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Special Libraries, July-August 1930

Special Libraries Association

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SPECIAL LIBRARIES

Vol. 21

July-August, 1930

No. 6

SAN FRANCISCO IN RETROSPECT

The Industrial West

President Alcott's Address

Committee Reports

Convention Notes

British Library Conference

September 19-22, 1930

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Special Libraries

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 Toronto Transportation Commission, Toronto

*New members joined since last issue of *Special Libraries*.

Special Libraries

Vol. 21

JULY-AUGUST, 1930

No. 6

We print as the leading article the address of President Alcott who not only reviewed the events of the preceding year, but also took the opportunity to note the accomplishments which have occurred during the life of the Association. We also present as a prominent article the comprehensive address on the Industrial West by Mr. F. T. Letchfield of the Wells Fargo Bank, San Francisco.

President's Address

By William Alcott, Librarian, The Boston Globe

SINCE last we met as an association, we have been called upon to mourn the loss of our most distinguished member, John Cotton Dana, librarian of the Newark Free Public Library, the founder of Special Libraries Association, and for the first two years its president.

More clearly than any other man of his time, Mr. Dana saw the meaning of the new movement in the library world, and he saw also the need of an association of those engaged in this new and special library field, and through his leadership Special Libraries Association was organized twenty-one years ago. Throughout our history, Mr. Dana has been a staunch friend of special libraries and of their association, and he will be missed indeed. At the first meeting of the executive board following his death on July 21, 1929, resolutions were adopted and spread upon our records.

Last month a bronze tablet was erected in his memory in the Newark Public Library, containing these sentiments, which will find an echo in the hearts of all members of our association:

"Lover of books and beautiful things, helper of men, he based idealism on common sense and joined loveliness with utility. He blazed intellectual trails in culture, education and industry."

John Cotton Dana, idealist and pragmatist, in his ideal of American art, expressed a view which we as members should hold toward S. L. A., when he said:

"First, we must get it; then we must study it; next we must criticise it, adversely where we feel compelled; and finally, we must praise it where we can."

Members of this association will long hold John Cotton Dana in grateful remembrance.

* * * *

Today we reach a new milestone in the progress of Special Libraries Association. This is our freedom birthday. Today we attain our majority, we complete 21 years of history, and I invite your attention to a brief review of the association through the wonderful years of world history, and to a look forward to the next things.

Conceived in the brilliant mind of Mr. Dana, Special Libraries Association was born at a conference of the American Library Association, meeting in its 33rd year, in the White Mountains of New Hampshire. From those peaks one may look across the landscape to the waters of the Atlantic Ocean.

Today we have crossed the continent to the Pacific Ocean to celebrate twenty-one years of achievement, and to review the results of the past year.

John Cotton Dana did not create the special library, but he did bring a new type of library into the organized library movement, a type of library distinctively different from that with which library-minded people of the time were familiar. The special library had already developed, and was performing its part in the world of art, science and business, without an organized association.

In organizing the little group of men and women who met at Bretton Woods on July 2, 1909, and were interested in this new field of library work, there was a discussion as to the form which the new association should assume. Should it be a wholly separate entity, or should it be a part or section of the existing library body, the American Library Association? That was the chief question. The former plan was favored, and in 1911, at a meeting of A. L. A. in Pasadena, California, the council of A. L. A. formally approved affiliation. That arrangement has since continued, and under its terms we are required to meet once in three years with A. L. A. and to pay each year to that body a per capita tax of ten cents for each of our members who is not a member of A. L. A. Last January, under this arrangement, the check of S. L. A. went from our treasurer into the treasury of A. L. A.

For these twenty-one years the two associations have lived side by side, each doing its own work. The newer association in its special field attained a growth in its first twenty-one years somewhat larger than the older association did in its first twenty-one years, while during the past twenty-

one years contemporary with ours, the older association has grown more rapidly than ever before. The development of the special library field has been the task of this association. To this purpose it has devoted much time, much effort, and all the money it could procure. A vast amount of unpaid volunteer work has been done in the past and is being done in the present, and without this generous help we could hardly exist.

One of the earliest declarations of policy of Special Libraries Association was that as an association we would not undertake to do work which others were already doing, and to this policy we have steadily adhered.

Within the past year a situation arose which seemed inimical to the interests of S. L. A., and at the request of the executive board your president went to Chicago and discussed the matter with the council of A. L. A. As a result the council adopted a report which declared illegal the election of officers of the section complained of.

* * * *

Last September, S. L. A. was represented at the annual conference of the Association of Special Libraries and Information Bureaux in Cambridge, England, by Miss Isabel Towner, who brought the greetings of S. L. A.

Reports from local associations and chapters tell of a year of helpful meetings and attendance uniformly larger than usual. The executive board has consistently aimed to develop closer relations with them. The board attended meetings of the two local associations in Boston and New York, and two members attended meetings of the Special Libraries Council of Philadelphia. The president attended meetings of Illinois and Cleveland Chapters, and Miss Rankin, a former president, attended the organization meeting of Baltimore Chapter as the representative of the executive board. Baltimore, Illinois and Cincinnati Chapters have applied for affiliation and the applications have been granted. Cleveland Chapter carried through successfully a regional union meeting to which Illinois, Pittsburgh and Cincinnati

Chapters were invited. Special Libraries Association of Boston has revised its constitution and changed its name to Boston Chapter, S. L. A.

There is still need for closer coordination of the work of the separate chapters. The work of one chapter and its accomplishments should be of help and interest to others. There is need for a deeper consciousness that as special librarians working in our own spheres we are also a part of a nationwide association seeking to promote the interests of special libraries and special librarians everywhere.

* * * *

Good reports come from the groups. The Newspaper Group has carried on a campaign for new members through a large part of the year. The Museum Group, learning that few of its members would be able to attend the conference in San Francisco, arranged with the approval of the executive board to meet this year with the American Museum Association in Buffalo, and to send reports of the meeting to this conference.

* * * *

Committee work has been active and of conspicuous progress. The committee on classification, Miss Louis Keller, chairman; the committee on membership, Miss Florence Bradley, chairman; and the committee on publications, Miss Linda H. Morley, chairman, have had unusually good results. The work of the committee on classification has grown into a department in our magazine. Membership has increased twelve per cent in the year. The publications committee studied and passed upon a large amount of literary material.

* * * *

Although a substantial gain in membership was made during the year, there is lack of contact between associate membership and the national body. Active and institutional members maintain contact through the magazine, which most associate members never or rarely see. To meet this situation the secretary has suggested the publication of a little leaflet, possibly of four pages, to fit into an ordi-

nary business envelope, which might be sent four times a year or oftener to all associate members, telling them the news of the national association and of chapters, groups and committees. I recommend that the executive board consider the subject.

* * * *

The association has long been under obligation to Mr. Herbert O. Brigham for his splendid service in the position of editor of the magazine, "Special Libraries." I cannot too highly commend his generous and valuable service. He has constantly lifted the magazine to a higher plane of usefulness; making it easily the leader in the special library field. During the past year the volume of advertising was the largest in our history. In the whole year of 1923, the last full year before Mr. Brigham became editor, the magazine carried a total of six pages of paid advertising matter. In 1929, the magazine carried 81 pages of paid advertising, which was wholly the result of Mr. Brigham's efforts.

There are still opportunities for improvement in the magazine when time and money afford. Further assistance should be provided for the editor, and he needs all the co-operation that members of this association can give him.

In recent years the executive board has voted a small honorarium to the editor, but the time has come when S. L. A. should do substantially more. Mr. Cady, our former president, pointed the way to secure funds for maintaining a paid secretary, and the plan has worked perfectly. It would seem that the same means might be used to secure larger support for the magazine. The effort of active members to sell the institutional membership idea for the betterment of the magazine would be a commendable purpose.

One other suggestion on the magazine—we have a committee on membership, and a very active and efficient one, but we have no committee on subscriptions. This list of members just published throws a flood of light on this phase of our work. It indicates all subscribing libraries, and while there

are subscribers in 44 states and 16 foreign countries, there are many large libraries where the magazine does not, but ought to go. I believe that a committee to handle this piece of work would be worth while.

* * * *

One of the early actions of the executive board this year was to provide for printing the list of members. The first list of special libraries ever published appeared in Library Journal in September, 1909, two months after S. L. A. was organized, and comprised a roster of the special libraries interested in the formation of this association. In the third issue of our own magazine, "Special Libraries", in March, 1910, a fuller list of special libraries was printed. Again in 1912 and in 1915 directory lists were published, the latter showing 370 libraries, but all these lists were of libraries rather than of librarians. In 1921 came the first directory of special libraries, followed in 1925 by a second edition, a book of 188 pages, listing 975 special libraries. Since then local directories have been issued in Boston, New York, Philadelphia and San Francisco, but S. L. A. was without a complete published list of members. It is, therefore, a matter of much gratification that a list of members of S. L. A. as of May, 1930, has been published, and copies of it are available here in San Francisco for distribution and sale. By vote of the executive board the price is one dollar. It will be sent to all institutional members free, and will be sold to our own members for fifty cents.

* * * *

A review of our twenty-one years of history shows accomplishments like these:

The association formed in 1909 has been maintained and developed. The benefits first desired of knowing who else was engaged in special library work, and where, has been and is being achieved, for it is a never-ending pursuit.

The association has held an annual conference of inestimable value, every year since the beginning.

It has repeated itself many times over through the organization of local associations

and chapters spread across the continent. And it has repeated itself in a sort of refined degree through the organization of groups of particular interests.

It gave impetus to the organization of a similar association in England.

It has published a magazine throughout the years, often times under great difficulty, and developed it into the very finest magazine in its field.

It has published national and local directories of special libraries and list of special librarians.

It has published many bibliographies of subjects useful to the special librarian and the library world.

It has published descriptions of every special library that could be discovered.

It has compiled and published union lists of periodicals in important centers.

It has made a study of special library methods, made an exhibit of them, and published the results.

It projected Public Affairs Information Service and carried it on to the point where it could become an independent and successful business enterprise.

It originated Industrial Arts Index and subsequently turned it over to the publishing house of H. W. Wilson Co.

It compiled and published a Handbook of information services, and is now preparing a revised edition.

It has conducted educational courses in special library work.

It has co-operated in the formation of training courses for special library work in library schools.

It has co-operated with the Library of Congress and with commercial associations in mutual projects.

It has projected and held library exhibits in many parts of the country.

It has done constructive work in solving new and difficult problems of classification for modern business and industry.

It has maintained registration committees to aid members in securing employment.

It has established a permanent office.

It has procured the services of a paid secretary.

The association has become incorporated.

It has helped those in special library work to know each other better, to know of other collections of source material, and to serve their organizations more efficiently.

Within the past year the executive board has worked together effectively and harmoniously. Six meetings have been held, one in Washington, one in Boston, three in New York, and one on the train overland bound for San Francisco, and with so many meetings we have all been able to keep in close touch with the affairs of the association. A summary of our activities should include these things:

A system of monthly statements has been inaugurated showing income and expenditures and liabilities.

The plan of paying all bills within 30 days has been effected.

Needed furniture and equipment for the general office has been provided.

Files of our own magazine have for the first time been permanently bound.

An inventory of the stock publications on hand has been made.

Property of the association in Providence has been insured against fire.

A set of forms to show the cost of each separate publication, and whether its publication was a financial gain or loss, have been prepared and will be put into effect immediately.

The year shows a substantial gain in income

Membership gains netted 12 per cent with a total of 1274, as compared with 1129 last year.

A new chapter was organized at Baltimore.

The Cincinnati special libraries club asked for affiliation.

Members of the executive board have made

unusual effort to come in contact with the local associations and chapters.

The editor of the magazine made a new record for the amount of advertising secured.

For the first time the full list of members of the association has been published.

The executive board continued the record of not refusing a single request of a local association for funds.

* * * *

In closing may I speak a personal word. It has been a joy to discover the universal spirit of co-operation which obtains in S. L. A., and it has been a great pleasure to work with officers and members for the association. From one and all I have received utmost consideration. The executive board has been superb, attentive to the meetings, alert to the interests of S. L. A., business-like, faithful and co-operative. To officers, to committees and to members I express my gratitude and appreciation.

Five years ago, in the preface to *Special Libraries Directory*, John Cotton Dana used these words:

"The growth of special libraries is the outstanding feature in recent library history. The end is not yet. The extension of the field is limited only by the growth of modern science and by the growing desire for accurate fact information."

To those of us who are engaged in this great field of service a new day has dawned, and prospect is full of promise.

1909 • Special Libraries Association • 1930

Executive Board

PRESIDENT—Miss Margaret Reynolds, First Wisconsin National Bank, Milwaukee, Wisconsin.

FIRST VICE-PRESIDENT—Miss Jessie Callan, Librarian, Bessemer and Lake Erie Railroad, Pittsburgh, Pennsylvania.

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General Office

EXECUTIVE SECRETARY—Mrs. Mary H. Brigham, 11 Nisbet Street, Providence, R. I.

Phone, Plantations 0798.

Industrial West

By F. T. Letchfield, Industrial Engineer, Wells Fargo Bank, San Francisco

I WOULD caution those of you who are newcomers to California that here in this state there are only two kinds of weather, the perfect and the unusual. This is not an unusual day, but please bear that in mind.

I was going to say, before listening to Mr. Newhall's and Mr. Ferguson's addresses of welcome, that the two things that warp human judgment more than anything else are, first, the tendency to confuse effect and cause; and secondly, the pride of possession. I make that rather verbose prologue to the subject of the Industrial West for this reason: I am going to assume that the speaker is permitted not to talk on the subject per se, because Industrial West is only a portion of the United States as a whole, and its development is merely the result of the conditions that shape the destinies of America. Consequently, with your permission, I would prefer to outline perhaps some of the basic forces that are at work and see if we can draw a few conclusions as to why the present conditions exist and possibly make an analysis of what the future may hold, and why. I do that for this reason: That life is made up of two things, very largely; first, there are the great and ponderable forces over which none of us has any control; and secondly, is what we individually or collectively do to harmonize our policies, our actions, ~~and~~ those forces.

As I recall, it was on the 28th of June, 1914, when a madman assassinated the Archduke Ferdinand. None of us had any control over his actions and yet he has affected our lives, the lives of many generations to come, also. We have no control over the weather, over international conditions, over the law of supply and demand, or any of the great forces that actually govern our individual and collective destinies.

So that in the analysis of any problem, whether it be this or that, that particularly of an economic subject—such as Industrial West—I think it is

better to ascertain the forces that have created the thing rather than to summarize its present conditions. So I shall attempt to keep my remarks as free as possible of statistics for two reasons: One, I don't like them, and second, I always put in a flock of the letter S that do not belong in it.

To go back to the beginning of development in this country, it is very obvious that New England and the rest of the Atlantic seaboard should have become the center of our activities.

First let me say this: That there are three basic factors to business; first, there is the production of raw materials (that may be edible wheat or inedible cotton or hides or dairy products or minerals or whatnot); the second is the processing of raw materials in the factories, and so on, into finished products; and the third is the distribution of the finished products to the ultimate consumer. Those three are the tripod upon which the business structure rests—banking, insurance, operation of hotels, theaters and I might even say librarians are merely handmaidens to those three things.

We are discussing this morning, at this time principally, the second of those, although the inter-relation of all three are so close that it is impossible to find where one begins and the other leaves off. So that to get back to the beginning of industrial development in this country, it very logically is centered along the Atlantic seaboard, for there was the concentrated market and the largely concentrated people in New England, because there were available the streams which at that time afforded the only source of chief power through the use of undershot and overshot wheels. And as the country grew and developed westward, with the coming of the trans-continental rail system, there was still existing in this country a very disproportionate concentration of population, with the exception of a narrow strip along the

Atlantic seaboard the rest of the country was extremely thinly populated.

We had to operate on the policy of concentrated production at one point, and the long haul to that center, and the long haul of finished products for distribution. To accomplish that we had to build up a system of distribution through the jobber, wholesaler and retailer; and due to the distances and time elements involved, we used to have to buy six months, twelve months and in some cases eighteen months ahead. So that led into mass production in large units.

In the textile industries, for instance, where they knew that they had orders ahead for, say, four months or six months, it was an easy matter to concentrate production in large units. Now, those conditions obtained up to 1914, and then a lot of things happened. The War might be said to be a cataclyser which, as you probably know, is an agency in chemical matters which materially increases the rapidity in which an action takes place.

In 1914 we owed something like three billion dollars to Europe. Our imports were largely manufactured articles secured from Europe and elsewhere, and our exports were for the most part raw materials to those manufacturing countries. Overnight that supply was cut off and everybody here in the room can recall when you bought a silk stocking there was a little sign attached to it saying that the fastness of the dye was not guaranteed because the German supply was curtailed.

We had to build up in this country a dye industry that had taken generations to perfect in Germany, and we are all familiar with many parallel cases so that I won't take the time to enter into that. Suffice it to say that the rapidity and the degree to which we arrived at a self-sustaining basis in a manufacturing sense is one of the outstanding accomplishments, industrially, of all time. Now in 1917, had we been prepared, industrially, we could have made an army of two and one-half million men in France and utilized less than twenty per cent of our peace-

time capacities, but we weren't so mobilized. Consequently, it cost us upwards of twelve billion dollars and created an enormous overproduction of facilities. In 1919, through fatuous optimism we lost our heads and expanded still farther and woke up with a severe economic headache in 1920, and it took the better part of 1921 and 1922 to recover from that.

It was not an ill wind, however, because it begot a lot of peculiar things that have more or less revamped our entire business philosophy and methods of doing business. When the merchant found it was necessary to curtail commitments and reduce inventories, the producer likewise found it was necessary to operate in synchrony with consumption, and much to his surprise he found that not only was he to do so but he found out a lot of interesting facts about his own business. As a result, the hand-to-mouth buying that came into being at that time has become a permanent habit. It has introduced the philosophy of the rapid turnover of the dollar. By that I mean this: Supposing a company could go into business with one hundred thousand dollars and turn its capital over once a year and operate on a twenty per cent margin, and supposing a competing concern employed only fifty thousand dollars but turned its capital over twice a year. The latter could operate on a ten per cent basis because they would still be making twenty per cent on their investment. Or, if a third concern in the same line of business used only twenty-five thousand dollars in capital and turned that over four times in a year, it could operate on a five per cent basis because they are still making twenty per cent on their capital and that, of course, is the yardstick by which all business operation must be measured.

I mean this, then: That the first would have to get one dollar and twenty cents for its investment, the second would have to get \$1.10 and the third \$1.05, on the turnover. I mention that because it is the essence of business philosophy and it has been the largest single factor in creating a de-

centralization of production, whether that be in the West or South or elsewhere.

The same philosophy, of course, is applied to distribution. There are some of these chain stores that go so far as to sell goods for cost. They make their money on a two per cent cash discount, but they have their markets so carefully gauged that they are turning their money every ten or fifteen days, which in a year is no small margin of profit. I emphasize that, as I say, because it is fundamental philosophy back of business today.

Now, besides that, in this country we have learned a lesson: That the servant is worthy of his hire. We have found it is far better to pay a man ten dollars a day than to pay him five. All that is necessary to accomplish that is to place in his hands labor-saving machines or devices that enable him to turn out a little more than twice as much because, after all, it doesn't matter whether the man who made that ash-tray (indicating) here on the table got ten cents an hour or ten dollars an hour. The all-important thing is, What is the cost of labor in that particular article? So that on the one hand we have had narrow margins of profit and on the other we have had maintenance of high wages.

Now, in addition to that we must not lose sight of the fact that a lot of extraordinary forces place the world's wealth in our hands; particularly after the War when European currency was demoralized we acquired something over sixty-five per cent of the world's gold supply and still have most of it.

During the War, and the years that preceded it—at least our participation in it—there was a flow of wealth to this country that enormously increased the per capita purchasing power, so that we were able to buy homes and furnish them, radios, automobiles and all those other nice things of life. That, in turn, begot a rather unusual business activity. I am going into this rather in some length in order to arrive later on at an analysis of our present condition. As I warned you in the

first place, Mr. Alcott, I am wandering very widely from the subject itself.

In addition to the philosophy of the rapid turnover of the business, and the maintenance of high wages, and the increased per capita wealth, there are certainly other factors that came into being that have materially altered the complexion of the economic structure of the country. In the first place, the cost of rail transportation rose immeasurably. So that the long haul theory of rate structures had to be more or less scrapped. At the same time the Panama Canal came into effective operation. Now that has had this effect, that in practice it has almost squeezed the Atlantic and Pacific Coasts together. So that so far as transportation costs go, you might regard the Pacific Coast running on a line between Vallejo, Columbus, Cleveland and Cincinnati. On top of that we have immeasurably improved our methods of transportation, including the airplane and the express service that is accomplished by the railroads, so that geographic advantages have been largely discounted.

Again, we have had a westward migration of population, particularly west of the Rockies, and our markets have become more far-flung. So that all these things together, then, have thrown the old theory of concentrating development of America along the Atlantic Seaboard into the discard. It has been made impossible and has created forces that have decentralized development and production, and that is the thing that has brought about a rather interesting industrial development here in the West.

I said I wouldn't use statistics. I am going to give you one. From 1919 to 1927 sixty-five per cent of all new industrial activities took place in these three Pacific Coast states. However, we are not interested, as I see it, in what has transpired; that is water over the dam. What we are concerned in is, What is going to happen particularly at this time when we have a rather disturbed business condition and there are a world of questions in the minds even of business leaders as to

what is ahead? It might not be a mistake to see if we can calmly analyze the present situation and draw a few conclusions.

Here in America we are faced today with a lot of serious and major readjustments. The stock market crash of last November was merely one of the manifestations of a faulty condition. During the last several years we have had so much money in this country, and it was so easy for business to get it in large sums, that they have tried so many different kinds of experiments, and we are now in the throes of finding out whether those experiments are, so to speak, toad stools or mushrooms.

We have seen our purchasing power enormously increased due to the demoralized condition of European currencies. Those countries are practically on a gold basis today, so that now on that wealth will follow the natural channels of trade. We have seen ourselves buy automobiles until we have between twenty-five and thirty million in operation in this country alone. We have built our homes and our offices up to the saturation point and we have acquired most of the luxuries and quasi-luxuries that we have longed for. In other words, we have come to a more or less saturated situation.

On top of that, ever since 1914 we have been giving all of our national thought and energies to production. I can best illustrate that by telling of a visit to the Packard plant in 1911, when they had a capacity of fifteen cars a day. I recall seeing one old mechanic who had gone gray in the business, who was balancing fly-wheels by hand, and he could do fifteen a day.

Last year I saw a modern automobile plant of a very well known make of car. I saw two machines that you could put into the corner of this room, operated by unskilled workers, that are automatically balancing eight hundred fly-wheels in eight hours. In other words, they had multiplied the capacity of this skilled laborer.

I had the privilege of going and seeing the Radio Victor plant last year. You are all familiar with that beauti-

ful cabinet. They were making three thousand of those in eight hours. The boards for that cabinet come up in the rough and in less than an hour the cabinet which you buy is prepared, a beautiful piece of work. It is all done by labor that is unskilled, at least in the cabinet making sense, and I could go on more or less ad infinitum, telling of the things that have increased our production capacity.

As I say, we have given practically all our thought to that phase of business and now we find ourselves with its concomitant distribution somewhat aggravated. We have stimulated domestic consumption by installment buying, by high wages, by direct selling and the other expedients, and we still have a surplus of manufacturing capacities and today we have an uncomfortable and large unemployment figure, perhaps around three millions.

Now, we have one of three alternatives, either to keep them unemployed, which is unthinkable; or to employ them and produce distress merchandise, which is equally unthinkable; or to put those three million people back to work and get rid of our surplus merchandise through the channels of international trade. To do that we have got to do as all other countries that have had world dominance have found it necessary to do, and that is, we have got to go abroad with our capital and finance these enterprises even as the French, British and German capital financed our railroads, our canals, mines, etc., in this country.

So here in the West, then, on the Pacific Coast particularly, we feel we have an important function to fulfill, industrially, in that we mark the jumping off place, so to speak, for the future fields of international trade, the thing upon which America today must lend her major efforts.

We feel that the West has an extremely important place in the economic structure of the United States as a whole. We have raw materials, we have a population of nearly twelve million people living west of the Rocky Mountains, we have direct access to about three-quarters of the

population of the globe over our waterways, we have the power and all of the other materials and things that are necessary to create business and industrial activities on a tremendous scale. So that while we are proud, perhaps, of our present accomplishments we are endeavoring to forget that and looking ahead to the problems that are before us, the responsibilities and obligations that are ahead of us in those respects, in fulfilling our proper function in the whole American business structure.

Now in closing I should like to mention just one thing; I cannot leave any message, I don't intend to; but as I see your work as librarians I am wondering if you—and I presume you do—grasp one thing. You know, there are two things that set the man apart from the rest of the animal kingdom; the first is his ability to reason, deductively or inductively; and secondly, his ability to profit by the accumulative experiences of his ancestors. In other words, a dog that is born today has all of the things to learn of itself that its progenitors ages ago had to learn. But not so with man; he starts off where the other generation ended.

In business we have seen these things happen: We have seen the methods of accounting change from haphazard systems of addition and subtraction to one of the modern budgets, cost accounting, marketing surveys and all that. In other words, we are tending to eliminate fallible human judgment from that side of business. There was a time, not over ten years ago, when manufacturing plants were located according to the warmth of the welcome, whether they were given tax exemption, free sites and all that sort of thing. That day is over. Manufacturers today are located on a mathematical basis. There we are again eliminating fallible human judgment in that instance.

We have had our business ills just like a child has measles and chicken-pox and all those things, and just as the medical profession is finding preventatives, anti-toxins for those ills, so in business we are finding preventa-

tives and anti-toxins for all these various ills and effects. And we are doing this through man's ability to profit by the accumulative experience of his ancestors and to think deductively and inductively.

Now you people as librarians in your profession, that are custodians if you will, are the very heart not only of business but of our whole social structure. It seems to me that if you grasp the possibilities of the use of libraries, either in your individual concern or for the public at large, you are contributing immeasurably to the human knowledge that is necessary; but more important than that you are begetting a philosophy, and habits if you will, of thought that are absolutely essential, because it doesn't take any seer or prophet to see this: That today we are facing, in America as elsewhere in the world for that matter, an absolute necessity for a brand of thinking that is quite superlative in relation to the brand of thinking that we have been doing. Just think, for instance, what the intelligence and the caliber of thinking that created these automatic devices for the balancing of crank-shafts did to the knowledge and experience of that old gray-haired mechanic. Think of what the intelligence of somebody in the Radio Victor organization did to the skill of the old-fashioned cabinet maker.

In other words, as I see it we are building in this country an intellectual aristocracy, if you will, the line of demarcation between those that are creating things and those that are operating the machines, if you will, that that intelligence is creating. That line of demarcation is becoming more apparent every day, and as I see it the only requisite for standing among the aristocracy, if you will, is that we think and keep on thinking.

Next month we print the talks which followed Mr. Letchfield's Address by Mr. Cowles, Mrs. Caya and Miss Windele for San Francisco, and by Mr. Marion, Mr. Edwards, Miss Percey and Mrs. Creveling for Los Angeles.

Association of Special Libraries and Information Bureaux

Seventh Annual Conference, New College, Oxford, Sept. 19-22, 1930

PRELIMINARY PROGRAM

Friday, September 19th.

- 6.45 p. m. Reception of delegates by the Council of the Association.
- 7.15 p. m. Dinner. Address by the President-elect, Mr. H. T. Tizard, C.B., F.R.S.
- 8.30 p. m. GENERAL SESSION. Chairman: Mr. H. T. Tizard, C.B., F.R.S.
The Year's Work of the Association.
Brigadier-General Magnus Mowat, C.B.E., M. Inst. C.E., M.I. Mech. E.

Saturday, September 20th.

SECTIONAL MEETINGS

- 9.45 a. m. (A) Chairman: The Right Hon. Baron Olivier, P.C., K.C.M.G., C.B.
The Dissemination of Information by Exhibition and Display.
Colonel Sir Henry G. Lyons, D.Sc., F.R.S.
Mr. F. A. Bather, F.R.S.
Other speakers to be arranged.
- (B) Chairman: The Right Hon. the Countess of Warwick.
Animal Welfare, its dependence on accurate information.
Captain C. W. Hume, M.C., B.Sc.
Chairman: Colonel Sir Frederic Nathan.
- 11.45 a. m. (C) *The Inadequacy of the Alphabetical Subject Index.*
Professor A. F. C. Pollard, A.R.C.S., F.I.P.
Dr. S. C. Bradford.
- 5.30 p. m. ANNUAL GENERAL MEETING.
- 8.30 p. m. GENERAL SESSION.
Chairman: To be arranged.
Organised Information in Finance
Mr. Oscar Hobson (Editor, The "Financial News")

Sunday, September 21st

SECTIONAL MEETINGS

- 9.45 a. m. (A) Chairman: Professor Patrick Abercombe, M.A., F.R.I.B.A.
Surveys and Planning, their relation to organised information.
Mr. C. C. Fagg, F.G.S. (Le-play House)
Mr. G. L. Pepler, F.S.I. (Ministry of Health)
Mr. S. K. Ruck, B.A. (The New Survey of London Life and Labour)
- (B) Chairman: The Rev. Canon Hubert Curtis, M.A.
The Technique of Information in the Training of Students
Mr. G. F. O'Riordan, B.Sc., M.I. Mech. E., (Principal of Battersea Polytechnic)
Mr. B. M. Headicar (Librarian, London School of Economics)
- 11.45 a. m. (C) Chairman: To be arranged.
Technical English
Mr. C. C. Wharton (British Thomson-Houston Comp'y)
- 8.30 p. m. GENERAL SESSION.
Chairman: Dr. R. S. Hutton.
The Organisation of Information in Germany
Herr. Alfred Schlomann
RESOLUTIONS, etc.

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- Sir Joseph J. Thomson, O.M., P.R.S.
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San Francisco Convention

THE San Francisco convention will long be remembered for its many attractive features. Our first visit to the West since 1915, we received a glorious welcome from our California hosts.

The program stressed in part the development of the industrial West and we were addressed by prominent banking officials, by officers of the San Francisco Chamber of Commerce and by other local officials.

The various committees had made elaborate plans for entertainment and the evenings were entirely given over to special dinners at varied locations. The first day a formal dinner was held at the Mark Hopkins Hotel; the second day in the heart of Chinatown, and the third day in an attractive forest setting at the Woodside Country Club, each dinner different from the other and each having its own special charm. Drives about the city and over the countryside gave us opportunity to see something of San Francisco and the Bay cities. A visit to Stanford University with a glimpse of the beautiful Stanford Chapel preceded our dinner of Friday evening.

Accounts of the program are presented in other columns of this issue and Miss K. Dorothy Ferguson deserves great credit for arranging a program which not only covered a wide range of subject matter, but was so organized that conflicts were less numerous than usual. The various local committees worked efficiently and as many of the delegates to the conference were newcomers to the Pacific Coast, the Hospitality Committee welded the conference by its effective work.

The Anniversary Dinner on the opening day was especially enjoyable. Mr. Milton J. Ferguson, State Librarian of California, made a delightful toastmaster, the other speakers were entertaining and there was a keen undercurrent of clever humor which added to the pleasure of the evening.

* * *

IN another column we print the advance program of the 7th Annual Conference of Association of Special Libraries and Information Bureaux to be held at New College, Oxford from September 19 to 22, 1930. If any member of S. L. A. plans to be in England at that time we suggest that he get in touch with Miss Margaret Reynolds, our new President.

* * *

F. K. W. Drury, in a recent communication to the subscribers of "Reading with a Purpose," has requested suggestions for subjects to be published in the R. W. A. P. Series. This valuable series of pamphlets, published by the American Library Association, has now reached its fifty-sixth volume and these little publications have been distributed to a wide circle of readers.

President's Message

A SMALL, but regionally representative group of members of the Special Libraries Association attended our twenty-second annual conference June 18-21, at The Clift, San Francisco. We welcomed a transplanted ex-president. We welcomed several Public Library staff members who had never attended an S. L. A. and some other Public Library people who had met with us before and came again for further contacts. Some of us renewed our acquaintances amongst the Californians, while others saw some of our members and the State for the first time.

The careful plans made by Miss Marian C. Manley for the second general session made it possible for the meeting to "run off," with splendid papers which created good discussions, although an unfortunate automobile accident prevented the presence of Miss Manley.

Both outgoing and incoming officers, with the exception of the treasurer, were present. At the first executive board meeting, called by the new president, three officers, two directors, the executive secretary and the editor of SPECIAL LIBRARIES were present. Glance at the list your nominating committee persuaded to run and see the geographical range. Then marvel at the representation.

In my speech of acceptance no verbose promises were made, but an inscription said to appear on the New York Post Office building (New Yorkers please verify) was quoted: "Neither snow, nor rain, nor heat, nor gloom of night stays these couriers from the swift completion of their appointed rounds." We are your couriers, communicate with us freely and frankly.

Your president has a few concrete ideas about which will circle the work of the year. We want one hundred per cent memberships from as many libraries as possible. How about yours? We want to make more active workers out of some of our newer members. We want to make our relations with the public libraries throughout the country more firm.

John Cotton Dana once said:

Business civilizes the world . . .
Gentlemen, let us attend to business!

That is what we intend to do. Will you help us?

MARGARET REYNOLDS,
President.

* * *

THE Public Affairs Information Service has again submitted its usual report to its subscribers. The report of the accompanying documents is a model of its kind. The auditor, Mr. H. J. Grumpelt, Bursar of the New York Public Library, has included detailed tables of value. His report shows a net profit for the year of \$419.63 and surplus as of September 30, 1929, of \$7,522.56. The report shows an income of \$15,685.69 and the balance sheet indicates total assets of \$15,933.08. The Public Affairs Information Service, originally created by the SPECIAL LIBRARIES ASSOCIATION, has always been successful and the current report indicates its excellent financial condition.

* * *

THE News Committee, under the energetic direction of Miss Isabel H. Jackson of the staff of the Bank of Italy Library, performed yeoman service in developing publicity. The local newspapers of San Francisco and Oakland gave an unusual amount of space to the convention. Miss Jackson has placed on file at the General Office a group of clippings from various papers throughout the country which shows more than anything else the good work of the News Committee.

Conference Notes

Many familiar faces were missed at the conference and among them might be mentioned our Ex-Presidents D. N. Handy, Miss Rebecca B. Rankin, F. E. Cady, and our presiding President of the previous year, Angus Fletcher.

* * *

Chinatown offered many interesting thrills, but the visit to the morgue and jail did not especially appeal to some of our members. Our guides were plain clothes men who have had years of experience in Chinatown.

* * *

The vista from the windows of the Woodside Country Club caused many exclamations of pleasure from the guests. One could hardly ask a finer setting for a dinner in the open.

Miss Margaret Reynolds, who belongs both to Wisconsin and to California, as newly elected President extended a welcome to the members of the Executive Board at a luncheon in Mr. Alcott's suite.

* * *

The address by Mr. Howard Whipple, Vice-President, Bank of America of California, on "Group and Branch Banking" before the Financial Group should have been heard by the entire Association. Mr. Whipple is an authority on the subject of branch banking and has appeared before committees of Congress.

* * *

The friendly rivalry between San Francisco and Los Angeles frequently crept to the surface during the conference, Mr. Guy E. Marion of the Los Angeles Chamber of Commerce often weaving into his talks the statement, "Los Angeles now enjoys a population of 1,231,730."

* * *

The Clift Hotel made an excellent meeting place for our convention and Mr. H. S. Ward, Manager, and other members of his staff, were extremely courteous in administering to our welfare.

* * *

It is a matter of regret that Miss Manley's automobile accident while en route to the conference prevented her attendance, but she recovered sufficiently to be present at the Los Angeles convention of the A. L. A. the following week.

Breakfast meetings were again in vogue and three different Groups chose the hour of 8:30 for beginning the day's deliberations.

* * *

The Publicity Sub-Committee of the San Francisco Convention Committee were active throughout the conference. A file of clippings concerning the doings of the week was prepared by this committee and filed with the Editor.

* * *

To Miss K. Dorothy Ferguson, librarian of the Bank of Italy, San Francisco, must be given much credit for the large success of the conference. It was Miss Ferguson, who by her regular attendance at the annual conferences in the east in recent years, who year after year has invited and urged the association to meet in San Francisco. At the Washington conference in 1929 she literally swept the members off their feet by her appeal in behalf of San Francisco, and she carried them with her in her fervor for the city at the Golden Gate. After the executive board selected San Francisco as the meeting place, much of the burden of the meeting, in addition to the program, fell to Miss Ferguson, and she acquitted herself gloriously. She had the hearty support of the officers and members of San Francisco Chapter. And no members were more enthusiastic over the hospitality and efficiency and thoroughness of the San Francisco plans and planning than those from San Francisco's rival, Los Angeles. "San Francisco certainly knows how to do it," was the comment of one of the eminent Los Angeles members.

* * *

S. L. A. never had its annual dinner in a more beautiful setting than was furnished by the famous Room of the Dons in the Mark Hopkins Hotel in San Francisco on June 18, 1930. The floral decorations alone would have set the place quite apart from all others which have served as the place of the annual dinner in the past.

* * *

Miss Florence Bradley gave the members traveling on the official train a novel task on the evening before arriving at the conference city. To each member she gave a sheet of

paper with the injunction to write a limerick about any person on the train or in S. L. A. She reaped a rich harvest.

* * *

Miss Mary Louise Alexander, as chairman of the travel committee, early suggested a plan for meals on the west bound train which proved to be a happy one. "Go to meals with a different group each time," was the suggestion, and everybody fell in with it.

* * *

Joseph F. Kwapil, librarian of the Public Ledger, Philadelphia, chairman of the Newspaper Group, had his courage tested on the trip. Assigned by his paper to attend the conference on the Pacific, he started on the journey with all his usual enthusiasm. At Chicago he was taken seriously ill. A physician advised him to take to bed immediately. Joseph rebelled, and said he would go as far as Kansas City, where he had relatives, and if he did not improve, he would give up. But at Kansas City, he seemed to be much better, and he continued to the Coast, and handled the affairs of the Newspaper Group with all his usual vim and efficiency. On the last day of the conference he had another ill turn, and he started homeward. Upon reaching Philadelphia he entered Jefferson Hospital, where on July 12 he underwent a serious abdominal operation. In a week he was making good progress.

* * *

San Francisco showed easterners something new in the matter of planning for convention entertaining. Under the direction of Mrs. Mable T. Johnson, chairman of the hospitality committee of the Chamber of Commerce, a list of 16,000 names had been collected of San Francisco men and women who have agreed to give three days a year to the entertainment of visitors. On the day of the S. L. A. tour of the city, Mrs. Johnson drew upon 26 on the list.

* * *

Miss Rebecca B. Rankin of New York was the chairman of the Hospitality Committee, but the task of moving her library, the Municipal Reference Library of New York, prevented her attendance at San Francisco. But she was on the job just the same, as much as possible. When the delegates for the Pacific assembled at the Grand Central Station in New York on Thursday afternoon, June 12, Miss Rankin was there, together with a score or more of New York members,

to bid godspeed to the travelers, and she placed in the hands of President Alcott a mammoth basket of fruit for them. That was the first of a long series of courtesies which the members received on the tour.

* * *

Members of Illinois Chapter did themselves proud on the westward trip. The official party arrived at Chicago at 3:30 on the afternoon of June 13, and busses were awaiting at the station to take the visitors on a sight-seeing tour of the great city, while their special cars were being shifted to another station. Upon returning to the Stevens Hotel at 6:30 members of S. L. A. were met by nearly members of Illinois Chapter. It was the first that so many Chicago and eastern members of S. L. A. had met, and the greetings were cordial. Joseph A. Conforti, president of Illinois Chapter, and Miss Mildred A. Burke, retiring president, were leading the reception committee. In addition A. L. A. headquarters was largely represented in the group of Chicagoans who welcomed the official party to Chicago. Mr. Carl H. Milam, secretary of A. L. A.; Miss Sarah C. N. Bogle, assistant secretary; Mrs. Daves Rossell, editor of the A. L. A. Bulletin; Miss Julia Wright Merrill, executive assistant on library extension, and Mrs. Esther H. Dixon, in charge of endowment and special memberships, were among the A. L. A. delegation. Dinner was served informally, the company being seated at small tables. At the central table, with President Conforti of Chicago were President Alcott, President-nominee Margaret Reynolds, Secretary Milam of A. L. A., Miss Alexander of the Travel Committee, and Miss Cavanaugh of the executive board. Following dinner an opportunity was given to see Chicago by night from the roof garden of the hotel, where cool breezes from the lake made the evening one of rare delight. A delegation also visited, by special permission, the tower of the Chicago Tribune, under the guidance of Miss Burke.

* * *

Two special sleeping cars left Chicago for the coast. Both the New York Central and the Santa Fe management made the trip to the coast as pleasant as possible for the S. L. A. delegation.

* * *

On the westward journey, after leaving New York, a meeting of the executive board was held for the purpose of completing busi-

ness matters of the year. It was the sixth meeting of the executive board. The first meeting had been held in Washington on the day of the last annual conference. Then came two meetings when the executive board met with the local associations in Boston and New York, and were for the purpose of bringing members of local associations and the national officers into closer contact. Two other meetings, one for the consideration of the budget and to select place and time of the annual conference, and to dispose of numerous administrative matters.

* * *

The reception committee of San Francisco Chapter were early on their job when the official party arrived at Oakland at 6:30 on the morning of June 18. Headed by Thomas Cowles, president of the San Francisco Chapter, with Miss K. Dorothy Ferguson, librarian of the Bank of Italy, chairman of the Program Committee, Mrs. A. M. Caya of the California State Chamber of Commerce, and W. A. Worthington of the Pacific Gas and Electric Company, the visitors were greeted by the quartet and made to feel that California was home. The party was escorted to the great ferry boat, where breakfast was served, and when San Francisco was reached, and everybody was safely seated in taxis, there was a shrill siren whistle, and the line of cars, headed by a motorcycle officer, whirled up through Market street, the principal business street, to the Hotel Clift, where the official headquarters was established.

* * *

The Clift Hotel management was courtesy and hospitality personified. To Mr. Alcott, president of S. L. A., was assigned a parlor suite on the front corner of the third floor, and an attractive basket of California fruits bore a card of greeting from the hotel management to Special Libraries Association. Mr. H. S. Ward, manager of the Clift Hotel, placed every facility of the hotel at the disposal of S. L. A. for the comfort of its members.

* * *

The members of the Southern California Chapter of the S. L. A. extended entertainment to those members of the S. L. A. who attended the convention of the A. L. A. at Los Angeles.

On Tuesday, June 24th, the visitors with members of the local Chapter were conveyed by bus to the Port of Los Angeles where a motor boat, furnished by courtesy of the port authorities, awaited them. Two hours were spent in making a tour of the harbor which included a view of the vessels of the Battleship Division of the U. S. Navy, the aircraft carrier Lexington, the wide range of the harbor and the ships of all nations at the various docks and piers. Then followed the return drive to the city with a delightful dinner at the Mary Louise. Mr. Ralph M. Whiting presided at the dinner and brief talks were given by Miss Margaret Reynolds, the newly elected President, the Secretary and the Editor of "Special Libraries."

* * *

Mr. and Mrs. Edwin James Thomas of Palo Alto, California, have announced the engagement of their daughter, Miss Aimee Belle Thomas, to Ralph Judson Brenner. Miss Thomas is a graduate of Miss Ransome's School and Stanford University. Mr. Brenner is also a graduate of Stanford and is a nephew of Professor James E. Brenner of the University. Miss Thomas, who is librarian of the San Francisco Stock Exchange Institute, took an active part in the San Francisco convention, serving as a member of the Dinner Committee.

* * * *

The Petroleum Section of the Commercial-Technical Group held a supplementary session at Los Angeles on June 26, 1930. This meeting was called by Mr. Byron E. Edwards of the El Segundo Refinery, Standard Oil Company of California, upon the request of Mr. C. P. Bowie.

The report of the Group meeting held at San Francisco was read and discussed. A full explanation of the methods and needs of the Petroleum Bibliography issued by the Bureau of Mines in co-operation with the Special Libraries Association and the American Petroleum Institute was presented by Mr. Edwards. A large number of the members present urged identification with the Petroleum Section of the Special Libraries Association. To Mr. C. P. Bowie and to Mr. D. F. Brown, Chairman of the Petroleum Section, certain recommendations were made concerning the Bibliography and its form.

Executive Board

The Executive Board held a special meeting on the Lake Shore Limited enroute from New York to Chicago. A formal petition for the new Baltimore Chapter of S. L. A. was presented and voted and the Chapter duly authorized by the Executive Board. A petition of the Cincinnati Chapter for affiliation was also accepted. Special forms for reports were prepared and submitted by the Misses Alexander and Cavanaugh and later the material was furnished to the General Office. It was also voted that resolutions be passed upon the death of Miss Alice Rose, formerly Librarian of the National City Bank.

During the meeting the new membership list was presented, duly voted and accepted.

A meeting of the new Executive Board was called by the President, Miss Margaret Reynolds, on Friday, June 20th, at the Clift Hotel. Meeting places for the next session were discussed, but no decision was reached. The question of a leaflet for associate members also was presented for consideration and it was voted that the Secretary prepare various forms for final selection by the Executive Board. It was also voted that the President be authorized to appoint a committee whose duty shall be to obtain subscriptions for the magazine "Special Libraries".

The Executive Board went on record at the meeting for closer co-operation with public libraries and the members were requested to send to the President suggestions for the personnel of a Committee on Relations with Public Libraries.

It was made a matter of record that Miss Florence Bradley be urged to continue the chairmanship of the Membership Committee.

It was also placed on record that the national chairman be given free reign in appointing committee members and in working with local officials.

It was also recommended that an effort be made to establish a fund whereby the officers of the Association may visit the meetings of the local associations.

It was further suggested that the Ways and Means Committee give consideration to the possibility of research for some of the industries of the country who might finance the project.

During the meeting the Board re-elected the Secretary and the Editor for the ensuing year and reaffirmed the rates for "Special Li-

braries" as in the previous year. It was voted that the advertising rates as set forth in Rate Card No. 3 be approved.

It was voted that the President appoint a new Auditing Committee to take care of the audit for the year 1929-30 inasmuch as the members of the committee previously appointed were absent from the convention.

Resolutions

"BE IT RESOLVED, By the Special Libraries Association in its Twenty-second Annual Conference Assembled-

"1. That its grateful appreciation be extended to the many distinguished speakers who have given of their valuable time for our enlightenment and inspiration.

"2. That its deep gratitude be conveyed to the many convention officers and committee members who have worked with unflagging zeal for the comfort, entertainment and provision of interesting meetings for the delegates.

"3. That Mr. Nathan Van Patten, Director of the Stanford University Libraries, be accorded our sincere thanks for his hospitality in welcoming the members to the Stanford Campus.

"4. That the Association's very generous thanks be expressed to the San Francisco Chamber of Commerce, and particularly to Mrs. Mable T. Johnson, who has, in her charming and cordial manner, handled multifarious details with dispatch and efficiency.

"5. That the San Francisco Convention and Tourists League be thanked for equipping and supplying personnel for the registration desk and for its publicity efforts in our behalf.

"6. That Mr. Harold S. Ward, Vice-President and Manager of the Clift Hotel, be thanked for the hospitality and many courtesies extended to the delegates.

"7. That the San Francisco Police Department be cordially thanked for the careful attention, protection and guidance provided for steering us expeditiously through the mazes of San Francisco traffic.

"8. That we extend to the newspapers in San Francisco our sincere thanks for their truthful and accurate accounts of our proceedings.

The Committee on Resolutions,
MARGUERITE BURNETT,
Chairman,

Reports of Committees, 1929-30

Following the usual custom the reports of the various committees were submitted during the sessions. The Committees on Continuation Reading, Exhibits and Training for Librarianship did not make reports this year.

Classification

A yearly report is supposed to include an account of work done, but this year I shall break with tradition; partly because, like the Hibernian gentleman of Pigs is Pigs, I may not take time from shoveling guinea pigs to count them, and partly because I have more important things to say.

Last fall I wrote to the Executive Board I must have help, and Miss Bradley went home considering how the New York chapter might help. In the meantime, Miss Mueser was having troubles of her own with classification questions from the wide flung membership of the various engineering societies.

She thought of the columns of a magazine as a means of preventing the same question being asked over and over. Two needs met and we have the Department of Classification and Indexing in "Special Libraries." Only one issue of the Department has appeared as I write this, but letters in response are already coming in.

The Special Libraries Council of Philadelphia and vicinity has appointed a Committee on Cataloging and Classification, which is to act in an advisory capacity for members, and others who may have need of such help. The Council has appropriated some money for books, and its members will be encouraged to do some studying, with occasional conferences to help along. Should questions go to Special Libraries from Philadelphia, I should expect them to be accompanied by part of an answer, at least.

What are other localities doing?

Now it is not to be expected that every member of the Special Libraries Association has the inclination, or the time, to delve deeply into the subject of classification; which does not alter the fact that most of us know less on the subject than is good for us, or good for our libraries. It is therefore ordinary good sense for the local chapter to encourage a few of their members to become classification specialists. Such people need not be chosen of necessity from those who devote all their time to cataloging, (The perspective afforded by other duties may become an advantage); but they should be people

willing to devote some time and effort to the work, and a reasonable amount of help should be afforded them by the chapters.

As to the work to be done, each classification problem is as individual a matter as religion or medicine, but as in the latter two, certain general lines of work may be followed. In every place you will find books on library science scattered in various libraries, which if drawn into one lending pool would return the original investment thirty-fold. How many librarians have painfully worked out extensions of classifications, or compiled subject headings which might prove to be that for which some other librarian is clamoring? How many inexperienced people are struggling with problems which some one else has solved!

A few people with imagination to see needs and provide for them; who will watch the field of classification, with more than personal interest, and who will be ready with advice when it is needed; these will be a real asset to any local chapter. And it seems to me this work could be so done as to enrich the individuals doing it, and by reason of its spread not burden them unduly.

What are you, the local chapters, going to do about it? The responsibility is yours, for it is local service that we now need. The selection of people should be yours, for you will know best how to choose them. The work actually started, the local committees and the national committee can plan together how best to interweave the work.

LOUISE KELLER,
Chairman.

Co-operation with the Library of Congress

Project B in the Library of Congress, of which Dr Ernest Kletsch is director, is the project whereby the Union Catalog is being brought down to date. The aid to reference of such a catalog is obvious.

The members of the Special Libraries Association can assist this project materially by having placed on their respective mailing lists to receive bibliographies, memoranda, and

other publications of their libraries, the following address

Library of Congress
Project B
Washington, D. C.

thus bringing to the attention of Project B, recent material of importance.

Material addressed simply to the Library of Congress goes to the general library files, but a second set, sent direct to Project B, will go into its files.

As this and other projects develop at the Library of Congress other ways of co-operation will suggest themselves

LUCY W. CULLEN,
Chairman.

Methods

In resuming its activities during the past year the Committee on Methods has adopted a suggestion offered by our president, Mr Alcott. By this plan the committee will serve as a central clearing house of information on methods, and will be linked up with the work of each local committee for such work as they may be engaged in.

To this end letters have been sent to each local association asking about its work along this line, and apparently the Boston chapter is the only one which, this year, has had an organized committee on methods; though in the replies received to our letters two of the correspondents wrote that they would refer our letters to the incoming presidents.

In Boston the Committee on Methods has been engaged on a bibliography of periodical references on methods, which, when complete, it is proposed to publish. The matter has already been taken up with the Executive Board, and the matter now rests there.

I think Miss Claffin of Cleveland expressed the situation very well when she said, in explaining why they have no such committees:

"Each of our special libraries in Cleveland is so different from the rest that we have never found it worth while to work out similar methods. I certainly think it is a good thing for the National Association to carry on"

Miss Louise Keller of Philadelphia, explains about their Council which gives every possible assistance to anyone asking for help. She says:

"We have been fortunate in having the continuous services of one Secretary, Miss Helen M. Rankin, who in the course of time,

has accumulated much information about various members, and is able to direct requests and make connections between people. As we do not have a large number of active members, this informal method has worked very well, and has not interfered with the accomplishment of other work requiring more organization"

Miss Keller also tells about the Advisory Committee of which the Committee on Cataloging and Classification is a part, and the list of worth while books on these subjects which the latter has compiled. She writes:

"The Advisory Committee has asked us to select from this list the books we consider most essential and to add to them the most important works on other branches of library science, and to present the compilation next fall.

"The Executive Board of the Council in the meantime has appropriated a sum of money to be spent on books dealing with library science, and we hope to supplement this by gifts, and by arrangements for loans from our members

"We believe such a loan collection will prove of great value to our members, and to the extension work of our Council, since such books are of necessity in the reference collections of general libraries, and are, as a rule, but meagerly represented in the collections of special libraries."

Just now, before the Methods Committee goes any further in its work, would it not be well to define the field which it will cover? The S. L. A. already has a Committee on Classifications; and that subject, like the subjects of Cataloguing and Subject Headings, seems too large to be covered by as broad a committee as this one. If these are to be undertaken at all should they not each have a separate committee?

Then there is the question of including library administration under methods. Administration would cover such things as the general policies of the library, the architecture, furniture, vacations, etc. The Methods Committee in Boston has purposely excluded administration from its field, and has defined methods as "physical methods of detail work". However, it might be well for this national committee to include administration. May we have some opinions on this matter?

MARION BOWMAN,
Chairman.

News

In submitting this report I would prefer to call it the Report of the Local Convnetion Publicity Committee, as my connection with the work of the News Committee is rather incomplete prior to my appointment last month.

Our work here was begun under the able leadership of Miss Ruth Turner of the Shell Oil Company, who was forced by illness to resign her post, so whenever I use the Lindbergh "We" I allude to Miss Turner and myself. We knew the futility of trying to make contacts with the press in cities of some great distance, so at the outset we wrote asking some member of each local chapter to serve as a long-distance publicity committee member to send on our releases to their papers. From these individuals we received a great deal of co-operation in our work and suggestions for further releases.

Then we circularized the group chairman for the names of the outstanding periodicals within their various groups and sent out a general convention story to each editor, making the story bear upon the group whose interest the magazine best served. Response here, too, was particularly gratifying and especially the high tribute that the editors paid to individual librarians in their answers to our letters.

Thus far we had cared for the news to the outside agencies. Our next work was to get the group and local chapters into the "Go West" frame of mind. This was accomplished, or we like to believe that it was at least accomplished by our monthly letters to the group chairmen and to the local presidents. These letters, three in all, were sent out emphasizing much the same sort of thing which we stressed in our effusions to "Special Libraries" under the heading "Clip & File".

Next our work centered on telling San Francisco about you. We knew the futility of trying to interest city editors in us at the earliest stages of the convention planning, and taking a leaf from Mr. Kwapi's report of last year we waited until two weeks prior to the convention and then sent personal letters to the city editors of the newspapers in the Bay District, accompanied by a general story, a copy of the booklet on the Scope of the S. L. A. and a copy of the official convention program. In this letter we extended our invitation to the sessions and the ban-

quet and asked for the support of the individual newspapers. Our second and last letter was sent out last Monday night with our opening release. We are happy to say that we have had most courteous treatment from the press and believe that in every way we have had good and fair presentation of our matter with a minimum of misspelled names and misapplied titles.

Our "Dope Sheet" which you have had each morning would have been a more pretentious and helpful daily paper had the ever elusive funds been more ample. As it is, we hope that it served its purpose and made you feel more in touch with everything that was going on here, three thousand miles from home. Whether or not such a publication is to be used in the future depends on the will and the financial resources of the News Committee.

In our work our only deviation from last year's plan, as outlined in the News Committee Report for 1929, is the inclusion of trade publications in sending out releases. That is a small matter but in our case so far from the center of things, we felt that one source of all news at convention time was infinitely preferable.

ISABEL H. JACKSON,
Chairman.

Publications

During the past year twelve publications have been issued with the imprint of the Special Libraries Association, or in co-operation with other organizations. Important among these is the descriptive list of U. S. mimeographed statements compiled by the Financial Group, which has received much favorable comment. Due to publicity which the group instituted, the edition of four hundred copies has already been distributed.

Five small leaflets about the S. L. A. and its activities were published primarily for the use of the membership committees. A sixth leaflet, about the work of the Newspaper Group, was published in similar form but without expense to the Association.

Four bibliographies compiled by committees of S. L. A. have been published with the co-operation of other organizations. These include the fifth annual "Bibliography on Illumination 1928-1929", compiled by the Committee on Illumination and published with the co-operation of the Illuminating En-

gineering Society. The Rubber Committee completed Section 1 of the "Bibliography on Rubber Technology", which is on "Latex and Raw Rubber". It was published in mimeographed form through the co-operation of the Western Union Telegraph and Cable Company. The Exhibit Committee of the Financial Group compiled an 84 page pamphlet, "Sources of Investment Information", for the Investment Bankers Association of America which was published by them but made available to all institutional members of S. L. A. and to other members on request. This same Committee also prepared a revised edition of the pamphlet "A Bank Library" which was issued with the co-operation of the American Bankers' Association and several financial publishers. The Insurance Committee prepared a bibliography "The Insurance Library" which was printed through the courtesy of the Retail Credit Company.

Four other publications are now on the press: a complete membership list of S. L. A.; a union list of periodicals for San Francisco; a new edition of California special libraries directory; and the 1928 edition of the "Bibliography on Rubber Technology."

The Publications Committee recommended to the Executive Board that a new edition of the "Handbook of Commercial Information Services" be issued and that a committee be appointed to compile it. This was done and the committee has the work nearly ready for publication. Several other compilations have been approved by the Publications Committee but require further editorial work before publication.

The Publications Committee believes that a policy of issuing reference tools of value to many special libraries should be followed rather than one of issuing publications on detailed subjects which are naturally of value to a relatively small part of our membership. Exceptions to this practice are desirable, however, when the financial co-operation of other organizations is obtained through the activities of S. L. A. committees.

LINDE H. MORLAY,
Chairman.

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Ways and Means

The Ways and Means Committee was appointed at the first meeting of the Executive Board of last year. The members are:

Miss Schulze—Proctor & Gamble
Miss Cullen—Bur. of Railway Economics
Mr. Handy—The Insurance Library Association at Boston
Mr. Brigham—R. I. State Library
Miss Cavanaugh—Standard Statistics Co., Inc.

The object of this Committee was to go into the subject of raising money for the Association. After much discussion it was decided that until we had something very definite to offer outside agencies we would have to confine our money making activities to our membership. The majority of the Committee felt that we could not go to any Association and ask them for a grant of money until we had something to offer them and knew exactly just in what way we would make use of the money when we got it.

However, needing money as we do we decided that for the time being we would undertake to revise the handbook on commercial information services which was published in 1924 and which is now very much out of date.

The Publication Committee for the handbook consists of:

Miss Manley—Newark Public Library
Miss Morley—Industrial Relations Counselors, Inc.
Miss Mitchell—Public Service Corp. of N. J.
Miss Alexander—Batton, Batton, Durstine & Osborne, Inc.
Miss Cavanaugh—Standard Statistics Co., Chairman.

This committee has had three or four meetings during the year and at the present time wish to report that we have practically ready for the press the revised edition of the handbook. This will cover some two hundred commercial and financial services that are issued regularly. Besides the index it will include an appendix and an author and subject index.

The committee has received permission from the Executive Board to contract for advertising space for the handbook to pay for at least part of the printing. The committee hopes that this book will have a very wide and ready sale and the treasury will benefit by several hundred dollars.

E. S. CAVANAUGH,
Chairman.

Editor of "Special Libraries" Report, 1929-30

HEREWITH submit an informal report and plan to submit in print in a future issue of "Special Libraries" a more complete statement which will include detailed accounts of advertising.

As usual the magazine speaks for itself—its virtues and faults stand forth for every reader. This year we have had more and more demands for space and many articles of merit were not accepted or condensed to meet printing requirements.

New departments have increased the demand for space and on several occasions crowded columns have forced us to omit valuable departmental material.

The convention proceedings have created a real problem. The large mass of reports and addresses are ready for print at a time when advertising revenue is at its lowest ebb and the consequent congestion of copy makes it necessary to defer publication so that many worth while addresses do not appear in print until several months after presentation at the conference.

This year we have tried the experiment of publishing the annual reports of the Groups and Local Associations prior to the San Francisco convention and have forwarded to the Pacific Coast an extra supply of the signature containing all convention material. This method obviates the necessity of preparing in advance mimeographed copies of the various reports.

During the period since the last convention we have printed eleven issues as the convention in 1929 was a month earlier than usual. The reading matter covered a wide range of subjects and during the year but two special numbers were issued, a Newspaper number in November, 1929, and a Public Library Business number in April, 1930. The latter issue was under the special editorship of Miss Marian C. Manley, Branch Librarian of the Business Branch of the Newark Public Library.

The San Francisco convention number which has recently been mailed to subscribers represents the efforts of the Editor and members of the enterprising San Francisco committee. This number also carried as feature articles interesting stories concerning the newspaper libraries of the New York Times and the St. Louis Post-Dispatch. This augmented number contained 72 pages and our

printers, the Snow & Farnham Co., made strenuous efforts to put this magazine out in time for the convention.

During the year we have printed 90 pages of advertising, a notable increase over previous years. The advertising for the San Francisco convention number was noteworthy and amounted to over 17 pages of which 14 were full page display advertisements. Solicitation of this advertising places a serious burden upon the Editor, but it has been gratifying to find such a pleasing response to our requests for advertisements, as well as the continuous use of space on the part of many advertisers.

I take pleasure in acknowledging the valuable assistance rendered by the advisory and department editors

HERBERT O. BRIGHAM,
Editor.

A Letter from Siam

Miss Manley of the Business Branch, Newark Public Library, recently received an interesting letter from a correspondent in Bangkok, Siam, acknowledging the receipt of "500 Business Magazines." Nai Leck, Assistant Librarian of the Business Library, located on Third Avenue, Rong Muang Road, in Bangkok, states in his letter: "The library is an organization for those engaged in business and its aim is to procure advancement in commercial education and to promote intercourse among its members, the exchange of ideas, etc." The writer adds: "We are not a book store, but purchase books for the interest of our members; we have also a public reading room where leading periodicals and other trade papers are placed."

Bibliographic Service

A new bibliographic service was inaugurated at the Boston meeting of the National Conference of Social Work where, through the courtesy of the Russell Sage Foundation, free assistance in book problems was made available. Mrs. Bertha F. Hulseman, Librarian of the Russell Sage Foundation Library, Mrs. Mabel A. Badcock and Miss Constance Beal alternated in attendance at a special booth at the Hotel Statler. This new service was appreciated by delegates to the conference.

White House Conference on Child Health and Protection

At the session of the Special Libraries Association on Friday, June 20th, President Alcott brought to the attention of the membership a letter from the Secretary of the Interior, Ray Lyman Wilbur, relating to the White House Conference on Child Health and Protection. Mr. Wilbur in his communication stated that he had asked Miss Edith Guerrier of the Boston Public Library to tell the story of the plans for the general conference to be held during the fall of 1930.

Miss Guerrier gave an extensive talk before the Civic-Social Group, but at the session on Friday morning outlined the general plans of the conference. Miss Guerrier in her address stated.

"Briefly, the White House Conference is made up of a company of experts who are engaged in surveying available resources (other than those offered by the child's environment) for furthering the care, protection and normal development of the children of these United States.

"When this survey is completed and the results have been tabulated and classified, plans will be projected not only for making available but for making usable this accumulation of knowledge and information. The Conference, at which experts are to present preliminary reports, will occur in November, 1930. The ideals of the Conference are summed up in the Child's Bill of Rights drawn up by President Hoover.

"The Child's Bill of Rights is as follows:

The ideal to which we should strive is that there shall be no child in America—

That has not been born under proper conditions;

That does not live in hygienic surroundings;

That ever suffers from undernourishment;

That does not have prompt and efficient medical attention and inspection,

That does not receive primary instruction in the elements of hygiene and good health;

That has not the complete birthright of a sound mind in a sound body;

That has not the encouragement to express in fullest measure the spirit within, which is the final endowment of every human being.

This is a very far-reaching program. At present over 700 experts in all parts of the country are working on reports and bibliographies and the Secretary naturally feels that the libraries, special as well as general, next to the press have perhaps the greatest opportunities for giving publicity to the findings of the committees."

Miss Florence Bradley, First Vice-President of S. L. A., presented the following resolution which was voted upon favorably by the members:

"Resolved, That Special Libraries Association, in annual meeting assembled, appreciates the efforts being made by the United States Government, through the Hon. Ray Lyman Wilbur, Secretary of the Interior, in the plans for the White House Conference on Child Health and Protection; we thank him for calling this important project to our attention, and for his courtesy in sending a representative to our annual conference to explain in detail the purpose of the proposed conference and we pledge to him our full cooperation in this new effort for social welfare."

Miss Bradley, in presenting the motion, also stated:

I might add a word here, to say that any librarians who might wish further enlightenment, or desire to know how developments are taking place, should get in touch with the National Health Library in New York City. The American Child Health Association has its association there and the National Health Library is the library group that would represent the American Child Health Association to us for any further advice that we might want from time to time, because it is difficult for us as librarians, with as little information as we have had so far, to keep in as close contact with the day-by-day developments, and as Miss Guerrier says, when the project gets to the point where librarians are supposed to enter in, I think developments will happen fast.

"Mr. Hoover has been the President of the American Child Health Association ever since the American Relief Association was dissolved."