Art — Thomas Craven
Expression in America — Ludwig Lewisohn

I do not believe you have to apologize for deliberately trying to broaden the scope of your library and book selecting efforts. Never more than today has business been viewed not as a complete end in itself but as one of the activities of life which should contribute to individual happiness and social well-being. And the executive who is content to confine his thinking to a narrow range of books on business methods is inevitably destined to fall behind in the procession.

In short, you should be enthusiastically convinced that good reading is a tonic. It is a contact with ideas, feelings, personalities, moods, attitudes and facts which illuminate life. It enhances our insight into living, into ourselves and into others. Good reading gives meaning, significance and direction to our grasp of the confusion and contradictions of life. It supplies background and perspective. We become alive and aware at more points, for a wider range of living; we show glints from more facets of experience. Sensitivity and understanding merge where chaos seemed present.

In conclusion, I have tried to point out that the special librarian needs a bigger and more fundamental conception of his or her task. In the second place, the means of supplying valuable data in published form are more available today than ever before. It is only a question of knowing where to look, how to look, and of developing the will to look. And, finally, the whole library will become a much more active and significant venture if its purpose is not kept too narrowly technical.

Just because people who have the habit of reading acquire the habit of reading applied volumes, everything that makes all reading seem pleasant, attractive and stimulating will also stimulate technical reading. I would urge every librarian to try to become familiar enough with the reading tastes of those who might use the library resources so that service can be rendered in this broader field as well as in technical fields of the organization's immediate interests.

1909—Special Libraries Association—1933

Twenty-Fifth Annual Conference
CONGRESS HOTEL — CHICAGO, ILLINOIS
October 15, 16, 17, 18, 1933

PROGRAM

THEME: "OUR PART IN A NEW CENTURY OF PROGRESS"

Sunday, October 15

8:00 P.M.

Meeting of Executive Board and Advisory Council. Francis I Room

Monday, October 16

8:30 A.M.

Breakfast Meetings

Museum Group Newspaper Group

FRANCIS I ROOM

Committee on Coöperation with Trade and Professional Associations: Rose L. Vormelker, Chairman, Presiding.

Helen Darsie, Carnegie Fellowship, University of Chicago, Leader.

10:00 A.M.

Group Sessions: Insurance Museum

12:30 P.M.

Group Luncheons: Museum Newspaper

STEVENS HOTEL

12:15 P.M.

Civic-Social Group

Joint Meeting with Public Documents Committee of American Library Association.

FLORENTINE ROOM

2:15 P.M.

First General Session. Mary Louise Alexander, Manager, Library-Research Department, Batten, Barton, Durstine & Osborn, New York, Presiding.

1. A Century of Progress: Dr. Allen D. Albert, Assistant to the President of A Century of Progress.

2. Our Part in the Industrial Recovery Program: Colonel Frank Knox, Publisher, *Chicago Daily News*.

GOLD ROOM

6:00 P.M.

Annual Banquet

K. Dorothy Ferguson, Librarian, Bank of America, San Francisco, Toastmistress.

Guests of Honor: Visiting Foreign Delegates of International Federation of Library Associations.

STEVENS HOTEL

8:30 P.M.

Joint Meeting with American Library Association.

1. Address of Welcome: Walter Dill Scott, President, Northwestern University.

2. Address of Welcome: Frederic C. Woodward, Vice-President, University of Chicago.

3. President's Address: Unanswered Questions: Harry Miller Lydenberg, New York Public Library.

Tuesday, October 17

8:30 A.M.

Breakfast Meetings

Newspaper Group
Public Utilities Committee — Pine Room

FLORENTINE ROOM

10:00 A.M.

Second General Session: Annual Business Meeting, Mary Louise Alexander, Presiding.

1. President's Annual Report.

2. S. L. A. Finances — Past, Present and Future: Laura A. Woodward, Librarian, Maryland Casualty Company.

3. Membership — Statistics and Policies: Marian Manley, Librarian, Business Branch, Newark Public Library.

4. What Each National Committee Has Done During the Year: Ruth Savord, Librarian, Council on Foreign Relations, New York.

5. What We Have and What We Do at Headquarters — Secretary's Report: Rebecca B. Rankin, Librarian, Municipal Reference Library, New York.

12:30 P.M.

Group Luncheons

Civic-Social Insurance
Commercial-Technical Newspaper

FLORENTINE ROOM

2:15 P.M.

Third General Session: Annual Business Meeting (cont.), Mary Louise Alexander, Presiding.

1. Local Chapter Problems: K. Dorothy Ferguson, Librarian, Bank of America, San Francisco.

2. Group Activities: Alta B. Clafin, Librarian, Federal Reserve Bank, Cleveland.

3. Special Libraries: Florence Bradley, Librarian, Metropolitan Life Insurance Company, New York, Editor.

4. Trade Association Library Project: Rose Vormelker, Librarian, Business Information Bureau, Cleveland Public Library.

5. Plans for the Future: M. L. Alexander.
6. Nominating Committee Report: Eleanor Cavanaugh, Librarian, Standard Statistics Company, New York; Chairman.
7. Election of Officers.

"OLD HEIDELBERG"
6:00 P.M.

Dinner
Sightseeing Tour of A Century of Progress
Pageant: Wings of A Century

Wednesday, October 18
8:30 A.M.

Breakfast Meetings
Insurance Group Newspaper Group
Group Chairmen — Pine Room

10:00 A.M.

Group Sessions
Civic-Social Manual Committee Museum
Commercial-Technical Newspaper

12:30 P.M.

Group Luncheons
Civic-Social Museum
Financial Local Presidents — Pine Room

ART INSTITUTE

2:15 P.M.

Tour of Art Exhibit of A Century of Progress
Reception and Tea

CHICAGO HISTORICAL SOCIETY

2:30 P.M.

Group Session: Museum

GROUP SESSIONS

CIVIC-SOCIAL GROUP

Monday, October 16
STEVENS HOTEL
12:15 P.M.

Joint Meeting (Luncheon) with Public Document Committee of the American Library Association. James Ingersoll Wyer, State Library, Albany, Presiding.

Topic: American Municipal Documents.

1. An Effort to Improve Their Content: Clarence E. Ridley, Executive Director, International City Managers' Association, Chicago.
2. Bibliographical Needs: Rebecca B. Rankin, Librarian, Municipal Reference Library, New York.
3. Publication Trends: C. E. Dornbusch, New York Public Library, New York.

N.B. Reservations must be made with Dr. A. F. Kuhlman, University of Chicago Libraries.

Tuesday, October 17
12:30 P.M. — ROOM 1102

Luncheon Meeting: Mrs. Ione Ely Dority, Librarian, Bureau of Government, University of Michigan, Ann Arbor, Presiding.

Speaker: Frederick Rex, Librarian, Municipal Reference Library, Chicago.

Wednesday, October 18
10:00 A.M.

Manual Committee

INTERNATIONAL HOUSE
12 NOON

Luncheon Meeting: Mrs. Dority, Presiding.

1. National Leadership and Social Planning: Prof. Leonard D. White, Department of Political Science, University of Chicago
2. National Associations of Public Officials and Program for Recovery: Robert M. Paige,

Executive Secretary, Government Research Association.

COMMERCIAL-TECHNICAL GROUP

Tuesday, October 17
12:30 P.M. — ROOM 1164

Luncheon Meeting: Marion Mead, Director, Research Department, Illinois Chamber of Commerce, Chicago, Presiding.

1. Committee Appointments.
2. Business — New and Old.
3. Book Review Discussion: Jean K. Taylor, Superintendent, Science and Technology Division, Queens Borough Public Library, Jamaica, N. Y., Leader.

Wednesday, October 18
10:00 A.M.

1. An Executive's Idea of an Ideal Business Librarian.

Speakers:

Dr. Marcus Nadler, Assistant Director, Institute of International Finance, New York University.

Richard M. Plaister, Moody's Investors Service, Chicago.

Librarians will speak in rebuttal

2. Unfinished Business.
3. Election of Officers.

FINANCIAL GROUP

Wednesday, October 18
12:30 P.M. — ROOM 1102

Luncheon Meeting: Sue Wuchter, Librarian, Continental Trust Company, Chicago, Presiding

1. Roll Call of Financial Libraries.
2. If I Could Buy Only One Book.
3. Reports of Committees
 - a) Subject Headings.
 - b) Book Review.
 - c) A. B. A. Exhibit.

4. Future Activities of the Group
5. Forum on Current Problems.
 - a) Services.
 - b) Outmoded Books
 - c) Petition to Government to Continue the Most Important of its Statistical Publications.
 - d) Will Legislation Passed during Last Congress Open Up Opportunities for Financial Libraries?
Speaker to be Selected.

INSURANCE GROUP**Monday, October 16****10:00 A.M. — ENGLISH WALNUT ROOM**

Laura A. Woodward, Librarian, Maryland Casualty Company, Presiding.

Why A Well-Maintained Library Is Essential to the Progress of Association Activities:
W. H. Cameron, Director, National Safety Council

Tuesday, October 17**12:30 P.M. — ROOM 1106**

Luncheon Meeting: Miss Woodward, Presiding.

Discussion:
Insurance Book Review Bulletin.
Subject Headings for the Insurance Collection.

Wednesday, October 18**8:30 A.M. — PINE ROOM**

Breakfast Conference: Miss Woodward, Presiding.

MUSEUM GROUP**Monday, October 16****8:30 A.M.**

Breakfast Conference of Officers and Committee Members: Eugenia Raymond, Librarian, Cincinnati Art Museum, Presiding.

ART INSTITUTE**10:00 A.M.**

Joint Meeting with Art Reference Round Table of American Library Association.

1. Address of Welcome: Alfred E. Hamill, Trustee, Art Institute, Chicago.
2. The Ryerson and Burnham Libraries: Miss Wiebe A. White, Assistant Librarian, Art Institute Libraries.
3. The Paintings in the Century of Progress Exhibition (Illustrated): Daniel Catton Rich, Associate Curator of Painting and Sculpture, Art Institute, Chicago.

12:30 P.M. — ART INSTITUTE

Luncheon Meeting: Miss Raymond, Presiding.

Wednesday, October 18**10:00 A.M.**

Joint Meeting with Art Reference Round Table of American Library Association.

Museum Visits:

Librarians of Science Museums: Field Museum and Museum of Science and Industry
Librarians of Art Museums: Oriental Institute, University of Chicago.

1:00 P.M. — CHICAGO COLLEGE CLUB

Luncheon Meeting: Miss Raymond, Presiding.

CHICAGO HISTORICAL SOCIETY**2:30 P.M.**

Miss Raymond, Presiding:

1. Speaker: Dr. L. Hubbard Shattuck, Director, Chicago Historical Society
2. Business.
3. Election of Officers

ART INSTITUTE**3:30 P.M.**

Reception and Tea

NEWSPAPER GROUP**Monday, October 16****8:30 A.M. — ROOM 1164**

Breakfast Conference. Mildred A. Burke, Librarian, *Chicago Tribune*, Presiding.

Discussion:
How the Newspaper Library Has Functioned under Reduced Budgets.

12:30 P.M.

Luncheon Meeting: Miss Burke, Presiding
To be followed by visit to Library of *Chicago Tribune*.

Tuesday, October 17**8:30 A.M. — ROOM 1164**

Breakfast Conference: Miss Burke, Presiding.

Discussion:
How to Classify the Roosevelt Conservation Program.

12:30 P.M.

Luncheon Meeting: Miss Burke, Presiding.
To be followed by visit to Library of *Chicago Daily News*.

Wednesday, October 18**8:30 A.M. — ROOM 1164**

Breakfast Conference: Miss Burke, Presiding.

1. Discussion:
How the Newspaper Library May Best Serve the Business Office.
2. What I Have Learned This Year of Other Newspaper Libraries: Joseph F. Kwapil, Librarian, *Philadelphia Public Ledger*.
3. Business.
4. Election of Officers.

SCHEDULE OF MEETINGS

	BREAKFAST MEETINGS 8:30	MORNING SESSION 10:00-12:00	LUNCHEON MEETINGS 12:30	AFTERNOON SESSION 2:15-4:30	EVENING
Sunday, October 15					Executive Board and Advisory Council, 8-00
Monday, October 16	Museum Group Newspaper Group Committee on Coöper- ation with Trade Associations	Group Meetings: Insurance Museum — Art Institute — Joint Meeting with A. L. A. Art Reference Round Table	Civic-Social Group: Stevens Hotel, 12:15, Joint Meeting with A. L. A. Public Doc- uments Committee Museum Group — Art Institute Newspaper Group — Visit to <i>Chicago Tribune</i> Library	First General Session	Annual Banquet, 6:00 Joint Meeting with A. L. A., Stevens Hotel, 8:30 Reception
Tuesday, October 17	Newspaper Group Public Utilities Com- mittee	Second General Session: Annual Business Meet- ing	Civic-Social Group Commercial-Technical Group Insurance Group Newspaper Group — Visit to <i>Chicago Daily News</i> Library	Third General Session Annual Business Meet- ing (continued)	Dinner, "Old Heidel- berg," 6:00 Sightseeing Tour of A Century of Progress Exposition
Wednesday, October 18	Insurance Group Newspaper Group Group Chairmen	Group Meetings: Civic-Social-Manual Committee Commercial-Technical Museum — Joint Meet- ing with A. L. A. Art Reference Round Table-Museum Visits	Civic-Social Group — In- ternational House, 12:00 Financial Group Local Presidents Museum Group — Chi- cago College Club, 1:00	Tour of Art Exhibit at Art Institute, followed by Reception and Tea for all S. L. A. mem- bers. Museum Group — Chi- cago Historical Society, 2:30	

PRESIDENT'S PAGE

AS THE S. L. A. year, 1932-33, draws to a close some "presidential reflections" might not be amiss. The year has held for me many satisfactions and many disappointments. Disappointments because being an abnormal depression year, it has been impossible to initiate any outstanding constructive projects. Our first concern this year has had to be to get our finances in shape and to live within our income. We have accomplished this by reducing expenses at headquarters and by drastically cutting the magazine. The splendid coöperation of local chapters in this economy program has also been of the greatest help.

Lacking funds and support for projects, we have spent a great deal of time building accurate records of our various activities that will serve as a check and a guide for the future. Through the preparation of S. L. A. archives and a series of manuals, we have laid the groundwork for much closer coöperation between the national association and its groups, local chapters and committees. I hope these will make all S. L. A. work easier, more interesting and far more productive.

One disappointment this year has been my own sense of a lack of interest in professional problems on the part of a great many special librarians. Is it just my imagination? I keep hoping that it is. I make every allowance for the fact that during the past couple of years many members of S. L. A. have needed every ounce of energy and ingenuity they possess to adjust their libraries to the depression and, perhaps, even to hold their own jobs. But this continued absorption in personal affairs has caused some of us to lose sight of the broader professional interests and to neglect matters which in themselves might solve some of our own problems. Only through the concerted efforts of all members can the special library profession hope to measure up to the opportunities of the next few years.

I might list others, but it is probably ungracious for me to mention disappointments first. My only excuse is that one cannot possibly be at the helm of S. L. A. without being intensely ambitious for it. The association has made wonderful strides in its first quarter century, but that is only a beginning. Can't we all get to work on the things that *now* need to be done? Without attempting to itemize them, I believe our needs fall under three major headings: (1) Raise the standards of the profession; (2) Initiate a publicity or educational program that will tell the world what special libraries are and can be; (3) Increase the number of special libraries.

The satisfactions for me this year have been numerous — the very many fine contacts; the stimulating discussions with able librarians; the personal pride in our profession when one can know all its ramifications; the pleasure of having its importance recognized by persons in other fields whose opinion one values. The things that should, I think, please all of us as the year draws to a close are — that we have held our membership almost intact, a fact that few associations can report; that in a depression year we are on a sounder financial basis than we have been for some time; that we have statistics and records covering all the major activities of S. L. A. such as have never before been available; that, with the help of the Advisory Council, we have analyzed and weighed past and future activities so that the association can adopt a definite program that will fulfill the needs and opportunities of S. L. A.

We shall present these records and plans at the Chicago Convention. Won't every member please make a special effort to be with us and help us formulate the association's future policies?

MARY LOUISE ALEXANDER

SNIPS and SNIPES

Tut Tut department. . . . W. P. Cutter all aflutter with enthusiasm writes us about Bermuda. In the midst of flowers, ocean and historic towns we read, "Incidentally, the country never tried prohibition." So what, Mr. Cutter? . . .

Pointed paragraph. . . . From the President's Page in the September issue: "The majority of the members have long been satisfied to ride along on the sacrifices of the few leaders who have faith in, and ambition for, our profession!" . . .

Changes and chances . . . When a new library is organized these days, it's front page news. Eileen Lever, who was a reference assistant at Newark, is now librarian of the new Pace Institute library. . . . Virginia Snavelly left Oberlin College library not long ago and joined the staff of the University of Pennsylvania library. . . . And Mildred L. Joy transferred her allegiance from the General Education Board to the National Broadcasting Company. . . .

I love(d) a parade. . . . The N. R. A. Parade. The feeling of history in the making. The discovery that a dear friend is marching. The determination to see her. The slight panic at the solid rows of spectators. The *idée fixe* that you must know someone in all that crowd. The familiar face. The smiles and bows. The realization that the face belonged to your chiropodist. The unending march of disembodied heads. The sudden awakening of interest as the banks start coming by. Your giraffe-like craning as you look hopefully for Mary Parker, Marguerite Burnett, or Lyda Broomhall. The slightly hysterical mental picture of what an S. L. A. unit would look like after the first long mile. The doubts as the sections go by and your *d f.* doesn't appear. Your fallen arches Your permanently dislocated back. The embittered return home. Your deep-seated conviction that this is your last parade. The deeper-seated one that it isn't. . . .

Snippets . . . Marguerite Benny Caldwell, librarian of Canadian Industries, Ltd, did the article on "Cataloging Needs of the Modern Public" for the A. L. A. Cataloguers and Classifiers Yearbook, No. 3, 1932. . . . Pearl M. Keefer, bibliographer-at-large, has prepared a subject index for the *News-Week* and we bet it's a good one. . . . Paul Vanderbilt of Philadelphia was married recently and we wish we knew to whom. . . . Marie J. Carroll, World Peace Foundation of Boston, spent some of the warm summer weeks in New York helping to spread news of the World Economic Conference. . . . The Industrial Relations Counselors, the General

Education Board and the Rockefeller Foundation libraries are all settled in Radio City. . . .

Heigho, Come to the Fair. . . . If the rest of this issue hasn't convinced you that you just can't miss S. L. A.'s twenty-fifth Convention and the Century of Progress, our chirping won't make any difference. You might as well stop right here. You won't be lured by the siren voices of Ruth Nichols and Edith Mattson telling of Arcturus snared by a telescope, harnessed by a Western Union Wire, magically lighting the wonderland of the Fair; describing the laughter and music, the clack, clack of wooden shoes dancing in the Belgian Village. You'll turn a deaf ear to their account of America's Greatest Art Show; of the "Wings of a Century," the pageant of transportation; the exhibition of women's progress since 1833. You won't use the open sesame, whispered by them, "I'm a librarian" when you visit the publishing and book-binding exhibits where the Gutenberg press is faithfully reproduced.

Fair facts. . . . Popcorn enough to cover the entire Century of Progress grounds to the depth of two inches has been bought and eaten by visitors . . . If the hamburgers consumed to date were placed edge to edge they would tower up 200 times the height of the sky ride (Ugh!)

It IS Hermione. . . . Our readers will be glad to know that it *is* Hermione who's at the Fair. She told us "I've just been over to the General Motors Building and seen how they make the new Fords." . . . Four of her friends who are Simply Mad about Art have stopped at the Art Institute to see Hitler's Mother, Whittier's Mother, Wurlitzer's Mother and the Whistling Woman. . . . And her dear grandmother, for whom she is named, asked the chair guide what sort of plants were grown in the Planetarium. . . .

Questions. . . . We've always maintained against all comers, that special library questions were unbeatable but listen to what Mrs. Miette B Denell, Telephone Information Supervisor at the Fair, is asked. "We're just getting into Chicago Now tell me where on the Fair grounds we can pitch our tent?" . . . Soldier's Field is filling up for a special event. "Girlie, just look out of the window, there's a dear, and tell me if there's any good seats left at the Stadium?" . . . "Where can a girl with a beautiful figure and *everything*, get a job at the Fair?" . . . A worried lad, "The young lady with me has just pulled the heel off her shoe What *can* I do?" . . . "Should I bring an umbrella — is it going to rain today?" . . .

First Aid to the Journalist and Newspaper Librarian*

AS THE tenth anniversary of the formation of the Newspaper Group of the Special Libraries Association approaches, the publication of Professor Desmond's "Newspaper Reference Methods" is most timely. He has set down here the results of his research and experience in preparing and conducting what was probably the first course on newspaper reference methods. The book aims to serve as a manual for the newspaper librarian, as a guide for the newspaper publisher contemplating the organization of a reference department, and as a textbook for the student of journalism on methods and uses of such a department.

In nine chapters, the author presents phases of newspaper reference work under the headings of history, services, organization and reorganization of reference facilities, administration, elements and problems of classification, filing systems, news indexes, and reference books.

It would be strange indeed if no word of disagreement should be expressed with the author's discussion of controversial problems, yet as an impartial observer of these problems, he has

presented all sides without bias. While the distinctive character of newspaper libraries makes it reasonable to devote so large a portion of his book to methods of classifying, indexing and filing, from the point of view of the librarian, it would have been desirable if the author had been more specific in his treatment of methods of cataloging, lending and reference work. The novice will find little of help on these phases. However, the exhaustive discussion of the handling of clippings through all the processes offers much of value to every librarian in no matter what field he is working. The sample classifications and reproductions of forms for various purposes are suggestive and helpful.

An appendix includes a classified list of books and periodicals valuable for newspaper libraries and a most extensive bibliography. Of the 316 items noted in the latter, 250 have been published since the formation of the Newspaper Group, proof of its rapidly growing influence.

Thanks are due to Professor Desmond for this pioneer attempt to codify the methods peculiar to the organization and conduct of special libraries.

* Newspaper Reference Methods by Robert W. Desmond. Minneapolis, University of Minnesota Press, 1933, 229 p. \$2.50.

Mr. A. Kroch

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