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SPECIAL LIBRARIES

Vol. 15

April, 1924

No. 4

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LIBRARIAN.

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Special Libraries

Vol. 15

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No. 4

The Employer Selects a Business Librarian*

By Louise B. Krause, *Librarian*, H. M. Byllesby & Co.

"Is a library in your business organization worth its cost?"

Some years ago Andrew Carnegie said "If you ask whether a library is worth having, I answer 'That depends upon the librarian.'"

A few days ago a member of one of the large library supply firms said, that in a number of cases where they had supplied furniture, fittings and necessary filing equipment for a library in a business organization, they had been approached, after some time had elapsed, with the question whether they would take back this equipment, because the library idea in that particular organization was not worth while. In almost every instance where this situation occurred, there was found at the heart of it, an unqualified so-called "librarian" who had not made a success of the undertaking. The business firm in which the library failed, probably did not recognize what was the underlying cause of the failure. They did not get real service out of the library and therefore took it for granted that in their business there was no valuable return to be made in investing money in such a project. They did not realize that the real cause of the failure was, that the librarian they had selected had failed in creative vision, had failed in a broad knowledge of source material useful to their business and had failed in a thorough knowledge of library technique by means of which information could be quickly organized and applied to the particular problems of their business organization.

After fifteen year's experience as a librarian in the business world, the writer maintains without hesitation, that the weakest point in the whole business library movement today is the fact that employers do not know how to select qualified librarians.

There are six types of employers with reference to the selection of librarians.

The Employer Who Does Not Value Print

First, is the type of employer who, although his business is large enough to warrant the employment of a librarian, will not have one because he does not know what a business library is and what it can do for his business. If he thinks at all about a library, he thinks of general literature, novels, women's clubs and school children. He shrugs his shoulders and says "no value to me in *my* business." He is, therefore, handicapped by his mental attitude toward a library and has probably been too busy to learn that the word "library" in business no longer means books, but every kind of information in any kind of form: pamphlet, government report, circular, map or typewritten data bearing upon the practical problems that arise every day in his business. He does not know what to demand of a business library. At its best, in his mental conception, it is a sort of luxury, a dignified appendage to his office, which may be useful as a publicity asset in giving a good impression to the public.

The Employer Who Values Print But Not a Librarian

The second type of employer is the one who values the collection of printed material bearing upon his business but who thinks when he has made the effort that has procured this material (and he often misses a great deal about which a trained librarian could tell him) and deposited it somewhere in his office, that, that is all he needs. He sees no value in employing a qualified librarian to build it into a reliable working machine.

This type of employer might well be compared to a man who collects every bit of material needed to build a handsome office building, has it all dumped on the building site and then stops. Unless a man who wishes to

*Paper read before Chicago Library Club, March 6, 1924.

build has an architect to make a plan and a builder to construct the material into a definitely planned building, he may collect all the building material in the universe and have nothing but a useless junk heap on which to stub his toe. A business man who collects library material and who does not have a librarian to work it into a servicable structure is, without exaggeration, in the class just described. There is a junk heap of miscellaneous information in every large business organization which does not employ a librarian.

The man who believes in collecting material but who does not believe in putting it into the hands of a trained librarian, because it costs money and who thinks that his office can use the information just as well without organized library service, recalls to mind a careful survey of the library material, which had never been administered from a central library department by a trained librarian, that was made in a large industrial organization.

This report recorded the exact cost of the time lost by members of a single department, in searching for information that could not readily be found in a miscellaneous collection of material, and also recorded the expense of unnecessary duplication of information in several departments. In conclusion it clearly showed that the creation of a central library department administered by a trained librarian, paid a good salary, would mean an annual saving, even with the added expense of a librarian's salary, of more than \$2,000 a year over the cost of the old hit-or-miss departmental method of collecting information, not to mention the increase in service which could be given all departments.

The Employer Who Uses Unskilled Labor

The third type of employer is the one who values printed information relating to his business, and who recognizes the necessity of organizing it into a systematized working machine, but who tries to do it with unskilled labor (i.e. someone not adequately trained for library work). The frequent argument of this type of employer is that the library work required by his business organization is too simple and not far enough advanced to warrant the employment of a trained librarian. This argument is fallacious, because it is at the installation, or at the laying of the foundations of a business library that the most important work is done. It is at this period of

the work that systems of classification, methods of cataloging, filing, etc. are to be installed upon which all the future work depends. The fact is, it is more vital to employ a trained librarian to lay adequate foundations than it is to employ one after the work grows to any great extent, because after proper systems are installed for a permanent basis, it is easier for someone with less knowledge to learn to carry on such systems. In other words, the foundation must be laid broad enough and strong enough to support the growing library superstructure or it will be an expensive case of wrecking and building all over again.

It has frequently been the case when the initial organization of a library was started by an inexperienced person, that when the time for larger growth came, everything that had been done in the way of maintaining records and systems had to be done over again at great expense of time and money.

The Employer Who Does Cheap Shopping

Then there is the fourth type of employer who wants a trained librarian but who does not want to pay very much for one. He takes the cheapest he can find on the market, one who barely fulfills the requirements of library training and experience. If additional service in the library is needed he employs cheap assistants. He thinks he is doing good business when he has four young women working for a total sum that it would cost him to employ two high grade people to do the same amount of work. He does not realize that two expert librarians will do more efficient work and give better results at less cost than the four cheap salaried people—cheap librarians, cheap assistants, result: a cheap library.

The Well Meaning but Uninformed Employer

The fifth type of employer seeking a business librarian is sincere, thoughtful, desirous of obtaining the best as to training, willing to pay, but is uninformed as to the requirements. How few business men know what the accredited library schools of the country are, what is taught in these schools and what essentials in library education and experience they should demand of applicants for business library positions, which positions require much more than average ability. The writer was recently told by a business man that he

had employed a librarian, who had library training, who he felt sure was competent to do his work. When pressed for details, he didn't know "exactly where" the young woman had studied, or where she had had practical experience. Investigation showed that the young woman claiming that she had library training, never had had a real course of training, but only some three or four months of general instruction to prepare for a civil service examination. Very few trained librarians are to be found who will have a knowledge of the particular business of the employer, but a well trained librarian has at the start, a broad education and the necessary library technique to which will be added readily the knowledge of the employer's intimate business as his printed material is organized.

It is not only this fifth type of business man who is lacking in knowledge of proper standards by which to select a librarian, but there are a number of employment agencies who send so-called "librarians" to business men, who are quite as uninformed. They do not know how to test the fitness of the applicants who call themselves "librarians" who endeavor to get positions in the business world.

The motto seems to be "If you can get a job to tinker with some books and data files, that makes you a librarian."

The words "files" and "filing" are also responsible for a great deal of confusion in engaging a business librarian, because these words have been, of late years, used in connection with the care of certain library material, the term having been borrowed from its more common use, as pertaining to the filing of letters and other records which are in a purely commercial file department. Well meaning employers, therefore are often heard asking for a file clerk, when they ought to be

enquiring for a trained librarian, and we find a number of people who have been trained in commercial filing schools, and not in library science, undertaking to file informational material, which is strictly library material, and which they are not competent to do from lack of education in library science.

When employers clarify the situation by recognizing that there are two distinct vocations, one relating to commercial filing with schools to teach it, and one relating to the organization and administration on *printed* information, whether it be on a shelf or in a file, with library schools to teach it, the business world will have gone a long way toward getting the right kind of people into the positions for which they are best fitted.

The Ideal Employer

The sixth type of employer, last, but most important of all, is the man who has a thorough knowledge of the value to his business of the collection and organization of printed information; who knows that in order to make his library a success it must be directed by a well qualified librarian; who knows what the standards are by which to select a business librarian and who is willing to pay the price. This ideal employer is not imaginary, he is a fact. Many employers of this type have successful business libraries in cities of the United States. They are actually getting 100 per cent dividends on their investment and know that their libraries, administered by high grade librarians, are indispensable assets in their business success.

To return to our opening question; Is a library in a business organization worth its cost? In the last analysis,—that depends on the employer.

The Constitution

By Rebecca B. Rankin, *Chairman, Membership Committee*

In the December, 1923 issue of SPECIAL LIBRARIES will be found the proposed Constitution for the Special Libraries Association. *Does it mean anything to you?* Probably only a dozen people in our whole membership have read it carefully and thoughtfully. That's quite natural. But it really is important and it behooves you to study it carefully.

This is the problem:— The Special Libra-

ries Association was formed in 1909 and the Constitution which was written at that time does not fit the situation which confronts the association at present. The association has been in existence for fifteen years; it consisted of fifty members in 1909 and now in 1924 there are about eight hundred members. The provisions of our present Constitution are not ample for the conditions which now exist;

it is time we stopped and took stock, studied and analyzed our situations, and then wrote a Constitution to fit the present conditions and to provide for future growth.

The Committee on the Revision of the Constitution, appointed in 1922, has done just this thing; Mr. H. O. Brigham, the chairman, his committee and the Executive Board have given it much thought—and the proposed Constitution as submitted to you, the members, has been evolved. It represents the best ideas of your officers and many members. It was discussed at the annual meeting at Atlantic City in May, 1923 and comes up again at our annual meeting in June, 1924 for final action.

We have, at the present time, eight or ten local special libraries associations which are functioning splendidly. The best efforts of the most capable special librarians of each city are focussed on the welfare of their local organization. The members are getting a great deal of inspiration and real help from that local association. But New York is getting no help from Boston, Boston is receiving little from Philadelphia, and Philadelphia none from New York, and so on. In addition, and over and above these locals, we have a national Special Libraries Association which is dependent for its existence upon the goodwill and generosity of a comparatively few special librarians who see the necessity of organized effort. These persons are putting a great deal of energy into an association which is not efficiently organized and which is unable to function properly because it has no proper machinery. What does or can the Special Libraries Association do? The local associations will reply that, "all we want of the Special Libraries Association is that it provide the annual meeting and publish SPECIAL LIBRARIES. We do not wish to be handicapped in our activities and in our independence by being compelled to join the national association and pay dues. We get all we want from our local association, except these two things."

For the sake of argument, let us agree that the national association can and should provide only these two things, the annual meeting and SPECIAL LIBRARIES. An annual meeting or convention of an association can be necessary only because the members of that organization wish to gather together and express their views and exchange ideas. If the members of the Philadelphia Association do

not join the national or wish to know what Boston is doing, why have an annual meeting? An official organ is supposedly the mouthpiece of the members of the association; if each local association exists independently with nothing to offer to others, why have an organ?

The national Special Libraries Association is super-imposed upon all the local associations. The local associations officially give nothing to the national, while the national is trying to supply the needs of all the locals. This is not done adequately, but how can it be when the national has only the half-hearted support of a small proportion of the entire membership of the locals? To me, it is remarkable that the Special Libraries Association has accomplished as much as it has, under such adverse circumstances.

My experience as an officer, in a local association and in the national association, convinces me that the main fault lies with the locals. Each of these is jealous of its independence, and fears that the national is trying to usurp its powers, while in reality, the Special Libraries Association is only trying to unite all the locals in one effort, thereby increasing the power of each. However, every one knows that a union means compromise in some details. Eight or ten organizations, cannot agree to unite their forces without some conflict of ideas which will demand compromise on the part of each. Some independence is lost but much power is gained by the union. Can't each of the local special libraries associations see this, and is not each local willing to sacrifice a little in order to gain more through the national?

The purpose of the new Constitution is to make possible this unity of aim and co-ordination of effort of all the local associations through the national. It sets up adequate machinery so that the elected officers of the Special Libraries Association can manage its affairs. It will enable the entire organization to function; not only will the locals be active, but the national will be their official mouthpiece, and an annual meeting will be really representative and a place where opinion can be voiced because there will be something to be expressed. Real activity, and not enforced action through an almost dead body, should be the result.

The local associations have been spontaneous in their growth, unaware almost of the existence of other similar organizations and

each sufficient unto itself. Only individual members have seen the value of national organization, and these individuals have kept the national alive. It does not deserve to live unless it is truly a *national* organization, representing all the special library activities of the country. We can easily make it that, if we will

What we need to solve this problem successfully is the hearty support of the locals. For instance, what will be the result of the adoption of the Constitution in relation to the New York Special Libraries Association? (a) N.Y.S.L.A. has three hundred members, paying 50 cents to \$1.00 annual dues. When the local is part of the national the members will pay \$4.00 or \$5.00 a year dues, and at least \$1.00 of that will be turned over to the local. No less money from dues will be available in the local treasury, and at least twice as much will be in the national. Each member will feel his allegiance to the national as well as the local, and the locals will all function through the national, and the national will co-ordinate the activities of all the locals, and keep each informed as to what the other locals are doing.

(b) The N.Y.S.L.A. may have some members who will refuse to pay \$4.00 to belong to the local and national association. However, there will be very few. If the

N.Y.S.L.A. finds there are persons so disposed it can readily meet that contingency by providing through its constitution for associate memberships at \$1.00 per year. An associate may be a person interested in but not engaged in special library work. But no special librarian may join a local association without at the same time joining the national Special Libraries Association. Every member will have all the advantages of the local, its monthly meetings, the constant cooperation, its inspiration, its publications; and in addition the subscription to *SPECIAL LIBRARIES*, the privilege of attending the annual meeting, the publications of the national association, opportunity for the exchange of ideas between localities, and an increased service from the national Secretary's Office in employment, in advice and in information.

What can the N.Y.S.L.A. lose? Nothing except a few members, and let us hope that these, when they see the strength of the S.L.A. as gained through this union of locals and national, will return with new ambition to the fold.

Any special librarian, who is a member of a local only, can demonstrate his approval of the proposed Constitution now by joining the Special Libraries Association at once. Send your name and your dues to the secretary.

The Education of a Librarian

By Ellen A. Hedrick, *Instructor*, in Library Science, United States Department of Agriculture Graduate School

Except for short historical outlines of the library schools which he surveyed, Dr. Williamson in his admirable report on library training has given no historical sketch of the library school movement. Such a sketch would have explained some of the apparent deficiencies in the schools and the lack of uniformity in their curricula. It would have shown also the relation of the library school movement and the library movement and their mutual interdependency. The survey as a study of present day conditions of library training is clear cut, exposing the weak places in the schools with the precision of a surgeon's knife, and librarians, including library school directors and instructors, must needs be grateful for it.

It is not my intention to attempt to justify the conditions revealed by the survey, but

merely to bespeak for the schools a sympathetic understanding of the problems involved in their task and an appreciation of the place they have attained in the short period of their existence, less than forty years.

I should like to discuss all the recommendations that Dr. Williamson makes, for they all are interesting and have much to commend them, but at this time I shall consider but three:

- (1) The division of clerical and professional types of work.
- (2) The placing of library schools on a graduate basis.
- (3) Courses for the special librarian.

Division of Work

Possibly the most debate provoking point of the report is the division of the

work of the library into clerical and professional and the insistence that training in clerical processes be minimized in the schools. Dr. Williamson deplors the emphasis that the schools have placed upon this part of the work and says "there is danger that by forcing upon their students a perfection in details, they will stifle the indispensable qualities of enthusiasm, imagination, and initiative." These words have a familiar ring, they are the cry of the Deweyites (John not Melville) in education in general. In his recent work "The Dance of Life" Haverlock Ellis complains of the stultifying effects of uniform spelling. Undoubtedly there is danger here and the schools should be on guard, but before condemning them utterly, it may be well to consider if possibly there is not a very good reason for the practice so universally observed. May it not be due to the lack of familiarity with library procedure of people in general? Even among the educated the ignorance of simple bibliographical tools is appalling. A card catalog is used impatiently by the majority of persons and with little or no understanding of the difference between an author and a subject heading. Even so simple a performance as ascertaining the date or price of a book from the "United States Catalog" or the "Cumulative Book Index" disconcerts men who are authors of scientific monographs. There is no reason for these things, the processes are simple enough, but merely unfamiliar.

And what about the youthful college graduates, some of whom boast that they went through college without going into the library and many of them of whom this is true, but deemed of not sufficient importance to boast! I am reminded of the experience of a friend of mine who was interviewing an applicant for general housework. The girl but recently arrived from Norway was asked if she could cook. "No," she said she could not cook. "Can you wash and iron?" she was asked. "No," again was the answer. "Can you clean house, sweep or wash dishes?" "No," she said she could do none of these things. "What can you do?" finally she was asked. And she answered "I can milk reindeer." This ignorance of household affairs is not much greater than that of the average college graduate who enters the library schools, of library routine. This lack of familiarity with library procedure and simple bibliographical operations places a burden on the training schools

hardly paralleled by other professions. It is as if a professor of chemistry before instructing his class had first to teach it concerning the nature of fire, ice and water. It is largely on this account, I take it, that the schools send their students to libraries for observation and practice, so that they can absorb a knowledge and attitude of mind toward their profession that their pre-school experience ordinarily gives students of other occupations.

Happily the colleges, the high schools as well as the secondary schools are more and more introducing their students to a knowledge of library methods. And also in our daily life the alphabetically arranged telephone directory, the card index in business houses, the use of the typewriter in the home as well as the office all help to make our practices common. We are not as "odd" as we used to be!

Professional Schools

That librarians debate the recommendation of the report that a college degree be a requisite for admission to the professional library school, seems to me, I must confess, an anomaly. More education, and then more is what we need. Of two persons whom I recommended a few weeks ago for a position in a scientific library, the one with the education in biological sciences, but with a minimum of library training was selected in preference to the one with superior library technique but lacking the education in science. In university libraries and highly specialized scientific libraries I am inclined to think that a scientific technique would usually be more desirable in a high grade assistant than knowledge of library practices.

Perhaps the time has not yet come when all library schools can insist upon a college degree as a requisite for entrance, but it is surely desirable for the leading ones to do so. Every American boy and girl who desires it should have a university education. That is our American birthright. By insisting upon the college degree as the basis for their training the professional schools will do much to assure it to them. I am aware that this postpones the earning power of men and women and that many of them may feel that they cannot afford to lose so many years from productive work. The argument is the one used in the cotton states for employing children in the mills but it is an argument

that does not hold with our present day belief in education.

Courses for Specialists

It is true that the library schools have been slow in introducing courses for the specialists in their curricula, but then we must remember that it has not been so very long since librarians recognized the rights of specialists to the services of libraries. We are just beginning to recognize that banking, insurance and manufacture are as much subjects for our study and service as literature, history and political science. I am thinking that the library world today stands where the college world stood when Harvard shocked it by recognizing the study of chemistry and physics as "cultural" and allowed the substitution of modern languages for Greek and Latin in a classical curriculum. One has but to glance at the many and varied subjects represented by the membership of the Special Libraries Association to appreciate that new vistas have opened up, that new fields of service have been staked off. Librarians today filled with

renewed zeal are advancing to their greater opportunities with a spirit worthy of the pioneers of 1876 who blazed the first trails in the library domain.

Dr. Williamson's report is indeed pertinent and timely. We are at the opening of a new era of greater library service. The demands for trained library administrators and bibliographical experts is increasing. But the library schools cannot shoulder the entire responsibility. The libraries must do their part. They must co-operate in raising standards. They must support the schools by offering salaries that will attract ability and brains. And most of all they must see that those qualities which Dr. Williamson truly says are indispensable to the librarian, enthusiasm, imagination and initiative, are not dulled and tarnished by the grind of work. Water cannot rise any higher than its source, and library service cannot be any more effective, any more energetic, any more liberal minded, any more inspired than the personnel of its organization.

A Graduate School for Librarians

By W. P. Cutter, *Librarian*, Arthur D. Little, Inc.

The Williamson report to the Carnegie Foundation on existing library schools has had a wide circulation, and has been widely discussed. The shortcomings in our system of library education have been shown, and are generally acknowledged to exist. But no one has made any constructive suggestions for betterment, or at least I have seen none, beyond a few hints given in the report itself.

I wish to repeat the suggestion which I made in a little leaflet published twenty years ago. I was then giving rather desultory instruction in library work in evening classes at the Library of Congress, with the cordial consent of the Librarian of Congress, and under the nominal auspices of the Columbian (now the George Washington) University. The leaflet in question was prepared at the suggestion of President Whitman of that institution, to summarize the advantages of Washington as a place where advanced library instruction should be carried on.

There are within the District of Columbia more varieties of libraries than in any other American city. There are, to mention only a few, libraries of agriculture, architecture, art,

astronomy, archaeology, anthropology, aeronautics, botany, business, bacteriology, . . . medicine, music, microscopy, metallurgy, mineralogy, masons, mining, . . . physics, patents, paleontology, prints, . . . railroads, statistics, . . . zoology.

And, best of all, these libraries are in active use for real every-day research. A carefully selected and trained personnel is administering them, and they are being used by serious students, for serious purposes. Washington is a center for the compilation of information for the whole country.

Above all, Washington has not only the largest library in the United States, but that library is not administered either by a lot of half-asleep professors or by an unwieldy board of trustees. It is the only large library in the country that has nothing to interfere with its well-rounded development. It has a splendid male personnel.

The faculty and the laboratory for a school of graduate study in bibliography already exists ready-made in Washington. There might be difficulties in arranging for the use of some of the libraries as workshops, at first, but

these would soon disappear. And the employment department has for a field the government service itself, in addition to the whole United States outside.

Washington, too, is blessed with a restfulness which cannot be found in any other large American city, even Boston. It is a good place to live in, now that the war hordes have gone. It is not a foreign city like Boston, New York, Philadelphia, Pittsburgh, and Chicago.

As for endowment, what did Dr. Williamson make the report for? If working libraries are to be put in charge of properly trained persons, as the advance of industry requires, how are they to be obtained, except by governmental action, or by the action of such an institution as the Carnegie Foundation? Mr. Carnegie loaned us the money to establish many of the libraries. His financial successors have the duty of assuring their highest development.

Some New Books on Advertising and Selling

By Harriet Elias, *Librarian*, Marketing Department Library
George Batten Company, Inc.

Advertising to Retailers

A book which shows manufacturers how to focus selling efforts upon those important factors in trade, the retailers, is R. L. Burdick's, "Advertising to Retailers, Specialized Means and Methods for Developing Trade Distribution." This book, probably the only one of its kind, is arranged in usual text-book style. Its author, who is connected with The Associated Business Papers, Inc., has occasion to know of the endeavors of manufacturers to direct increasing attention to advertising designed to educate the retailer and maintain helpful trade relations. In discussing how trade papers are used to help build the good-will of the retailer the author makes the following logical divisions: Advertising and Distribution; The Trade Advertising Appropriation; Planning Distributive Advertising; What Is a Retailer?; Retailers and Their Customers; What Can Be Advertised to Retailers?; Framing the Appeal to Retailers; The Preparation of Trade Advertising Material; Means and Mediums for Advertising to Retailers.

Illustrations showing actual advertisements complement the text and an explanatory note accompanies each illustration.

The bibliography is classified according to the applicability of the works listed to the text of the book, and under the heading "General Reference Books" the author includes Crain's "Market Data Book and Directory," and "Population and its Distribution," compiled and published by J. Walter Thompson Company, New York.

It would seem to the reviewer that in the chapter on the Trade Advertising Appropria-

tion more than a paragraph might have been given to the consideration of the topic: The Campaign's Cost. As the author states, "This is not a matter of guesswork, but of intensive and continuous study, plus experience and knowledge of broad principles of advertising and merchandising." The reviewer believes that this statement should have been elaborated. The chapter is lacking in detail perhaps because the information it should contain comes within that complicated realm, market analysis.

The last two chapters dealing with "Means and Mediums for Advertising to Retailers" are very complete.

Sales Management

Dear to the heart of the busy librarian who must be able to give an inquirer almost instantaneously the information he needs is a well-made index in a work of reference. The first glimpse of Mr. S. Roland Hall's new book, "The Handbook of Sales Management," so fresh from the press that it still smells of printer's ink, shows an index made with minute care and taking in pages 951 to 995 of the book! Some idea of the comprehensiveness of the work is thus conveyed. Mr. Hall gives an explanatory sub-title to his book which describes the work as "a review of modern sales practice and management, illustrated by the methods and experiences of representative selling organizations." He says trenchantly in the preliminary pages preceding the first chapter, "It is hardly possible to prepare a business book and avoid academic discussion altogether, but in building this book its author has sought to be a reporter

and an editor, drawing on a field rich with experiences, rather than to record merely his own views of salesmanship and sales management. . . . On the other hand, the author and the publishers came to the conclusion before a page of this book was written that the demand today is for a volume that defines not merely sound principles of salesmanship and sales management, but for a review that shall show how these principles have been applied and what the results of the experiences of hundreds of successful sales organizations have been."

Consistent with the idea of the new salesmanship which bases its effectiveness upon organization and other fundamentals the book logically devotes the first chapters to the following topics: Organization; Distinctive Sales Policies; Review of Distribution Problem; Costs of Selling; Research and Analysis; Statistics, Charts and Records.

All the ramifications of the subject of sales management are included in this veritable cyclopaedia of information.

Advertising

On the side of advertising, Mr. Hall has a book just as complete although not so recent. This is his "Advertising Handbook" described as "A reference work covering the principles and practice of advertising." To the reader in quest of "how-to-do-it" information the author "sought to be of assistance to the general business reader, the one of small or moderate advertising experience, rather than the professional advertising man." Every conceivable question relating to advertising can be answered from it.

Dr. Starch's contributions to the literature of advertising needs no introduction. His newest work, "Principles of Advertising" is a very complete text book. In the preface to the book he states: "This treatise has been prepared with three aims in mind:

1. To make a broad and comprehensive analysis of the fundamentals of advertising which would serve as a logical plan for the preparation of a book.
2. To develop, as far as practically feasible and possible at the present time, scientific methods in dealing with these problems.
3. To bring together as fully as possible all available material—practical business experience, scientific, experimental, and statistical data—which bear upon the problems outlined.

He further states very succinctly: "The central conception of this book is that the primary function of advertising in business is to sell or to help sell. From this conception are derived the five fundamental problems or divisions of the book, namely:

- "1. To whom may the product be sold?
- "2. By what appeals may it be sold?
- "3. How may the appeals be presented most effectively?
- "4. By what mediums may the appeals be presented so as to reach the class of people to whom the product is to be sold?
- "5. What is a reasonable expenditure for promoting the sale of the product by means of printed sales efforts?"

To further quote from the preface: "The most important idea which has been kept in mind in dealing with these problems has been the development of the scientific point of view and the application of corresponding methods. Waste is due largely to lack of information, to failure to use adequate means to secure the needed information and to poor judgment in handling the practical problems as they arise from day to day. Much emphasis has therefore been placed upon the development of adequate methods for obtaining facts on which the business executive may base his decision."

To carry out the plan indicated in the preface the author divided his book into six parts:

Part 1. Introductory section covering in four chapters, "The Problem and Scope of Advertising," "The History and Development of Advertising," and "The Place of Advertising in Business."

Part 2. "The Human Aspects of the Market" covers thoroughly preliminary knowledge required before marketing a commodity and methods of investigation used to acquire this knowledge. Here is described the use of knowledge readily available from census reports, income returns, distribution of population, registration of automobiles, distribution of electric power stations, and so on.

The next chapter deals exhaustively with the method of obtaining information through the use of questionnaires, through marketing interviews, and the last three are concerned with actual investigations of nationally known products

Part 3 "The Appeals: By what May the Commodity Be Sold?" in this is covered, everything about "Analysis and Selection of

Appeals." This includes of course, an "Analysis of Human Nature," a study of psychological phases.

Every possible problem arising in any phase of advertising is covered in this exhaustive work of almost a thousand pages and it concludes with a most carefully worked out index.

Advertising and Selling

Noble T. Praigg is responsible for the editorship of the expressions on Advertising and Selling of one hundred and fifty advertising and sales executives. The book with this title is published by Doubleday, Page and Company for The Associated Advertising Clubs of the World and contains a digest of the most important papers and addresses presented before the Nineteenth Annual Convention of these clubs held at Atlantic City, June 3 to 7, 1923. The announcement on the jacket of this book is: "All of us want to know 'How does the other fellow do it?' And this practical book tells. It contains a record of the dominating thoughts, plans and experiences of the world's leaders in advertising and selling."

To those engaged in some phase of advertising the chief value of the book is perhaps the inspirational. The lay reader must be very strikingly impressed with the complexity and infinite variety of the problems to be solved in connection with the use of advertising as a significant force in business. Also the array of nationally known organizations is very imposing, the dignity of the profession very evident by reason of the scholarly presentation of subjects by acknowledged leaders in the field.

There are twenty chapters in which the subject of advertising is treated from the ethical, practical and theoretical standpoints. For instance, the paper, "Marketing for 70,000 Producers" by Stanley Q. Grady, Director of Sales and Advertising, Dairymen's League Co-operative Association, New York, covers the co-operative marketing problems not only of that association, but also of other great commercial co-operative enterprises such as The Sun-Maid Raisin Growers.

In the chapter on Advertising as an Arm of Industry the discussion is upon "The Economics of Industrial Advertising" and covers manufacturing and distributing costs, marketing through non-technical mediums and related topics.

A very long chapter on a subject not often given much attention in literature about

advertising is that on "Extending Church Influence Through Advertising."

Noteworthy in the chapter on "Advertising Agency Responsibilities" is the article by Paul T. Cherington of the J. Walter Thompson Company, New York; entitled "Buying Space Economically."

As the book purveys to members of the clan, so to speak, it does not give detailed methods of procedure for specific matters.

Advertising Campaigns

Of that new work by Tipper and French, "Advertising Campaigns" the publishers, D. Van Nostrand Company, say significantly in the foreword: "In the quantity of literature that has appeared on the subject of advertising there has been a noticeable lack of books on the mechanical operation of the advertising campaign. Copy work has been treated in abundance. Color and color work are the subject of special treatises. Yet able treatment of special features must fail unless preceded by proper analysis and backed by suitable organization and driving executive forces. . . ."

The book covers "Advertising Campaigns" and under this heading are discussed market analysis, a necessary preliminary to a successful campaign, the planning of the campaign, and its operation and handling.

The thesis of the book is that planning a campaign demands a knowledge of: The Product; The Market; The Sales Methods; Manufacture; Distribution; Territory of Sale; Purpose of Advertising; Media; Audiences; Appeals; Schedules; Operations.

The text is very lucidly written and not at all dry reading; it emphasizes the close relation between advertising and selling and that the practice of advertising and the ideas of selling do not permit of erroneous statements. In the chapter entitled "The Organization Behind the Product" the author gives this very useful explanation of sales methods as related to advertising. He says, "The sales methods used by an organization have a direct effect upon the advertising policy." Advertising is really mass selling; the broadcasting of sales arguments to a large number of prospects. It must, therefore, co-ordinate with the general selling effort, for the two jobs are complementary. The claims made by the salesmen must dovetail with those made in the advertising. The force of the advertising should be concentrated upon those points which have a publicity value in the method

and character of the general selling campaign, and should, of course, be in entire accord and harmony with the latter.

In Chapter VII, "Channels of Distribution" are considered the means whereby a product reaches the ultimate consumer. These are carefully arranged in the following order: From Manufacturer Through Jobber and Dealer to Consumer; From Manufacturer Through Retailer to Consumer; Direct to the Consumer; From Manufacturer to Manufacturer; Special Channels of Distribution; Through Commission Agents to Other Manufacturers; Chain Stores; Co-operative Buying Organizations; Distributors and Limited Jobbers.

This is followed by: General Trade Usages; Competitive Traditions; Technical Traditions; Class Traditions; Consumer Buying Habits; Occupational Buying Habits; Effect of Habits of Buying.

After the authors have presented all the elements entering into the planning of the campaign they proceed to its actual development which begins with estimating the cost and determining the form of approach. Here are placed all the matters that must be studied before deciding what mediums are to be used for carrying the printed appeal to the prospective buyer.

In their fourth part, "Operating the Campaign" the authors are not quite fair in their generalization concerning practices in advertising agencies. They create the impression that all preliminary work is done by the sales manager or advertising manager of the concern placing its advertising with an agency, and that the advertising agency merely carries out the ideas of that sales or advertising manager; also, an uninformed individual may believe that the agency executive may be likely to tell those who work on the advertising of the firm whose account is in their care that "classy stuff" is wanted, or that the advertising must "hit hard" or "have a strong punch." If haphazard generalizations prevail in an agency it is not likely to have long life! Otherwise the methods of procedure are very well described and due credit is given to the makers of the advertising for the infinite attention to detail.

The book gives complete marketing plans, examples of types of researches, shows the use of basic statistics obtained from sources such as government reports and complete advertising campaigns are shown.

Three Invaluable Books

Frederick C. Hicks. Materials and methods of legal research, with bibliographical manual. 626 pages. Rochester, N.Y. Lawyers' Co-operative Publishing Co. 1923. \$6.00. A review by Howard L. Stebbins, Librarian, Social Law Library.

Not in forty years has a book so useful to the law librarian appeared. Neither has the trail for the law student, the general librarian, and other users of legal books been heretofore so plainly marked.

Part 1, which occupies about half the book, is devoted to a treatise on law books, describing the various classes, illustrating the variations in books of the same class, submitting lists to explain the statements of the text and critically appraising many books and sets. Part 2 deals with law library administration and arrangement. In Part 3, an extensive bibliographical manual, are gathered lists of books and articles about law books, tables of legal abbreviations, and various technical aids and helps for investigating the complex and exceedingly voluminous field of legal literature. Much of this material was formerly dispersed among the four winds of heaven.

Mr. Hicks, librarian of Columbia University Law School and Associate Professor of Legal Bibliography, is a scholar and a clear thinker, with the patience to handle a mass of detail and the discrimination to extract essential principles. His book will not make every man his own lawyer; it will go a long way toward familiarizing the main outlines of a highly technical subject. No longer need one's view of the forest be obscured by the multitude of trees.

Mailing List Directory and Classified Index to Trade Directories Compiled by Linda H. Morley and Adelaide C. Kight, of the Business Branch of the Newark Public Library, under the direction of John Cotton Dana. Published by the McGraw-Hill Book Company, New York. Price \$10.00. By Louise Ayers, Librarian, The Reuben H. Donnelley Corporation.

The Mailing List Directory presents a carefully compiled and cross-referenced list of directories, together with the name and address of publisher, publication date, and price of each. The arrangement follows a straight alphabetical subject order which makes it easy to use, and eliminates the need of an index.

A great deal of the material indexed is housed in the Business Branch of the Newark Public Library, and some additional titles were submitted to the compilers by research workers throughout the country. A very concise preface by Miss Morley outlines the scope of the directory, gives instructions for its use in finding a directory or mailing list on any required subject, and information as to how to order it.

This publication has been awaited for some time by business librarians and research workers, particularly those interested in directory and mailing list work. It is proving valuable to the advertising, purchasing, and sales departments of many concerns. Because information upon directory sources is so scattered, and so little has been printed upon the subject, the Mailing List Directory fills a distinct need by bringing together in one volume all available material upon the subject.

Theodora Kimball, Manual of information on city planning. Harvard University Press 1923. \$3.50.

A review by Rebecca B. Rankin, Librarian, Municipal Reference Library, New York.

As an outstanding example of the kind of bibliographic work a librarian is capable of producing let us cite Miss Theodora Kimball's "Manual of Information on City Planning and Zoning." Miss Kimball is the librarian of the School of Landscape Architecture, Harvard University, and has acted as honorary librarian of the American City Planning Institute for some years. In this dual capacity she has made herself a recognized

authority on city planning literature, and this "Manual" will stand as a monument of her accomplishments and of the work of a special librarian.

City planning as a matter of official cognizance, as an art or science to be studied and adopted as a profession, is of comparatively recent origin. Ancient cities were laid out with evident knowledge of its principles, and notable modern examples are Washington and Paris. But the literature of the subject may almost be said to have appeared in the last decade; the bulk of it, in the United States at least, bears dates later than 1912. Today "every city of the metropolitan class in the United States with a population of over 300,000 has adopted city planning as a part of its official program"; while notices of new publications and researches appear with increasing frequency.

Two-thirds of the "Manual" is devoted to a classified bibliography with a subject index. This is a comprehensive and well selected bibliography. The subject-index, as the author points out, is admirably adopted to be used as a "subject-heading list" for almost any library on city planning. Other shorter bibliographies, one of "Ten References for a shelf in a City Planning Commission," and another, "Twenty-five references for a city planning library," or a "Short list of typical American City Plan Reports" or "A List of American periodicals devoting space to City Planning and Zoning," make it a real manual. The remainder of the volume is devoted to concise, clear chapters on the nature and purposes of city planning, accounts of progress, and references to the active agencies and sources.

Special Libraries

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EDITORIAL

The winter meeting of the Executive Board was held in New York on February twenty-third, with five members present. Reports were made that the Handbook of Commercial Services was well on the way through the press, that the Index was to go that day to the printer and that the Directory would soon follow (as it has). It was resolved that every effort should be made to have all these distributed before the annual meeting. Proofreading on the second and third will necessarily be rather slow, as it is, of course, volunteer work.

It was decided that the annual meeting should be held with the A.L.A. at Saratoga Springs during the week of June thirtieth. It is hoped that arrangement can be made for one general joint meeting with the A.L.A., one or two meetings of the S.L.A. and one afternoon or evening for the group meetings. The meetings will be arranged on consecutive days during the conference, the detailed program to be announced later.

Headquarters will be in the Grand Union Hotel, American plan. Rooms without bath, \$6.00; rooms with bath, \$7.00. The United States Hotel and the New Worden (both one block from headquarters) offer the same rates. The Hotel American is \$5.00 and up, American plan, and \$2.50 and up, European plan. The Saratoga Inn \$2.50 and up, European plan.

There are boarding houses with rates ranging \$2.50 a day and up, American plan, also a number of good rooming houses, rates \$1.00 a day and up. There is a variety of restaurants and lunch rooms.

All requests for reservations should be addressed: American Library Association Representative, care of Manager, Grand Union Hotel, Saratoga Springs, N. Y. Be sure to state clearly your desire as to price, hotel, any arrangement as to roommate (giving name) date of arrival and other facts which will help the representative in assigning satisfactory quarters. In signing your name please give title, Mrs., Miss or Mr.

There will be an opportunity for reduced rates, to be announced later, also for a post-conference trip with a visit to the Adirondacks and Lake Placid, with motor trips to points of interest in that region, and returning to Albany via Lake Champlain and Lake George country.

President's Letter

The following have been appointed by the President to serve as members of the Program Committee for the Annual Meeting: C. C. Houghton, chairman; George W. Lec; Alta B. Clafin; Margaret Reynolds; Florence Bradley; Alice L. Rose; Virginia Savage; Mary Louise Alexander; May Wilson; Dorsey W. Hyde, Jr.; Daniel N. Handy; Rebecca B. Rankin; Margaret Mann.

Suggestions as to the speakers and program should be sent to Mr. C. C. Houghton, Poor's Publishing Company, 33 Broadway, New York.

The following are the members of the Nominating Committee for Special Libraries Association: Juliet A. Handerson, chairman; Dorsey W. Hyde, Jr.; Bertha V. Hartzell; Martha Coplin Leicester; E. H. McClelland; E. W. Chapin.

Suggestions should be sent to Miss Handerson, New York Law School, 215 West 23d Street, New York.

The following has been sent to members of the American Library Association by Mr. John A. Lowe, chairman of the American Library Association Membership Committee. As President of the Special Libraries Association, I feel that we should as an organization do all we can to help this campaign. It is not what the American Library Association has done, not what the American Library Association is doing, but what the American Library Association can do. This should be the inspiring thought around which we as Special Librarians should rally and which should serve to unite and energize our efforts, an organization such as the American Library Association is a potent factor in our activities and we can do no less than to realize its great possibilities and assist the American Library Association Membership Committee in reaching the ten thousand goal by 1926.

E. H. REDSTONE.

American Library Association *Ten Thousand Members by 1926*

It can be done. Every member sign up a new member.

Of the twenty thousand library workers in America 50 per cent should be members of the national professional organization.

A membership of this size will enable the association to carry out extensive plans and render more vital and valuable professional service to each member.

A type of membership is provided for every type of library worker in the country.

The association counts on you to interpret to one associate in library service the particular form of membership adapted to his needs and to urge his taking it. Don't fail us. Do it NOW.

For those entering the profession, for those who desire the advantages of the conferences or only temporary affiliation with the association, suggest the \$2 membership. An initiation fee of \$1 is charged to new members. For all members attending any regular conference except those who have paid an initiation fee in the current year, registration fee of \$1 is required. Members of this type re-

ceive the *A.L.A. Bulletin*, and general advice and assistance from headquarters.

For members who in addition to the above desire the *Handbook and Proceedings*, urge a \$4 membership.

To persons in library work permanently, explain the Life Membership as an economic investment. On payment of \$50 an individual member becomes a life member with full privileges. Reckon up what you have paid and expect to pay in annual membership dues. Contemplating that amount, cannot you conscientiously urge Life Membership to some of your friends?

Libraries and institutions are entitled to Institutional Membership. The annual dues, \$5, should make it possible for even small libraries to receive the benefits of this class. Is your library an Institutional Member of the A.L.A.? Will you persuade the Trustees to vote to make it one at the next meeting?

Contributing and sustaining members are greatly needed. You may know someone interested in books and libraries, who believe in the power of print for good citizenship. An

organization or institution near you may have some interest in such a matter. Focus their attention on the service of the A.L.A. Will you put before any such his opportunity for service through Contributing and Sustaining Membership? The A.L.A. in his will or included in the annual budget for extension service will do. Twenty-five dollars annually constitutes Contributing Membership, and \$100 or more annually Sustaining Membership.

Applications for membership should be sent to Mr. Carl H. Milam, Secretary, 78 East Washington Street, Chicago, Ill.

Headquarters or the Membership Committee will be glad as far as possible to help you with any problem of winning your quota of the TEN THOUSAND IN 1926.

JOHN A. LOWE, Chairman,
A.L.A. Membership Committee

March 10, 1924.

Groups

Five of the group officers lunched with the secretary in New York on Monday, February twenty-fifth, to discuss their objects and the methods of attaining them.

The work now before the groups is that of rounding up members and possible members, both for the group and the association, and the planning of discussions for the annual meeting in June. An informal discussion of the means of doing these two things was of general inspiration and each of those present went away with more definite plans for the next three months' work.

Reports of progress will appear in this column each month.

There has been some difference of opinion regarding the functions of these officers, but for the present they can best be defined as keeping in touch with individual members of the group, finding out their problems and arranging the annual discussion to meet them to the best possible advantage.

This column of SPECIAL LIBRARIES is always open for the use of the group leaders, not only to report progress, but also to ask questions. Why not use it?

If the group leaders can make good use of copies of galley for the directory, which has just gone to press, will they please apply to the secretary for them.

Each one of these leaders should consider him- or herself ex-officio member of the Membership Committee, which is now hard at work. The group should be a means of appealing to the prospective member in a very personal way. "We in this special line of interests have very special problems, let us get together and discuss them intensively."

Advertising—Commercial—Industrial

Plans for the organization of the Advertising-Commercial-Industrial Group have

been held up because we lacked a list of the libraries that belong in this division. Since the new directory is not yet ready and we cannot get out a letter to the libraries whom we *suspect* have interests common to this group, we are going to try to find them through the mediums of SPECIAL LIBRARIES.

Industrial-Commercial Advertising is such a broad classification that probably the people we want to get in touch with are already members of another group. Thus, an automobile library should belong to both the Technical and our Commercial Group, because it would be interested in the selling as well as the production of automobiles. And a plant library that serves all the employees might be a Welfare Library as well as an Industrial one.

One of the most important questions in the United States today is that of the production and selling of goods, and we think this Industrial-Commercial Group can be made a really live and important thing if we can only get together.

Won't you please answer these questions if your library touches any industrial or commercial subjects?

1. What are the four or five subjects covered most thoroughly by your library?

2. Would a series of Source Lists on such subjects as advertising, retailing, warehousing, transportation, etc., etc. be helpful to you? By a Source List we do not mean simply a bibliography of books and magazine articles, but a summary of the literature on that subject; the names of the few indispensable books; a list of the best magazines, Information Services, Trade Associations, and publications necessary to the library covering that field.

3. What do you think is the most important thing our group can do, both for the

good of the whole association (that is, toward making it a real force in the business world), and (2) for the good of each one of us—(making membership in the association of more practical value to the librarian.

4. What subjects would you like to have discussed at our group meeting at the annual convention in June?

Please jot down the answers to these questions *now* and mail to the chairman: Mary Louise Alexander, whose address is on the inside front cover.

Financial

Suggestions are earnestly desired for subjects to be discussed at our group meeting at the forthcoming S.L.A. Convention at Saratoga Springs in June, 1924.

Have you any plans that you would like to talk over with others? What is your idea of a good, practical and beneficial program? This appeal is made to everybody including members not expecting to attend the Convention, as the Proceedings will appear in the Convention issue of *SPECIAL LIBRARIES*.

Please communicate not later than May 1 with Miss Dorothy Bemis, chairman, whose address is on the inside front cover.

Sociology

Sociological Libraries
Welfare Libraries
Special Sociological Collections

Have you registered with the Sociological Group of the National Special Libraries Association? If not, why not? Do so today; it will only take a moment and will be greatly to your advantage.

The national conference will be held in July. The group round table can be a success only so far as you help make it a success. *What are your problems. What subjects would you like discussed? What questions answered?*

Please send suggestions without delay to the chairman, Constance Beal, whose address is on the inside front cover. Make the meeting a success.

Technology

Mr. Lee, the chairman of this group wants it distinctly understood that its meeting at the conference this summer will be open to all interested, whether or not they are librarians of technological libraries, or even of the association.

He asks that anyone who is interested in any subject, technological or otherwise, should outline sources of information concerning it, using the "Sponsorship" sheet from the group column of the March number as suggestive. Such sheets should be sent to Mr. Lee at the address on the inside of our front cover, not later than the middle of June.

Associations

American Library Association

One hundred and fifty new members joined the American Library Association during January, 1924. These include sixty-two institutional members, thirteen individual \$5 members, and seventy-five at \$3. Of the new individual members eighteen are students of the Library School of the New York Public Library; fifteen memberships are from the Library School of the Carnegie Library of Atlanta; six are staff members of the Birmingham Public Library, bringing the Birmingham staff to 100 per cent membership in the A.L.A.

Nominating Committee's Report

President

Meyer, H. H. B.

First Vice-President

Hirshberg, Herbert S.
Mann, Margaret

Second Vice-President

Lowe, John A.
Watson, William R.

Treasurer

Twcedell, Edward D.

Trustee of the Endowment Funds

Wheeler, Harry A., President Union Trust Company, Chicago

Members of the Executive Board (Two to be elected)

Belden, Charles F. D.
Koegh, Andrew
Perry, Everett R.
Walter, Frank K.

Members of the Council (Ten to be elected)

Brewitt, Mrs Theodora R.
 Craver, Harrison W.
 Dickinson, Asa Don
 Greene, Charles S.
 Herbert, Clara W.
 Howe, Harriet E.
 Hyde, Dorsey W., Jr.
 Joeckel, C. B.
 Manchester, Earl N.
 Mulheron, Anne
 Prescott, Harriet B.
 Rahbone, Josephine A.
 Roberts, Flora B.
 Rothrock, Mary U.
 Sanderson, Edna M.
 Sherman, C. E.
 Smith, Faith E.
 Vitz, Carl
 Warren, Althea H.
 Wright, Ida F.

Catalogers

The regional meetings of catalogers being held in various parts of the country are proving of great interest this year. We find notice of one in Indianapolis on March 29th, for organization and discussion of the Williamson report, and Boston has had two lately. With such groups at work the Catalog Section of the A.L.A. should develop by leaps and bounds. Its meetings at the conference ought to attract a good many of the special librarians.

Boston

To meet our honored guest, Dr. Arthur E. Bostwick of the St. Louis Public Library, members and guests assembled for supper at the Walker Memorial of the Massachusetts Institute of Technology on the evening of January 16th. After dinner speeches by Dr. Bigelow, Institute Librarian, Judge Murray of the Boston Public Library Board of Trustees, and Dr. Bostwick closed the hour and the assembly adjourned to the main building of the Institute for the formal meeting. The Education Committee announced the offering of a course of twelve lectures in special library methods under the direction of Mrs. Lane; the Registration Committee reported satisfactory continuation of its work; and the association accepted with regret the resignation from the Executive Committee of Miss Howe in view of her departure to A.L.A. headquarters at Chicago. Dr. Bostwick was the even-

ing's speaker and took for his subject "Books and People," saying that the keynote of a library's forcefulness in its community was group service. There are countless groups in every library vicinity, and every librarian should systematically investigate his service to these groups, bearing in mind that this service may be of various kinds—not necessarily limited to books alone. Dr. Bostwick then vividly described the work of this nature in St. Louis—the St. Louis Public Library being a veritable home for its people.

On March 4th the association met at the United States Immigration Service Building in East Boston. Commissioner John P. Johnson and his assistant, Mr. Abercrombie, conducted an interesting tour of the building in which a number of aliens were being detained for various reasons. In opening the meeting Mr. Briggs welcomed the members present as immigrants and asked a few of the eighty questions which immigrants are obliged to answer. Mr. Johnson then told of the duties of an immigration office, and Professor Niles Carpenter of the Department of Social Ethics at Harvard spoke on the "Literature of Immigration." Professor Carpenter gave the place of primary importance to the Report of the United States Immigration Commission, 1910, and mentioned this as the source of most text books on the subject. Since the publication of this report the Americanization series published by Harper Brothers are the best books on the question in Professor Carpenter's estimation.

Chicago

The program of the March meeting of The Chicago Library Club, was:

"The Value of a Library to Engineers,"
 Sidney J. Williams, Chief Engineer, National Safety Council.

"The Value of a Library in a Bank,"
 Mr. Arthur D. Welton, Advertising Manager of The Continental & Commercial Banks.

"The Employer selects a Business Librarian," Miss Louise B. Krause of H. M. Byllseby & Co.

"Some Technical Problems in the Business Library," Miss Julia Elliott, The Indexers.

The meeting was held at the Ryerson Library, Art Institute, Thursday evening, March 6.

New York

The February meeting of the New York Special Libraries Association was held at the Civic Club on February 19th. Mr. Robert C. Holliday of Barton, Durstine and Osborn was to have been the speaker of the evening, but because of sudden illness was unable to be with us. Mr. Frederick Melcher was therefore the only speaker and he gave the association a most interesting talk.

The New York Special Libraries Association held its March monthly meeting at the Metropolitan Life Insurance Company where we were hospitably entertained at dinner. This is the third year that the Metropolitan has extended the association this privilege. A splendid five-course dinner was served.

The President, Miss Handerson, turned the meeting over to Miss Florence Bradley, librarian of the Metropolitan, who presided in a charming manner. A welcome was extended us by Vice-president Robert L. Cox; he followed that by an intensely interesting address on the advertising of the Metropolitan, stressing the new ideals in this advertising. Particularly interesting to the librarian is the fact that so much of the advertising is based on literature, e.g. "Are you a Micawber?"

Mr. Samuel K. Ratcliffe, correspondent of the "Manchester (England) Guardian," gave the principal address of the evening. In his usually delightful manner he described the literary talents and accomplishments of the Ramsay MacDonald Cabinet; through personal acquaintanceship with many of them he knew their attainments intimately and gave us a charming picture. After such a talk, we were inspired to read more of these authors. Mr. Ratcliffe's splendid delivery and his beautiful English delighted his hearers. All present voted the meeting a happy success.

Philadelphia

The March meeting of the council was held on Friday, the seventh.

"Training for Library Service" was the subject of an address by Miss Florence R. Curtis, Vice Director of Drexel Institute, School of Library Science. Miss Curtis talked interestingly upon the various agencies for library training;—the "library school" of a graduate character, the "training classes" conducted by large libraries, the "apprentice classes," the "summer schools," and the new-est agency, the "correspondence method."

A discussion followed concerning opportunities for improvement for librarians while in service.

A local committee to co-operate with the S.L.A. Methods Committee, has been formed. The committee consists of eight volunteer members, who have held two meetings and outlined a plan of work for the summer.

Pittsburgh

The Pittsburgh Special Libraries Association held their regular monthly meeting on the evening of Thursday, March 20th, in the Cafeteria of the Dental School, University of Pittsburgh. An excellent dinner lent spice and variety to the meeting, even in these days of prohibition.

The speaker of the evening was Dean Friesell of the Dental School, who gave us some interesting views on "The Value of the Library to the Professional Man."

Our hostess, Miss Emily McNary, librarian of the Dental School Library, took us for a ramble among her books; it is one of the interesting features of our meetings to view these different special libraries, and compare their problems with our individual ones.

Southern California

The March meeting of the Southern California Special Libraries Association was held March tenth, in the lunch and club rooms of the Southern California Edison Company of which Miss Anderson is librarian.

Following a dinner by courtesy of the Edison Company a brief business meeting was held after which Mr. Walter G. Blossom, field director of education for the company, delivered a forceful and extremely interesting illustrated lecture on "The Romance of Electricity."

New committees of the association include the Committee on Co-operation with the State Library Association to draw plans for a special library representation on the program of the annual state meeting. The committee comprises Mrs. Vivian Smith, of the Security Trust and Savings Bank, as chairman, and Miss Elizabeth Connor, librarian of the Mount Wilson Observatory, and Miss Francis Spining, librarian of the California Institute of Technology.

President Marion has also appointed a Committee on Methods to include Miss Alice Scheck, librarian of the First National Bank, as chairman, Miss Connor, Mrs. Swinnerton,

Mr. Edwards and Mrs. Townsend. This committee will present a fifteen minute program on library methods at the beginning of each monthly meeting.

All invited libraries in and around Los Angeles have arranged their data for the

union list of periodicals and arrangements have now been completed to gather the material together in one alphabet. The work of compilation has been in progress for several months.

News from the Field

A new feature of downtown New York's literary life is the recently opened McDevitt-Wilson Bookshop Annex at 54 Dey Street—one flight up, and just across from the Hudson Terminal.

Since the war the business and financial district has needed two things:

1. A place where people could be kept in touch with the new and creative ideas, and scientific discoveries as told in popular, readable book form, which are transforming man's thought about himself, his attitude toward the new era now in process of formation, and the changes wrought by the application of laboratory experiments to actual business enterprise.

2. A place where the average man or woman on the average office salary could buy books at a price they can afford. The salaried executive or man of independent means is buying more and better non-fiction than for years past. But Mrs. Cora McDevitt-Wilson found by testing the situation, that \$1 per volume was the average price that many of the salaried people considered all they could afford when adding books to their home or personal libraries. This policy makes it possible to bring to their attention hundreds of otherwise un-noticed books.

So she has transformed the firm's former stock room at 54 Dey Street, by the addition of bookshelves, a window seat, colorful curtains etc. into a downtown place to "browse with books." Here the buyer of the lesser priced book finds a highly interesting selection of the small-volume books that can be bought for 60, 75, 85, 95 cents and \$1, ranging as far down as the 10 cent classics now available. In addition to these "library builders," there is a special collection of "desk helps" on English, punctuation etc. of dictionaries and similar office aids. On tables marked 25-50-75 cents and \$1 she features the latest publishers remainders and special bargain books she has been able to secure.

There is a lending library, which, in

addition to the usual fiction, includes the more popular and readable books on science, biography, travel, drama, poetry and changing trends of the new era that appeal to the business man who likes to rent for a nominal sum a book he wants to examine before he buys it for his library. The substantial type of business man makes a better response to this feature of the Lending Library than do the younger salaried men.

Because so many of the women downtown in executive positions, special libraries etc., are required to keep in touch with new ideas to be passed on to executives or staff members, a regular Thursday evening book talk is given along these lines, followed by an informal group discussion. The first evening was devoted to a group of books that business women find useful for influencing surrounding minds toward new trends—including the new inspirational books which are called "Man-Builders." The second evening was devoted to the relation of the well-known Slosson books on Science and Chemistry, Wiggam's "New Decalogue of Science," Bertrand Russell's A.B.C. of Atoms" and Havelock Ellis's "Dance of Life" to the modern problems of business and finance. In the latter book, for instance, there are six potent pages which epitomize the psychology of China in such a way that the alert business man is better able to comprehend why it has been so difficult for the western mind to insert its ideas and standards into the Orient by way of modern financial methods, loans etc.

The third group discussion revolved around Mrs. Charlotte Perkins Gilman's new book "Her Religion and His" The fourth was on "Books that Make the Business Day More Human" and included short readings from the more popular poetry of the moment—chosen to contrast with the average day of a woman in business.

Special talks for men are being arranged and the general public has been invited to a special lecture by a world-traveled English-

woman Miss Helen Mary Boulnois, author of "Into Little Thibet," giving her thrilling experiences in being one of the first white women to make the dangerous mountain ascents and to attend the great Buddhist festival at Leh.

One of the most unique film libraries in this country is owned by an actor—William V. Mong. The collection, which is made of seven reels of film, is an index to many of the greatest characterizations ever given to the screen.

Believing that he could profit greatly in his work by studying the methods of his contemporary artists, Mong started his valuable film library several years ago and has continued this work until the present time. In the seven thousand feet of film that goes to make up the collection, are hundreds of scenes taken from scores of different photoplays in which some outstanding bit of character acting was done. Mong managed to secure a few feet of film from the prints of various pictures and by joining them together he has a permanent record of the costumes of foreign lands, studies in facial makeup and bits of stage business employed on various occasions.

The city of Portland, Oregon has six special libraries which maintain librarians:

1. The Portland Railway, Light and Power Company.
2. University of Oregon Medical Library.
3. Oregon Historical Society Library.
4. Forestry Service Library.
5. Business Technical Department of the Public Library.
6. Municipal Reference Library, a branch of the Public Library.

The Business Technical Department of the Portland, Oregon Public Library, receives an annual gift of \$500, known as the Doernbecher fund, to be spent on books dealing with industries of the northwest. Owing to this gift, the subjects of logging and lumbering, wood industries, trade, canning, mining, fisheries and industrial chemistry have been strengthened. As the city is in the heart of the great Douglas fir region, the lumber collection is especially valuable. This, together with the United States Forest Service Library, gives Portland unique facilities for information covering this industry. Miss Maude Stone is in charge of the Forestry Library, which contains over six thousand books and pamphlets on forestry and related subjects.

Personal

Mary Casamajor succeeds Janet Melvain as librarian of the American Social Hygiene Association.

Joy Gross has charge of the University of Oregon Medical Library at Portland during the year's leave of absence of the librarian.

Bertha Hallam, librarian of the Medical Library of the University of Oregon is on a year's leave of absence.

Joseph F. Kwapil, librarian of the *Public Ledger*, Philadelphia, is also librarian of the *Evening Post*, New York. This paper is to have a modern library, since its purchase by the Curtis interests.

Margaret Mann has been released from her work at the Engineering Societies Library to

become chief instructor in the Paris Library School, her duties there beginning with the autumn term in September.

Janet Melvain, N.Y.P.L. 1911-13, has resigned from the National Health Library to become librarian of the Free Public Library of Bloomfield, N.J.

Alice L. Rose, formerly librarian of the National City Financial Library, is to be librarian of the National Business and Financial Library to be built by Roger W. Babson and the Poor's Publishing Company.

Lottie S. Watson, formerly with the American International Corporation Library, is now with the Standard Statistics Co. Library.

Things in Print

World List

Union Lists are in the air. The London *Times* for January 29th has an editorial on the "World List" a non-profit sharing company formed to list all the scientific periodicals in the chief centers of Great Britain and Ireland. The account goes on to say:

"A large number of libraries have promised to subscribe for the volume when issued and the Carnegie United Kingdom Trust have generously guaranteed a grant-in-aid by which publication is assured.

"The Trustees of the British Museum, recognizing the importance of the undertaking, consented to allow the work of compilation to be made part of the official duty of the Department of Printed Books. Under the able direction of Dr. A. W. Pollard, Keeper of the Department, the compilation of the list has now been completed. Over 20,000 scientific periodicals have been catalogued and arranged in alphabetical order, but it is already apparent that before the volume is finally printed materials will have accumulated for a supplement containing certain journals whose existence had not been discovered, as well as others published since 1920.

"The Clarendon Press has undertaken the printing. The first sheet has already been passed through the Press, and the work will go on continuously until completion. The lists are in double columns on quarto pages printed only on one side of the page, so that there will be space for such notes as to the contents or character of the periodicals as may suit individual libraries to make. By the use of a rubber stamp to indicate which periodicals it contains, any library may turn this part of the volume into its own catalogue.

Distribution of the Periodicals

"So far the compilation has required only time and expert knowledge. There now remains the difficult but vital business of indicating the chief libraries at which the periodicals may be found. In the alphabetical list each entry has a consecutive number. It will be followed by an index-section, in which the number as-

signed to each periodical will have printed against it alphabetical symbols for the cooperating libraries possessing a file of it, printed in small capitals grouped under alphabetical symbols for the towns in which these libraries are situated. A third section will explain the symbols for the towns and libraries. Clearly this part of the compilation can be accomplished only by local cooperation. Arrangements are being made to circulate the sheets as they are ready to centres where arrangements can be made to have them marked with the symbols for the libraries. Several of the larger libraries, especially in London, have already undertaken their share, and the advantage to the scientific or technical workers in any locality of knowing what periodicals are available are so plain that there should be little difficulty in carrying out the design.

"It is already clear that the number of scientific periodicals is much larger than even those connected with the largest scientific libraries know. The percentage filed by any single library is probably amazingly small. It is to be expected that the publication of the World List will stimulate a movement towards local cooperation which would be advantageous. There is a small proportion of periodicals so important or so well known that few large libraries would care to omit them. But there are also very many periodicals chiefly in foreign languages or so highly specialized in their contents that it is unnecessary duplication to have them in more than one library of a town or group of federated institutions. When this is realized it may be easy to arrange that certain publications should be dropped by one library and replaced by others not at present filed by any library.

"It is highly probable that, however cooperation may come to prevent overlapping, it will be found that neither in any locality nor in the whole of Great Britain and Ireland is there any approach to a complete collection of existing scientific periodicals. This raises a question which, although urgent, is outside the scope of bibliography—the question of coordinating the publication of scientific research throughout the world. It will have to be

dealt with by some authority, if science is to make due progress."

The Times, London, Jan. 29, 1924, p.10.

The Vail Library at M.I.T., by Ruth M. Lane, its librarian appeared in *Library Journal* for March 1. This is a full and well written account of the great library on electricity, founded by George Edward Dering, in England and presented to the Institute, in the name of the American Telephone and Telegraph Company, by Theodore N. Vail. As Mrs. Lane sees it the uses of the library are fourfold: special information on research problems; general technical knowledge; professional knowledge; and inspirational recreation.

The library is treated as a special collection in the main library of the Institute, its catalog is to be merged in the main catalog, but a special librarian gives both class and individual instruction in reference and bibliography and reviews all electrical periodicals.

Mrs. Lane brings out the cultural possibilities of such a collection in a most interesting manner.

The Published Newspaper Index, by Jennie Welland, editor of the *New York Times Index* appeared in the *Library Journal* for February 15th, and has been reprinted. An account of the newspaper indexes now being published, chiefly of the *Times Index*. Discusses the inclusiveness of the index, and also the problems of such indexing, and the qualifications of a staff of newspapers indexers.

The *Times* has also issued an eight page pamphlet on the uses of a newspaper index.

Book Mending is a question which touches the public and special library alike and those who are perplexed by the problem will find much that is helpful in Zana K. Miller's article "Better Methods and Materials in Book-Mending," in *Public Libraries* for March.

Public Roads, the monthly magazine of the Bureau of Public Roads which ceased publication with the December, 1921, issue, reappeared the middle of February. The publication in quarto form as before, is to contain about thirty-two pages. The material included in it will differ from that of the earlier issues, inasmuch as the future articles are to be entirely of a technical nature dealing with problems of highway research, whereas heretofore occasional articles of a semitechnical character were published. *Public Roads* will

bear the same relation to road research that the *Journal of Agricultural Research* does to agricultural research.

The government radio service is the subject of an article in the Official Record for February 6th from which we quote the following:

"At the request of farmers and broadcasting stations which foresaw the demand for practical information and service, it has established a threefold radio news service that includes weather information from the Weather Bureau; market reports from the Bureau of Agricultural Economics; and general agricultural news from the Press Service. These services have proved very popular with farmers, shippers, merchants, and all other interests that need accurate information as soon as it is available. To-day 117 commercial broadcasting stations are distributing weather information; 75 crop and market reports; and 186 stations are broadcasting our general farm news. These numbers do not include the Government stations operated by the War, Navy, and Post Office Departments.

"Now the department is enlarging its news service which has consisted of 'Agriograms,' Home Economics news material and speeches, by the addition of a series of four minute talks of seasonal interest found in bulletins available for distribution. These talks will be broadcast through stations that have asked for the information, in order to satisfy the demands of their listeners. Those in charge hope to make this service a "chimney corner school" for the farmer who wants to turn on his radio these winter nights and learn the interesting things about the department, what it is doing to serve his interests, and where he can go to get information on the different problems that come up in the course of his work."

The bibliographical notes in recent numbers of *Library Journal* include the following which may be of interest to our readers:

Business

Preston, H. P. Outstanding business books of 1923. *New York Times. Analyst.* Jan. 7, 1924. p. 47+.

Commercial Correspondence

Boston (Mass.) Chamber of Commerce Bureau of Commercial and Industrial Affairs. Practical experience in modern business correspondence. Bibl. \$1.

Journalism

Carl L. Cannon's bibliography which appeared serially in the *Bulletin* of the New York Public Library last year has been reprinted by the library and forms a substantial volume of 360 double-column pages. The list intended to be useful to the American newspaper man . . . and to the student of journalism, emphasizes present rather than historical aspects and as a rule includes only material in English. Material other than that in the Library's own collection is included. (The Library, 1924. \$2.)

Technical Literature

Carnegie Library of Pittsburgh. Technology Department *Technical Book Review Index*. April-June, 1923. 139p. pa. 15c. (v. 7, no. 2.)

New York Public Library. Science and Technology Division New technical books; a selected list on industrial arts and engineering. . . . Oct.-Dec., 1923. 11p. pa. (v. 8, no. 4.)

United States—Geological Survey

U. S. Geological Survey. List of . . . publications . . . (not including topographical maps). 201p. Nov., 1923.

Wages

American Management Association. Financial incentives for employees: re-

port of the Committee on Renumeration for Employees, with convention discussion. D. W. K. Peacock, chairman. Bibl. \$1.

List of Chambers of Commerce in the United States in all cities of five thousand population and over. Compiled by the Chamber of Commerce of the state of New York. Contains also brief notes upon the N.Y. Chamber and American commercial organizations in general.

The Resources of the Empire; a business man's guide to the products of the British Empire. Prepared by the Federation of British Industries, with an introduction by Sir Eric Geddes. London, Ernest Benn, Ltd. 12v. Sold separately. v.1 Food Supplies, v.2 Timber and Timber Products, v.3 Textile Fibres and Yarns, v.4 Fuel, v.5 Rubber, Tea, Coffee and Tobacco, v.6 Leather Furs and Tanning Materials, v.7 Chemicals, v.8 Metals and Minerals, v.9 Oils, Fats, Waxes and Resins, v.10 Communications.

The Republic Iron and Steel Company, Youngstown, Ohio has issued a multigraphed report on its library and branch libraries for 1923

The University of Illinois Library School has issued its list of courses for the summer school June 16-August 9.

The Library of the Carnegie Endowment for International Peace has a mimeographed list on the French Occupation of the Ruhr, issued March 4th.