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# SPECIAL LIBRARIES

"Putting Knowledge to Work"

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VOLUME 25

OCTOBER 1934

NUMBER 8

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*Indexed in Industrial Arts Index and Public Affairs Information Service*

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# SPECIAL LIBRARIES

MARIAN C. MANLEY, *Editor*

OCTOBER, 1934

Volume 25

+ + +

Number 8

## Book Publishing With an Eye to Special Libraries

By **ORDWAY TEAD**

Editor of Economic Books, Harper & Brothers

**A**NYONE who thinks of the publisher of serious, non-fiction books as a Jove sitting on high Olympus high-handedly accepting but mostly rejecting manuscripts for book publication realizes hardly at all the complexity of his problem. Nor does such a person realize how truly eager the publisher is for guidance and suggestion as to what to publish, and how sympathetically each new project is examined to see if *this* is the book the reading public will clamor for. No doubt each publisher sets a certain general kind of pattern of the kind of book he would like to sponsor. There is a certain personality to every list. But even so, the determining factor has to be the audience. The editor must have an eye — both eyes — on the market. And the special library, especially the corporation library in banking, insurance, advertising, investment manufacture, sales, personnel, etc., is one important portion of that market.

Whatever will bring editor and market into closer understanding is valuable to both. For, as I have said in these columns before, the special librarian is rightfully not a custodian of books but a liaison officer of ideas. And an editor of serious books is a midwife of ideas, helping authors to give birth to children of their brains whom others may adopt and bring to maturity as their own.

From where the editor sits, at least three vital problems arise, the brief statement of which may help that *rapprochement* between publisher and special librarian which can benefit each.

First there is the decision as to what to pub-

lish. Experience suggests that four distinct types of volume prove useful. These are the "how to" book, the background book, the personal self-help aid, and — abundantly since the depression — the treatise on how to cure the world's economic ills.

All four of these types have an audience through special libraries, although up to now the first and third are the ones most in demand from this quarter. The book on how to do something — write an advertisement, sell bonds, run a purchasing department, make a budget, prepare a balance sheet, be a good secretary — would seem to have the easiest and most direct path marked out for it. But the gulf between the need and value of new ideas and the actual possession and use of them out of books by the practitioner is deeper and wider than anyone but the publisher would suspect. Failure to use such material as it is meant to be used is an omission for which I venture to suggest special libraries must assume a fraction of the blame. As long as three or four thousand copies have to be considered an excellent total sale for a typically useful how-to-do-it book, it will be obvious that many possible users remain unaware of its utility.

Related to the "how to" book is the background book. These the publisher approaches with caution because he knows the difficulty of getting the business executive to look beyond the immediate practical details he is dealing with. Books, for example, that deal with the sources of raw materials, tariff policies, trends in distribution, tastes in design and style, distribution of population or income —

these are all of urgent concern to many in business, if they only would raise their eyes above the rut in which they are plodding. Mostly these are books which bring the authors and the publishers esteem and commendation — but relatively few sales

The self-help book is perennially popular if it is well-written and constructively practical. Indeed the quality of manuals of this type is higher than ever before. They come from accredited psychologists; their hints are definite; they can help adults to add a cubit to their stature by taking thought — if they will get the thought! Experience with study conferences under corporation training directors has shown that by group study this type of personality development work can be most successfully prosecuted. But from the inquiries received in the office mail as well as from my personal contacts with executives I am reluctantly led to gather that the company librarian is apparently not the one whose suggestions are first sought as to "what book we can give our supervisors to read to help them develop initiative or morale or good working habits."

Again, the modern company does not operate in an economic vacuum. Outside forces of government, of public opinion, of consumer desire, of employee sentiment, of community reaction — all these are affecting, or should affect, how company policies are modified or revamped with the changing economic climate. This is not merely a question of understanding the New Deal or the causes of the depression or the factors in business recovery. It is a matter of sensing when a company is working with the tide of public sentiment and when it is subtly at odds with that sentiment. The literature of economic reconstruction and of a new social orientation is indeed voluminous and growing. Also it is of unequal value both as analysis, prognosis and proposal. But the best of it deserves the thoughtful attention of business men, just as the temperature and humidity require the attention of farmers. Only there is this difference. The business man can to some extent set his sails to the wind. The farmer must on the whole accept the weather as given.

What do special librarians do to sift out the significant reformist volumes and make it known to their readily available audience that here or there is timely pay-dirt?

The publisher prefers to publish good books. It is a matter of pride that he can offer the best in the respective classes of publication he essays. But if, as sometimes is true, he finds the sale to be in inverse ratio to the quality of the product, he wonders why the librarian audience which should be the go-between to the ultimate consumer has not given him more help as a discriminating interpreter and amplifier.

The second problem of the publisher is how to sell his wares. In the best of times this is not so easy as it looks. It is the exceptional bookstore which can afford to have one salesperson who is expert in advising on what business or economic book to buy for a given need. The casual purchase of such books through stores is surprisingly small. Direct mail efforts are inevitably resorted to. But they are expensive at best. If five percent of a list buys, that is a phenomenally high return. Space advertising in good mediums is also expensive and unless there is a coupon the results are indeterminate. If there is a coupon, the net sales in relation to the size of the circulation are ridiculously low.

I believe most publishers would agree that favorable reviews from reliable commentators plus the enthusiastic word-of-mouth testimony of informed readers that "you must read this," are the prime assets in building sales. Particularly with the specialized book, the initial audience has to build the wider audience. The economics of the publishing business are inexorable. It is simply out of the question to assume that every book can be advertised and publicized to its entire rightful audience by the publisher's promotional budget.

Enter at this point the special librarian with a real economic as well as intellectual function to perform. Am I too presumptuous in seeing in librarians one of the important first audiences for the non-fiction book? Haven't they the rôle of evaluating and publicizing the book which may have utility for the audience they know? (In the aggregate the audiences they know would readily finance the publication of any really first-class volume if desire and need were translated into purchasing!)

If it be objected that the librarian cannot read everything, much less have an expert opinion on everything, that should be conceded. But the evaluating job can be done in

part by proxy and by deputizing examination to reliable experts within or without the company.

The first step is to acknowledge the function. That done, it is relatively easy to get that cooperation from a number of sources which will assure that worthy books are identified and called vigorously to the attention of their rightful readers.

The publisher's third problem is how to get such a fruitful use of books that the reading habit is fostered. For when all is said, publishing thrives among a literate people habituated to the idea that there is to be found in books that which people seek from human intercourse. The difference is, as habitual readers know, that reading can be a much more concentrated, distilled and illuminating experience from mind to mind than is the desultory and random result of conversation — most of which, after all, centers on the weather and personal gossip.

Basic to the librarian's success and enormously contributing to his or her assistance in forwarding sound publishing, is the librarian's own ability to read to good effect. The enthusiastic reader is the single best book salesman. The enthusiastic and persistent librarian is the single best advocate of wider, more intelligent and more beneficial reading. Reading, we who are readers know, is a fine art. It requires the collaboration of the reader, whose rôle is far from passive. As an art it can be taught, both by individual tutoring and by group stimulation.

What do you do to foster more and better selected reading?

Do you know the best works in the fields in which you will be called upon to advise?

Do you know how to tell people where to find what they want within a given book?

Do you know how to make them want what you know they need but have not realized they could find in a book?

Do you know how to surround reading with glamor — the glamor of enjoyment, of new insight, of useful facts, of new points of view, of new methods of personal living?

Finally, do you realize that the time is past when the librarian merely piled up wood-pulp like a beaver? Today the job is also one of publicizing like a broadcaster.

Do not conclude that I am trying to shoulder upon the special librarian the burden the publisher should assume. But publishing is a co-operative venture. Author, publisher, middleman and reader, each has to do his part if worthwhile reading is to take place. And the librarian is one of the vital middlemen — a function both dignified, indispensable and highly challenging.

All I am pleading for is that as we try to do a better job of publishing we may count upon a better job from the go-betweens. If the books aren't right, if other subjects need to be treated, if brilliant authors whom you know remain undiscovered, the publishers will welcome counsel and suggestion. We sit on no remote Olympus. We are to be found — always accessible — next door to the market place. We stand ready to place the best works that can be found in the hands of all who can surely profit by their use.

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## A Needed Tool

By AMY WINSLOW

Head, Department of Industry and Science, Enoch Pratt Free Library, Baltimore, Maryland

THERE are rumors that the lot of a large group of special librarians may be on the point of a vast improvement. The Special Libraries Association has a sympathetic ear to the ground, sensitive to needs and possibilities, and ere long it may be that only the support of interested librarians themselves will be needed to bring this improvement about.

Ever since in 1928 the Carnegie Library of Pittsburgh announced that its invaluable *Technical Book Review Index* must be discontinued, there has been no adequate substitute to take its place as a book selection and bibliographic tool. Under the excellent direction of E. H. McClelland the *Technical Book Review Index* through its twelve years of existence achieved the position of a tool which was as useful and unique in its special field as the *Book Review Digest* is in its more general one. Covering both pure and applied science with occasional listings of books on closely allied subjects, the Index afforded a record of book reviews appearing in the several hundred scientific, technical and trade journals currently received in the Technology Department of the Carnegie Library of Pittsburgh. In addition to the citation of the source of reviews, one or two extracts from reviews usually appeared with each entry, accompanied by name or initials of the reviewer in the case of signed reviews. The index appeared quarterly and was arranged alphabetically by author. No attempt was made at evaluation, but whenever possible the extracts were so chosen as to include definitely favorable or unfavorable comments.

To the librarian who has spent hours searching for a review of a scientific book which has appeared only in some obscure or unindexed magazine, the value of such a tool need not be urged. There is a disturbing lack both of book review information and book selection aids in the scientific and technical fields. The large public library and the specialized library are not so handicapped by the lack of the latter as

is the smaller public library, for close attention to current reviews in the usually liberal number of periodicals available affords fairly timely information about books. It is the prolonged search for the review after it has become a little cold that particularly shows up the lack in this respect. That current book selection aids in the scientific and technical fields are inadequate for the smaller library which does not have access to a well-rounded collection of current periodicals is only too evident from the frequent appeals which are received by the Book-list office at American Library Association headquarters.

What would be the most desirable scope and features of a book review index in this field, if the Special Libraries Association should devise means for launching a successor to the Pittsburgh Index? As one librarian who has spent profane moments bewailing the loss of the T.B.R.I., the writer is glad of an opportunity to express these few (perhaps Utopian) hopes:

1. That the scope be not less broad than that of T.B.R.I., *i.e.* — that its field of inclusion approximate at least those subjects covered by the 500's and 600's in the Dewey Decimal Classification, with possible inclusion of such 300's as would be of interest to business libraries, and such 700's as are sufficiently technical to be included in technical libraries (*e.g.* — photography and perhaps landscape gardening).
2. That the arrangement be alphabetical by author and that entries include date, publisher and price.
3. That a wide variety of journals be regularly indexed, including outstanding foreign periodicals in the major fields of industry and science.
4. That, in addition to source of reviews, brief extracts or digests be included whenever possible, of sufficient definiteness to be of use in book selection in libraries where the original review is not available.
5. That reviews of books be included in the issue of the index next following their appearance, irrespective of whether other

reviews have appeared or not. To wait for a specified number of reviews (the *Book Review Digest* withholds an entry until at least two reviews have appeared) would mean both a loss in timeliness and, particularly in the case of books on smaller industries and trades, that many items would miss entry entirely. Often these would be the very ones which, because most difficult to locate, would most require listing.

6. That an annual author index be published and, if not involving too great complications, an index by subjects.
7. That the publication be issued once a month if possible, at the most not less frequently than bi-monthly.
8. That the publication be launched not later than January 1, 1935!

It may be well to summarize the functions which such a tool could discharge, though they already seem perhaps all too obvious. The most important would be the accessibility of evaluations written by specialists in given fields, with in many cases the name of the reviewer at hand. This point makes each of the following doubly important:

1. The affording of ready and timely information for book selection purposes, both for the special library and the large public library with other aids at hand and, more particularly, for the smaller library which is limited in its access to specialized journals.
2. The ready accessibility of critical evaluations for patrons desiring information on specific titles or books on a specific subject.
3. Aid in bibliographic work, such as preparation of lists, critical bibliographies, reading courses, *et al.*
4. Information about books temporarily "out."

For the special librarian in the industrial plant, where the periodical list is necessarily highly specialized, the proposed index, in addition to the purposes outlined above, would prove useful in providing clues to books in related fields. These, though necessary for the well-balanced special collection, may escape review in the journals available in the plant library. The elementary book also frequently is not reviewed in the highly specialized journal, though it may have a legitimate place in the special library.

That the Special Libraries Association is definitely interested in the need for such a tool

as that outlined above is a distinct cause for hope and encouragement. As was announced in a recent issue of *SPECIAL LIBRARIES* (July-August 1934, p 154) the project is receiving serious consideration by the Executive Board of the Association. A committee has been appointed to consider possibilities, both from editorial and financial standpoints. A great deal will depend on voiced support of the venture. A brief preliminary survey of demand made in the early spring of this year showed great interest in the project and an encouraging degree of promised support. It is to be hoped that when the opportunity is offered by the committee, as it undoubtedly will be, to make definite commitments in the way of advance subscriptions that sufficient support will be forthcoming to enable the Association to offer the publication at a price low enough to be within the reach of the smaller library as well as the hard-hit larger one. Now more than ever before wise selection in book-buying is obligatory, and it is in the fields of this proposed index that libraries often most need to build up workable and "selling" collections.

#### IS THE T. B. R. I. NEEDED?

##### Quotations from answers received

"The technical book list which Mr. McClelland conducted at the Carnegie Library in Pittsburgh for several years was the most useful tool for the special librarian, and its suspension was a most serious loss."

"It is gratifying to know that steps are being taken to publish an index and digest of technical book reviews."

"We too have felt the need for a well annotated, *comprehensive, current* technology list. During the past few years it has been extremely difficult to spend our limited funds to the best advantage."

"A comprehensive book list such as you proposed will serve as a means of checking our order lists for lacking titles, and will serve as a permanent record of book reviews."

"At present there is no regularly issued technical list from which librarians can make their selections with the same assurance that they can in using the A. L. A. Booklist. It seems to me there must be enough libraries with technical departments to support a list."

## Publication Activities and the Library

By LINDA H. MORLEY

Librarian, Industrial Relations Counselors, Inc

THE library of Industrial Relations Counselors, Inc., takes part both directly and indirectly in publication problems since the library itself prepares material for publication and also contributes to the work of the organization in its research and publishing program. Activities connected with the library's own publications will be described first and then the publishing activities of the organization and the library's relation to them.

### "Current Periodicals" Department of Personnel Journal

The library has prepared abstracts of current periodical articles for this journal since 1928. The methods by which the work is handled may be described briefly.

The main entry cards for all articles cataloged during the interval between publication are held in a separate file. One week in advance of the date when copy is required by the printer these cards are examined. From this accumulation, which averages between 200 and 300 cards, the more important articles are selected. Since the members of the Personnel Research Federation and, therefore, the readers of the periodical are especially interested in the scientific approach to the problems of personnel administration, the material selected for inclusion consists largely of the results of investigations and the more extended articles by authorities in the several fields. The attempt is made to write abstracts rather than annotations for these articles. In other words, to give the essential facts or conclusions and the results of investigations or surveys rather than to describe the article. These abstracts are written in the catalog cards and are, therefore, permanently useful.

### Library Bulletin

Publication of the semi-annual Library Bulletin was begun in January 1928 and continued to January 1933. It may be continued

in reorganized form. As published, its purpose was to provide a source of information about the currently published books and pamphlets in the field of industrial relations. A constant surveillance of all new publications in the field of industrial relations is maintained and these are cataloged whether they are added to the library or not. The author cards for all publications, except confidential material, typewritten articles, annual reports, texts of laws and similar material of slight general interest, are held out of the catalog between the semi-annual issues of the Library Bulletin. Within six-month periods the average number of publication records assembled amounts to between 1,000 and 3,000, among which about 75 or 100 are usually found of sufficient interest and importance to include in the Library Bulletin. In scanning periodicals, reviews of books and other publications in our field are watched for and a file of reviews maintained. This file consists of the reviews themselves, where the publication is one that is clipped, and of sheets indicating author, title and date of review, together with the reference to the periodical containing the review. When reviews are signed, the name of the reviewer and his affiliations are also given. As the first step in preparing each issue, the accumulated author cards for the previous six-month period are looked over and the most worthwhile material is tentatively chosen. The reviews for these, as indicated by our review file, are then collected. The books and pamphlets are themselves then assembled and examined in conjunction with the reading of the reviews, and the final selection made. It is hardly possible to write an abstract of a book or extensive pamphlet, short enough to use in a bulletin of this character. Descriptive notes, however, are included, and, wherever possible, an abstract of the more important conclusions reached by the author is given. In the case of shorter pamphlets the note is as much of an abstract as



possible. Following each note a record of published reviews is given with the name of the reviewer.

The material in the Library Bulletin is arranged in two groups, (1) books dealing with the practical work of personnel administration, and (2) those dealing with the theory and background of industrial relations. Each issue is provided with a table of contents and an author index.

#### **Bibliographies**

In each issue of the Library Bulletin a bibliography on some subject of current interest is included. Other bibliographies have also been prepared and published from time to time. In most cases these were a by-product of the library's work in making material available for the research staff in connection with their research and publishing program. The study of *unemployment insurance which was begun in 1926*, resulted in the publication of four books, one dealing with the United States and one each on unemployment insurance in Great Britain, Switzerland and Belgium. In preparation for these studies the library compiled a chronological bibliography which attempted to include as nearly as possible all published material dealing with this subject. It covered the period from 1891 to 1927. Since then, two supplements to this bibliography have been issued; the first covered the years 1928-1929 and the second, the period 1928-1931. A similar bibliography was prepared in connection with the study on pensions although this was not published.

The technical procedure in preparing these comprehensive bibliographies may be worth a brief description. All cards for material on the subject already in the catalog are transcribed. All available bibliographies are checked and cards made for items which they contain. As each publication is examined footnotes and citations are watched for and cards made for those which on examination prove to deal with the subject. Catalogs of such libraries as the New York Public Library, the Library of Congress and Department of Labor, have been checked, as well as all material filed in special libraries interested in the subject. In making the cards, the location of the book or the source of the information is noted on the re-

verse. Annotations are written on the card as each publication is examined. The annotations in these cases attempt to make clear the exact subject coverage of each publication. It is an interesting commentary on the lack of standardization in bibliographies and citations that it has been necessary to arrange such a master bibliography, first by author, then by sponsoring organization, and periodical articles by title of periodical and then by date in order to eliminate duplication.

#### **Bibliographies and Citations in Published Books**

Responsibility for accuracy and form of footnote references was at first placed with the library. In advance of publication, the library bibliographer looked up all footnote references and verified quotations, etc., in the text. The form of citations was also made to conform to standard practice. Later this bibliographer, trained by the library, was transferred to the editorial department and now carries on this work in conjunction with indexing, proof-reading and other activities in the preparation of manuscript for the press.

#### **Confidential Memorandum to Clients**

In connection with our consulting work, a mimeographed bulletin is issued from time to time as new developments in the field of industrial relations dictate. The library in its scanning of current publications watches for significant happenings and new developments of importance to the conduct and policies of personnel departments. The technique of handling this work consists in noting on 3" x 5" slips, events which seem important at the time with a reference to the publication in which they are discussed. The daily newspapers, press releases, documents and certain types of periodicals are the principal sources of this kind of information. In addition to this, members of the field staff make similar notes or write abstracts in preliminary form for the client memorandum.

#### **Publications of Industrial Relations Counselors, Inc.**

In addition to books, mimeographed and pamphlet publications have been issued from time to time. These are distributed to clients

and others. When the edition is nearly exhausted, the reserve supply is turned over to the library. Thereafter requests for these publications are edited and, unless it seems particularly desirable to accede to such requests, an offer is made to loan a copy of the publication instead of sending it as a gift. This loan is handled through the library and is followed up if not returned. Members of both the research and consulting staff frequently prepare papers to be presented at meetings and articles for publication in magazines. One copy of all such papers is sent to the library by the stenographic department when the final copy is made. Copies of all publications of Industrial Relations Counselors, Inc., and members of its staff, together with reviews of them, are filed in the library under the name of the author. Watching for mention of our organization and reviews of any of our books or other publications is, of course, a continuing activity. These are called to the attention of the authors and others as noted. An official file of reviews of each of our books is kept in a separate binder. Our catalog shows as complete a record as possible of all publications and

articles prepared by members of our staff, both before and during the author's affiliation with Industrial Relations Counselors.

#### Publicity and Distribution of Publications

A "contact file" consisting of a card for each individual with his affiliation and address, and a corresponding card for the organization with which he is connected, is used for publicity on publications. A simple cross classification of these individuals is made possible by using cards of several colors. This facilitates the selection of names in certain fields. As this file contains names of persons working in the field of industrial relations, it is in effect a directory of such individuals. Incidentally, this is supplemented by the catalog since author cards always have the author's affiliations as shown on title page or headings to periodical articles added in parenthesis after the author's name. As each book comes from the press the library makes up suggested lists of periodicals and other publications to receive review copies and releases and helps in the preparation of lists of prospects.

## Among the Periodicals

LIBRARY periodicals from England, France, Poland, India and South Africa have come to Headquarters recently. Most of the material refers to public library development, but many bibliographical references are included.

The *Library Review*, published four times a year at Coatbridge, Scotland, features entertaining literary articles with an unorthodox slant on literary problems and covers in its "Notes and News," library development in England, Ireland, Scotland, Wales, the United States and Canada. The *Library Association Record*, published monthly by the Library Association in London, is similar to our *Library Journal*, but specializes in complete and scholarly book reviews.

The new *French Revue du Livre* has an interesting section on magazines in which the articles in the *Library Journal*, the *Wilson Bulletin*, *SPECIAL LIBRARIES* and the *A. L. A. Bulletin* are noted for the benefit of the French readers. An interesting public library bulletin

showing an international point of view is brought out by the Warsaw Public Library. The series of biographical notes and bibliographical references on leading librarians appears to be well done. Articles are included on James Duff Brown, that witty writer of valuable library tools, and on Arthur E. Bostwick and his work in St. Louis.

The *Modern Librarian*, brought out by the Punjab Library Association at Lahore, is particularly informative in showing the extent of library development in India and the particular problems that face it. In a discussion of economics of public library service, the countries considered are Great Britain, Russia and Japan. A long article is included on the Colon scheme of classification, of interest to classifiers in this country as well as abroad.

The *South African Library*, published quarterly by the South African Library Association, is another publication that gives an insight into library problems in other parts of the world.

## PRESIDENT'S PAGE

**T**O PUBLISH or not to publish? Some time in its existence practically every professional association has had to meet that issue. No activity that it can undertake has greater possibilities of service to its members or of contribution to the profession it represents. At the same time, there is no activity which presents greater problems, for innumerable factors enter into its successful conduct.

An association must meet the same high cost of production and distribution which is today causing our commercial publishers such distress. One can scarcely pick up a magazine or paper without reading some statement about the plight in which the publishing business finds itself. Then, how much more precarious is the program of an association which, of necessity, must confine its publishing activities to books of reference, with no popular appeal, valuable primarily to its own members and which commercial publishers cannot issue because of the slight prospect of profit.

Our own association undertook a publishing program from its earliest days starting with the first issue of *SPECIAL LIBRARIES* in January 1910. Through the years we have made vast strides and have issued many invaluable reference tools of which any association might be proud.

This has only been possible through the unsurpassed cooperation of our membership which has contributed hours of work in compiling these bibliographies, directories, union lists, guides, handbooks and surveys, all of which facilitate information and research service, lead the inexperienced to sources, and add generally to the efficiency of our own members.

However, the success or failure of a publication program of an association, in the final analysis, depends to a large extent on the machinery developed for putting the material through the press, financing and selling the product. To be sure, content is all important but if it is not properly presented, the publication will not receive the attention due it, sales will be poor and it will not serve the purpose for which it is intended.

I feel that our association has been unusually fortunate in the machinery that it has developed, especially since 1931 when our Publication Policy was adopted by the Executive Board. A brief outline of the steps involved may be enlightening:

1. The idea is presented in the planning stage;
2. After due consideration of its value, possible market and general advisability of issue by the Publication Committee it is tentatively approved or rejected;
3. If approved, it is submitted to the Executive Board and when passed by the Board, its compilation is authorized;
4. The manuscript is submitted;
5. The Publication Committee:
  - (a) Edits the manuscript for accuracy of content, for correctness of form, for consistency, for typographical errors.
  - (b) Submits the manuscript to several

printers for estimate and allots it to the lowest bidder.

- (c) Reads proof.
- (d) Plans make-up, cover, title page, etc.
- (e) Sets price according to approved formula.
- (f) Suggests possible market for sales publicity.
- (g) Plans and places publicity in periodicals, trade papers, etc. and writes and mails direct mail publicity
- (h) Issues follow-up publicity

Any one or all of these processes may and does involve correspondence with the compilers, with the printers and with headquarters. They involve hours of checking, of meticulous work and of eternal vigilance and account for the apparent delay between the date of submission of the manuscript and the appearance of the publication in print. However, this very delay insures their accuracy and general excellence.

It is a tribute to our Publication Committee, which from 1931 to 1933 was under the Chairmanship of Linda H. Morley and is now headed by Adelaide C. Kight with Miss Morley in an advisory capacity, that, in the past five years, our sales have been sufficient to meet the cost of production of every publication and in many cases we have made considerable profit. This is in rather startling contrast to the experience of most associations and I feel very strongly that it has been accomplished largely through the efforts of these two loyal members.

I have gone into some detail in setting forth our problems because I have long felt that our membership as a whole has not realized the responsibility they were placing on their Administrative Officers in the conduct of this activity, involving as it does spending Association money and tying up Association funds in unsold stocks. It is strange to reflect that more of our publications are purchased by outsiders than by our own members. With this explanation, it is hoped that members and locals will assume some of this responsibility by purchasing our publications, by talking about them, by displaying them and by writing about them if the opportunity offers. Five local chapters have indicated their willingness to display our publications at their meetings and some are to show them in the public library of the city. Others are arranging displays at state library and other conventions.

I have not mentioned *SPECIAL LIBRARIES* which is one vital part of our publishing program. However, its problems are so different from these that they do not fit into this discussion.

To my mind the issue resolves itself into a problem of cooperation between our members and the Publication Committee. It is a circle—the better our publications, the more we can sell, the more we sell, the greater the profit; the greater the profit, the more we can publish.

RUTH SAYVORD

# The Special Library Profession and What It Offers

## 2—Business Work in Public Libraries

By MARIAN C. MANLEY

Branch Librarian, Business Branch, Newark, N. J.

THE material on which this account of the opportunities in the work is based consists of replies to a questionnaire sent out in September 1934. To some extent it supplemented and brought up to date the survey made by the Business Branch of the Newark Public Library in October 1929 and published in the pamphlet, "Business Service in Public Libraries of 109 Large Cities." That survey was planned to:

1. Discover the extent of public library work for business throughout the country.
2. Provide a guide by which comparative progress might be checked.
3. Furnish a handbook for those using library resources of this type that they might know:
  - a. What libraries provide business information of this type and the extent of their collections.
  - b. What business information the local public library provides.

The survey made in September 1934 was intended to bring out two features: one, the personnel factors affecting business work in public libraries, and the other, the effect, on this work, of current economic conditions.

### WHAT IS MEANT BY BUSINESS WORK IN PUBLIC LIBRARIES

Business branches and business departments have developed because the needs of business men are best filled through certain special types of literature arranged so that information may be secured with little delay. A prominent librarian once said that there was no necessity for a business department—his whole library served the business man. The business man, however, who has the choice between using the whole library—a large building with time-consuming halls and wide separations of material—or a compact business branch or department with materials available in an arrangement he can understand

and use himself and so selected that only alive, current material is there, has no hesitation in saying what type of business service he prefers.

The administration of business branches or business departments must differ markedly from general public library practice. The fully developed department of this type may have 75% of its material, for example, uncataloged—an impossible practice for general library collections. The basic necessity for business work is that current material be made readily accessible. Accessioning must be reduced to a minimum, with the result that in such departments, material is received, recorded and put out for use, all in the space of a few minutes.

The relative expenditures vary in business work. Investment services and directories are a vital factor and receive a far greater proportion of the budget than will general books on business practice. Circulation, the standard rule for measuring the work of most libraries, cannot be used in measuring the work of a business branch or business department. Perhaps 20% of those using the Business Branch in Newark, for example, may borrow books, where 80% will work with reference material.

### HISTORY

The first public business branch library was established by John Cotton Dana in Newark, N. J., in 1904. In a small store near the post office and a short distance from the corner of "Market and Broad," was placed a general collection of books with a few directories, business books and magazines, under the charge of a librarian with one full-time and one part-time junior assistant. From this small beginning in 1904, the growth of the business work has been reflected in the expansion of these collections. As the number of sources of

business information multiplied and their use became widespread, it seemed wise to withdraw the general collection and devote the full time of the staff to business work. In 1927 an entire building with four floors was built for business work and the staff grew from one branch librarian and two junior assistants to a branch librarian, six reference assistants and five juniors.

The Newark Business Branch was in existence nine years before any other public library devoted special attention to this work. In the meantime the pamphlet, "The Business Branch," was published in 1910 by Mr. Dana as part of the American Library Economy Series and intended as a guide for the development of such departments elsewhere.

In 1913 the two public libraries, Fort Wayne, Ind., and Portland, Ore., established business and technology departments. The second business branch in the country was established by Miss Countryman in Minneapolis in 1916, under the guidance of Mrs. Dietrichson, who, after fourteen years experience there, organized the Kirstein Branch in Boston under Mr. Beldon in 1930. The Indianapolis Business Branch was opened in 1918. From 1920 on, the development of business departments became rapid, with Albany and Pittsburgh starting their work in 1923 and 1924, and San Francisco, Hartford, South Bend, Boston, Nashville and Baltimore following from 1929 to date.

#### GENERAL ORGANIZATION

The survey in 1929 showed about an even distribution between the two forms under which special work for business men is developed. In libraries where the main building is not in the center of the town, the Business Branch is the channel through which such work is pushed. The Business Branches in Boston, Newark, Indianapolis, Minneapolis, Hartford illustrate this type.

In other systems where the main library building is centrally located, business work is carried on in a special department—sometimes concentrated on business, as in Cleveland and Baltimore, and in other cases combined with technology, as in Portland and Bridgeport. In special cases there are interesting combinations of business work. In Provi-

dence, for example, the Business Branch has its quarters in the Chamber of Commerce Building. This is also true in Nashville. Hartford is possibly the only library system where the technology department has been moved from the main library and centrally located along with the Business Branch.

The two largest business branches, Newark and Boston, both occupy their own buildings. The Boston Business Branch, known as the Kirstein Branch, occupies the first building given by a business man for the development of business work in a library, while Newark occupies the first building devoted to business library work erected through a city appropriation. Both Boston and Newark were fortunate in that their building problems were settled before 1929.

The libraries as a general rule are open during business hours. Special effects of the reduced budgets are displayed by Minneapolis, in closing all day Wednesday and Saturday afternoon; in Newark, by closing all day Friday and Saturday. The library is closed to the public on Friday, but the staff works in order to take care of the accumulation of work that reduced hours necessitate.

#### WORK ARRANGEMENT

The organization of the staff and the work assignments show a decided variation in the different libraries. In Boston, for example, Mrs. Dietrichson says, "We go through practically all the operations of a separate public library, as we do our own classifying and cataloging, book selection, mechanical preparation of books, collating, etc. Actual mechanical ordering and paying for books and materials is done at the Central Library, as is the making of borrowers' cards from our applications. Our work is however primarily reference."

The division of general work varies greatly according to the size of the library. In Newark the branch librarian does the ordering, the editorial work for the Business Branch publications, the correspondence, involving much contact work, the general administration and supervision, and the consideration of any plans for promoting the work. The first assistant supervises the junior assistants, the janitor and the building, takes care of the periodical col-

lection, and is in general charge of the second floor where the circulating books, charging desk work and periodicals are taken care of.

One reference assistant spends a large proportion of her time in adding material to the Information File, taking care of the catalog records pertaining to the branch work, checking on book reviews and recommendations for book orders. Another reference assistant puts more time into straight reference work and also has entire charge of the directory collection, accessioning material, suggesting orders and discards. This same assistant takes care of the state and municipal document file. Another assistant does reference work, handles the Business Branch publication records, does the correspondence filing, and assists the branch librarian in special statistical reports or similar studies. Other reference assistants spend the larger part of their time on reference work, but in the intervals take charge of the investment services, the map file, and other special collections.

The junior assistants have charge of the charging desk work, the shelves and do the preparation for the various collections. The staff includes one full-time stenographer and several juniors who are competent typists.

The outline of work for the Minneapolis staff indicates the organization of an effective medium-sized branch. There the branch librarian, among other things, does order and book selection, reference and desk work; indexes city ordinances; revises cataloging; checks newspapers for clippings; keeps index of legislative bills during the session. An assistant catalogs, assigns subject headings to clippings and pamphlets, indexes new magazines for reference file, does reference and desk work, revises filing in catalog. Another sends for and catalogs all continuations, has charge of desk work, does some typing, reference work, while the clerk checks mail, shelves, mounts clippings and pamphlets in folders, types and files catalog cards, does typing and general errands.

#### STAFF DETAIL

The numbers on the staff show marked differences. Newark leads with 12, Cleveland 11, Boston  $8\frac{1}{2}$ , Baltimore and Minneapolis 4, Portland and Indianapolis 3, Pittsburgh,

Hartford, South Bend and Fort Wayne 2, and Nashville and San Francisco 1. All have been reduced to some extent by reduced appropriations.

The training and qualifications for different positions are given for one large library as illustrating the normal requirements: First assistant and cataloger, with floor supervision. College, library school training, and ten years' experience in library work. First assistant in reference work. High school graduate with special courses; mature, with some business experience. Has 20 years' service in library. First assistant at circulation and registration desk. Has charge of records and of periodicals. College graduate, library training class for one year. Assistant on reference floor, special aid to librarian in book and free material ordering. College graduate, majoring in economics. Assistant at circulation and registration desk. Some cataloging. College graduate, library training class for one year. Assistant in cataloging and circulating department. College graduate, library school training, specially good in cataloging. Page. Shelving, filing, mechanical preparation of books, mending, errands, etc. High school graduate.

The number of working hours in business branches and departments vary from 35 to 42 hours a week as follows: Boston 36; Newark 35-37; Baltimore 40; Hartford 41; Indianapolis 42; Minneapolis 35; Pittsburgh 40; South Bend 42; Albany 40; Nashville  $41\frac{1}{2}$ , and San Francisco 42. In Boston and Newark the hours are cut from a normal schedule of 40 and  $40\frac{1}{2}$ .

Vacations in most cases are variations of a month; that is, four weeks, 26 working days or a calendar month. Exceptions are Hartford, 3 weeks, San Francisco, 3 weeks; and Baltimore, 2 weeks.

#### SALARIES

Salary ranges show a wide variation. The salaries of branch librarians are particularly wide apart, since the duties range from that of the head of an active institution having a staff of ten to fifteen and an annual budget of around \$30,000, to the library where the branch librarian is the only assistant and the annual budget approximately \$1,500.

Salary ranges for the different types of

positions are as follows: branch librarians, normal salaries \$1,200 to \$3,200; with cuts, \$1,170 to \$2,700. First assistants, normal salaries \$1,440 to \$2,340; after cuts, \$1,039 to \$2,033. Reference assistants, normal salaries, \$1,188 to \$1,900; after cuts, \$960 to \$1,725. Assistants, \$1,050 to \$1,500; after decreases, \$780 to \$1,325. Junior assistants, \$750 to \$1,200; after cuts, \$700 to \$910.

Salaries vary according to location and size of department. Average salaries for business work in 1929 and 1933 are as follows:

	1929	1933
Boston . . . . .	\$1,846	\$1,300
Newark . . . . .	1,677	1,555
Baltimore . . . . .	.	1,227
Hartford . . . . .	1,710	1,578
Indianapolis . . . . .	1,440	1,440
Minneapolis . . . . .	1,625	1,474
South Bend . . . . .	1,800	1,500

All the libraries have been affected by reduced appropriations. In Indianapolis, according to Miss Cleland, "Since the beginning in 1918, the first full year, our Branch has the following increases: reference and loans are six times — attendance ten times the first year. Space has not increased, staff very little. Salaries increased steadily up till about five years ago. Salary cuts range from 27% to 10%."

Mrs. Dietrichson says of Boston, "Besides the general graded cut of 5, 10 and 15%, which is supposed to be temporary, there have been three changes in salaries paid at this branch during the last 2½ years. Two assistants and the shelving boy have left and the vacancies filled in each case by less experienced persons at a less salary, the assistants reduced from \$25.00 to \$20.00 as a basic salary, and the boy from \$16.00 to \$11.00, the general tendency apparently being to lower the grade of service and the salaries."

In Newark the cuts on the Business Branch staff are based on the salary, and range from 10% to 3%, with many at 5%. Besides the percentage cut common to all employees, the library staff gets a half day's furlough without pay each week.

**COLLECTIONS**

Just what are the basic needs for a business branch or department? In "Business Information and Its Sources," the most useful collec-

tions for business branches are noted as follows:

1. An up to date collection of city and trade directories as key to markets.
2. A sound collection of standard investment manuals and services.
3. Books by recognized authorities giving the latest approved methods on production and distribution costs and other problems of the business world.
4. The best business and trade magazines
5. Other supplementary material in the form of pamphlets, government documents and general publications.

Business departments and branches fall roughly into three groups: those with book funds ranging up from \$5,000; those with book funds running from \$1,000 to \$5,000; and those under \$1,000.

In the first group are the Business Branches of Boston and Newark. In Boston the book collection of about 9,000 in 1930 has increased to 14,000 with expenditures for the different collections as follows: for books, in 1929, \$6,000, and \$900 on periodicals, and \$3,100 on other collections; in 1933 the following amounts were spent on these collections — \$5,000, \$850 and \$2,150.

Newark's collection was approximately 9,000 books in 1910 when the business collections had reached appreciable proportions. In 1933 the collections still approximated only 10,000 volumes, due to a rigid policy of elimination of superseded material. Expenditures for the Newark collections show a heavy cut in appropriations. In 1929 \$3,255 were spent on books, \$981 on periodicals, and \$1,660 on other material, while in 1933 \$1,427 was spent on books, \$887 on periodicals, and \$1,376 on other material.

In the group giving expenditures between \$1,000 and \$5,000, expenditures and collections for Minneapolis, Portland and South Bend are illustrative. In Minneapolis, the original collection consisted of about 1,420 volumes in 1916. This has increased so that the present collection includes approximately 8,000 volumes plus a large collection of pamphlets and clippings. Expenditures have been as follows: in 1929 \$2,199 was spent on books, \$930 on periodicals, and \$28 on other material; in 1933 only \$1,047 was spent on books, \$925 on periodicals, and \$78 on other material.

The original Portland collection, listed as "a few thousand" in 1913, has grown to include 20,000 items. In 1929 \$3,200 was spent on books, \$2,000 on periodicals, and \$2,000 on other material; but in 1933 these amounts fell to \$2,100, \$1,700 and \$1,700 respectively.

The present book collection in South Bend, which numbers 4,500 volumes, is the outgrowth of a collection of 2,500 in 1929. In that year \$3,000 was spent on books, \$300 on periodicals, and \$100 on other material. The present expenditures are as follows: books, \$1,000; periodicals, \$400; and other material \$50.

In the third group (libraries with book funds under \$1,000) fall Albany, Fort Wayne, Nashville and San Francisco. The original Albany collection in 1923 was between 100 and 150 volumes, which has now increased to 1,500 books. In 1929 the expenditures on books were approximately \$600, and on periodicals about \$150. In 1933 about \$550 was spent on books, and the same amount on periodicals as in pre-depression days.

Fort Wayne's present collection of 9,000 volumes in 1913 numbered only 2,000. About \$900 was spent on books and about \$500 on periodicals in 1929; but in 1933 the expenditures on these two collections were about \$700 and \$400.

In the two years since its beginning in Nashville, the business book collection has grown from just over 400 volumes to 850 in 1933, and expenditures that year on collections were as follows: books, \$333; periodicals, \$105; miscellaneous, \$15.

San Francisco's original collection in 1929 numbered 1,500 books, while in 1933 this had increased to include 2,500 volumes.

#### PUBLICITY

Publicity varies with the size of the library. The work varies decidedly, due to the different types of organization. Cleveland's business work is a part of the Main Library, where Newark is a separate branch. Publicity, apart from special bulletins, follows the same general methods in all libraries. In Cleveland a good deal of attention is devoted to articles for the press, talks at meetings, letters to individuals, book lists, displays on bulletin boards in various parts of the library. Boston

specializes in newspaper notices, bulletins, exhibits in windows. Newark, through fortunate contacts with a billboard advertising organization, frequently has space on a large billboard near the center of town. It provides material for newspaper and magazine articles whenever feasible. Prior to the reduction in budget, it had paid space in the telephone directory and the local city directory with satisfactory results.

Indianapolis features its bulletin boards and does special work with student groups and trade associations. Hartford and Minneapolis get lists of new books in their local newspapers and Chamber of Commerce publications. South Bend has card space in street cars. All of the libraries rely on word-of-mouth publicity and the cordial relations that are easily established in this work.

Few bulletins are published. Indianapolis issues a multigraphed weekly list of new books which is sent to a selected list of people who will post it. Boston has a monthly mimeographed list of new books which is distributed from the charging desk and sent to libraries and firms on request. Portland has a section in the public library bulletin sent to subscribers for 25 cents a year.

Cleveland has a definite publication program for its bulletin. Originally it was planned for monthly issue. Since 1932, however, the financial situation has reduced the number of issues to six a year. The type is set by a commercial firm and printed in the library's print shop. It is distributed to subscribers for 25 cents locally, 50 cents to out-of-town addresses. It is also sent to organizations on exchange and it is supplied in quantity to conventions in the city when the bulletin covers subjects related to the work of the organization. It is available at request at the library or any of its branches. The issues cost \$14 for typesetting. The other work is taken care of by the library itself.

In Newark a single sheet printed bulletin, "Business Literature," has been issued ten times a year since April 1928. Until September 1931 it was distributed free on request. Since then it has been sent to out-of-town subscribers for \$1.00 a year. It is distributed locally on request at the Business Branch. The issues are planned to meet specific needs, either bibliog-



ographies on topics of current interest, supplemented from time to time, or descriptions of special types of business information and discussion of its use, or notes of new publications. Back issues are sold for 10 cents a copy and as special subjects are supplemented at frequent intervals, a definite demand for these back issues has been developed as the sale of 954 back copies indicates. "Business Literature" was put on a self-supporting basis by a subscription price. The cost for printing each bulletin averages \$14. The receipts easily cover the publication and distribution costs.

#### HAS THE BUSINESS BRANCH A CASH VALUE?

Interesting studies have been made of the actual cash value to business men in various cities through placing their business library in a central location. Mrs. Dietrichson discussed this in reference to the Minneapolis Branch in the *Wilson Bulletin* for May 1927. As she says there, "Twenty-eight thousand dollars was, of course, only an estimate of the value of time saved by our convenience of location. We were placed in a rented building in the heart of the business section, because the Central Library is at a considerable distance. We calculated that our patrons saved on the average a half hour by being able to step into the Business Branch instead of having to make a trip to the Central Library. We have a patronage of over 57,000 a year. They range from errand boys to bank presidents, so that it should be a conservative estimate to credit them with earning one dollar an hour. Hence our total of \$28,000. . . ."

At the time the Business Branch building was erected in Newark it was estimated that its location there saved \$50,000 worth of time annually for the business men of Newark. "This total does not include money returns from information obtained at the Branch. No adequate estimate can be made on this."

Interest in business libraries is growing to a marked extent both in this country and abroad. The trend toward condensed collections for business men centrally located and handled by simplified processes is marked. The business man in a city of 50,000 or more may expect to find somewhere in the public library system the answers to such problems as the basis for

setting sales quotas; the daily newspapers with the largest circulation in any given city; ratings on stocks and bonds; the county and county seat for any town; the addresses of manufacturers throughout the country; adequate information on banks in any city; distances between points, the growth of industries in different sections; the names of various public officials; the best methods of accounting for a specific industry; the market prices of various commodities and their range over a period of years.

In the course of a morning, a man of large interests may need a cable decoded; the price, three months before, of a certain stock; the address of a law firm handling collections in a distant city; the name of the owner of a certain piece of local property and the latest material on marketing methods in his industry. If his public library has developed an adequate business service, the use of the telephone will answer most of his questions, and his messenger may bring from the library a selected group of material on marketing methods.

#### LOOKING AHEAD

It is fortunate that the survey of work for business men in public libraries, made in 1929, was carried through at a time when public libraries had not been seriously affected by the depression, so that appropriations of that date may be considered a normal basis for the development of such work. The recent questionnaire has shown the effect of reduced appropriations but, such conditions notwithstanding, all reports have pointed to continued expansion in the use of libraries by business men. More than ever John Cotton Dana's words of twenty years ago prove pertinent. As he wrote in *SPECIAL LIBRARIES* for May 1914, "The proper view of printed things is, that the stream thereof need not be anywhere completely stored behind the dykes and dams formed by the shelves of any library or of any group of libraries. But that from that stream as it rushes by, expert observers should select what is pertinent each to his own constituency, to his own organization, to his own community, hold it as long as it continues to have value to those for whom he selects it, make it easily accessible by some simple process, and then let it go."

"Select the best books, list them elaborately, save them forever—was the sum of the librarians' creed of yesterday. Tomorrow it must be, select a few of the best books and keep them, as before, but also select from the vast flood of print the things your constituency will find helpful, make them available with a minimum of expense, and discard them as soon as their usefulness is past."

Great strides have been made in the production of special tools to deal with sources of business information. The two organizations most active in perfecting such tools are the Special Libraries Association and the Newark Business Branch. The Business Branch in Newark has been for so many years the laboratory in which the needs of business men could be discovered that such tools could be more readily perfected there than elsewhere. Publications produced through needs discovered at the Business Branch are: "2,400 Business Books," 1920, and its supplement, "Business Books: 1920-1926," 1927, both analytical catalogs of the Business Branch collections; "A Mailing List Directory," 1924, and its recent successor, "Business Directories. A Key to Their Use," 1934, besides the other pamphlets in the Business Information Library—"Business Information and Its Sources," 1931, "Business Magazines: Classified by Subject," 1932, as well as the monthly note "Business Literature."

Mr. Dana, as the first president of the Special Libraries Association, was always keenly interested in its work, with the inevitable result that he and Miss Winser should have approved of the active coöperation of the three Business Branch librarians, Sarah B. Ball, Linda H. Morley and Marian C. Manley in the production of such tools.

Illustrations of the coöperative effort on the part of business librarians through the Special Libraries Association are the production under its auspices of the "Statistics on Commodities" chart in 1931, the "Trade Directories for First Purchase," the two business library tools, "Guides to Business Facts and Figures," 1933, and "Business and Trade Dictionaries," 1934, and the section in *SPECIAL LIBRARIES*, "The Business Book Review Digest." The recently organized group, "Public Business Librarians," in the Special Libraries Asso-

ciation, will provide another working unit by which progress in the efficient development and use of business material may be secured.

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## Heard Here and There

THE fourth issue of *Insurance Book Reviews* has appeared. This covers publications from April to June 1934. This mimeographed leaflet is an excellent example of what a group can do in promptly producing book review information. It covers accident and health, casualty, fire and life insurance. The annotations are well done.

\* \* \*

Rose Vormelker has given another interesting illustration of coöperation in the September issue of her Bulletin on "Chemistry, Industry and the Library." This was prepared jointly by Business Information Bureau and the Science & Technology Division of the Cleveland Public Library in honor of the American Chemical Society Convention, which was held in Cleveland, September 10-14. Besides her other activities, Miss Vormelker has joined the faculty of Cleveland College and is giving courses on business information sources.

\* \* \*

Public librarians who traveled to Washington to protest against the suggested schedule of minimum discounts on books sold to institutions and public libraries were pleased when the news came out that the Booksellers Code Authority had withdrawn its application for approval of such schedules. Special librarians still have problems in this connection.

\* \* \*

Granville Meixell, librarian of the Applied Science Library of Columbia University, has accepted the chairmanship of the S. L. A. Committee to consider the advisability of the Association undertaking the publication of a *Technical Book Review Digest*. This project is ably discussed by Miss Winslow elsewhere in this issue and needs the serious consideration of all members.

Miss Meixell is also serving as the representative of the S. L. A. to assist in the guidance of the publication and distribution of *The Engineering Index*. The American Society of Mechanical Engineers, Engineering Index, Inc., has taken over the publication and distribution of the *Engineering Index Service* and

proposes to continue these publications on a self-supporting basis. The new Board of Directors of Engineering Index, Inc., will represent the entire engineering profession.

\* \* \*

Special delivery letters and telegrams are a daily feature of the day's work for the Duplicate Exchange Committee chairman, now that the material is listed in the magazine. This speed is not only encouraging, but essential since contributing libraries can hold material only a short time.

\* \* \*

News still comes in about vacations. Some who found the water fine were Mildred Potter, who cruised from Montreal to Bermuda; Sue Wuchter, who found a vacation on an iron-ore freighter perfect; and Mr. Pettit, who used a motor boat for fishing and hopes next year the fish will bite.

\* \* \*

Some S. L. A. members who are interested in country surroundings reinforced by a stimulating intellectual environment may wish to know more of the Fellowship Center at Mt. Kisco, New York, which was established in coöperation with the American Peoples College. The Center is planned to be a "new type of country place where progressive minds may meet and enjoy the adventure of guided growth." The members may join organized groups or not, as they wish. A selection of activities is offered and a certain amount of coöperative attention to housekeeping activities is expected. The plan has interesting possibilities for those who do not get enough variety in their daily work.

\* \* \*

Miss Katharine Reinau, formerly librarian of the Shell Development Company in Emeryville, Calif., and an active member of the San Francisco chapter, heads an interesting project. She is establishing a Chemical Library Service which will furnish complete technical library service to those who have no library at their disposal. This includes abstracts of

articles in current journals, and translations of special articles in French, German, Russian, Dutch, Polish, Spanish, Italian, Swedish, Norwegian and Czech. Her address is 208 Panoramic Way, Berkeley, Calif. We hear indirectly that Miss Reinau is now Mrs. Taylor.

\* \* \*

The preservation of newspaper files is of primary importance to a great many public and special libraries. Any device that can insure their preservation is looked upon with interest. Dr. Joseph Broadman, 110 West 42nd Street, New York, who has collected an extensive library on the World War, has developed a process to immunize newspaper files against the effects of moisture, light and air. This has been used in the Reading Room of the New York Public Library, and is worth investigation by special librarians facing such problems.

\* \* \*

Here and there mention has been made of special librarians or of the Association. A very pleasant comment along this line was that in the *Eastern Underwriter* for June 30th. Another note was in the August issue of *Public Management*, in which Mrs. Keck briefly reported the proceedings of the Civic-Social Group of the S. L. A. and brought out the fact that Mayor LaGuardia stressed the importance of libraries as sources of fact information.

\* \* \*

The A. L. A. has reappointed Eleanor Conway of the Chicago Historical Association, and Carrie Maude Jones of the National Association of Real Estate Boards to the Election Committee. Does this mean they count the ballots?

\* \* \*

The Hebrew University, Jerusalem, announces the application will be received for the Lord Plumer Fellowship Arabic Studies, named in honor of the former High Commissioner of Palestine, and available to a graduate of an English, European or American university, for the academic year 1934-35. The holder of the award will be expected to engage in research work at the Hebrew University and to reside in Jerusalem for a minimum of six

calendar months. The value of the Fellowship is £100. The Lord Plumer Fellowship was founded in an effort to promote good will and further a knowledge of Arabic literature and history. The successful candidate will be expected to work either in the fields of Arabic Literature, Moslem History, Religion, Art or Archaeology. Knowledge of Hebrew is required in order that the holder of the Fellowship may avail himself of the opportunities for research at the Hebrew University.

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The British Library of Information received so many calls for references on the British housing policy that, in self-defense, a comprehensive memorandum was developed on the subject. This includes a detailed bibliography of British publications on housing, divided under official documents published by His Majesty's Stationery Office, the publications of local authorities, and non-official publications. One or two copies of this memorandum may be borrowed by those particularly interested in the subject.

Many special librarians have occasion to compile information for their own use which involves many hours of work. This memorandum by the British Library of Information is one example. A geographic index to the United States Department of Agriculture bibliography on Study of Costs and Standards of Living compiled at the Industrial Relations Counselors is another. These memoranda are usually in typewritten form but with enough copies to permit lending to members. The columns of SPECIAL LIBRARIES are available as a clearing house for such undertakings. What other projects of this type are ready for use?

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The Classification Committee likes to be called upon to help solve classification problems. Since Miss Robie's return from a wedding trip, she has been passing on some expert classification advice to members of Consumer's Research. They are now trying to discover a satisfactory set-up for the reference files. It has been interesting to help in this problem and in turn, encouraging to realize that SPECIAL LIBRARIES has proved of particular interest to that organization.

## Business Book Review Digest

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

### Economic reconstruction. Columbia Univ. Press, 1934. 250 pp. \$3.00.

Findings of the Columbia University Commission as to the cause of the depression and recommendations for the future.

Twelve specific recommendations are given. Reviews state that in general it is sympathetic to our current activities and it has not hesitated to approve or condemn. The four chapters covering the various aspects of the monetary problems are recommended to those who advocate the gold standard. Spoken of as a lucid and comprehensive summary of current academic economic thought.

- + *Am Bankers Assn. J.*, June 1934. p. 81. 750 words.
- + *Bankers M.*, June 1934. p. 683. 125 words.
- Barron's*, April 30, 1934. p. 7. 400 words.
- Advertising and Selling*, May 10, 1934. p. 32. 500 words.
- Ind. Arts Index*, May 1934. p. iv. 100 words.
- N. Y. Times Bk. R.*, May 13, 1934. p. 3. 1000 words.

### Giles, Ray. Turn your imagination into money. Harper, 1934. 205 pp. \$2.50.

The art of thinking as applied to business. It is concerned chiefly with sales and promotion, but nevertheless it will be of value to executives as well as to the average reader because of the practical advice given. No critical comments.

- Barron's*, April 2, 1934. p. 9. 100 words.
- Credit and Fin. Management*, July 1934. p. 30. 150 words.
- Ind. Arts Index*, March 1934. p. iii. 45 words.
- Life Assn. News*, April 1934. p. 597. 100 words.
- Western Advertising*, April 1934. p. 6. 75 words.

### Green, W. R. Theory and practice of modern taxation. Commerce Clearing House, 1933. 266 pp. \$2.75.

Discusses not only the practical aspects of modern taxation but presents the views of leading economists, on this subject and explains the principles laid down by them in an understandable way. Highly spoken of as a remarkably clear, instructive and thorough history and review of American and European non-local taxes, written in an easy to read style.

- + *Am Econ. R.*, March 1934. p. 148. 375 words.
- + *Credit & Fin. Management*, January 1934. p. 26. 75 words.
- Ind. Arts Index*, December 1933. p. iii. 120 words.
- + *J. Accountancy*, March 1934. p. 225. 1000 words.
- + *System*, May 1934. p. 244. 35 words.

### Handbook of N. R. A. 2nd ed. Federal Codes, Inc., 1934. \$6.50. With supplements for year, \$10.00.

An analysis and compilation of the National Industrial Recovery Act, related statutes, etc. This second edition

contains a wealth of new material, including the codes of 25 major industries in complete form and a summary of a large number of other ones. Covers information prior to January 1, 1934. A supplement called "The N. R. A. Reporter," published semi-monthly, keeps this handbook up-to-date. Spoken of as a reference book that should be of great value.

- A. C. M. E. News Bull.*, June 1934. p. 7. 100 words.
- Bankers M.*, June 1934. p. 684. 125 words.
- + *Credit and Fin. Management*, July 1934. p. 30. 150 words.
- Dom. Commer.*, April 30, 1934. p. 128. 150 words.
- Ind. Arts Index*, May 1934. p. iii. 225 words.
- + *Textile World*, May 1934. p. 122. 100 words.

### Hepner, H. W. Human relations in changing industry. Prentice-Hall, 1934. 671 pp. \$5.00.

A discussion of industrial relations in present day business and industry. The book is well arranged and contains chapters on personnel methods, typical problems in personnel management, etc. Recommended as interesting, illuminating and worth while. In the opinion of one reviewer, the author is to be congratulated for straying from the conventional psychological paths.

- A. C. M. E. News Bull.*, June 1934. p. 7. 50 words.
- Barron's*, April 2, 1934. p. 9. 175 words.
- Commer. and Fin.*, April 11, 1934. p. 327. 36 words.
- + *Commer. and Fin.*, May 23, 1934. p. 447. 100 words.
- Factory*, April 1934. p. 52. 15 words.
- Ind. Arts Index*, March 1934. p. 2. 50 words.
- J. Retailing*, April 1934. p. 29. 350 words.
- + *Personnel J.*, June 1934. p. 55. 1000 words.

### Hettinger, H. S. Decade of radio advertising. University of Chicago Press, 1933. 354 pp. \$3.00

A study of the development of radio advertising during the last ten years. One reviewer severely criticized the brief treatment and generalization. Favorably spoken of by others however, as an exceptionally fine study, remarkable for its accuracy in reflecting tendencies.

- + *Advertising & Selling*, November 9, 1933. p. 30. 500 words.
- Ind. Arts Index*, October 1933. p. v. 60 words.
- News Bull. U. of Chicago*, March 3, 1934. 100 words.
- + *W. Advertising*, November 1933. p. 65. 150 words.

### Hirst, F. W. Money. Scribner, 1933. 300 pp. 7 s. 6 d.

A critical history of money from the earliest times down to the present. Highly spoken of as an exceedingly well-written, interesting, delightful non-technical treatment of the history of money. In the opinion of one reviewer, the last half of the book, interpreting the monetary theories in the light of modern events, is likely to arouse criticism.

- + *Accounting R.*, June 1934. p. 189. 650 words.
- A. C. M. E. News Bull.*, July 1934. p. 7. 30 words.
- + *Anglo-Am. Trade*, August 1933. p. 354. 400 words.

- + *Banker*, July 1933. p. 51. 70 words.  
*Bankers M.*, February 1934. p. 231. 18 words.  
*Ind. Arts Index*, February 1934. p. iii. 50 words.  
*Management R.*, July 1934. p. 222. 100 words.

**Kjellstrom, E. T. H. Managed money.** Columbia Univ. Press, 1934. 109 pp. \$1.75.

This book analyzes and describes the actual results of managed currency in Sweden over a two year period. The findings are applied to the monetary situation in the U. S. The author points out that while this policy has failed to bring about recovery, it has served to maintain confidence in the future value of Swedish currency. Recommended as a careful, competent, illuminating analysis

- + *Am. Bankers Assn. J.*, May 1934. p. 78. 315 words.  
*Barron's*, April 30, 1934. p. 7. 150 words.  
*Bus. Week*, April 21, 1934. p. 22. 47 words.  
*Credit and Fin. Management*, May 1934. p. 32. 300 words.  
*Ind. Arts Index*, April 1934. p. iv. 50 words.  
*Management R.*, June 1934. p. 192. 175 words.  
+ *N. Y. Times Book R.*, April 29, 1934. p. 19. 1000 words.

**McCall, C. H. Tested collection letters.** Falcon Press, 1934. 303 pp. \$5.00.

A handbook of collection practice and procedure. This study includes over 250 tested letters from named companies. Special collection questions and the salesman's place in the collecting of accounts are also considered. Recommended by reviewers as a good working tool for every experienced collection executive and a textbook that can well be studied by beginners.

- + *Credit and Fin. Management*, April 1934. p. 28. 450 words.  
*Ind. Arts Index*, March 1934. p. iii. 60 words.  
*Management R.*, June 1934. p. 191. 325 words.  
*N. A. C. A. Bull.*, May 15, 1934. p. 1132. 100 words.  
*System*, April 1934. p. 190. 30 words.

+ Favorable review.

+— Favorable review with some adverse comment.

**Mooney, J. D. New capitalism.** Macmillan, 1934. 229 pp. \$3.50.

A practical and clear presentation of current economic and industrial problems. A distinguishing feature of this book is the interesting way in which the material is presented by means of pictorial charts. Recommended by reviewers as a sane and constructive contribution to economic literature.

- A. C. M. E. News Bul.*, April 1934. p. 9. 10 words.  
*Bankers M.*, March 1934. p. 347. 50 words.  
*Barron's*, March 12, 1934. p. 7. 200 words.  
*Ind. Arts Index*, March 1934. p. iii. 75 words.  
+ *Ind. Can.*, April 1934. p. 92. 700 words.  
*M. Wall St.*, April 14, 1934. p. 694. 175 words.  
+ *N. Y. Times Book R.*, April 1, 1934. p. 4. 900 words.  
*Savings Bank J.*, May 1934. p. 56. 350 words.  
+ *World Convention Dates*, May 1934. p. 26. 1200 words.

**Rorty, James. Our master's voice — advertising.** Day, 1934. 394 pp. \$3.00.

An attack on advertising. Criticized for sometimes including material which is hardly relevant to the main thesis. One reviewer feels that the author has on the other hand contributed new ideas and material that will interest even those who will disagree with the major conclusions.

- A. C. M. E. News Bul.*, June 1934. p. 8. 125 words.  
*Ind. Arts Index*, May 1934. p. iii. 85 words.  
*Management R.*, June 1934. p. 188. 275 words.  
+— *W. Advertising*, June 1934. p. 72. 200 words.

**Wade, H. H. Fundamentals of accounting.** Wiley, 1934. 281 pp. \$3.00.

A survey course for students in the basic principles of accounting. Spoken of as well written with the ideas clearly expressed. Criticized by reviewers for the brief, inadequate treatment given many of the important subjects included and the disregard in the matter of terminology of present usage among leading members of the profession.

- *Accounting R.*, June 1934. p. 197. 650 words.  
+— *J. Accountancy*, May 1934. p. 388. 800 words.

— Adverse criticism.

## NEW BOOKS RECEIVED

**Burn, Bruno.** Codes, cartels, national planning. McGraw-Hill, 1934. 413 p. \$4.00.

**Butler, Pierce.** An introduction to library science. University of Chicago, 1934. 118 p. \$1.50.

**Childs, H. L.** Reference guide to the study of public opinion. Princeton University Press, 1934. 105 p. \$2.00.

**Filene, Catherine.** Careers for women. Houghton, 1934. 620 p. \$3.00.

**Filene, Lincoln.** In collaboration with W. L. Stoddard. Unfair trade practices — How to remove them. Harper, 1934. 134 p. \$1.50.

**Garrison, K. C.** Psychology of adolescence. Prentice-Hall, 1934. 377 p. \$3.00.

**Hull, C. & West, C. J.** Fellowships and scholarships for advanced work in science and technology. National Research Council, 1934. 194 p. \$1.00.

**Hull, C. & West, C. J.** Funds available in the United States for the support and encouragement of research in science and its technologies. National Research Council, 1934. 162 p. \$1.00.

**Lawrence, David.** Beyond the New Deal. McGraw-Hill, 1934. 321 p. \$2.50.

**Mailing list sources.** Dartnell, 1934. 88 p. \$1.50.

**Myerson, Abraham.** Social psychology. Prentice-Hall, 1934. 640 p. \$3.50.

**New monetary system of the United States.** National Industrial Conference Board, 1934. 147 p. \$2.00.

**Persons, Warren M.** Government experimentation in business. Wiley, 1934. 268 p. \$2.50.

**Thorndike, E. L., et al.** Comparative psychology. Prentice-Hall, 1934. 529 p. \$3.50.

**Weber, G. M. & Alsberg, C. L.** American vegetable-shortening industry. Food Research Institute, Stanford University, 1934. 359 p. \$3.50.

**Weiss E. B. & Snyder, L. L.** Keeping young in business. McGraw-Hill, 1934. 182 p. \$1.75.

**Whitman, R. B.** First aid for the ailing house. McGraw-Hill, 1934. 320 p. \$2.00.

## Publications of Special Interest

**Committee on Standards.** Tenth year book. Educational Press Assoc. of America, Washington, D. C. 1934. 32 p. Free.

Contains a classified list of educational periodicals giving editor, address and subscription rate; and a list of 60 educational books of 1933.

**Commodity economics series.** World silver position, 1913-1934. Economic Associates, New York. 1934. Chart. \$1.00.

One of a series dealing with cotton, wheat, corn, silk, rubber, sugar, copper, hides and leather, etc. Each chart consists of three sections—production, prices and consumption.

**Council for Scientific and Industrial Research.** Catalogue of scientific and technical periodicals in the libraries of Australia. Supplement, 1928-1933. Melbourne. 1934. 456 p. 5/-.

This supplement, with the original catalogue, is being sold for 12/6d, plus 3/- postage.

**Crobaugh, C. J.** Annuities and their uses. Author, Wellesley Hills, Mass. 1933. 155 p. \$2.00.

A non-technical explanation of a form of investment of special appeal to the independent individual. Discussed from the selling slant, it gives clear description of the different types and their uses. A short bibliography is included. Not indexed.

**F. B. I. register of British manufacturers, 1934-35.** Federation of British Industries, London. 518 p. Free upon request.

An up-to-date guide to British manufacturers and their products. A valuable book which costs only the duty charged upon entering the United States.

**Fansler, Thomas.** Discussion methods for adult groups. American Assoc. for Adult Education. New York. 1934. 150 p. \$1.50.

A description of different methods, interesting in that it gives comprehensive illustrations. Suggestive for S. L. A. members who plan to lead discussions.

**Fenton, J. M.** Truck crops in New Jersey and competing areas. Circ. No. 239. State of New Jersey, Department of Agriculture, Trenton, N. J. March 1934. 104 p. Free.

Gives for important truck crops acreage, yield, estimated production, car lot shipments, etc. States compet-

ing with New Jersey crops are listed according to usual dates of harvesting. Shows why green vegetables are with us all year.

**Geier, O. A.** Patents, trade marks and copyrights law and practice. Author, New York. 1934. 128 p. Free to libraries.

The seventh edition of a concise and understandable handbook on patent procedure. Useful as a guide for the general public.

**Gilmer, G. C.** Checklist of Southern periodicals to 1861. Faxon, Boston. 1934. 128 p. \$1.75.

Developed as a basis for a history of Southern literary magazines yet in preparation. The list furnishes a guide to the interests of a section of the country for a definite period. Arranged alphabetically, chronologically and by state. Well done.

**Heflin, Helen and Dyde, J. W.** Index to contemporary biography and criticism. 2nd ed. Faxon, Boston. 1934. 229 p. \$4.00.

An invaluable tool for those needing information on personalities. The list of 417 titles indexed is followed by that of over 5,000 individuals born since 1850 and discussed in the volumes listed. Due to the abundance of material, writers predominate, but political, scientific and financial personalities are included with many others.

**History of Science Club.** Exhibition of first editions of epochal achievements in the history of science on display at the University Library. Univ. of California Press, Berkeley. 1934. 48 p. 30¢.

This description of a most interesting exhibit arranged for the American Association for the Advancement of Science on the occasion of its ninety-fourth meeting, Berkeley, California, June 18-24, 1934, provides a valuable annotated list of the bibliographical landmarks in the field of science.

**Hoit, Doris.** Books of general interest to today's readers. American Library Association, Chicago. 1934. 59 p. Free.

"In books on current affairs those with a critical point of view have been chosen as best suited to the modern temper, and for all subjects an attempt has been made to list books that require little or no previous knowledge of the subject discussed. As a rule books included are those that may be purchased for two and a half dollars or less."

**Hudson, R. B. Radburn: a plan of living.** American Association for Adult Education, New York. 1934. 118 p. \$1.25.

An interesting study of a model community, discussing both the physical and the social phases.

**Kuhlman, A. F., dir.** Unemployment and relief documents. Compiled by the Document Section, University of Chicago Libraries. Public Administration Service, Chicago. 1934. 18 p. 35¢.

Bibliography of official governmental publications and special research reports from 1929 to April 1, 1934.

**Lincoln library of essential information.** New ed. Frontier Press, New York. 1934. 2286 p. \$15.50.

In this 1934 edition, more than 40% of the entire work has been revised or remade. Of new or rewritten articles in the field of economics for example, the following are typical: The Gold Standard, Federal Reserve System, Automobile Insurance, Photoelectric Cell, Cellophane, Typewriter. The new governmental agencies described include the National Recovery Administration, R. F. C., and Tennessee Valley Authority.

**Mathews, M. A.** Peace forces of today. Carnegie Endowment for International Peace Library, Washington, D. C. 1934. 35 p. Free.

A bibliography of select references to recent books and articles. Annotated. Divided by subject. A comprehensive list.

**Morris, A. V.** Anonyms and pseudonyms. Univ. of Chicago Press, Chicago. 1934. 24 p. 50¢.

A list of books of anonyms and pseudonyms of practical value in the library; carefully and fully annotated.

**Morris, H. L.** Plight of the bituminous coal miner. University of Pennsylvania Press, Philadelphia. 1934. 247 p. \$3.00.

A distinguished study of the effects of coal-industry management upon the miner and his family. Includes the surplus unemployed miners, effects of unemployment, the training and skill of miners, life in company-controlled communities, what the miner is thinking, what he wants to do, his economic status, and rehabilitation by diversion to other occupations.

**Mudge, I. G.** Reference books of 1931-1933. American Library Association, Chicago. 1934. 88 p. \$1.25.

Her usual comprehensive, accurate record of reference tools with the general fields rather more carefully covered than the special phases. An essential tool in checking reference sources, however.

**Notz, Cornelia.** The tariff: a bibliography. United States Tariff Commission, Washington, D. C. 1934. Miscellaneous Series. 980 p. \$1.00.

A most impressive work giving full bibliographical data for 6,453 references. While earlier books are included, articles published prior to 1928 have been excluded. Excellent annotations are given for most of the books listed. The subject, covered from every angle, includes many references to foreign countries, and will prove an inexhaustible guide for reading or study along economic lines. It has a comprehensive subject index as well as

indexes for author and title. A list of the periodicals and the libraries devoting special attention to the tariff are included. All research workers are indebted to Miss Notz for this work.

**Ozanne, Jacques.** Regional surveys of adult education. American Association for Adult Education, New York. 1934. 48 p. 50¢.

A summary of the objectives and methods of 27 regional surveys made within the last seven years.

**Paige, R. M. E.** Directory of organizations in the field of public administration. Public Administration Clearing House, Chicago. 1934. 175 p. \$1.00.

A publication that is a masterpiece of its kind. Definite information as to address, name of secretary, data on finances, membership, secretary, activities, affiliations, and publications for nearly 500 national organizations, as well as lists of state, region and Canadian organizations. The directory is rather more inclusive than the title indicates and amounts to a selected list of the leading organizations in the country with a wealth of information on their work. It will be an essential handbook for any librarian, and many individuals. The classified index of national organizations adds to its usefulness.

**Policyholders Service Bureau.** Salary standardization and administration. Metropolitan Life Insurance Co., New York. 1934. 30 p. Free.

Comparisons of different methods of salary standardizations, including many illustrations of forms.

**Tannenbaum, Frank.** Whither Latin America? Crowell, N. Y. 1934. 184 p. \$2.00.

An illuminating, stimulating book on South American conditions, raising many questions and indicating possibilities of research. The appendix with its discussion of bibliographical problems and factors affecting research is of special interest to librarians.

**U. S. Bureau of Foreign & Domestic Commerce.** Bibliography of air conditioning. United States Department of Commerce, Washington, D. C. 1934. 46 p. Free.

A list of trade associations, institutes and societies interested; government documents and other pamphlets and books on the subject, and a long list of magazine articles covering some references to 1929-1933, but mainly articles appearing from 1933 to date. References are not made by subject, but listed by date under the periodical.

**Walter, F. K.** Library's own printing. American Library Association, Chicago. 1934. 116 p. \$1.50.

A readable, useful book giving a basis for understanding and dealing with an important library problem. Will bear frequent re-reading by those handling publication problems. Includes a bibliography and adequate index.

**Whipple, C. A., et al.** Manual for teachers of adult elementary students. U. S. Office of Education, Washington, D. C. 1934. 186 p. Limited number free.

A general manual on organization, administration, supervision and instruction in elementary education for adults. Indexed. Includes an excellent bibliography on adult education and a list of sources of illustrative material free or at small cost.



### S. L. A. Duplicate Exchange Committee List of Free Material

THE publications listed here can be secured free, except for transportation charges, by communicating with Mrs. Mildred C. Chamberlin, Chairman of the S. L. A. Duplicate Exchange Committee, Business Branch of the Newark Public Library, 34 Commerce Street, Newark, New Jersey. Requests will be filled in the order in which they are received.

*Bests life insurance reports.* 1930, 1931  
*Comp. of Off. Life insurance reports.* 1929-32  
*Cyclopedia of insurance* 1931, 1932, 1933  
*Davison's textile blue book.* 1923-32  
*Davison's textile buyers guide* 1933  
*Dir. of directors-N. Y.* 1925-33 (5 volumes)  
*Exporters Encyclopedia.* 1919-20; 1925; 1927  
*Financial Adv. Asso. Proc.* 1926-7, 1929-30; 1930-31  
*Fliircraft compend* 1930, 1931, 1932  
*Food industries manual.* 1931  
*Handy guide* 1930, 1931, 1932  
*Kelly's dir. of merchants & manufacturers* 1924  
*Life agent's brief* 1931, 1932  
*Little gem life chart.* 1930-33  
*Public works program and its part in national recovery*  
*Railway Age* Annual statistical number. 1933  
*Railway data* 1933  
*Refrigeration dir. & market data book.* 1932  
*Road and street catalog* 1933  
*Roads to success.* 1927  
*St. Louis, Mo. Flugel's list.* July 1931  
*St. Louis, Mo. Lawyers & bankers quar.* Jan. 1928  
*Sales opportunities.* 1933-34  
*Security dealers of North America.* 1931  
*Sloan, A. P., Jr. Industry's problems*

*Soap blue book and catalog* 1933  
*Social register, New York.* 1928  
*Soc. of Allied Building Trades. Master manual.* 1933  
*Southwest market and Dallas*  
*Sporting Goods. Dealer's directory.* 1933-34  
*Sporting Goods Journal. Directory number.* 1933  
*Statistical Abstract of the U. S.* 1929  
*Summary of census of 1930 for cities of 100,000*  
*Texas Ins. Comm. Board. Annual rep.* 1932  
*Textile World. Annual review number.* 1933  
*Univ. of Ill. Maintenance of working capital.* 1934  
*Vermont year book* 1933  
*Walden's A. B. C. guide.* 1934  
*Walden's paper catalog.* 1934  
*Walker's man of Pacific Coast securities.* 1926  
*Washington, D. C. Industrial survey.* 1933  
*World almanac.* 1915; 1917-1926; 1930, 1931

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*American medical directory.* 1929  
*British Chemical Plant Manur. Off. Dir.* 1931  
*Chemical engineering catalog* 1933  
*Donnelley Ind. Dir. — Cent. Dist.; also East. Dist.* 1930  
*Drug & chemical guide-book.* 1930  
*Drug & cosmetic catalog* 1931  
*Food trade marks year book.* 1910  
*Hdbk. of petroleum, asphalt, & natural gas.* 1922  
*Ludtke & Neuner-Minerva Jahrbuch.* 1923  
*MacRae's blue book.* 1931  
*Polk's bankers encyclopedia.* 1914-17; 1919-33  
*Polk's copartnership directory.* 1922, '26, '27, '31  
*Poors register of directors.* 1928; '29; '30, '33  
*Sargent-Hdbk. of private schools* 1919-20; 1928-31  
*Science abstracts — Sect. A.* 1932-33; Sect. B, 1931-32  
*Soap blue book & catalog.* 1933

## Special Libraries Directory of the United States and Canada

### *New Edition*

The Special Libraries Association is compiling a third edition of this Directory, to be published in December 1934.

It is a guide to approximately 1300 Special Libraries of the United States and Canada, arranged geographically for convenient local use.

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Pages 230-232 deleted, advertising.