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Special Libraries, November 1926

Special Libraries Association

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SPECIAL LIBRARIES

Vol. 17

November, 1926

No. 8

The Atlantic City Conference

Enthusiasm the Keynote

LEADING ADDRESSES

GROUP MEETINGS

BUSINESS SESSIONS

Next Issue

NEWSPAPER NUMBER

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ANOTHER year of activity for Special Libraries Association has passed into history and the resultant progress was ably presented in the annual report of past-president Handy. The members of the Association cannot be too appreciative of the ~~travails~~ ~~ways~~ in which he has piloted them through two years pregnant with disintegrating possibilities. Now the future looks bright and we have only to keep our shoulders to the wheel to maintain the onward march toward ever increasing usefulness and efficiency.

In considering plans for the immediate future, one cannot help being impressed with the important part played by the journal in the success of the Association. And here again, too much gratitude cannot be expressed for the unselfish devoted work of the editor and his associates. Owing to the limited character of the finances of the Association their work has been almost entirely a labor of love and entailed great sacrifices of time and effort in looking after details which should have been taken care of by suitably paid assistants. Furthermore, the editor has been limited in the size of the journal so that much valuable material which would otherwise have been published has had to be omitted. In view of these facts everyone will see the desirability of increasing the monetary resources of the Association and this necessity was emphasized at the Atlantic City meeting.

Judging from discussions with various members, the time has come when it should be possible to accomplish the desired result, at least in part, by a suitable increase in dues and it is proposed that the institutional membership dues be raised to \$15.00 per year, the individual memberships to \$5.00 per year and the associate memberships be lowered to \$1.00 per year. In the case of the institutional and individual memberships, the dues will cover the cost of the journal. It is proposed to publish regularly in the journal a list of the firms having institutional membership. The associate members will be listed with the others in a record of total membership which it is hoped can be published and made available as soon as funds permit. As heretofore, associate members will not receive the journal or be entitled to vote at business meetings.

Perhaps the main purpose of organization is to make available the benefits of co-operation and one of the greatest of these benefits is the interchange of ideas and experiences. Obviously, a larger membership and a bigger journal will mean greater possibilities in this respect, and in turn attract more members. But it should be emphasized that co-operation means more than a mere payment of dues and willingness to get as much as possible. It means meeting the other fellow half way, not waiting for the other fellow to come to you. It means willingness to do one's part, whatever that part may be, and then *doing* it. It means realization that we *get* in proportion to what we *give*, and that this giving must needs be in thought and deed as well as in dues.

The enthusiasm of the members who were present at the Atlantic City meeting and the interesting discussions which took place in the numerous small groups which gathered between sessions certainly formed a most encouraging omen for the future success of the Association. Let us all pull together, take the advancing steps as they unfold, provide more finances, make our local association meetings even more interesting and helpful, increase our membership and thus show to the world that there are power and resources back of Special Libraries Association—"A Clearing House of Information" which is "Putting Knowledge to Work."

FRANCIS E. CADY, *President.*

Special Libraries

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The President's Address Annual Conference, Atlantic City

IT IS NOT NECESSARY that a retiring president deliver a lengthy or exhaustive address. It is sufficient if he thanks his associates for such measure of their confidence as still remains, and retires as gracefully as possible to that obscurity which is reserved for ex-officials. Nevertheless, it is customary to review the year, and I will ask your indulgence while I do so.

On the whole the Association has made progress. Its membership has increased 8 per cent. It has carried on the magazine with a revenue far exceeding that ever received before in an equal length of time. It has extended the sale of *Special Libraries Directory*. It has organized under an efficient chairman a Committee on Publications. It has for the most part continued the work of other committees. It has had increasing expressions of loyalty from its affiliated local societies. The several groups also have shown great energy in carrying out enterprises of interest to their members.

You will hear more particularly during this meeting from the editor of SPECIAL LIBRARIES, from the secretary-treasurer, from the several committees, from the local and affiliated associations, and from the group chairmen; consequently, it will not be necessary for me to go into details in these matters.

I should not feel that I had fully done my duty if I failed to pay especial tribute to Mr. Brigham, who has brought the magazine to such a high degree of perfection; not, I have sometimes feared, without serious impairment of his own strength. When it is recalled that he printed for us last year nearly three times as many magazine pages as were ever printed in any year prior to his taking the editorship; and that he produced for us more than ten times as much advertising revenue as was ever produced

in a single year prior to his management, you will realize something of the contribution which he has made to the Association. Nor can I, in this connection, refrain from paying tribute also to Mrs. Brigham, who has during the two years of his editorship been his constant assistant in these arduous responsibilities. To The H. W. Wilson Co., who have printed the magazine and have rendered valuable aid in the tedious processes of carrying it through the press from month to month, we also owe a debt of obligation which I would here acknowledge.

Toward the end of the year Mr. Brigham suffered a near breakdown in health which made it impossible for him to see the October issue through the press. In this emergency, Mr. H. H. Norris, associate editor, generously volunteered to take this responsibility from the editor's shoulders, and it was by him that the October issue, which it was intended to have distributed in September, was brought out.

I would also at this time express my appreciation of the support given me during the year by the officers and the Executive Board.

I wish that I might report that our finances were in more satisfactory condition. The fact is, however, that in spite of a substantially increased revenue, our expenses, especially those of the magazine, have more than kept pace with it. The magazine has been our heaviest item of expense. Notwithstanding greatly increased revenue from advertising, its cost has exceeded any income which we have derived from it. On the other hand, it is to be remembered that included in the cost of the magazine is a very full report of the proceedings of the last annual meeting, and two highly instructive special numbers; the Chicago number devoted to special library activi-

ties in Chicago, and a Pacific coast number devoted to the activities of special libraries on the Pacific coast. Had we limited our publication to routine numbers, our balance at the end of the year would have equalled the balance at the beginning. I believe, however, that you will agree with me that it is far better to have used our funds for constructive enterprises than to have accumulated a balance which in itself would be insufficient for any extended undertaking.

The sale of *Special Libraries Directory* has been satisfactory, and I am glad to report that the income from this source now nearly covers the cost of its publication. We still have an ample supply of copies and their sale continues.

During the year we were privileged, through the courtesy of the Newark Free Library, Business Branch, to give very wide distribution to an attractive circular on the organization and operation of a business library, prepared by Mr. John Cotton Dana of our Executive Board. The pamphlet went chiefly to large corporations and undoubtedly helped much to give publicity to the special library idea.

I regret my inability to report a settlement of the differences of opinion provoked among us by the application of a few business librarians for the privilege of forming themselves into a Business Library Group of the A.L.A. At the last Annual Meeting of the American Library Association, a committee consisting of Mr. Utley, chairman, Miss Krause of Chicago, Miss Loeber of New York, Mr. Hyde of Washington and myself was appointed to consider whether there existed a need for such a Business Group. Mr. Hyde resigned from the committee during the year, and Mr. Jacob of Schenectady was appointed to succeed him. The committee has held no meetings, but has carried on some correspondence through its chairman. A call has been issued for a meeting of this committee tomorrow. It is my understanding that the committee will report back to the Council of A.L.A. and that the Council will recommend definite action. I presume that this matter will be definitely settled so far as A.L.A. is concerned during the present convention.

I have felt that I voiced the sentiments of a large majority of our members in taking the position that there is no need for the formation of such a Business Group. Special Libraries Association as already existing amply covers the field, and whatever defects may be attributed to it are not due to inherent weaknesses, but rather to the lack of funds which from the beginning have hampered its operation. I have felt that if the A.L.A. really wishes to aid in the development of special library activities, another way lies open to it. It can discourage deflections from our Association and join with us in every helpful way to secure the functioning of our Association to its utmost capacity. I can see nothing to be gained by setting up within the A.L.A. a small group drawn from an affiliated body, to undertake to do with the full backing of the A.L.A. what that body is already undertaking to do with such backing withheld. Finally, I am sure that something is owed to us as an affiliated association.

In the beginning I said that I felt it unnecessary for the retiring president to engage in extended remarks, and promised not to do so. A discussion of this subject, however, leads me to depart somewhat from the requirements of this occasion. You have honored me above many of my associates, and I think perhaps you will bear with me if I offer you one parting suggestion.

Those of you who have been long identified with S.L.A. will, I am sure, have been frequently impressed by the absence of a big absorbing objective, sufficiently all-embracing to enfold every group and every individual of our membership. The Association started in an effort to secure clearly outlined objectives; but these objectives were limited. The legislative reference librarians, for example sought a means of rendering accessible vast quantities of more or less elusive and ephemeral information, which was for the most part being overlooked or disregarded by the public libraries. They were seeking pertinent and practical information concerning a multitude of problems arising mostly in the field of public affairs. They solved their problems by setting up the machinery of what is now the *Public Affairs Informa-*

tion Service; and I think we must admit that they solved it well, and that this is one of the genuine constructive contributions of S.L.A. to the information-using world.

In the same manner another group felt the lack of an adequate agency for the disclosing and bringing together of information on the technical arts. Trade and class journals, and a vast number of trade associations were producing a great mass of material, but it was quickly lost for want of an adequate method for clearing it through some simple agency. They produced, to supply their need, the *Industrial Arts Index*, and this has become today one of the most valuable tools of its kind known to the users of information.

I might enumerate other instances of a clear objective aimed at and squarely hit by committees working in our Association; but the regrettable fact is that too frequently it has happened that once these objectives were attained, the committee finding its immediate needs so met fell away and apparently lost interest in S.L.A.

There is thus clearly discernible on the part of *groups* a purpose to find means for improving the facilities for getting information; but there has been on the part of the Association as a whole, a singular lack of any comprehensive purpose which might at the same time that it appealed to all elements within, appeal also to large groups without its membership. I am confident that special libraries, custodians as they are of the country's great collections of highly specialized data and used as they are so largely by people who apply information as an indispensable part of their regular activities, are fitted as no other group of libraries can be to serve through their central body as a clearing house of information.

The idea is not new. In the first issue of SPECIAL LIBRARIES the need of a clearing house of this kind is urged. Legislative and municipal reference librarians urged such a clearing house for information of interest to them. The project, however, becomes vastly greater than these, when it is undertaken to apply it to information of every kind.

By a clearing house, we mean a place where under the direction of a competent head and staff of trained workers will be assembled information about information, facts about facts, and all those made available to the student, investigator, researcher and to any other person whose work calls for information using. If this were to become the clear purpose of our Association, it would undoubtedly furnish an objective great enough to appeal not only to our entire membership, but to numerous groups now outside, who would gladly join in its realization.

Many associations and groups are attempting in some manner to clear to their own members information in their own fields of endeavor. Some vast bibliographical projects are under way. The National Research Council has undertaken to furnish its members with information concerning research. The Chambers of Commerce are served to some extent by the National Chamber of Commerce in Washington. But I am unable to learn of any organization which has undertaken to set up adequate machinery for disclosing, assembling, and distributing information about information.

Yet the usefulness of such an organization can hardly be doubted. Information is accumulating in every branch of knowledge as never before—investigation and research and general. New facts are constantly being added. Our social, industrial, commercial, and political life is being modified or completely changed by the application of ideas growing out of research and inquiry.

Undoubtedly this would be a very great undertaking, and would be possible only under able guidance and with ample financial backing. The task of keeping pace with new discoveries and with the changes incident to them is of itself one requiring no little alertness. It would, however, if vigorously prosecuted bring together in common purpose all those interested in the use and application of facts. It would differentiate the work of S.L.A. entirely from the work of A.L.A. whose chief concerns are with other needs. Only a comparatively small number of public libraries in the largest cities are in a position to be greatly useful in

such an undertaking, but thousands of public libraries undoubtedly would be greatly helped by it.

I would not wish to close these remarks without calling your attention to the significance of the anniversary meeting which is now being held by the American Library Association. We have purposely so arranged our program that no General Session of the S.L.A. con-

flicts in any manner with the General Sessions of A.L.A. While many of you will be occupied with the meetings of your groups, this arrangement will insure for the most of you an opportunity to attend freely General Sessions of the A.L.A. I trust that our members will avail themselves of the opportunity.

DANIEL N. HANDY,
President.

Do We Need a Commercial Research Clearing House?

By Ward Gavett, Sales Promotion Manager, R. L. Polk & Co., Detroit

WHERE can people go with questions dealing with various phases of market research, with the assurance that they will be answered at once or be directly referred to the right source for the answer. Time is frequently a factor.

Commercial research or market analysis is a broad subject, and the activities of the members of the Special Libraries Association are one evidence of it. All the worth while publishing houses, including many of the larger newspapers, principal advertising agencies, and many trade organizations, have Commercial Research Departments, many of which are as yet unaffiliated with the Special Libraries Association. All of these departments are constantly asking questions and seeking information on a variety of subjects. They hardly know where to go to find this or that, but grope around, being frequently referred from one point to another, until at last they may stumble onto that which they seek.

The government is being asked more questions constantly, but if one were to go to Washington today and ask to be directed to the proper department to answer his commercial research inquiries, he might or might not find the right place the first day he was there.

If there is need for a Market Research Clearing House, what form should the clearing house take? Is this, perhaps, the Domestic Commerce Division of the Department of Commerce, or Mr. Lanc's survey of Current Business in the Census Bureau?

Is the Library of Congress the proper place thru which to answer this need?

Are we asking for something which

the government is not prepared to supply, or which private interests would prefer to underwrite in such a way as to endow a new organization?

If the latter, would it be feasible to expand the National Bureau of Economic Research, Inc., or some of the departments in leading universities to fulfill this function? Should the Special Libraries Association endeavor to expand its work so as to make its monthly publication a review of all matters of this kind, and should it have a competent paid secretary who would be the head of the Clearing House of Commercial Research data?

Aside from the primary function of a clearing house, which is to pass on information as to what is already underway or available, such an organization would unquestionably deal with the need of establishing a priority list of desirable and basic market research projects which would command general support. Likewise, it would assist in preventing more than one competent organization undertaking the same job at the same time. This last, it seems to me, is quite as important as some of the other phases of such work.

Lest my motives in starting this discussion be misinterpreted, permit me to say I am not trying to create a new job myself, nor have I any friends who have expressed a desire to head such a work. I can see, however, how a number of you might readily visualize in these thoughts the foundation of an opportunity for service broader and more interesting perhaps than the work in which you are now engaged.

Musings of a Library Customer

By Edward L. Kopf, Assistant Statistician, Metropolitan Life Insurance Co.

SPEAKING from the standpoint of the "consumer" of library service, Mr. Kopf emphasized, first, the need for better understanding between both general and special libraries and the public whom they serve. As an example of effective understanding between library service on the one hand and patrons of the service on the other, he quoted the exceptional experience of the Public Library of Newark, N.J., in developing its contacts with citizens and in cementing the bond between library service and the groups needing such service in the community. He stressed particularly the effective effort of the Newark Public Library in establishing its Business Branch, and in placing before the business men of Newark one of the most valuable collections of practical business data and current commercial information extant anywhere. He also paid a tribute to the service which has been performed for the manufacturing interests of Newark, and for the many students of technology in that city, thru the segregation and efficient operation of the technology collection of the Newark Public Library. Mr. Kopf suggested to the special librarians that an intimate study of the history and the operations of the Business and Technology Departments of the Newark Public Library would be extremely helpful to the general librarians who have, during the past few years, been invited to take charge of special libraries in large business corporations and for trade associations. He directed attention also to that higher appreciation of library service which has been displayed by Mr. John Cotton Dana in his general administration of the Newark Public Library. In fact, Mr. Kopf said, Mr. Dana's career during the past two decades in Newark suggested that there might be a characteristic of librarianship which closely approached real statesmanship.

ON THE TRAINING OF SPECIAL LIBRARIANS

The speaker then discussed the problems of training for special librarians, a

question which has been uppermost in the minds of persons genuinely interested in the service and in the future prospects of the special library. He stressed first the importance of sound scholarship in library science. This he held to be paramount whether the librarian was employed in a general library or whether specifically engaged in the work of some library devoted to the interests of some special industry of commercial pursuit. He urged, however, as a second consideration the development of a rather high type of scholarship in the subject matter dealt with by the individual special library. The speaker suggested that it was desirable not only to be proficient in those subjects of library science which led to effective and economical administration of a special library, but that the librarian and staff should have something more than a general acquaintance with the special subject matter cultivated by that library.

He said that there could very well be two types of executives and staff members in the special libraries of this country. *First*, a special library could be staffed with persons qualified in the library sciences outlined by the leading library schools of this country and that, after appointment to the special library, the staff could endeavor to master the subject matter dealt with by that library. Many special libraries have been operated successfully on this foundation, in particular the two important special libraries which are part of the Newark Public Library system, and certain of the chemical and insurance libraries. *Second*, it may be possible to staff a special library, with an executive who is an outstanding scholar in the subject matter dealt with by the library, and who has only a speaking acquaintance with library principles and practices. In this instance, the immediate supervision and the administration of technical library operations could be delegated to a person thoroughly trained in general library practice. The special library staff in this instance could very well consist of persons more or less acquainted

with the subject matter, but instructed and supervised in the more obvious practical library operations by the administrative chief, or assistant director, having the required discipline in library practice. The executive direction of the library would remain with the person showing comprehensive scholarship in the subject matter of the library. It might be well for the Special Library Association to record the facts of operation and service of libraries staffed under these two plans and perhaps out of such study a program of training in subject matter can be developed for general librarians on the one hand and in essential library practice for subject-matter experts on the other hand. The special library movement is still young, said the speaker, and it seemed to be feasible to secure facts and to reach conclusions on this basic problem.

THE SPECIAL LIBRARY AND ITS HISTORICAL COLLECTION

Mr. Kopf then directed some attention to the detailed aspects of special library service for commercial organizations. He pointed out the need, especially in insurance libraries, for the preservation of important historical material. And in this respect, the insurance library differs very little from other institutional libraries. He said that the principal actuarial societies of the world had always stipulated insurance history as one of the subjects of study and that they included this subject in the syllabi which they placed before students who were ambitious to take the technical examinations of these societies. He pointed out the service of the insurance libraries which had been established in various parts of the United States during the past half century and urged as an important principle in the operation of any special library that emphasis be placed upon the collection of suitable historical materials. Actuarial and general insurance students, he said, have been greatly hampered by the scarcity of adequate historical material. While deploring the present lack of such study materials for the younger technicians in the insurance business the speaker said that the situation could readily be remedied if the small group of insurance librarians would

agree to place some emphasis upon a search for important history sources.

The speaker then outlined the seven or eight important subjects of study which are required of technicians in the insurance business. Each of these subjects, he said, had its historical phase and there was an opportunity for insurance librarians greatly to assist the younger people in the insurance business who are anxious to understand current problems facing insurance institutions in the light of the historical development of the business in its various phases. The speaker stressed the importance of securing adequate collections on the history of rate-making practices and of valuation procedure; he also pointed out an opportunity for developing a history service in the field of insurance investments, general finance and management, in the special field of insurance supervision, legislation, regulation and taxation, in the public relations aspect of the insurance business and in its broader economic implications.

THE SPECIAL LIBRARY AND CURRENT EVENTS

Following his comment on the possible service of the insurance librarian to insurance history, the speaker then dealt with the possible improvements in library service or the "current events" aspect of the insurance business. The librarian should have an acute sense for securing current information on insurance practice in the seven or eight subjects of major importance which bear directly upon the insurance business. He sketched briefly the development of insurance journalism and indicated the value to the younger insurance students of maintaining contact with current problems discussed in insurance journals, and in following the suggestions made by various commentators in the current insurance press by individual study of specific problems. The institution of insurance today, he said, is being administered broadly and wisely in the public interest and any person in the insurance business who wished thoroughly to understand current tendencies and the probable future development of the business, was virtually obligated to keep in touch with current developments in the

subjects of technical instruction which were outlined in the earlier part of the paper. In providing the younger people in the insurance business with the study materials, the insurance librarian would be performing a service, the fruits of which would become evident during the next few decades in more economical and effective administration of insurance institutions. As the president of one of the great insurance companies pointed out a few years ago, an insurance institution is made up of human beings, serving human beings, and while an insurance company had the appearance of being a mechanism which seemed at times to function almost with the regularity and efficiency of a Corliss steam engine, this was merely an external aspect of the business. Essentially, an insurance institution consists of persons in all stages of training for the duties they are expected to perform, working for many millions of policy-holders having greater or less comprehension problems involved in effecting economical insurance service.

The insurance librarians in providing both historical and current information sources on the many aspects of the insurance business, can aid materially in the plan which insurance executives have for providing a thoroughly qualified administrative and clerical staff to care for the specific needs of policy-holders.

The speaker concluded, therefore, that in the insurance business the library provides two distinct services: *first* in securing and making available the information needed by seasoned officials in the conduct of company affairs; and *second*, by establishing a service which shall become an essential part of the training program outlined for the younger people in the business who are striving to render more effective service to the institution employing them. The speaker held that it was, for the moment, more important for insurance librarians to appreciate these broader aims of library service in the business than to discuss merely technical subjects, however important these latter may seem to be to the librarian.

Cross-word Puzzle Solution

We herewith append the solution of the puzzle which formed an attractive part of the Souvenir Program of the eighteenth annual conference. We are indebted to Mr. John H. Miller, librarian of the King Features Syndicate, for the solution.

<i>Across</i>		<i>Vertical</i>	
1. Handy.	42. Kel.	1. He.	31. Yve.
6. S.L.A.	43. Pro.	2. Alcott.	33. Wappat.
8. Byron.	44. Rankin.	3. N.E.	34. Men.
12. Eleanor.	46. Kwapil.	4. Dana.	35. Son.
14. Speech.	48. Ins.	5. Y.N.	36. Elk.
16. Pall.	49. Ago.	6. S.R. (Social Register)	38. Brigham.
18. K.O.	51. X.	7. Asa.	39. Solo.
19. A.L.A.	52. S.C.	8. Belden.	41. W.A.W.
21. Ade.	54. Width.	9. Ye.	45. K.C.
23. P.D.	56. El.	10. R.C.C.	47. Whim.
24. Etc.	58. Pyrrha.	11. Oh.	50. Tech.
25. El.	60. Me.	13. Opal.	52. Sy.
26. Ney.	61. Ah.	15. Plan.	53. Crumb.
27. If.	63. Cadu.	16. Peterkin.	55. Dewey.
28. Lt.	64. Ur.	17. K.D.F.	57. Lapp.
29. Ad.	66. My.	18. Keller.	58. Pyle.
30. Rey.	67. H.P.	20. Led.	59. R.R.
32. New.	68. L.H.M.	22. Eye.	62. Hyde.
35. Serve.	69. Mooney.	23. P.I.	65. Sol.
37. A. B. S. (Street)	72. Poe.	30. Re.	69. Ma.
40. Ewe.	73. Bradley.		70. O.D.
	74. Be.		71. N.E.

Keeping Up With Business

By Paul T. Cherington, Director of Research, J. Walter Thompson Co.

SEVERAL years ago through the courtesy, I believe, of your president, Mr. Handy, I learned at first hand of the complete and useful work being done by the Insurance Library Association. From time to time since then I have had occasion to learn of other work in specialized fields being done by your members.

It is not my purpose to spend my few minutes in telling you how good you are, much as I should like to. My real object is to put before you one or two suggestions dating back to the time when I was chairman of the Library Committee of the library of the Business School at Harvard University. This I do with the hope that, out of your consideration of these suggestions, some constructive ideas may grow.

My first group of suggestions has to do with the rather visionary idea of making your facilities better known and more useful, the other group is concerned with library operation.

MAPPING OUT THE FIELD

Special libraries, as a rule, have grown up out of the needs of some one concern or groups of concerns in a field necessarily the development must have been, up to this time, rather haphazard and fortuitous. Great gaps must exist between the fields of business being adequately covered.

For example, where is there a really fine, current library of advertising which at the same time runs back into advertising history? Probably there are a few private collections, but why couldn't it be put up to the International Advertising Association, or some other such body, that it is their duty to the craft to accumulate such a collection and interest their members in turning private collections over to them. A trade paper, an association, a club, a firm, or even an individual in any craft, having this matter presented with all its possibilities for usefulness, and with a clear conception of how much more difficult and unsatisfactory it will be to undertake it ten years hence, ought to respond to the call. Your

organization could do this in an effective way by showing what fields are covered and how helpful this coverage has been, and how the proposed new undertaking would fit in with existing facilities.

My somewhat hazy idea on this could be for you to appoint a committee on a survey of the special library field with a view to agreement on some of the outstanding needs as the first step. And as a second step, this committee should communicate with organizations or firms in the crafts indicated, to show them the need for specialized facilities.

A CLEARING-HOUSE FOR INVESTIGATORS

The second suggestion is concerned with making better use of existing facilities. This offers some real obstacles; but here my suggestion would be to find out which of the libraries would agree to a trial of the scheme, and then set up a plan by which members of the association would issue a card of introduction to a serious applicant for use of a definite sort of facilities which would be honored by a specific library as credentials for work there. These cards, of course, would have to be given out with great care, but you all have trustworthy patrons whom you would risk sending to any other special library when they are questing in that field if you knew the library would receive them on a basis of reciprocal inter-library courtesy.

I do not believe information can ever be put through a clearing-house with any satisfaction. But trustworthy patrons could in this way be cleared. I feel sure that almost any seriously minded concern would gladly send a reliable man to Boston or Chicago or elsewhere any time to work out some specific problem in a special library if he could go sponsored by a member of your organization, and I am sure they would be glad to do this rather than try to get the information through others, even though it came by way of the same channels.

TOPICAL REPORTS ON ACTIVE SUBJECTS

My third suggestion is that you might set up in an experimental way one or two

topical committees to make and publish reports from time to time on matters which your various libraries touch from various angles. For example: There is going on at this time in the United States a shift in the distribution of wealth which is of a sweeping character. Evidence is available from various industries, from banking circles, from investment houses, from insurance companies and from public service corporations. And yet if one wants to get a picture of this at any time he must go to half a dozen sources and try to piece together rather scrappy fragments. If you had a committee on "Distribution of Wealth," to whom would go such facts as the committee asked for from the leading libraries in each special field, and such others as were voluntarily sent in by librarians they would have, by the end of the year, the materials for a compact report of great usefulness.

SOME SUGGESTIONS ON SPECIAL LIBRARY MANAGEMENT

My second set of suggestions has to do rather with the conduct of the library itself.

My first suggestion is that no special library is complete without its collection of business biographies. Business methods and business conditions are changing all the time, but they never are free from the impress of personalities. To be sure, both biographies and autobiographies are full of self-consciousness and flummery. Nevertheless, the biographic aspect of any trade or craft throws as much light, in many cases, on the general conditions of the business as on the character of the subject. Many of these biographies are short-lived publications and their value to a library is affected by the fact that most of them soon go out of print.

A second suggestion is that special libraries, either on their own account or in co-operation with the special committee for this purpose formed last year by the Harvard University School of Business Administration, ought to help salvage account and record books of concerns liquidating or otherwise disappearing in their field. The real history of the whaling business has been largely reconstructed out of account and record books and biographic sketches. These books

will in time become an invaluable source for material about business as it is being carried on today.

This leads to my final thought. Most of your libraries are of necessity working libraries. You have neither room nor facilities for building up a current archive of business. But many of you encounter from time to time annual reports of corporations, or out-of-print books or even manuscripts or books of record, which would have value if kept where they could be got at by students or research workers or others, either currently or at some future date. If you would either send these to, or at least call them to the attention of the Business Historical Society, of which Mr. C. C. Eaton at the Harvard School of Business is librarian, they might in many cases be saved from destruction. Few habits are more costly to a working library than the habit of saving stuff for purposes of record. But this suggestion makes it possible to preserve such material for posterity without cluttering up cramped shelves or high-priced storage space.

Modern business is too complex and too fluid in character to permit general coverage. Specialization is the only feasible method of progress. But as specialization continues to entrench itself as a method for conducting business, the need grows for some sort of cohesion between specialists. Special libraries are an essential part of modern business life. But one of their great dangers is that they may become so specialized that they lose touch with other similar organizations working in other fields. It is this danger that your Association can largely mitigate. But it will not do this by merely striving for cohesion nearly as well as by working constructively on specific problems of cohesion.

The suggestions I have made are some of the thoughts which have presented themselves as I have worked at this problem of keeping up with business. There is, of course, need for painstaking specialists and for the development of a skilful technique in special library methods. But no matter how good individual libraries may become their usefulness will be restricted unless there is developed at the same time a technique in joint effort.

A Motion Picture Library for the Future

By Carl E. Milliken, Secretary, Motion Picture Producers and Distributors of America, Inc.

We herewith print in reportorial form address delivered by Hon Carl E. Milliken, which shows in graphic form the salient features of Mr. Milliken's address.

THE moving picture of today, by bringing good literature to the attention of countless persons who never before had contact with it and by its own instructional contents is serving to make ignorance not only uncommon but impossible.

One state library association last year reported an increase in calls for books of thirty-four thousand over the preceding year, the cause being attributed to the influence of moving pictures and the radio, Mr. Milliken said. "And," he added, "the commission reported that the demand especially from rural districts was chiefly for the old standard works, many of which have been picturized.

"The habitual reader of fine books has come, heretofore, from the intellectual, if not the social or financial aristocracy," Mr. Milliken continued. "But within the past decade or two, the reading of books has reached through the upper stratum and has become a universal necessity where formerly it was a luxury. This avid reading has not been confined to the so-called best sellers by any means but new fields have been opened for the reader so that he has been brought into closer contact with the tried and true volumes on which literature is founded.

"Nor is this a contribution of the moving picture to be lightly regarded. Unfortunately an unwarranted and entirely groundless stigma often attaches itself to those books to which the world has applied the word 'classic' and that stigma is the stigma of dullness. For some reason too many people have been prone to look on a book which bears the name of a venerated author as dreary reading, as something through which one is supposed to 'wade' because one simply must and not because there is some real reason explaining why the book has survived while a thousand of its contemporaries have been confined to the limbo of forgotten things.

"This aversion dates from childhood when we begin to look upon Dickens and Thackeray and Jane Austen as tiresome, dreary writers of textbooks and we read them under duress, as it were, retaining only the impression that they were writers of books to harrass the young. It is in the breaking up of this false belief and in awakening men to the consciousness that a book is a classic not because it is a tiresome book but is a classic because it is a very entertaining and diverting book, that the moving picture has played a prominent and wholesome part in the development of national culture."

Formerly it was feared, the speaker declared, that moving pictures would decrease reading but those who believed that, he said, were the same ones who thought that radio would eliminate symphony orchestras and that free libraries would exterminate book sellers. The very reverse in each of these cases has been true.

Mr. Milliken expressed the belief that industries will use moving picture films more and more in teaching employees efficiency methods of operation, safety practices, and broader understanding of their work. Already many large industries have their films, he said, and instruction through the eye is becoming of more and more practical benefit to industry. These films, however, he warned, must not be confused with nor used in competition with the entertainment picture which is shown in the theater.

"There is a definite distinction between the industrial film and the entertainment, or amusement film, which is shown in the theater," he declared. "The rights of the theater manager, who is engaged in an essential business—that of entertaining the public and providing recreation—must be protected. There is a place for both classes of pictures and both will develop co-operatively, and not in competition."

Mr. Milliken called special attention to the progress of the moving picture industry in those phases of art in which

it has been necessary to develop the talent completely. In those very phases, he declared, the most significant development has been noticed.

"In the late months," he said, "so many fine directors, skilled writers, and talented actors have come forward that the moving picture is producing at least once a week a story that compares favorably with the best in the spoken drama or in literature. The only reason now that six hundred motion pictures produced within a year are not of the quality of the two hundred outstanding ones is the same as that which explains why we do not have six hundred great novels and six hundred great plays in a twelve-month. The necessary manpower does not exist.

"It is merely a question, therefore, of finding men and women who have the talent necessary to make always the very best. Motion picture producers are trying to make always the very best. Motion picture producers are trying to employ only the best directors and writers who have ability. They are doing their utmost to develop them. Directing and scenario writing are two great professions that are a part of this and no other enterprise. Applications by the thousands come from persons who want to write scenarios or direct pictures. But in most cases they are persons who are not qualified to pass even the first tests.

"Producing companies are taking experienced writers into their studios and teaching them the technique of motion picture composition. Actors, newspaper men, dramatists, stage directors, photographers, men whose training would make them readily adaptable for motion picture directing, are being given every opportunity to learn this new art. And the results are most encouraging."

Mr. Milliken explained how librarians had aided in the development of moving pictures by the close and helpful cooperation given the producing units in

research work. Many of the studios now have their own research departments, he said, but the librarians are still called upon for information on every imaginable subject in the search for historical accuracy.

Mr. Milliken also outlined the plan for the establishment of a film library in the new Archives Building which is to be erected in Washington, where all historical films of value to posterity may be saved.

"There are already hundreds of reels of film available," he said, "including the thousands of feet of film by the government during the World War. Mr. Hays has placed the proposal before President Coolidge. The need is for vault space to hold twenty thousand reels of film now, with space for expansion to fifty thousand reels."

Among the events which have been picturized and which can be saved, he pointed out, are all inaugurations since McKinley's, the signing of the Locarno Pact, war scenes, and a host of semi-historical pictures showing the growth and development of America.

The moving picture, declared Mr. Milliken, is providing the world with a necessity—the necessity for recreation. It is giving the world romance and is thus allowing men and women to live in a realm of imagination.

"It is my earnest belief," he said, "that no other power extant—outside the church and home perhaps—influences the human mind in matters of customs, ideals, habits and costumes as the moving picture does. Ninety million persons each week in this country go to the 20,233 moving picture theaters provided for them. Nearly three hundred thousand persons are employed every day in all branches of the industry providing most popular form of amusement the world has ever known, and at once the most available."

New Executive Board

- PRESIDENT—Francis E. Cady, Nela Research Laboratory, Cleveland.
 1ST VICE-PRESIDENT—Mary Louise Alexander, Barton, Durstine & Osborn, New York.
 2ND VICE-PRESIDENT—Louise Keller, Independence Bureau, Philadelphia.
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Special Libraries

EDITOR, Herbert O. Brigham
State Library, Providence, R.I.

ASSOCIATE EDITORS

Ethel Cleland
R. H. Johnston

Henry H. Norris
Rebecca B. Rankin

A. A. Slobod
Margaret Reynolds

Souvenir Program

SPECIAL LIBRARIES has only the strongest words of commendation for the splendid program presented by the special committee under the charge of Mr. John Miller. Everyone who examined the attractive pamphlet felt that Mr. Miller had put a vast amount of work into the publication and that we were not only deeply indebted to him but to the men of prominence who had co-operated with him in making the program a success. We especially refer to Mr. Dan Smith, who designed the attractive cover containing the motto "When A.L.A. and S.L.A. meet at Liberty's Shrine" with two female figures—the laurel wreath and the Liberty Bell; to Mr. Alexander Black, the well-known author; to Mr. William F. Kirk, famed sports writer who, for old friendship and regard for one of our leading newspaper librarians, prepared a special poem; to Mr. Arthur Wynne, creator of the cross-word puzzle, who wrote so entertainingly about Louis Biedermann; to Mr. John Cotton Dana who, in his usual adept way, presented the need of greater access to facts; to our own President Handy who, in the program brought a noteworthy message, and to Mr. Louis Biedermann, who contributed to the program a friendly caricature of President Handy. A cross-word puzzle ornamented the pages of the program and we include within this issue of SPECIAL LIBRARIES the solution. A dozen special libraries were also described, accompanied by excellent photo illustrations. In addition twenty-one advertisers accepted space thereby contributing to the financial success of the undertaking.

* * *

Through the consent of the Post Office Department we were permitted to omit the number for July as the June issue was twice the usual size and was not off the press until late in July.

* * *

Miss Charlotte F. Noyes has in compilation an index to SPECIAL LIBRARIES covering the years 1923, 1924, 1925 and 1926. Later announcements concerning this valuable publication will be made in the columns of SPECIAL LIBRARIES.

* * *

The Financial Group, at its recent meeting, asked The H. W. Wilson Company to include the Trust Companies magazine in the *Industrial Arts Index*. As a result of this request, a letter has been received from Mr. Wilson saying that the magazine will be included.

* * *

We have an inquiry for a copy of *Rev. Aluminum*, volume 2, issued in 1925. Will any library subscribing to this publication kindly notify the editor.

Atlantic City Conference

THE ATLANTIC CITY CONFERENCE will stand out in the memory of those who attended it as kaleidoscopic and filled with varied impressions. Held in an attractive setting, the great pleasure resort of America, there was a pronounced distinction placed upon the conference by the many notable delegates from foreign countries. The dignified general sessions of the A.L.A. and the impressive commemorative ceremonies at Philadelphia made the conference stand apart from previous meetings.

In contrast to the prevailing tendency in recent years, there was a predominant masculine tinge in the attendance and a notably large number of the older members. This was accentuated by an Old Timers Dinner which brought together seventy-six of the men and women who had been associated with the A.L.A. for a quarter of a century.

We were particularly fortunate in our location. The three large hotels adjoining each other provided commodious foyers and ample meeting rooms for every purpose. All of the events occurred within a small compass and beyond the confines of the hotels of Atlantic City, with its shops along the boardwalk and its famous bathing beach to offer counter attractions.

The program emphasized the general sessions and there were the usual annoying conflicts between important meetings. If one attended an interesting session at the Hotel Chelsea, he was missing an equally important event at the Hotel Ambassador. The compression of our meetings has reached a point where one only obtains a modicum of what one desires.

As for our own part in the conference, two hundred enthusiastic special librarians gathered on the lower floor of the Chelsea busily contrived to force into a few days two business sessions and two general sessions, a series of group meetings, a dinner at the Hotel Chelsea, a motion picture exhibit and a dinner meeting in Philadelphia given by the Newspaper Group. In addition, President Handy participated in the fifth general session of the A.L.A. with an address upon the aims and accomplishments of the S.L.A.

In and between all these various events some of the members found opportunity for luncheon conferences, committee meetings and discussions in and about the lobby. On Thursday evening an impromptu dance gave relief from the more serious duties of the week.

To summarize the conference in a word, *enthusiasm* seemed to be the keynote. Animated business sessions, responsive audiences at the general sessions and frequent arguments and discussions at the committee meetings and informal gatherings clearly showed that the S.L.A. had regained its morale and was anxious to press forward to real accomplishment.

In conclusion a word should be said about the faithfulness of the conference committees. In other portions of this issue we have mentioned the excellent work of the Program Publication Committee, headed by Mr. John Miller, and the Philadelphia Sesqui-Centennial Exhibit Committee, in charge of Mr. J. F. Kwapil, but the committee which functioned throughout the conference at Atlantic City was the Information Committee who were on duty from early morning until late in the evening and who, under the direction of Miss Josephine B. Carson, made that important portion of the conference a success.

Atlantic City Conference

IN another column we have placed on record some interpretations of the Atlantic City conference and this account will refer in some detail to the various activities of the week.

At a meeting of the Executive Board on October 7, 1926 it was voted to omit the proceedings number of SPECIAL LIBRARIES, but to utilize the valuable addresses in the various forthcoming issues of SPECIAL LIBRARIES. In this number we print several of the leading papers delivered at the general sessions and it is anticipated that the next number of the magazine will be devoted to the proceedings of the Newspaper Group.

The program opened with a first business session on Monday morning. The address of the retiring president, Daniel N. Handy, is printed in another column and, as usual, reflects his keen analytical mind. The reports of the secretary, treasurer and the editor of SPECIAL LIBRARIES are also printed in this issue.

From the various local associations came their stories of the year. As much of this information has been printed from time to time in our magazine, it is not thought necessary to reproduce these annual reviews. Miss Margaret Withington, president of the Boston Association, noted that the S.L.A.B. was ably represented at the conference and gave an interesting account of the six subcommittees that had performed valuable duties through the year. These committees consisted of Hospitality, Membership, Methods, Education, News, formerly Publicity, and Registration. Apparently every one of these committees functioned effectively. The total number of members, as reported by Miss Withington, was one hundred and eighty-eight, with attendance at meetings averaging fifty. In conclusion, Miss Withington stated that it was the aim of the association to make members of the S.L.A.B. familiar with the resources of Boston which may be useful to them in their specialties and to make the meetings as wide as possible in scope so that each interest may be represented.

The Illinois Chapter submitted a little printed pamphlet entitled "First Annual Report." This report, signed by Miss Sheffield, president, and Miss Cowan, secretary-treasurer, noted the early beginnings of the association and the monthly meetings which have been held from September to June. The re-

port called attention to the co-operation with the new Industries Committee of the Illinois Chamber of Commerce, also the maintenance of the Information Booth at the Power Show in Chicago. Reference was also made to the share taken in preparing the January issue of SPECIAL LIBRARIES. These various duties interfered with plans that had been made for technical work, including the preparation of a *Union List of Periodicals and a Directory of Information* listing the various resources available in the vicinity of Chicago.

Philadelphia reported the series of meetings held during the year and the development of their Union List of Periodicals in the Special Libraries of Philadelphia and Vicinity. "The great work of the year," states the report, "is the fourth edition of the *Directory of Libraries of Philadelphia and Vicinity* which will be printed within a few weeks."

Pittsburgh reported that through the courtesy of Mr. J. Oscar Emrich, librarian of the Allegheny County Law Library, the association has been furnished a permanent meeting place throughout the year. The library location is in the heart of the city and most convenient for the members. Mrs. Blanche K. S. Wappat, president of the association, sent out a questionnaire asking for suggestions regarding study programs for the year and as a result several meetings of the year were given over to discussion of problems designated. The subjects covered were floating data and current material, reference and sources of information, cataloging and indexing. Miss Callan, secretary-treasurer, in her report stated that the *Union List of Periodicals* in the special libraries of Pittsburgh and vicinity, under the direction of Miss Mary Lynch, librarian of the Pittsburgh Academy of Medicine, is nearing completion.

The reports from New York, San Francisco and Southern California will appear in a later issue of SPECIAL LIBRARIES.

In another column we print the reports of the various committees, also the reports from the several groups of the association.

During the session the chair appointed a Resolutions Committee, a Reception Committee and an Audit Committee. In addition, the action of the Nominating Committee was validated. In accordance with recommendations made in the address of the retiring president, a new committee, consisting of Messrs. Dana, Brigham, Mooney and Miss

Rankin, was appointed to consider the project of the International Commerce Club.

At this session Miss Margaret Reynolds presented a paper on "Special Libraries and Librarians and Expositions" which will be printed in a later issue of the magazine.

At the first general session the general theme was the need and value of a national clearing house of information. Mr. Thomas Gorrie, chairman, the Library Committee of the Carnegie United Kingdom Trust, presented a message from friends across the sea. In a most delightful way he told the members about the formation of the A.S.L.I.B., as he called the British association, and the great desire for friendliness between the two bodies. He urged that we send a delegate to the next British conference, and extended his appreciation for the many acts of courtesy that he had received while in attendance at the anniversary conference of the A.L.A.

Mr. Paul Clapp, assistant to the secretary, United States Department of Commerce, was unable to be present, but was well represented by Mr. A. Heath Onthank, who told about the work of the department in connection with the great commercial activities of this country. It is hoped that Mr. Onthank's address may be printed in a later issue.

In another column we present in part the addresses of Mr. Ward Gavett and Mr. Edward L. Kopf.

During the progress of the general session the Newspaper Group had organized and listened to a review of the year by William Alcott, chairman of the group, also to reports of committees and other addresses.

Monday evening was devoted to group meetings and on Tuesday morning the groups again convened for a series of sessions.

On Tuesday afternoon the members listened to interesting addresses by Mr. J. W. Hayes, director of research, Crowell Publishing Company; Hon. Carl E. Milliken, secretary, Motion Picture Producers and Distributors of America, Inc. and Mr. Paul T. Cherington, director of research, J. Walter Thompson Co. Mr. Hayes' address, which was informal, was accompanied by illuminating graphs and maps illustrating the development of research and an interesting account of the national markets in relation to national advertising. In another column we print in part the addresses by Messrs. Milliken and Cherington.

On the evening of October 5 the members enjoyed a dinner at the Hotel Chelsea. After

dinner a motion picture, prepared especially for the occasion by the *Public Ledger* of Philadelphia, illustrating the activities of a modern newspaper library, was thrown upon the screen in the Chelsea ballroom. Later in the evening the Financial Group and the Newspaper Group held meetings. The Financial Group discussed budgets and the Newspaper Group held its annual meeting.

On Wednesday many of the members joined with the A.L.A. in the exercises commemorative of its 50th anniversary. Some of the members found their way to the Sesqui-Centennial Exposition and others visited notable places in Philadelphia. Upon that evening the Newspaper Group conducted a successful dinner meeting in that city.

Thursday morning the members gathered for a final business session. Miss Rankin reported for the committee in connection with library training and this report will be found in another column of this issue. Mr. George W. Lee gave an interesting speech, "Wishbone vs. Backbone," which will also be printed in SPECIAL LIBRARIES. Mr. Brigham presented the report of the Joint Committee on Indexing State Legislation and the committee was continued. A telegram of greeting was received from the Special Libraries Association of San Francisco.

Mr. Lewis A. Armistead, chairman of the Nominating Committee, submitted the report of the committee. The secretary was instructed to cast one ballot for all the officers and they were declared duly elected. The names of the new officers appear on page 319.

The report of the Resolutions Committee was read by Miss Peterkin. The addition of certain resolutions was suggested which were embodied in the final report. The newly elected president, Mr. Francis E. Cady, took the chair—we print in another column the main features of his address. A general discussion followed concerning the time and place of next year's meeting. The matter was left in the hands of the Executive Board.

At the fifth general session of the A.L.A. Mr. Daniel N. Handy, representing the S.L.A., delivered an address entitled "The S.L.A.—Its Origin; Its Objects; Its Accomplishments; and What It Aims to Do."

In conclusion a word should be added concerning the hotel officials and employees who made our stay at Atlantic City an example of fine hospitality and, under the leadership of Col. Thompson, every man and woman in the hotel served us to the best of their ability.

Group Meetings

Commercial and Technical Group

The Joint meeting of the Advertising—Commercial—Industrial Group and the Technology Group opened its meeting with ninety-two present.

Mr. Cady, presiding, emphasized the fact that last year our theme was "Selling the Library" while this year it was "What Have We to Sell." To this end the various committees were asked to bring to the 1926 meeting lists of the "Sources of Information" used in their specific libraries.

Two committees have finished such lists: *Sources of Information on Public Utilities* and *Sources of Information on Chemistry*. Two other committees prepared bibliographies on *Rubber* and *Illuminating Engineering*.

Mr. Julian F. Smith (B. F. Goodrich Rubber Company) gave a paper on "Patent Literature as a Source of Information." This contained so many salient facts that we hope to have it printed soon.

In discussing Mr. Smith's paper, Mr. Price (Patent Office, Scientific Library) reminded us that almost everything worth while has been made the subject of a patent. Many humorous incidents arising from requests for patents were mentioned, among them the man who wanted to take out a patent for frying bacon in Lux so it wouldn't shrink. Another had a hair tonic—a famous hair tonic. He applied it to a comb and it became a brush.

At the Thursday afternoon session, the reports of the Technology Group exhibits were given. Two such exhibits were held during the year. One at the American Gas Association at Atlantic City. The purpose of the Exhibit Committee, of which Miss Mitchill (Public Service Commission of New Jersey) was chairman, was to "set before those attending the convention a model gas company library, and with this end in view, books, pamphlets, trade catalogs, periodicals and services referring to all phases of the gas industry, financial as well as commercial and technical, were displayed. Through the courtesy of Mr. Jacob of the General Electric Company a large electric book was set up with title reading 'Why a Corporation Library.'

The other exhibit was held at the Illinois Products Exposition under the auspices of the Illinois Chapter of the Special Libraries Association and under the special direction of Miss Sheffield (Portland Cement Association), and Mrs. Schram (Illinois Light & Power Corporation). "About 480 questions were answered daily on Illinois, its population, industry, manufactures, agriculture and mining."

Some unusual requests answered by members of the Technology Group during the year were:

What kind of people are likely to be found in the United States penitentiaries?

What is meant by the "handwriting on the wall?"

How to make soap bubbles that last.

Material concerning the theory that a murdered man's eye retains the image of the murderer.

A researcher found numerous references to one particular magazine which he could not identify. The librarian of course could tell him what "Ibid" was.

A real instance where library service paid is shown in the following request: In a law suit an attorney stated that the amount of bismuth that would destroy the malleability of gold was .0003. The question was to find the origin of that statement. After searching through various text books, reference to the original article was found and the amount proved to be .05. A considerable amount of money was saved the concern whose librarian located this important piece of information.

It was found that a number of the Technology Group members give a peculiar type of service not ordinarily considered library service, but it seems so much a part of their daily work that they themselves do not consider it anything special.

For example, one librarian makes topical reports for executives of her organization, details of which are to be printed if possible at a later date.

Another issues a daily "broadcasting sheet" in which abstracts of a few important articles are given.

Most of the members issue a bulletin either listing new additions or giving abstracts of periodical articles. Some include such a list in the company house organ. Miss Cullen of

the Bureau of Railway Economics reviews transportation publications in each issue of *Railway Age*.

Owing to the mutual interest of the Advertising—Commercial—Industrial Group and the Technology Group, it was decided to combine these under the name Commercial and Technical Group. The officers for the ensuing year are: chairman: Frederic A. Mooney, librarian, Dennison Manufacturing Company, Framingham, Massachusetts; vice-chairman: Miles O. Price, librarian, United States Patent Office, Washington, D.C.; secretary: Miss Mary A. McCarthy, assistant librarian, Stone & Webster, Boston, Massachusetts.

Financial Group

The Financial Group held three meetings. The first was devoted to a discussion of "Inside Publicity or How We Sell Ourselves to Our Organizations." The discussion was opened by Mr. Forrest B. Spaulding, Gaylord Brothers, Syracuse, with other papers by the following: Miss Laura Gage, librarian, Central Trust Company, Chicago; Miss K. Dorothy Ferguson, librarian, Bank of Italy, San Francisco; Miss Lydia Jacobus, librarian, Federal Reserve Bank of Richmond; Miss Ethel Baxter, librarian, American Bankers Association, New York and Miss Emma Boyer, librarian, Union Trust Company, Cleveland. After the discussion the business meeting took place.

The second meeting was a get-together luncheon held in the new dining room of the Chelsea.

At the third meeting the subject under consideration was "Why Budgets." The opening paper was prepared by Mr. R. E. Wright, assistant vice-president, First Wisconsin National Bank, Milwaukee, and was read in his absence by Miss Margaret Reynolds. The other papers were by the following: Miss Alice Scheck, librarian, First National Bank of Los Angeles; Miss Marguerite Burnett, librarian, Federal Reserve Bank of New York; Miss Alta B. Claffin, librarian, Federal Reserve Bank of Cleveland and Miss Gudrun Moe, librarian, Bankers Trust Company.

The officers elected were the following: chairman: Miss Marguerite Burnett, Federal Reserve Bank of New York; vice-chairman: Miss E. Ruth Jones, Security Trust and Savings Bank, Los Angeles; secretary: Miss Sue Wuchter, Continental and Commercial Banks, Chicago.

The group were delighted to welcome several new members.

Newspaper Group

The fourth annual conference of the Newspaper Group was opened at Atlantic City on Monday afternoon, October 4, 1926, by Mr. William Alcott of the *Boston Globe*, chairman.

Two other sessions were held on the following day at Atlantic City. The conference was brought to a close with a dinner meeting at the beautiful Penn Athletic Club, Philadelphia, on Wednesday evening, October 6, with an attendance of sixty and several notable speakers.

The conference was attended by thirty-four newspaper librarians or newspaper workers, with one representative from the Pacific coast, Mrs. Larsen of the *Fresno Bee*.

At the opening conference, Mr. William Alcott, chairman, extended a welcome to those present and outlined the work undertaken and accomplished during the year by the Newspaper Group.

Mr. Paul P. Foster, director of the reference department of the *Philadelphia Inquirer*, presented a report on "Co-operation Among Newspaper Librarians—Limitation and Possibilities."

Maurice Symonds, librarian, *New York Daily News*, led a round table discussion on "Handling Photos," stating that he handles two thousand photographs a week. He sent out twenty-five thousand circular letters to people listed in *Who's Who in America* and received thousands of pictures in reply.

Joseph F. Kwapil, librarian, *Philadelphia Public Ledger*, and Miss Jennie Welland, editor of the *New York Times Index*, presented papers from two distinct angles on the subject of "Standard Classification" for newspaper librarians. Mrs. Stella M. Champney, editor of the *Michigan State News Index*, Adrian, Michigan, described the experiment which has been carried on for the past twenty-two months in a unique field.

Miss Myrta B. Goodman, Washington, proprietor of *Goodman's Congressional Index*, read a paper on the latest amendment to the copyright law, which permits publications produced by mimeograph and other processes other than type set in the United States, to be copyrighted. Thorwald Solberg, register of copyrights, spoke for co-operation among newspaper librarians on the serious problems

of selecting titles for newspaper articles submitted for copyright. Whereupon, Mr. John F. Miller, librarian, King Feature Syndicate, New York City, suggested that some representative of the United States copyright office be named as chairman of the Newspaper Copyright Committee.

Richard Meyer, librarian of the *New York Daily Mirror*, led the round table on "Efficiency in the Newspaper Library." At the third round table, Miss Agnes J. Petersen, librarian, *Milwaukee Journal*, presented a plan for a survey of newspaper libraries through a questionnaire, which the group endorsed and voted an appropriation to finance.

At the business meeting, amendments were adopted to the by-laws, reducing the executive committee from five to three, to consist of the chairman, the vice-chairman, and the secretary-treasurer. Mr. William Alcott, librarian, *Boston Globe*, was re-elected chairman by acclamation. John H. Miller, librarian, King Feature Syndicate, was elected vice-chairman. Miss Agnes J. Petersen, librarian, *Milwaukee Journal*, who had been secretary for the past two years, declined a re-election, and Maurice Symonds, librarian, *New York Daily News*, was elected secretary-treasurer.

Subsequently, Mr. Alcott declined the chairmanship, and the executive committee elected John H. Miller, chairman and Miss Agnes J. Petersen, vice-chairman.

The closing session of the group at the Penn Athletic Club was a brilliant affair. Mr. Alcott presided and spoke of the aims of the Newspaper Group.

Daniel N. Handy, president of the S.L.A. brought the greetings of the national body and spoke of the rapid and substantial growth of interest in special libraries, and especially among newspaper librarians.

Dr. George W. Douglas, dean of editorial writers of the *Philadelphia Public Ledger*, presenting the editor's viewpoint, told us what the newspaper library should be and what it could do for his department.

Frank H. Chase, reference librarian of the Boston Public Library, spoke of a score or more of important reference books of the past two years and distributed a bibliography of them to all those present.

Robert Hunt Lyman, editor of the *World Almanac*, spoke of "Saving Time in Research." Our reverence for the *World Almanac* grew

by leaps and bounds after hearing him discuss the plan of publication and the authorities he consults.

A letter was read from Lee L. White, editorial executive of the *Detroit News*, expressing regret at his absence from the dinner. Following the dinner, the film "How a Newspaper Library Functions," which had been prepared for the library conference under the direction of Joseph F. Kwapil, librarian of the *Public Ledger*, Philadelphia, was shown on the screen. This film had a previous showing in the large convention hall at the Hotel Chelsea, Atlantic City, before the members of the Special Libraries Association and the American Library Association.

Commercial and Technical Group

Two of our important groups, the Advertising—Commercial—Industrial Group and the Technology Group have consolidated under the title "Commercial and Technical Group" with Mr. Frederic A. Mooney, librarian, Dennison Manufacturing Co., Framingham, Mass. as chairman; vice-chairman: Miles O. Price, librarian, United States Patent Office, Washington, D.C.; secretary: Miss Mary A. McCarthy, assistant librarian, Stone & Webster, Boston, Mass.

Sub-committees have been appointed as follows: Advertising: Mary Louise Alexander, chairman, Barton, Durstine & Osborn, New York; Chemistry: Elsie L. Garvin, chairman, Eastman Kodak Co., Rochester, N. Y.; Electrical Engineering: Mrs. Geo. S. Maynard, chairman, Massachusetts Institute of Technology, Cambridge, Mass.; Illuminating Engineering: E. Mae Taylor, chairman, Philadelphia Electric Co.; Industrial Relations: Elizabeth Wray, chairman, United States Rubber Co., New York; Marketing: Grace D. Aikenhead, chairman, W. T. Grant Co., New York; Oil: D. F. Brown, chairman, Standard Oil Co., Elizabeth, N.J.; Public Utilities: Alma C. Mitchell, chairman, Public Service Corporation of New Jersey, Newark, N.J.; Rubber: Edith L. Shearer, chairman, Western Union Telegraph Co., New York; Technical English: George W. Lee, chairman, Stone & Webster, Boston; Transportation: Lewis A. Armistead, chairman, Boston Elevated Railway Co.

Committee Reports

Classification

The work of this committee, since our last conference, is represented by about one hundred and forty letters, of which nearly half were written by the chairman; nor does this include a considerable correspondence carried on by carbon copies, briefly annotated, and copies of letters received.

Briefly, the subject matter treated in these letters covers committee business, new publications and gifts, (we received three gifts this last year), the reviewing of a chapter on classification in special libraries in a forthcoming book, and thirteen actual requests for help.

Of these thirteen requests, five were for insurance classifications.

If we could but add the Library of Congress classifications for insurance to our files, we could say with pride, "We have the best collection of insurance classifications in the world." They now number nine, counting a few very limited expansions; but we cannot credit the requests to a widespread knowledge of our treasure, but to the eminence of a few insurance libraries. Miss Bradley, of the Metropolitan Life Insurance Company, and Mr. Handy, of the Insurance Library Association of Boston, find it a great convenience to refer requests for copies of their respective classifications to this committee. Mr. Brigham, after generously supplying us with the last extra copy of the Rhode Island State Library modification of Dewey, also discovered the advantage of a central lending agency. It is a matter of practical worth, which we recommend to the consideration of other members of our Association.

The remaining requests were in no sense duplications.

A need for a classification for boiler test data was referred to us by Mrs. Lane. This could not be supplied.

The cataloging of a dramatic library, referred to us by the editor of *SPECIAL LIBRARIES* was answered by some general suggestions and references.

A suitable classification for scientific management could not be found, but the inquirer was sufficiently pleased with the attention given to recommend to us a request regarding the filing of literature dealing with sanitation and hygiene. After investigation, the appli-

cant was lent a copy of Miss Fairfax' pamphlet on filing.

A librarian in England asked about American methods of classifying the literature of localities. This was almost our hardest problem, since the distance and unfamiliarity with our classifications and librarians made it necessary to go into details that could have been covered by a mere reference to one in this country. We were too late to be of primary service, but the gentleman was most appreciative, not only in this connection, but of American librarians in general. Answers to his requests for information, he writes, have always been given with both hands.

The editor of *SPECIAL LIBRARIES* again referred a question to us; this time for aids in cataloging a collection of manuscripts. A suggestion that the inquirer, who lives near Philadelphia, call upon the chairman, has not yet been taken up. We also must report as pending, a request for information about special library classifications.

The answering of these requests has meant far more than writing letters. It has meant searching; letters to other librarians; and various visits. It has proved the need of a survey of Philadelphia libraries to ascertain their resources in classifications. It has shown the necessity of completing our *Bibliography of Classifications* and building up our collection.

It is not for nothing that insurance has been our repeated question: it is the one subject in which we are strong. It is also significant that the persons who have contributed to our collection are the ones who advise others of its helpfulness. I refer to Miss Bradley, Mr. Handy, and Mr. Brigham.

It must be confessed that had the other members of Special Libraries Association remembered us as well, the chairman might have been overwhelmed with work, but if we are well supplied with ammunition, that is classifications and lists of subject headings, we will gladly risk the consequences.

This vital question of obtaining more classifications in some other way than by direct appeal to the individual by the committee, is a problem which we recommend to the joint action of the Executive Board and the group chairmen.

LOUISE KELLER,
Chairman.

Continuation Reading

The work of the committee during this first year of its existence has been largely that of investigation into what is now being done in this line by different librarians, and of obtaining suggestions from some of them as to how this important branch of library activity may be promoted among special libraries.

Two members of the committee have been building up a list of firms which have some kind of educational work. They have compiled a list of about one hundred and fifty names of firms which are striving in some way to carry on continuation reading for members of their organizations. *They have also prepared a letter*, embodying some of the fundamental ideas of continuation reading, which we shall be glad to pass on to the incoming committee. Lack of time has prevented the present committee from sending out this letter. But it is suggested that in this way we approach some of the larger concerns, as well as some of moderate size, in such classifications as advertising, manufacturing, public utilities, etc., and try to awaken or extend interest in the movement. Some of the results which may be hoped for are:

1. Some very good publicity for the Special Libraries Association.
2. Bringing the subject of planned reading to the attention of some of the higher officials.
3. The possible discovery of some unique and valuable plan for encouraging reading through this approach.

Among the suggestions which have occurred to the Committee as a result of the research so far made are these:

1. That the Special Libraries Association attempt some systematic and wholesale form of publicity for the "Reading With a Purpose" series, sponsored by A.L.A., to make the booklets better known to industrial concerns in all parts of the country. This could be done by committee letters direct to the companies, and by "comments" prepared for book departments in trade journals.
2. That the Special Libraries Association ask the American Library Association to continue publishing the "Reading With a Purpose" series on more specifically business subjects. Our Association might suggest the topics to be covered and by whom. Some subjects that readily occur to mind, each to be treated by a specialist, are: Advertising; Accounting; Religion and Ethics for Business Men; Business Management and Administra-

tion including Scientific Management; Insurance; Banking; Statistics; Labor Problems, etc.

Among the suggestions received from the librarians of special libraries as to methods of stimulating interest in this important branch of library work, are these:

1. Have the subject "The Value of Continuation Reading" covered by talks by representative business men at our annual conventions.

2. See to having articles on the subject sent to our magazine, SPECIAL LIBRARIES.

3. Promote discussion of the subject in meetings of local Special Libraries Associations.

It was also suggested that it be called to the attention of the American Management Association; that they might welcome a talk by a librarian at one of their meetings, and would be glad to print an article in their magazine, *The Management Review*.

The investigation made so far has convinced the committee that here is a large field, heretofore not thoroughly and systematically worked, which can be taken over by the Special Libraries Association. The possibilities of the extension of this work of planned and systematic continuation reading, seem well-nigh limitless, and the ground has barely been broken for what may readily and profitably be done

FREDERIC A. MOONEY,
Chairman.

Index to Legislation

At the sixteenth annual conference of the Special Libraries Association a joint committee to co-operate with the National Association of State Librarians and the American Association of Law Librarians was appointed by President Handy. Mr. Herbert O. Brigham, who is also identified with the other associations mentioned, is the representative of the Special Libraries Association on this committee. The last report follows. The report is signed by Mr. Luther E. Hewitt, chairman, and eleven other members of the committee

To the National Association of State Librarians, the American Association of Law Librarians and the Special Libraries Association.

The committee on procuring the indexing of current laws of general interest by the Library of Congress respectfully reports as follows:

House Bills 9173 and 9174 were introduced in the House of Representatives by Hon. Henry St. George Tucker, of Virginia, Bill 9173 being for the revision and printing of an

index to the federal statutes and Bill 9174 being for a biennial index to the legislation of the states. Each bill provided for an appropriation of \$25,000 for the purpose. Amendment will be necessary as to the amount.

A hearing was afforded your committee by a sub-committee of the House Judiciary Committee, of which Hon. William Dayton Boies, of Iowa, was chairman, following which the Judiciary Committee returned the bills to the House of Representatives with favorable recommendation.

Senate Bills 3635 and 3634 to the same purpose were introduced in the Senate by Hon. Thomas J. Walsh, of Montana, and were referred to the Senate Committee on the Judiciary, Bill 3635 being for the Index to the Federal Statutes and Bill 3634 being for the biennial index to state legislation.

Owing to the adjournment of Congress, the bills did not become law, but they will be before Congress when that body meets again. They do not require to be reintroduced in the House, as they do not die with the session. They have a preferred status when the session begins in view of the fact that they were favorably reported, and are on the House Calendar ready for action. Nor do the Senate bills need reintroduction, as the Congress will be the same.

In petitioning for these measures, your committee and the committee of the Social Research Council co-operated. The Social Research Council was represented with especial ability and efficiency by Joseph P. Chamberlain, Esq., a leading member of the American Bar Association. Numerous bodies and individuals have supported the movement by letters. Among these are The Legislative Reference Bureau of Pennsylvania and The Pennsylvania Bar Association. Practically all the state librarians have done so, as have many of the individual law librarians.

The American Bar Association passed a resolution at their annual session, 1926, commending House Bill 9174 calling for an index to the state laws.

Your committee feel sure that this matter will succeed but they earnestly request that the librarians, state, law and special, renew their efforts with their senators and representatives in Congress and they do so at once in order that the matter may not fail for want of time

LUTHER E. HEWITT,
Chairman.

Membership

The success achieved last year by sending pamphlets, inviting members of the Statistical Society of America and the American Trade Association of Executives to join the Special Libraries Association, warranted the committee in following the same course of procedure during the past year. Accordingly, about nine hundred and fifty circulars with return postals were sent to the members of these societies not reached last year, and one hundred and twenty replies were received. With the replies received last year and during this year, the committee now knows of two hundred persons who undoubtedly could be induced to join Special Libraries if approached personally by a member of the Association.

All literature sent out by the Newspaper Group had application blanks enclosed and members of the group were urged to procure new members.

The secretary advises that the membership of the Association has increased 8 per cent. during the year and traces most of the increase to the invitations sent out.

LEWIS A. ARMISTEAD,
Chairman.

Training for the Special Librarian

At the convention of the Special Libraries Association in Atlantic City on Monday, October 4, the president asked for a volunteer committee to discuss the question of training for special librarians. Twenty-one persons who were interested in the subject and had already given it some study volunteered to act on the committee. These twenty-one librarians met three times—about five hours—and discussed their ideas on training.

The following conclusions were reached, reported to the Special Libraries Association on Thursday, October 7, and approved by the members. It was voted by the membership that a report containing our ideas put together under high pressure be presented to Dr. C. C. Williamson, director of the School for Library Service of Columbia University, as a suggestion to him in the establishment of future courses in that school.

The conclusions were that ideally a course for special librarians should be separate and distinct from the course given for general librarians. It should be especially planned for special librarians, and it should be elected by those persons who expect to pursue their

profession in special libraries. The instruction necessarily needs to be adapted to the special librarian's work.

The following specific courses of instruction are suggested as the proper ones to give the special librarian the training needed for proper administration of or work in a special library:

1. "Point of View course." This is an introductory course of lectures, analogous to a "theory" course in Education.

2. Business Economics. To be required even if a student has had economics courses in undergraduate work.

3. Applied Psychology.

4. Statistics.

5. Business appliances—including office machinery, stamps, duplication methods, labor-saving devices, Dana's methods, postal information, etc.

6. Typewriting.

7. Editorial—including proofreading, abstracting, report writing, letter-writing, book-reviews, etc.

8. Special bibliographies—including methods of compilation.

9. Principles of Classification—including study of individual systems even those proposed by equipment houses. Adaptation of principles to a special library.

10. Cataloging—stressing fundamental principles. Showing how usual rules are used or not used in special libraries. Technique in card making.

11. Subject terminology. Emphasis and detailed study.

12. Indexing.

13. Filing.

14. Sources of information including reference books as taught general librarian but less time given to them. Basic books in all special subjects, pamphlets and ephemeral material, documents, associations, indexes, periodicals in all special subjects.

15. Research—including field investigation; questionnaire methods.

16. Publicity.

17. Acquisition methods—including technique of "begging"; exchange methods, ordering, purchasing, etc.

18. Special library administration—including personnel budget, relations with organization and clients, professional contacts, cooperation with other libraries, developing a staff, anticipating a need, etc.

It seemed to the committee that these are the essentials in the training of a special librarian. It is assumed that a person entering the course shall meet the requirements of Columbia Library School—that is, a college graduate or its equivalent. It is also assumed that the person pursuing this special librarian's course would be granted time and required to take other courses in Columbia University at the same time, preparing himself in a special field—for instance, courses in chemistry, or engineering, banking and finance or whatever

kind of specialization he elects, for which he had an aptitude or earlier training and experience.

It is realized that the above outlined course is quite a radical departure, and that it might not be possible to establish such a course immediately. It is something of this kind of a course that the special librarians would like to see offered in the near future.

But an alternative suggestion is also made—even though it is not so satisfactory to the committee. We feel that essentially the training for a general librarian may be used admirably by a special librarian, and that if a course added to those given to general librarians be offered to special librarians, a course stressing the differences in point of view and in methods, and adding the features which are distinctive to special libraries, it would be helpful. In this case, we assume that the fundamentals of library service are the same for both general and special librarians, and we ask that superimposed upon the fundamentals there should be a course designed to give the additional features and different methods of the special library. The committee feels that the special library course as already planned by Miss Linda Morley is as good as we can suggest. Her outline is proposed by this committee as a less satisfactory alternative—with the hope that it may be a step in the direction of a better course as outlined in the first part of this Report and is as follows:

1. Scope and history of special library.
2. Initial problems in organization.
3. Equipment and arrangement of special library.
4. Special types of material and their value.
5. Associations and their publications.
6. Federal, state and municipal publications.
7. Services, research organizations.
8. Acquisition of material.
9. Organization of material.
10. Reference work, principles and methods.
11. Research.
12. Preparation of manuscript.
13. Distribution of information.
14. Types of special libraries.
15. Vocation of the special librarian.
16. Outside lectures on various types of special libraries.

The Committee on Training has been continued by the Special Libraries Association, and hopes to carry on its studies for the coming year.

This report is offered only as a very preliminary suggestion; it is our first feeble attempt at an important question.

REBECCA B. RANKIN,
Chairman.

Officers' Reports

Secretary

June 1925—September 1926

The work of the Special Libraries Association has reached further during the past year than ever before.

Since the convention at Swampscott in 1925 we have had an ever increasing number of inquiries come to us from foreign countries.

We have received four new Russian, two German members and several from India and China, with new members from Great Britain coming in frequently. The new secretary will have to add translating to her other duties as letters are now coming in Russian.

Orders for our publications come from foreign countries.

Our membership continues to grow, slowly but surely. We have seven hundred and seventeen members—forty of them having joined since March. (This is due largely to the efforts of Mr. Armistead and his committee.)

An average of twenty letters per day come to the secretary's office. About one-half are routine matters and the rest require a reply.

We have endeavored to put the work of the Association on a business basis and this of necessity increases the detail work.

Receipts for dues are now sent to members and a duplicate retained in the secretary's office. Over six hundred of these have been mailed this year.

Approximately four hundred orders for the various publications have been filled.

The work of transferring the membership records to cards has been completed. This will give an adequate record of ten years and is a great improvement over the loose leaf scheme formerly in use.

The membership list has been revised and checked with the mailing stencils and we hope this will correct a number of errors of long standing.

One part of the work that should be improved upon is the contact with the publisher of SPECIAL LIBRARIES, who also does the mailing of the magazine. The stock of the magazine is held at the editor's office and it is often necessary to write both of these before a new member gets his copies.

It has been impossible to answer all communications promptly especially during the

summer months. If there are those present who have been impatient at the delay I tender my apologies to them.

The sincere thanks of the secretary and the entire Association are due Miss Lottie Watson of the Standard Statistics Company, who has served as assistant secretary for the past year.

Treasurer

REPORT 1925-1926*

Receipts

Membership dues	\$3,047.48
Sales of Handbook	110.00
Sales of Index	30.00
Sales of Directory	1,306.00
Advertising	1,201.05
Convention Fund	419.50
Miscellaneous	305.90†

	\$6,419.93	
Bank balance, May 31, '25.	\$1,611.95	
	<u> </u>	\$8,031.88

Disbursements

Special Libraries	\$4,028.24	
Office	537.41	
Directory	1,069.20	
Postage	111.00	
Convention	663.83	
Publicity	42.28	
Membership Committee...	77.47	
Miscellaneous	533.13†	
	<u> </u>	\$7,062.56
		\$ 669.32

GERTRUDE D. PETERKIN,
Secretary-Treasurer.

Editor

REPORT 1925-1926

Within the scope of a printed report it is difficult to present to the members of the Special Libraries Association the many problems which confront the editor of our magazine. It has been a year in which physical limitations have prevented the accomplishment of many important duties and a year in which numerous plans for the improvement of the magazine were forced aside by the pressure of other duties.

The current year, which covers the publication of ten issues, has been noteworthy for the presentation of three special numbers, the

* To September 30, 1926.

† Include money received from Illuminating Engineering Society to defray cost of printing Bibliography of Illumination and cost of mailing.

issue for October, 1925, covering the proceedings of the sixteenth annual conference, the issue for January, 1926, called the Chicago number, and the issue for June, 1926, called the California number.

The preparation of the proceedings number fell largely upon the shoulders of the writer and your editor suggests that in future this task be placed in the hands of a special committee, leaving to the editor only the final examination of the material.

The Chicago number was prepared through the assistance of the Illinois Chapter, notably Mrs. Jennie Lee Schram and Miss Pyrrha B. Sheffield, and the demand for copies has been so great that the edition is exhausted.

The June issue, devoted to California, was prepared in co-operation with the Special Libraries Association of San Francisco and the Special Libraries Association of Southern California. The material was placed in the hands of Mr. Rolland A. Vandegrift, research director of the California Taxpayers' Association, who forwarded all the manuscript material to the editor for final preparation. Miss Margaret Hatch of San Francisco and Mr. Guy E. Marion of Los Angeles were of great assistance to Mr. Vandegrift in preparing copy and, in addition, Miss Josephine B. Hollingsworth of Los Angeles took charge of Pacific coast advertising.

The presentation of these three numbers placed a serious strain upon our allotted budget and as a result we were obliged to condense the various other numbers issued throughout the year. The several departments, with the exception of important news items, were cut to the minimum in the special issues and their space increased in the regular numbers.

The departments have continued to function as in the previous year, but in November we added a new department under the charge of Miss Margaret Reynolds, entitled "We Do This." This new feature elicited considerable response from our members and we believe has become an important part of the magazine. The death of Miss Margaret C. Wells, department editor in charge of "Personal Notes," was a serious loss to our editorial staff. Miss Wells had shown unusual willingness and always forwarded her material with commendable promptness.

During the year we gave considerable space to the affairs of our colleagues in Great Britain and presented in full several of the addresses at the Balliol conference.

The February issue had an unusual origin. Under the stress of official duties the editor found himself in a difficult emergency and thereupon sent personal letters to a selected group asking help at this particular juncture and requesting a brief summary of the problems faced by the particular librarian. The response was most gratifying and twenty pages of printed matter came from the press within a few weeks. It was an unusual example of support on the part of our special librarians.

Circumstances beyond the control of the editor forced the abandonment of the July issue.

The October issue, just off the press, is devoted to book reviews and for this purpose we have had fine co-operation on the part of our members. It is to be regretted that space forced us to lay aside a considerable number of book reviews prepared for this issue. In this connection I want to acknowledge the kindness of Mr. H. H. Norris of the Boston Elevated Railway, an associate editor, who has carried the entire burden of the current issue, thereby relieving the editor of this particular duty.

Our advertising has shown marked improvement and during the year we have carried advertising to the amount of \$1,433.50, and, in addition, outstanding signed contracts amounting in volume to \$380.00. This showing contrasts favorably with the previous year, but the advertising is not yet in sufficient quantity to warrant a complacent attitude toward the problem. It requires constant and energetic solicitation to maintain our advertising columns in proper proportion to reading matter. The special numbers carried considerable advertising, but we require a more even distribution of advertising throughout the year. We especially need a suitable representative in the city of New York where a large amount of advertising originates and, above all, we require adequate support on the part of our membership.

One of our serious defects is the lack of an annual index. The editor takes pleasure in reporting that Miss Charlotte G. Noyes, a former officer of our Association, is at present engaged in compiling an index covering the period from 1923 to date. We hope that this four-year index, supplementing the index covering the period 1910-1922, will be available at the close of the calendar year.

The editor desires to acknowledge the assistance rendered by the associate editors who

have each assumed a definite place in the supervision of departments and have been in constant correspondence with the editorial office. We have also received many letters from members and we have urged the various libraries to place the editor on the mailing list for publications issued under their auspices.

Through the year the editor has had friendly co-operation and support from President Handy. It has been a genuine pleasure to work with a man of Mr. Handy's type and to discuss frankly with him the various problems which confronted the magazine.

Again we have had real co-operation from

The H. W. Wilson Company and we put on record our courteous thanks to Mr. Halsey W. Wilson, Mr. Leon Henry and Mrs. Helen Stewart Mauk, who every month aided us in improving the magazine.

The editor relinquishes his task with considerable regret. He has found genuine pleasure in rebuilding the magazine, but the duties of his official position and his health forbid the continuance of the editorship. His interest in SPECIAL LIBRARIES is in no wise abated and he will continue to render such assistance as lies within his power.

HERBERT O. BRIGHAM,
Editor.

Group Reports

Advertising—Commercial —Industrial

At the Swampscott Conference the chairman, Mr. Mooney, appointed the following committees: Research: Miss Aikenhead; Publicity: Mrs. Schram; Membership: Miss Shields.

Miss Aikenhead prepared a questionnaire which was sent out to the members of the group. Three questions were asked and the results will be taken up in her report.

Mrs. Schram has filed with the secretary the notices for the convention which she sent out. They are exactly the sort of material which is useful in persuading the executive who is reluctant to let the librarian out of his sight.

The Membership Committee wrote each member of the group asking that names of prospects should be sent in. When these came letters were sent to them. About eight new members were added.

ETHEL A. SHIELDS,
Secretary.

Financial

After the Swampscott meeting mimeographed copies of the minutes and also of the admirable list, "Some Sources of Information on Stocks and Bonds," prepared by Miss Eleanor Cavanaugh, librarian of the Standard Statistics Company, were sent to all the members of the group.

The personnel of the Financial Group has changed somewhat. Those who knew Miss Margaret Wells, librarian of the American International Corporation, through her page in SPECIAL LIBRARIES, if not personally, were grieved to hear of her death. Mrs. Jeanne Foster has given up her position with Kuhn, Loeb and Company and we hear she is raising bees in Connecticut. Miss Ella Miller Genung, who twenty years ago established the

library of Speyer and Company, has retired. Her successor is Miss Marjorie Bohm.

The outstanding piece of constructive work for the year was the exhibit at the convention of the American Bankers Association at Atlantic City. The committee were Miss Gudrun Moe, librarian of the Bankers Trust Company, chairman; Miss Mary Hayes, librarian of the National City Bank; Miss Lydia Broomhall, librarian of the Irving Bank-Columbia Trust Company; Miss Eleanor Cavanaugh, librarian of the Standard Statistics Company; Miss Ethel Baxter, librarian of the American Bankers Association; Miss Marguerite Burnett, librarian of the Federal Reserve Bank of New York, and Miss Madeleine Schiedt, librarian of the Federal Reserve Bank of Philadelphia.

The exhibit had for its aim two things. One was to interest bankers in starting a library in their own institutions; the other was to acquaint bankers with books in their own field. A well-selected library was exhibited. The Dixie Book Shop furnished copies of their new list of business books. Short reading lists on bank cost, branch banking and investment trusts were distributed, as was a pamphlet on the bank library.

Posters were prominently displayed. Some of these read:

"Many banks in our large cities have found their libraries the short cut to added service. Why not let their experience influence you?"

"How to make a Library. Collect all the manuals, directories, handbooks, financial magazines and newspapers now to be found scattered throughout the several departments of your bank. Put them in the charge of a trained person, and see them produce Facts. You will get quick and accurate information where before you only guessed. Don't you want a Library?"

"Don't walk a mile for a fact—Ask your Librarian."

Photographic reproduction of these exhibits and of some other exhibits may be

found in SPECIAL LIBRARIES for November, 1925.

The Financial Group greets all the members of the Special Libraries Association and invites them to attend our meetings.

MARGARET REYNOLDS,
Chairman.

Newspaper

The Newspaper Group, the infant of the S.L.A. family, received a great inspiration from the conference last year at Swampscott, and the generous space and wide publicity received not only in SPECIAL LIBRARIES, but in *Editor and Publisher* and in *The Fourth Estate*, developed an interest nation-wide on which we hope to realize this week in Atlantic City and Philadelphia. A large correspondence resulted from the publications, not only from distant parts of this country, but one letter came from across the water in Italy.

The conference last year appointed four committees, on Ethics, Classification, Membership and Program. All have been at work, and we expect the result of some of that work at the session which begins this afternoon. The reports of two of these committees, Classification and Ethics, will form the subject for discussion at two of our sessions. The work of the program committee speaks for itself, in its plans for four sessions. For the next year we are planning for four additional committees, on Exhibits, Libraries, Methods, Registration.

Ten days after the Swampscott conference ended, the chairman of the membership committee had a letter on my desk with plans for work, and in a few weeks he sent in the names of eleven New York newspaper librarians as affiliated members. That means they paid a membership fee to affiliate with the Newspaper Group, but not the full membership fee to S.L.A. We hope it means that they are in the kindergarten class now, and will soon grow into fullfledged and paying members of S.L.A. At Christmas time the chairman of the Membership Committee prepared a Christmas greeting card which was sent to officers of the S.L.A. and of the local associations and groups, and to many managing editors, to spread the knowledge of the Newspaper Group. In January last the chairman of the Membership Committee arranged a dinner in New York for the newspaper librarians of that city, with an attendance of twenty-two men, and the present group chairman and the former group chairman, Mr. Kwapil of Philadelphia attending as guests. It was the first time that many of those men had met, and we are looking forward to results from that meeting in the near future.

In preparing for this conference the Newspaper Group sent out literature to three hundred and eighty-nine newspaper librarians and schools of journalism, and the special program went out to one hundred and seventy-five managing editors of newspapers. Of that list we had the names of one hundred and eighty-nine librarians, while the others went

addressed to the librarian of the newspaper named. The last issue of the *Special Libraries Directory* contains the names of thirty-nine newspaper librarians. We co-operated in this work with the Membership Committee of S.L.A., which defrayed the bill for postage.

The Newspaper Group has faced one difficulty in its work of reaching other librarians, and that is the absence of any printed list of S.L.A. members, so the Newspaper Group would like to urge upon S.L.A. the need of publishing as soon as possible, for the benefit of all, the membership list of S.L.A.

All the officers and members of S.L.A. have been strongly co-operative during the year, and for this fine spirit and valuable help the Newspaper Group expresses its gratitude.

WILLIAM ALCOTT,
Chairman.

Technology

The Technology Group chose "Sources of Information" as the theme for its work during the past year.

Two plans for bibliographies have been in operation. The chain method was used by the Chemistry and Public Utilities Committees. In these instances the first member compiled his list of sources and sent it on to the next member. This member made out his contribution in triplicate, sending one on to the next member, one copy to the chairman of the committee and kept the third copy.

Two other committees have compiled bibliographies—*Illuminating Engineering* and *Rubber*.

A subject division was made for these and one division assigned to each member of the committee.

Owing to an impending danger of too much specialization, the following changes in committee organization were made:

Committee on Metallurgy was merged with Chemistry.

Automotive Committee was changed to Transportation.

The following committees were dropped: Patents; Construction; General.

There has been an increase in membership—due chiefly to the efforts of Miss Alma Mitchell of Public Utilities Committee and Miss Elsie Garvin of the Chemistry Committee.

Two exhibits at outside conventions were held under the auspices of the Technology Group. One at Convention of American Gas Association in autumn of 1925 planned by Miss Alma Mitchell. The other at Illinois Products Exposition planned by the Chicago local group with Miss Sheffield and Mrs. Schram in charge.

The chairman of the group called a meeting of all committee chairmen in New York City on August 23.

The response was most gratifying and afforded a means for discussing the progress of the past year and to complete convention plans.

ROSE VORMELKER,
Secretary.

British Special Libraries

IT IS to be regretted that crowded columns prevent a lengthy report concerning the third conference of the Association of Special Libraries and Information Bureaux held at Balliol.

The members were warmly welcomed by the Master of Balliol and then Viscount Burnham in a brief address referred to the early days at Balliol College and the spirit of toleration which pervaded that institution. Speaking concerning the breadth of knowledge, he referred to the association as an information exchange working in close collaboration with the scientific, technical and trade press, and as science and learning knew no national bounds, so internationalism was at once the secret and necessity of all advancement in original research and practical discovery. He believed that the association should develop the pooling of knowledge and the interchange of ideas.

Mr. G. F. Barwick, late Keeper of Printed Books at the British Museum, and editor of the new Directory, discussed the compilation and stated that nearly five thousand questionnaires had been sent throughout the United Kingdom and that many satisfactory replies had been received. He noted that collections in London were notably reinforced by those in the provinces. He discussed the arrangement of the material and added that the *Directory* was not confined to registering collections, but would include institutions other than museums and libraries where information and even practical help might be obtained. The publication of the *Directory* would, in his opinion, leave ample work for the association to collect current information, to register the collections which had been missed and to outline new ones.

Mr. A. B. Hyslop, treasurer of the Carnegie United Kingdom Trust, discussed the "Outlier" Policy of the Trust. In an interesting address he stated that as early as 1914 grants had been made to special libraries, but in 1915 the Central Library for Students was established to meet the needs of highly specialized readers. The collection has since become a national reserve pool for the whole public library service of the country. These two undertakings, the grants to special libraries and the support of the Central Library, have gradually converged. This developed

the so-called "Outlier" Policy under which specialist libraries receiving grants were asked to lend the contents of their collections through the Central Library for Students to readers in all parts of the country. While certain difficulties were confronted, notably the period of time during which an "outlier" was under obligation to continue its arrangement with the Central Library in return for the Trust grant. This matter will be taken under consideration at a special "Outlier" conference in November.

Licut.-Colonel Luxmoore Newcombe, librarian of University College, London, took for his subject "Intercommunication Between Special Libraries," showing the possible ways in which innumerable special libraries scattered over a large area might keep in touch with one another and also help each other by the interchange of information or material. He showed the methods that could be followed and stated that there were two organizations which would co-operate in this matter, the A.S.L.I.B. and the Central Library for Students. He also referred to the work of the Joint Standing Committee on Library Co-operation which established an inquiry office for the tracing of books and periodicals. He noted the existence of kindred bodies, such as the Association of Assistant Librarians, the Museums Association and the Bibliographical Society. He discussed the value of a central building to house these activities which will become a great national clearing-house of bibliographical information.

The conference divided itself into sections for the Saturday session. In section one Mr. W. Barbour, chairman, presented a paper by Mr. J. Kaiser of the Engineering Society's Library, New York, on "Systematic Indexing." Mr. Kaiser noted the strong points and weaknesses of systems of indexing and discussed the general principles of classification.

Mr. H. Rottenburg delivered a paper entitled "Some New Devices Useful in Indexing"

In section two Professor J. F. Hudson of Huddersfield Technical College discussed "The Distribution of Technical Literature."

In section three Mr. W. A. Cooke, president of the Business Research Association of Great Britain, spoke upon "Research as an Aid to Business Management." He noted the newness of the term "Business Research" in

Great Britain and stated that big businesses must be enabled to know basic facts. He outlined the methods of obtaining information and showed the need of the employment of either an individual or the creation of a department or the employment of an outside agent for the purpose of obtaining the essential facts. In conclusion he stated it was difficult to convince business men that scientific methods, apart from technical industrial research, have application to the practical conduct of affairs.

Mr. W. C. Berwick Sayers, chief librarian, Croydon Public Libraries, spoke on "Systems of Classification, with Particular Reference to Those Used in Special Libraries," not only showing the development of classification, but its absolute necessity in visualizing subjects. He considers a knowledge of classification the basis of all library work, general or special.

Dr. S. S. Pickles, chairman, Library and Information Bureau Committee, Research Association of British Rubber and Tyre Manufacturers, considered the question of "The Transformation of Files of Data into an Active Service" and discussed the great usefulness of the Library and Information Bureau in connection with the rubber industry. He stated that one of the greatest problems was the inclusion of references to the older literature and added that it was hoped to publish fortnightly a summary of commercial intelligence.

Mr. R. Borlase Matthews also discussed "Information Bureaux and the Compilation of Data for Forecasting." He showed the difference between a special library and an information bureau and the necessity for co-operation between the two groups. He also showed the necessity for up-to-dateness and the opportunity for initiative efforts. He stated: "Scientific writing of three months ago might be interesting, but to the research worker or the sales manager who is anxious to put his wares in the forefront of all markets they were of little use. He wanted his facts to be authoritative and new."

Mr. Harold E. Potts, chairman of convocation, University of Liverpool, spoke upon the subject "Instruction in Bibliographical Technique for University Students." He stated that the universities must be turning out hundreds of graduates who have never realized that problems could be solved with the help of books. He showed the faults of the present method of teaching and the relation between textbook and lectures.

Dr. De Vos Van Steenwijk, assistant chief of the Section of Scientific Relations of the Paris Institute, opened the session on Sunday with a paper on "The League of Nations and the Work of the International Institute of Intellectual Co-operation." He said that the Institute acted as the permanent bureau of the International Commission of Intellectual Co-operation and its work consisted primarily in preparing reports on specific matters already approved by the commission. The Institute also has authority to promote investigations on its own account, but all such investigations must be endorsed by the commission. He stated that recently the organization had sent out a circular to over two thousand libraries throughout the world inquiring about the best collections on specialized scientific subjects and how far each library was able and willing to answer inquiries of a bibliographical nature. It is expected that a summary of these replies will be published shortly. It is felt, he stated, that the Institute might fill a useful role by acting as a clearing-house for the distribution of information having an international character.

Mr. W. H. Dawson of the Universities Bureau of the British Empire presented a paper on "A University Research Intelligence Service."

At the final session Mr. P. K. Turner, Research Department, Burndept Wireless, Ltd., presented a paper on "International Language, in Relation to Abstracting and Information Bureaux." He stated that the language difficulty was a serious hindrance to the dissemination of information and that an artificial language offered the best prospect of fulfilling the requirements. In his opinion, original Esperanto was in much greater use than any of its rivals. He had no knowledge concerning the number of users of the language, but that there were over four thousand books in Esperanto and more than ninety periodicals. The U.E.A., an international organization, had about ten thousand members. He believes that the use of Esperanto would be of advantage to members of A.S.L.I.B.

In the absence of Mr. J. F. Pearce, Dr. R. S. Hutton read Mr. Pearce's paper on "A National Intelligence Service." He stated that the idea was by no means new and that in a discussion at a previous conference on Dr. Mitchell's address on the "World List of Scientific Periodicals," a central scientific library had been suggested. He noted the part which A.S.L.I.B. would play in acting as an inter-

mediary for inquirers, but added that the association would have no place in bringing together people engaged in the same branch of activity, but that the association provided a meeting place for people in different spheres of activity who had sometimes similar problems to face and it could act as a central agency undertaking such duties as might be referred to it for economic or national reasons. This would include the completion of the *Directory* already in progress and the formulation of a definite policy in regard to abstracting, thereby preventing the overlapping

of effort. It could recommend suitable systems of classification, indexing and filing. It could act as a central body for the acquisition of foreign literature. It might formulate approved registers of experts in various branches of knowledge. It might also formulate a register of approved translators for particular languages in order to co-ordinate the demands of various institutions for foreign translations, and also act as a clearing-house for back numbers of technical periodicals and, in conclusion, it could co-operate with the great organs of distribution of information, namely, the press.

Associations

Boston

Members of the Special Libraries Association of Boston dined together at the French Restaurant on Franklin Street on October 26, and then went to the Administration Library of the Boston School Committee at 15 Beacon Street for their monthly meeting, the attendance at the latter place being about sixty. There was opportunity to inspect the Administration Library, which was established three years ago to serve the officers of the Boston school system and the teachers in the public schools. Miss Elizabeth Burrage is librarian, and before the meeting began she briefly explained its scope and purpose. Miss Margaret Withington presided.

Reports of committees showed that all of them were organized and functioning. The Education Committee reported three applicants for library training classes. The Methods Committee reported organization for the year and a task assigned to each member. The Membership Committee reported eight new members. The Registration Committee reported two positions filled, and forty-four registrations for places since the new year.

It was voted to issue a new printed list of members, and to include in it corrections and additions of the list of special libraries in Boston.

The subject of the evening was "Library Conferences and Events at Atlantic City and Philadelphia." Frank H. Chase, reference librarian of the Boston Public Library, who, as an associate of Charles F. D. Belden, director of the Boston Public and president of A.L.A. in its 50th anniversary year, had unusual op-

portunity to see behind the scenes both before and during the conference, spoke on "High-Lights of the A.L.A.," and his description of them was a brilliant thing in itself. William Alcott, librarian of the *Boston Globe* reported the transactions of Special Libraries Association, and emphasized the proposition put forth by President Handy for an International Information Service, as one of the two outstanding events of the conference, while the other was the report of the committee on a training course for special librarians, presented by Miss Rebecca B. Rankin of the New York Municipal Research Library. Mrs. Frances R. Coc and Miss Ethel M. Turner, both of the State Library, reported some impressions of the Sesqui at Philadelphia.

Illinois

The Illinois Chapter held its first fall meeting on the evening of September 20 at 6 North Michigan Avenue and the members, after dining together, held a brief business session. The president appointed the following persons as chairman of various committees: Miss Marion Reynolds, chairman of the Membership Committee; Miss Ruth Petersen, chairman of the Program Committee; Miss Carrie Jones, chairman of the Committee on Union List of Periodicals in Chicago Special Libraries; Miss Frances Cowan, chairman of the Committee on Union List of Resources in Chicago Special Libraries. It was also voted that the secretary handle publicity matters for the Chapter in lieu of the appointment of a Publicity Committee. It was also voted that the refund of dues paid to the Illinois Chapter by the national association should be

turned over to the publicity fund. Copies of the first annual report of the Chapter in booklet form were distributed by the president. During the coming year the Chapter will undertake as its special work a survey of Chicago special libraries to be compiled by means of the questionnaire system. The report of the survey will cover lists of periodicals contained in the libraries, special directories, files, etc. The purpose of the survey is to bring together in one outline the special resources of Chicago libraries in order to facilitate securing information along specific lines.

New York

The New York Special Libraries Association held its first meeting of the current year on October 19, 1926. Miss Mary Louise Alexander, the newly elected president of the association, greeted the members and guests, numbering nearly one hundred and twenty-five. At a short business session the report of the treasurer was read and committee reports for the Hospitality, Employment, Book Review and Membership committees were submitted.

The chief topic of this meeting was "The Resources and Methods of Operation of the New York Public Library System."

Mr. Hopper, chief of circulation of the New York Public Library, outlined the work of the various departments and their service to special librarians, in a very interesting manner, pointing out that the New York Public Library was the easiest of all great libraries to use. The departments touched upon in his talk were the Reference Division, the Economics Division, the Science Division, the Patent Collection, the Collection of Drama, the Art Division, the Current Periodical Division, the Central Circulation Department, the Interbranch Loan Division, and the Circulating Picture Collection. Mention was made that discarded material from other libraries is always accepted and sometimes exchanges are made.

After Mr. Hopper's talk, Miss Ulrich of the Current Periodical Division gave the details of the work in that department as did Miss Miller of the Economics Division, Miss Johnston of Central Circulation and Miss Bunting of the Interbranch Loan Division.

Following these discussions, Miss Bradley, chairman of the Book Review Committee, asked for suggestions as to the kind of books the members want reviewed each month. At this meeting comments were made on the follow-

ing: "Profit Sharing." Gordon James and others; "Employee Stock Ownership Plans in the U.S." Foerster and Dietels; "Business and the Church." Jerome Davis; "Survey of Industrial Relations," Great Britain. Department of Industry and Trade of the Parliamentary Committee.

Miss Bradley announced that there will be a book exhibit at the November meeting arranged through the courtesy of Mr. Leder of Putnam's.

* * *

Prior to the October meeting of the association, Miss Mary Louise Alexander, president of the association, issued a president's message which is a model of its kind. In her message Miss Alexander suggested that in the past they had held many meetings of a general character, but in the future she suggested that more attention be devoted to "shop talk." It is hoped to build the meetings around sources of information which many know, but some may not be using to the fullest extent. Tentative plans include the following meetings: October meeting relating to the Public Library, reference to which is made in another column; November meeting to be devoted to trade associations with a speaker selected from a well known association to discuss the organization and functions of associations. Later meetings will be devoted to magazines, to government documents and to statistical and economic services. Outside speakers and members of the association will take part in these various meetings. Miss Alexander also referred to the work of the various committees, noting the good work of the Employment Committee under Miss Rankin, the development of the Membership under Miss Wray, the Book Review Committee under the leadership of Miss Bradley and the Hospitality Committee in charge of Miss Burnett. The president also noted the necessity of a reclassification of groups in order that the various groups would have more coherence.

San Francisco

The Special Libraries Association of San Francisco held its regular monthly luncheon meeting on Tuesday, September 21. Mr. Mark H. Gates, secretary of the San Francisco Bureau of Governmental Research, spoke on "Functions of Our City Government." Organization charts of the city were furnished in order that those in attendance could more closely follow the speaker. The attendance, which was the largest of any meeting this year,

was an indication of the interest the members took in the subject discussed. Many questions were asked of Mr. Gates at the conclusion of his talk.

The San Francisco Association is co-operating with national headquarters in an effort to have the business libraries in the local association, not represented in the National Association, take out a membership in the parent body.

The regular monthly meeting of the Special Libraries Association of San Francisco was held on October 19.

Mr. W. O. Nash of the United States Bureau of Foreign and Domestic Commerce, addressed the association. Mr. Nash talked on the functions of the bureau and described in a very entertaining manner the various services offered by his section of the Department of Commerce. The information available to the business librarian was brought out and many interesting points were discussed.

The various speakers who have appeared before the association during the year always bring an important message. The subjects discussed increase the field of knowledge of the members and assists them in finding new

sources from which to gather the information requested of them.

SURVEY OF ECONOMIC DATA PUBLISHED

The California Development Association, which is the State Chamber of Commerce, through its Research Department, will publish during October a catalog listing every source of economic information regarding California and stating the facilities, objectives and specific data collected by nearly two hundred heretofore isolated, individual agencies.

This report is a first step in the co-ordination work of the California Economic Research Council. The Secretary of the Council is charged with preparing and maintaining a centralized file of information on the fact finding projects and data available from the many branches of federal, state, university, trade, commercial corporation, bank and private organizations.

The previous lack of any centralized clearing house, or catalog of information on the proper sources of these business facts, has led to chaotic duplications, inefficiency and wastes of time, money and effort, a situation which this report and central filing point will greatly improve.

Among the Business Books

A GAIN we present to our readers a few book reviews prepared by members of the Association. Originally assigned to the October issue, crowded columns forced many of the reviews into this number. As space permits we will again review books of interest to special librarians.

SECRETST, HORACE. *The Widening Retail Market and Consumers' Buying Habits*. Shaw. Chicago. 1926.

Dr. Secretst has prepared in connection with the Bureau of Business Research of Northwestern University this interesting study which was compiled in co-operation with a group of students and instructors in a number of universities in the United States. The writer has studied with considerable care various retail market problems, such as the buying habits, the development of the trading area with the overlapping of trade activity. He has devised methods for measuring the extent of the retail market for certain classes of goods and has presented a concept of the market and its definition by leading political economists. A copious appendix analyzes the trading centers for clothing and furnishings as reported by various students at the universities.

HIGHTON, ALBERT H. *Practical Proofreading*. United Typothetae of America. Chicago. 1926.

This useful volume, issued as one of the standard text-books on printing, would be a valuable tool in any library. The relation of the librarian to print and the continuous production of library and company periodicals in various forms require an intimate knowledge of proofreading on the part of the librarian. The book covers all phases of the subject and, in addition to proofreading, shows the handling of copy, preparation, questions of English, copyright and postal regulations and a glossary of proofreaders' terms. The volume also contains an extremely valuable list of different kinds of paper and paper terminology, also foreign phrases occasionally noted by a proofreader.

BRUERE, HENRY AND LAZARUS, ARTHUR. *Applied Budgeting*. Shaw. Chicago. 1926.

In these modern days of specialization budget procedure is frequently divided into various groups of industries. This volume, apparently the first in a series, originated in connection with the Policyholders Service Bureau of the Metropolitan Life Insurance Company and the book should have a wide appeal to executives in the specific industries considered. The volume includes budgeting for railroads and for banks, for the department store, the hotel and the newspaper and for various industries, including petroleum, metal-working, canning, garment-making and the manufacture of ice cream; also budgeting for contracting and construction companies. With this diverse selection of budget information the volume will be found a useful source book to many students of management.

MCCANN, CAPT. E. ARMITAGE *Ship Model Making*. Henley. 1926

A volume not strictly a business book, but which concerns a subject much in vogue at the present time, comes from the hands of Capt. McCann, Master Mariner, also called Marine Consultant. To one interested in the sea, the book is a revelation in ship designs and should have a wide appeal to those persons who are collecting with avidity ship models and nautical literature.

ROWELL, G. P. *Forty Years on Advertising Agent*. Franklin. Philadelphia. 1926.

Here is a reprint of an advertising classic; a chatty history of personalities and events from 1865 to 1905. It is important because it is one of the few records of the beginnings of advertising in this country.—M.L.A.

SNOW, A. J. *Psychology in Personal Selling*. Shaw. Chicago. 1926.

Psychology in business is a comparatively new phase in business books. Mr. Snow, a consulting industrial psychologist in Chicago, in his new volume entitled *Psychology in Personal Selling*, enlarges the thesis which he propounded in his previous book entitled *Psychology in Business Relations* and analyzes the mind of the customer and the motivation which causes him to make a purchase. He also analyzes the salesman and interprets the sale. The concluding section devotes two chapters to the selection and training of salesmen.

TOSDAL, H. R. *Principles of Personal Selling*. Shaw. Chicago. 1925.

Mr. Tosdal's volume is another Harvard University "case book," all of which are valuable reference tools.—M.L.A.

BENNER, CLAUDE L. *The Federal Intermediate Credit System*. Macmillan. New York. 1926.

This volume is one of the publications of the Institute of Economics (Washington, D.C.) and Dr. H. C. Moulton, the director, states in the preface that it attempts to portray the economic and political situation that gave rise to the Agricultural Credits Act of 1923 and to appraise the value of the new institutions created by this legislation.—M.G.L.

BENTON, ALVA H. *An Introduction to the Marketing of Farm Products*. Shaw. Chicago. 1926.

The purpose of this book is stated as an attempt to give the student, the farmer, and the interested business man a definite and clear picture of what marketing is and how agricultural products are marketed both under the old established private marketing system and under the newer producers' co-operative marketing organizations. Separate chapters are devoted to the marketing of the most important agricultural products of the United States and legislation relating to marketing is reviewed.—M.G.L.

FRY, C. LUTHER. *American Villagers*. Doran. New York. 1926.

The discontent of rural populations at the present time is a well-known fact and it is recognized among sociologists that it may be as serious a menace to the peace and prosperity of the nation as is the discontent of industrial wage earners. As a contribution toward the solution of the rural problem in the United States, the Institute of Social and Religious Research has made a field study of the economic, social, and religious conditions in one hundred and forty agricultural villages. The data collected will appear later. The present volume consists of an analytical study of the more important published and unpublished data relating to villages found in the files of the Census Bureau and elsewhere.—M.G.L.

MCMURRY, KARL F. AND McNALL, PRESTON E. *Farm Accounting; Principles and Problems*. Shaw. Chicago. 1926.

The farmer needs to understand accounting methods in order to know what crops or classes of live stock pay best, or what methods of farming are most desirable. The increased

competition between farms owning to improved transportation and storage reduces the margin of profit and makes accounting necessary, as does also the Federal income tax law. This book provides a practical explanation of actual methods of keeping farm accounts, including specimen exhibits, as well as a discussion of the principles involved.—

M.G.L.

MEARS, E. G. *Principles and Practice of Cooperative Marketing.* Ginn & Co. Boston. 1926.

The source material used in this book is primarily the by-laws, contracts, house organs, and reports of several hundred co-operative associations. The book undertakes to interpret the significant problems in co-operative marketing with "emphasis on co-operative enterprise in the light of accepted knowledge derived from business organization and administration" The author believes and argues ably that agricultural co-operation is the striking development in the rural life of the present century. He devotes the two concluding chapters to an appraisal and summary of this significant movement.—M.G.L.

VIDAL, P. DE LA BLACKE. *Principles of Human Geography.* Holt. New York. 1926.

The translation of this volume will undoubtedly be cordially welcomed by sociologists and economists. The editor thinks that "the most novel element of the author's work is not so much the astonishing erudition or the wealth of examples from a great variety of countries as the way in which the historical point of view penetrates, dominates and inspires the examination, classification and explanation of all the facts. . . The author's manner of explaining and commenting upon the commonest events of life, such as way of living, or living together, means of sustenance, transportation or exchange gives the impression of an intellect which has succeeded in placing itself outside humanity, as it were, in order to estimate and to appreciate its achievements. This lofty, historical preoccupation, does not prevent the geographical point of view from dominating the study of every topic."—M.G.L.

COLLINS, CHARLES W. *The Branch Banking Question.* Macmillan. New York. 1926.

This small volume gives in compact form the general background and history of the branch banking question. One chapter is devoted to conditions in California where a determined stand has been made by a group of bankers in behalf of state-wide branch bank-

ing. Another chapter discusses the McFadden national bank bill, a section of which deals with the question in relation to the Federal reserve system. The wide discussion provoked by this bill, which will come up again before the next session of Congress, makes the present volume very timely. It is a useful summary of the subject, although it gives no original figures or analyses such as appear in the Congressional hearings on the bill. The author does not take sides but states the main arguments pro and con on branch banking. Presumably, the reader, after reviewing the information as to the growth of the system in the United States, its legal status in the various states, and the official regulations and rulings, will be able to form his own opinion on this controversial subject.—M.B.

GUTHMANN, H. G. *The Analysis of Financial Statements.* Prentice-Hall. New York. 1925.

While the practical bank credit man is apt to think that no book on the analysis of financial statements is sufficiently detailed to provide a complete working guide, yet he will expect to find in the library a few books on the general theory and the prevailing practice. This book first outlines the principles of statement analysis and then follows with numerous specific examples. As the author brings to his subject "the trained mind of a professor and the professional skill of a C.P.A., the result is a well organized, thorough, clear, and interesting presentation of the subject of statement analysis, which should prove of some value to even the most experienced analyst."—M.B.

HERRICK, CLAY. *Trust Departments in Banks and Trust Companies.* McGraw-Hill. New York. 1925.

Strangely enough, there are still some financial subjects upon which little has been written and the "trust department" is one of them. Clay Herrick is a recognized authority on trust problems, and his contribution to the meagre literature on the topic will be especially appreciated. The volume is reported as in great demand in libraries that have already purchased it, and this active circulation is a good indication of its practical value.—M.B.

HOGGSON, NOBLE FOSTER. *Banking Through the Ages.* Dodd, Mead. New York. 1926.

This volume is obviously meant to be read for pleasure. Its attractive binding, typography, and illustrations belong usually to another type of book. The author believes that

banking in the modern world "has assumed a significance far beyond what could have been anticipated in any period during the early history of civilization," and he proceeds to fashion an absorbing narrative of its development. As Willis Booth says in the introduction, "The history is replete with intense human interest, with colorful detail, with stirring drama. . ." The book deals with significant history "told with the vision of a poet." It is a book that will be used in the banking library, not so much for reference purposes as a "bait" to the newcomer or the skeptic who thinks that a book on banking must needs be dull reading.—M.B.

NOYES, ALEXANDER D. *The War Period of American Finance, 1908-1925*. Putnams. New York. 1926

Mr. Noyes' well-known work, *Forty Years of American Finance*, has long called for a revision or the addition of supplementary chapters, and this volume is an outcome of making that attempt. In order to obtain proper perspective for the actual war period, Mr. Noyes begins with the year 1908 and thus furnishes a continuous financial record in his two books. The chapter headings, "On the Eve of the War," "The United States Enters the War," "Mobilization of American Industry," and "The Crisis of 1920," and "In the Reconstruction Period," indicate the plan of the book. It is useful as a record of facts and events and is also a clear, readable narrative by one of the most experienced financial writers in the country. His analysis is not always profound, but he gives the reader an "accurate sense of proportion." In short, this is a book that will be welcome in financial libraries, both for reference and reading purposes.—M.B.

SCOTT, HERBERT. *English, French, and German Banking Terms, Phrases and Correspondence Arranged in Parallel Dictionary Form*. Bankers Publishing Co. New York 1926.

This book will be especially useful to the correspondent who is given the task of writing a foreign letter that will not only be grammatically correct, but will contain those idiomatic expressions that the recipient in the foreign country expects. The banking terms are arranged alphabetically under the English form and in parallel columns are given the French and German equivalents. Whole sentences are quoted to illustrate the exact use of the word or phrase, and in many cases a complete letter

of several sentences is given. The appendix lists principal French banking and financial abbreviations, and it includes a French-English vocabulary, a German-English vocabulary, and indexes to the French and German expressions in the first part of the book. The indexes facilitate the use of the book as a dictionary, since the body of the book is arranged under the English banking terms.—M.B.

SPAHR, WALTER E. *The Clearing and Collection of Checks*. Bankers Publishing Co. New York. 1926.

A book has been needed that would give a history of check clearing in the United States, and this is a comprehensive treatment of the subject that will be welcomed, both by students and librarians. One particular phase, par collection, has, since the formation of the Federal reserve system, aroused almost continuous controversy, and a considerable portion of the book is, therefore, devoted to this question and to the organization of the Federal reserve system for handling clearings and collections. The book is well supplied with foot-note references, but it is to be regretted that it includes no bibliography, as there is a considerable body of periodical literature on the subject. The mass of detail that is included makes the book a valuable reference work.—M.B.

WILLIS, H PARKER AND STEINER, W. H. *Federal Reserve Banking Practice*. Appleton. New York. 1926.

A new approach to a study of the Federal reserve system is accomplished in this book which emphasizes the methods of operation of the system rather than the general services performed. It will be especially useful for bankers but also of interest to business men who desire to be better informed as to the greater financing facilities that have been made available by the establishment of the Federal reserve system. The authors give careful attention to the historical background of present Federal reserve practice, and, for example, summarize the developments of the par collection question. The financing of agriculture is given extended discussion which should correct the impression that the Federal reserve system favors commercial interests above agricultural. Both authors were at one time attached to the Federal Reserve Board and, therefore, speak with authority.—M.B.

NOTE.—Initials appended to book reviews: M.L.A. May Louise Alexander, M.B. Marguerite Burnett, M.G.L. Mary G. Lacey.

Events and Publications

Rebecca B. Rankin, Department Editor.

The Research Department of the Amalgamated Clothing Workers of America issued in September a bibliography of articles, books and source material on the association.

Mr. Charles Frankenberger has issued a pamphlet entitled "Medical Periodicals from the Library Standpoint" reprinted from the *Journal of the American Medical Association*, August 21, 1926. Our readers will recall an article of interest on "How to Consult Medical Literature" by the same author which appeared in the May issue of SPECIAL LIBRARIES.

Miss Laura A. Thompson, librarian, United States Department of Labor, has recently prepared a bibliography on "Labor Banks in the United States." This document was originally printed in the September issue of the *Monthly Labor Review*, but is also issued in separate form.

Miss Elizabeth Cullen, reference librarian, Bureau of Railway Economics, has compiled the latest edition of the "American Railway Accounting," a continuation of bibliography in railway accounting procedure, 1926 edition. This bibliography, which also appears in the 1927 edition of *Railway Accounting Procedure*, is published through the co-operation of various large corporations specializing in economics and statistics. Copies may be obtained from the Railway Accounting Officers Association, 1116 Woodward Bldg., Washington, D.C.

The Library of the National Safety Council of Chicago took part in the fifteenth annual

safety exhibit at Detroit, Michigan, occupying four booths in a most conspicuous place near the entrance lobby of the exhibit floor of the Book-Cadillac Hotel. The library was represented by Miss Mary B. Day and Miss Mary M. Wells. A unique feature of the display was a group of foreign safety posters from various parts of the world.

The *Stone & Webster Journal* for October, 1926, contains an article on "Confessions of an Esperantist," by George W. Lee, the librarian of Stone & Webster.

A Bibliography on Thrift may be had upon requests to the compiler, Miss Ethel L. Baxter, librarian of the American Bankers' Association, New York City.

One of the recent lists from the Bureau of Agricultural Economics is one on *Factors Affecting Prices*.

Printers' Ink Monthly, June, 1926 carries an article by Henry B. Northrup, "The Value of Research in Sales Management."

"Our Dependence on Research" is printed in the *Detroit* for May 31 and June 7. It presents Professor E. A. White's view of the importance of the university research laboratory to the manufacturing interests.

The American Bankers Association has begun the publication of a *Legal Service Bulletin* which is issued from the office of the general counsel. Vol. 1 is dated April 20, 1926. Apply to the American Bankers Association, 110 East 42d St., New York City.

Pages 345-348 deleted, advertising.