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## Special Libraries, May-June 1952

Special Libraries Association

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# SPECIAL LIBRARIES

*Official Journal of the Special Libraries Association*

VOLUME 43

MAY-JUNE 1952

NUMBER 5

MICROCARDS  
*Their Scope and Value*

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SLA  
*A Brief History*

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*Problems of an Editor*

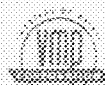
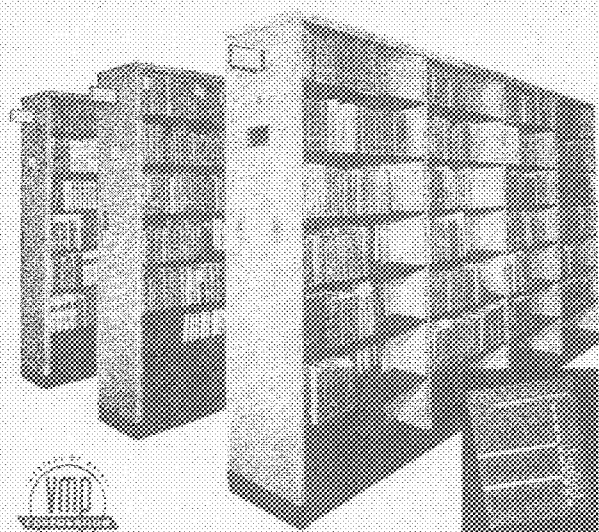
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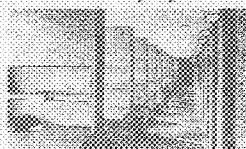
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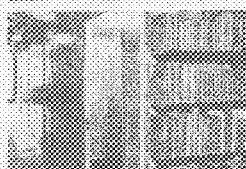
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## THE SCOPE AND VALUE OF

## THE MICROCARD\*

*R. W. Batchelder is president of the Technical Microcard Corporation and president of the Graphic Microfilm Corporation, New York, N. Y.*

**I**N ORDER TO UNDERSTAND fully the scope and value of microcards it is first necessary that the medium of microfilms be understood as well. There is a definite relation between the two methods. Each of these two miniaturization techniques was conceived and developed to perform specific end uses. Before proceeding to the problems which microcards and microfilms so neatly solve, it would appear that a clear-cut understanding between the two mediums should be brought out. This can be best accomplished by tracing their history and development to date.

Inasmuch as microfilms were the first to appear on the scene, and, also due to the fact that microfilming or a form of microphotographic procedure is necessary for the production of microcards, it is in order that we first look over the origin and evolution of microfilms.

#### Microfilms

Prior to 1870, the technique of producing micro-photographic reproductions of various types of documents was a known procedure. However, it remained as a laboratory phenomenon for which no one had conceived any particular use. The year of 1870 saw the first true practical application of microfilming. This occurred during the

Prussian siege of Paris. At that time, the French forces were able to maintain communications with the outside world by reducing information microphotographically and attaching this to carrier pigeons who flew it out of the besieged city. After this brief birth and flight of a practical use of microphotography the technique became dormant and was not heard of again until 1917 and 1918, when the Intelligence Divisions of the Armed Services of both the German and Allies made use of it for espionage purposes. There would also appear to be indications that the technique was used for the compression of voluminous technical data which had to be continually transported from one place to another with an absolute minimum of weight and space. After this period, the art again became dormant and although there were many who were experimenting with various developments in connection with microfilm, it did not make its appearance in American business until approximately 1928.

The actual business debut of microfilm was conceived and brought into being by a banker, named George L. McCarthy. He developed a microfilm camera and filming technique for photographing checks which was of importance to banks in fraud prevention. From this beginning there came the Recordak Corporation, which is a subsidiary of the East man Kodak, with Mr. McCarthy as its president.

Two other pioneers in the field of microfilm were Ray Hessert who developed the microfilming cameras now

\* Based on a talk given February 7, 1952, before the SLA New Jersey Chapter in Newark, New Jersey, and reported in its *Bulletin*.



used by the Remington Rand Corporation, and the late John K. Holbrook, who developed many specialty types of microfilming equipment.

In the middle 1930's there began to appear a number of small organizations devoted to the making of microfilms as a service maintenance. The Graphic Microfilm Corporation, which was started in 1936, is one of the few to have prospered and continued in growth to date. Another is University Microfilms of Ann Arbor, Michigan. Also, there are scattered throughout the United States a number of smaller organizations devoted to the commercial manufacture of microfilms on a service basis.

The next step in understanding the position and usefulness of microfilm in relation to microcards is to study the physical limitations of the medium.

The first emphasis should be placed on the fact that *microfilming is a method of photocopy*. By this I mean it is practical only where one or a relatively few copies of a given subject are required; microfilming cannot be considered as a method of publication. This is due to the high cost factor of making microfilm positive duplicates.

The next point of emphasis relative to the physical limitations of microfilm is that the end product produced by this method is a roll of film, either 16mm or 35mm wide by a length of 100 feet. This rolled medium is obviously impractical for constant reference due to the fact that the information contained on the roll in microcard image form is approachable only from either end of the 100 foot length. The law of averages for a random selection and search for a given frame of microfilm contained on a roll would place the desired frame of film in the center of the roll. This means that it would be necessary to wind to the middle of the roll (50 feet) for each reference made. At this point it should be clearly brought out in defense of microfilm that the medium was never intended nor designed for constant reference. Broadly

speaking, microfilm is best suited to security purposes and for the compression of the tremendous bulk of business records which are becoming an ever-increasing problem. The medium is ideally suited for compressing obsolete material which contains intelligence of too much importance to throw away and which is too bulky in its physical form to store. This procedure applies particularly well to old research books, newspapers, engineering drawings, old correspondence files, corporate and accounting records.

In all of these instances the reference factor is quite low. Here and there one hears of more current uses, such as the cycle billing system used by many department stores where the daily sales slips are microfilmed and the originals, with the statement, sent to the customer. The reference factor in this procedure is extremely low and is occasioned only when the customer insists that the department store produce the original sales slip which is done via microfilm. There are other current applications; but in all instances where they are successful, the reference factor is low.

It should be mentioned that there are certain new systems which have been developed whereby small frames of microfilms may be inserted in cards which are manufactured by the Film-sort Corporation. These are specialty items and apply to specific systems within certain industries. They accomplish a usefulness which can be attained via no other method. They cover splendidly certain special fields.

To summarize briefly, microfilm is a method of photocopy where only one or very few copies are required. It is better suited where the reference factor is low.

### Microcards

As many of you know, the idea of microcards was first presented to the public by Dr. Fremont Rider, librarian of Wesleyan University, in 1944, in a book entitled *The Scholar and the Fu-*

ture of the Research Library. Such widespread interest was generated by this work that there was formed shortly thereafter a Microcard Committee which was a joint body appointed by all of the major American library associations. The purpose of this committee, under the very capable guidance of Dr. Rider, was to direct the necessary research and developmental work which was necessary in order to bring microcards into actual existence. A microcard is simply a standard size, 8½ x 12½ centimeters (3 x 5 inches), library catalog card. This particular size was chosen for the reason that it is in use on an international basis among the libraries of the world. Microcards are manufactured in such a manner that they come imprinted with two or more of the standard catalog classifications. The basic idea of the microcard which makes it the new medium of publication is embodied in the micro-images appearing on its surface.

The technique has now been developed to a point where some sixty ordinary pages of a periodical or book can be reduced via micro-photography and reproduced upon a single standard size library catalog card.

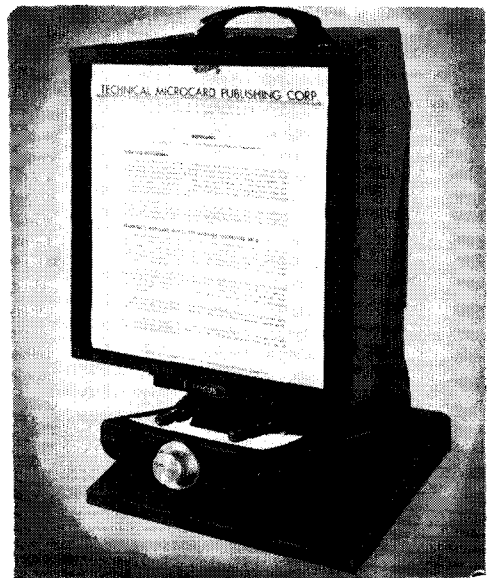
To bring the art to this point required a tremendous amount of preliminary developmental work. Dr. Rider was insistent that no microcard should be placed on the market until all of the technical difficulties had been smoothed out. While many small concerns, such as Graphic Microfilm, assisted Dr. Rider in the early experimental work, by far the greatest of the expense of the developmental procedure which was required was borne by the Northern Engraving and Manufacturing Company of La Crosse, Wisconsin. The president of that company, Mr. Gelatt, had the foresight to see the tremendous educational and commercial possibilities offered by this new medium of microcards. The Eastman Kodak Company of New York gave Northern Engraving Company splendid cooperation

in developing new types of sensitized products suited to the microcard.

### Microcard Readers

A major problem, second only to the actual successful manufacture of the microcard, was the building of a good reader in which the microcard images could be projected back to their original size for reading. This work was accomplished and a succession of readers was offered to the libraries and public. The best of these readers incorporates those features which provide a clear image and which make the microcard reader easy to operate and maintain.

As a result of continued development and improvement, the most satisfactory microcard readers have retained the best features of preceding models and have attained a much greater refinement. Modern design permits a smooth appearance while it provides the sturdy compactness of the typewriter. Light in weight, the microcard reader may be carried easily from one location to another. Mechanically, it is engineered to a point of simplicity that eliminates the maintenance factor almost completely,



The microcard reader shown here is manufactured by the Technical Microcard Publishing Corporation (New York). This is Model 6A and sells for approximately \$223.00.

since it is only the electric bulb that requires occasional replacement.

The microcard reader illustrated is extremely simple to operate; the bottom loading of the card means that the card needs only to be slid into the channel which is right in front of the reader. From there on the mechanical card-moving device which has been incorporated into this machine does all the work of turning the pages from one to the other, both horizontally and vertically, with no other effort being required on the part of the reader than that of turning either of the two knobs which are conveniently located in the lower front section of the unit. The all-important image which appears on the reading screen is clear and brilliant, comparing most favorably with the image produced by microfilm projection equipment.

#### **Microcard Publishing**

With the advent of a successful technique for manufacturing microcards together with a satisfactory microcard reader, there came next the problem of establishing actual microcard publishers. To lead and guide in such development of publishers, the Microcard Foundation was chartered by the State of Wisconsin as a non-profit, educational institution. This foundation is governed by a board of trustees on which the library world has direct representation. Through the untiring efforts of Dr. Rider, and the complete cooperation of the foundation, some seventeen microcard publishers have been established on a commercial basis. The foundation's work in the field of microcards in relation to the publishers is cooperative rather than competitive. The foundation acts as a clearing house for all new works to be published on microcards. It establishes procedures of policy and standardization throughout the industry. It assists the publishers with the complexities of cataloging. In some cases it actually performs the cataloging for those who are not equipped to do so themselves. In many instances the foundation has acted on behalf of

the microcard publishers in establishing copyright permission in order that certain works may be published in microcard form.

All in all, the microcard publishing industry as a whole, under the guidance of the Microcard Foundation and Microcard Committee is today established on a sound, reputable and firm basis.

#### **Economy of Microcards**

All libraries, whether special or general, are confronted with four basic cost factors. The first of these is the cost of the original text, be it a book or a periodical. The second cost is that of cataloging after the work has been received. Thirdly, there is the cost of storing the text. This is becoming an ever-increasing problem. Many of the libraries throughout the world are literally bursting at their seams. The fourth and last basic cost, and this pertains to periodicals, is that of binding. While this may be considered to be one of the minor costs, it is still one that cannot be disregarded.

Since libraries were first started there have been ideas, systems and procedures without end, to reduce these four basic costs. Many of these ideas have been sheer genius and workable to a point where they have been incorporated in the procedure of libraries throughout practically all of the civilized world. These have been the ideas which have brought to us the splendid system of libraries which we now have. However, the fundamental trouble with these ideas, for the most part, has been that they attack and alleviate only one or possibly two of the four basic cost factors involved. As a consequence, none of them has really resulted in any truly big reduction in the four basic costs.

#### **Costs Reduced**

Microcards attack all of these four costs simultaneously. First, on the matter of the cost of the original texts, microcards will range in price anywhere from one-half to one-fourth of that of the published work. As a concrete example, the German chemical periodical *Zeitschrift fuer Physikalische*

*Chemie* is presently quoted at \$2650 in bound form for the 238 volumes (incomplete). This same material (complete) in 258 volumes on microcards can be had for \$706.80. This results in a money saving of \$1943.20 which is a considerable item to any library and especially to the smaller ones which have to work upon a limited budget.

There is an ever-increasing amount of material available on microcards. The publishers are doing their best and proceeding as fast as good judgment and sensible financing permit.

On the matter of the second major cost item, that of cataloging, microcards come with a classification of the Dewey decimal system already imprinted on the head. In addition to this, the cards carry the cataloging classification of the Library of Congress. There is also a suitable title which permits filing microcards alphabetically by title, or numerically by subject, or even alphabetically by author. Should these five classifications be insufficient in some way to meet a particular cataloging need, there is on all cards sufficient blank space for special entries. This automatic cataloging on microcards saves the librarian much time-consuming work, thereby effecting a savings in money.

#### Storage

The third item of cost and one of the important items is that of storage. This is one of the truly amazing features of the microcard. A full set, in bound form, of *Zeitschrift fuer Physikalische Chemie*, requires thirty running feet of shelf space; the same 258 volumes in microcard form requires only thirty inches of 3 x 5 inch cards.

Microcarding of research and engineering data, reports, correspondence, etc., permits reproduction of fifty letter-size pages on one side of a 3 x 5 inch card. One hundred cards occupy one inch of file space, room for one hundred fifty-page reports.

The overall money savings effected in the storage of microcards as compared with that of books is great, for

there are many items involved which are not at first apparent. There is the matter of the actual stacks themselves, heating, lighting, cleaning, maintenance, to say nothing of the expense for the space used in housing collection. The library, unfortunately, is considered by management nearly always to be strictly a cost item. In other words, libraries produce no recognizable income. As a consequence, it is a wise librarian who sees to it that the service factor of the library is maintained at a high level while the costs are kept as low as reasonably possible. Microcards help accomplish this.

The fourth and final cost item of the library is that of binding, an item completely eliminated where microcards are used. There is now under consideration by many publishers the possibility of including sets of microcards at the end of the fiscal year in the subscription rate to periodicals, these cards to be kept and the original periodicals discarded.

#### Availability

It is significant that librarians who began the use of microcards experimentally, are expressing their approval by constantly increasing their microcard holdings. Prompted initially for reasons of space economy, librarians have found that it is possible to acquire microcard editions of rare, costly and out-of-print literature, not otherwise obtainable. This combination of hard-to-get material and the practicability of keeping it in a minimum of space is irresistible to the practicing librarian who is called on regularly to supply material that is almost non-existent as far as availability is concerned, and who suffers chronically from lack of sufficient space to store what is already on hand.

Microcards offer the libraries of the world a medium for the dissemination of information at a cost savings which no other method of publication has ever offered before. Microcards have a very definite place in the future of all libraries.

# Special Libraries Association

## A BRIEF HISTORY

*Miss Mitchill is librarian of Public Service Electric and Gas Company, Newark, N. J.*

**F**ORTY-THREE YEARS have passed since Anna Sears, then librarian at the Merchant's Association of New York, attending the meeting of the New York and New Jersey Library Associations in Atlantic City, met Sarah B. Ball, at that time librarian of the Newark Business Branch Library, and discussed mutual library problems. The results of this discussion were fruitful and the advantages of this professional exchange readily discernible. The episode was related to John Cotton Dana, librarian of the Newark (New Jersey) Public Library, and Mr. Dana lost no time in finding a solution whereby other librarians could benefit from similar exchange.

On July 2, 1909, during a meeting of the American Library Association at Bretton Woods, New Hampshire, Mr. Dana proposed the formation of a Special Libraries Association. The first official SLA Conference was held on November 5, 1909, in the assembly rooms of the Merchants Association of New York with fifty-seven people present. Mr. Dana was elected president.

The membership grew. Mr. Dana had occasion to comment on SLA's fifteenth anniversary: "The growth of special libraries is the outstanding feature of library history in the past fifteen years. The Association, formed with the purpose of uniting in cooperative effort the special libraries scattered throughout the country, at first had but fifty members. It has now grown to 800. The end

is not yet. The extension of the field is limited only by the growth of modern science and by the growing desire for accurate fact information. The Special Libraries Association has seen its job, (has) faced its problems in a practical way, (has) created the literature of its subject and (has) opened up a great system for the interchange of information ideas."

Today, SLA's membership numbers approximately 5000, and its membership is scattered throughout the world.

The first year saw the formation of such committees as Agricultural Libraries, Commercial Associations, Insurance Libraries, Legislative and Municipal Reference Libraries, Public Utility Libraries, Sociological Libraries and Technology Libraries. These committees might well be considered the birth of the present divisions. The use of the term "group" for committees first appeared in the SLA 1919 *Proceedings* and thirty years later, in 1949, the name was changed once more, this time to divisions.

### *Special Libraries*

In January, 1910, the first SLA publication made its appearance. *Special Libraries* began as an eight-page pamphlet and served as a clearing house for news and information of particular interest to SLA members. The magazine grew as the membership expanded. Its first editor was John A. Lapp from the Bureau of Legislative Information, Indiana State Library. In the forty-two years that have elapsed, there have been thirteen editors of *Special Libraries*. They have all served on a voluntary basis, carrying the responsibility

and the burden of publishing a monthly magazine in addition to discharging the obligations of their own full-time jobs.

It was Mr. Lapp who first used the expression "Putting Knowledge to Work", an expression which has since become the slogan of SLA. In reporting the eighth annual conference in 1916, Mr. Lapp stated, "Many contributions were made, not the least of which was the clearer recognition of the basic purpose of the special library, namely, to put knowledge to work."

Other publications were issued by the Association. Three of these, dealing with



Alma Clarvoe Mitchill is a notable member of Special Libraries Association. She served as president from 1938-40. For ten years she was editor of *Special Libraries* and is now chairman of the Editorial Governing Board. In June, 1951, the Association honored Miss Mitchill for her many years of devoted services.

Miss Mitchill has been extremely active in the New Jersey Chapter which she was instrumental in organizing in 1935. She has served twice as its president and is the present editor of its *Bulletin*. In recognition of her outstanding contribution, the New Jersey Chapter bestowed on Miss Mitchill a life membership in SLA.

various phases of industry, are used the world over. In 1910, SLA published an *Artisans' Trade Index* which later became the *Industrial Arts Index*, now an H. W. Wilson publication. The *Public Affairs Information Service* of today began as the *Public Affairs Index*. In 1935, the *Technical Book Review Index* was inaugurated. A grant of \$3000 from the Carnegie Foundation financed its promotion and publication.

### Responsibility

In the early days, the present chapter was known as a "Responsibility District" and the presiding member was known as a "District Head." The first one to be organized was in Boston, in 1910. In many instances these "Districts" became local associations, levying their own dues. It was not until 1924, when the SLA Constitution was amended to provide for affiliation of these districts with the national organization, that the idea of chapters came into being. For many years, chapters continued to have local dues which entitled members to become chapter members only. A crusade to abolish such membership was started in 1939, but there are still a few chapters adhering to this practice.

The formation of an Advisory Council to the Executive Board was inaugurated during Guy Marion's presidency (1918-19). Two members from each group were appointed to serve on this council. The groups in existence at that time were: Commercial, Financial, Insurance, Legislative Reference, Technical and Engineering, Industrial and Welfare. A decade later, the council was enlarged to include chapter presidents and committee chairmen. However, each group was permitted only one representative instead of two. The Advisory Council met with the Executive Board at all of its sessions excepting those that were closed and these were infrequent. This procedure was changed in 1939, the Board meeting alone one day and with the Council on the next, a procedure which is still

current. The Advisory Council has grown from its original fourteen members to approximately seventy-five and the Executive Board now numbers twelve.

In 1928, Special Libraries Association was incorporated under the laws of the State of Rhode Island, thereby gaining legal status. It secured financial solvency by initiating "institutional memberships." Headquarters at this time operated from Providence, R. I., in the home of the Herbert Brigham. Mr. Brigham was the editor of *Special Libraries*. His wife was executive secretary, working part-time for SLA.

Headquarters was moved to New York in 1931. The Standard Statistics Company, through the intervention of its librarian, Eleanor S. Cavanaugh, provided space rent-free, and a full-time executive secretary, Elizabeth Lois Clark, was engaged, together with a stenographer and part-time clerk.

In 1939 it became necessary to find new office space. For the first time the cost of rental was added to the budget. Space was leased at 31 East Tenth Street, the present address of SLA Headquarters. The year following, Mrs. Kathleen B. Stebbins replaced Miss Clark as executive secretary. Maintaining membership records, a placement service, a center for information, SLA's editorial office, publications, archives, the vast detail required to operate a complex organization, Headquarters has expanded as the business of the Association has dictated.

The growth of SLA has been consistent. The organization has attracted members who have cooperated in pooling ideas and resources and in so doing, have not only benefited themselves but the Association as well.

**SLA CONVENTION**  
 Statler Hotel  
 New York City  
**May 25-29, 1952**

## SLA CHAPTERS

"Responsibility Districts", the old title for chapters, implies how much the well-being of SLA rests on its individual units. Today, twenty-six chapters represent SLA in many parts of the United States and Canada. Boston is the oldest of our chapters and Colorado the latest addition.

The roll call of chapters is an interesting one, especially in date of organization:

Boston .....	1910
New York .....	1913
Philadelphia .....	1913
Cleveland .....	1919
San Francisco .....	1921
Pittsburgh .....	1922
Southern California .....	1922
Illinois .....	1925
Michigan .....	1926
Cincinnati .....	1927
Baltimore .....	1930
Milwaukee .....	1930
Montreal .....	1932
Connecticut Valley .....	1934
New Jersey .....	1935
Toronto .....	1940
Washington, D. C. ....	1940
Greater St. Louis .....	1941
Indiana .....	1941
Minnesota .....	1943
Puget Sound .....	1945
Western New York .....	1945
Louisiana .....	1946
Kansas City .....	1948
Texas .....	1949
Colorado .....	1951

Every member of SLA is automatically a member of the nearest chapter within fifty miles of his residence. The chapter president is a member of the Advisory Council of SLA and sits with the Executive Board of the association at its meetings.

The chapter liaison officer acts as the link between the Executive Board, Association officers and Headquarters.

HAZEL KIRK LEVINS.

## Problems of an Editor

*Leon E. Seltzer is editor of The Columbia Lippincott Gazetteer of the World, published by the Columbia University Press.*

WHEN AN EDITOR has finished a reference book of several million words he should be allowed—perhaps even ordered—to subside into silence. His book which he has brought to maturity, will speak for itself. Bystanders, however, often ask him, in the manner of suspicious in-laws, to say something about its up-bringing. This will cause him to bristle with pride and increase the depth of his silence. That is not enough, however, for the in-laws: something must be said.

So if I were asked to formulate one rule to guide an editor in the creation of a good reference work, it would be this: decide every problem of editorial policy so that things are harder for the editor and easier for the reader. No reference-book editor could ever say that he followed this principle without exception: he would never finish his book. But it is perhaps not too much to say that the quality and usefulness of his reference book will be directly proportionate to the degree in which the rule has been followed.

The areas of principle and action in which an editor must make up his mind are both numerous and wide; the problems, large and small, are endless. They involve the philosophy of the form of the book as well as the form of its philosophy; the balance of budgets as well as the balance of subject matter; the examination of printing type faces as well as the faces of typists. Some

editorial matters are of narrow range and can be permanently solved early in the work. Most of them, however, never lie quiet: if you think they have been pacified, they stir restlessly while the research and writing go on and every once in a while sit up and demand attention. There are enough of these in the making of a large reference book to absorb every waking and sleeping moment of the editors.

Some idea of how this works may be gained by the examination of a typical problem. It is a small problem, but like a surprisingly large number of "small" problems of reference-book editing it is solved only after both the fundamental principles and the superstructure of the rules of the book have been searchingly examined. Suppose we begin by saying something that is obvious: If a reference book is useful to a reader only when it contains what he wants to know, it is more useful to him if he can find the information in the book and it is most useful if he can find the information quickly. If we decide that saving the reader time and sparing him exasperation is important, we have dropped a problem into the editor's lap; the problem will stay there, demanding attention many times a day, until it is silenced, uneasily, in cold type. The problem is: In areas where there is a choice, under what heading will the reader be most likely to look?

For example, is he likely to look for Mont Blanc under B or under M, for Cerro Aconcagua under C or under A; for Mark Twain under Clemens or under Twain, for David Grayson under Ray Stannard Baker or under Grayson;



for Rhodes under that name or under Ródhos, for Persia under that name or under Iran?

There are several ways of tackling this problem. One way is to establish consistent formal rules, such as: all place names preceded by foreign generic terms will be placed under the proper name, not under the generic; all persons will be listed under their real names, not under their pseudonyms; and all places will be listed under the current native spelling of their names. Thus, in the instances above, Mont Blanc and Cerro Aconcagua would be under B and A respectively; Twain would be under Clemens and Grayson under Baker; Rhodes under Ródhos and Persia under Iran.

Now these rules have certain things to recommend them: they are consistent, and they are easy for the editor and his staff to follow. Certainly in the overwhelming majority of cases they will provide the proper answer—a consistent rule which will place the article where the reader will most likely look first. The exceptions, however, while relatively few, are almost always the most important—those with the longest English tradition and the strongest claim to our attention. Therefore, are these rules, unmodified, indeed the most useful for the reader? If, in other words, he should look first under Aconcagua, Baker, and Iron, would he also look *first* under Clemens, under Blanc, and under Ródhos?

These are questions which each editor must answer for himself. Sometimes his answer will agree with almost everyone else's; sometimes as many will disagree as will agree; and sometimes he may find himself in the minority. If he decides, however, that where there is a choice he must make it, one thing can be sure: he may have violated one kind of "consistency" but he will have made an honest effort to be consistent in another way—to make his book more quickly usable and useful to the general reader. The editor will make mistakes in judgment, but if he is careful

and conscientious he will make a better book, and there is no question that the handling of the important headings will have been proper.

At Columbia University Press, where the rule is to work the editor of reference books hard, we have sometimes made mistakes both in judgment and in policy in borderline cases, but every problem of usage and usefulness has been examined in the light of what knowledge and what common sense we possessed. Our mistakes have been due to the limitations of both; they are not due to the feeling that the reader does not matter.

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### FOREIGN PUBLICATIONS

Controlling interest in the British Book Centre, New York, has been purchased by Captain I. R. Maxwell, managing director of Simpkin Marshall Ltd., the British book wholesalers. He has announced a vigorous expansion program which is expected to alter the entire character of British book distribution in this country.

Projects planned for the Book Centre are the establishment of an international department which will maintain stocks and accept orders for any foreign publication, a magazine subscription department, a publishing department for scholarly and non-fiction titles (also published by other firms abroad) and the creation of a British Book Club to distribute monthly selections chosen by an Anglo-American board of judges.

The British Book Centre in New York was established originally by B. T. Batsford in 1949. The new president of the B.B.C. is Albert Daub, former secretary, director and general manager of Stechert-Hafner, Inc., and of the Hafner Publishing Company.

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Some familiar SLA names appear in the May 15 issue of *Library Journal*. Contributors featured include Frederic C. Battell, Angelica Blomshield, Elizabeth Ferguson, Gertrude Schutze, Sherry Taylor and Marion E. Wells.

Of further interest to SLA members will be the list of technical books in this issue compiled by R. R. Hawkins and the list of business books compiled by Jesse E. Cross.

# Report of the Treasurer

**S**UBMITTED HEREWITH are the financial statements of the Special Libraries Association for the year ended December 31, 1951, including the statement of assets and fund balances, statement of income, expenditures and changes in general fund balance, and summary of changes in special fund balances. The report of Price Waterhouse & Co., who examined the accounts and financial statements, is included.

MARTIN L. LOFTUS, *Treasurer.*

**EXHIBIT I**  
**Statement of Assets and Fund Balances**  
**December 31, 1951**

<b>Assets</b>		
General fund:		
Cash .....		\$37,412.61
General reserve fund:		
United States Government securities, at cost (approximate market \$46,000) .....		44,422.03
Publications fund:		
Cash .....	\$ 7,987.10	
Inventory of publications, at cost or estimated sales value, whichever is lower .....	6,303.17	
		14,290.27
Student loan fund:		
Cash .....	\$ 1,084.42	
Loans receivable .....	900.00	
		1,984.42
		\$98,109.33
<b>Fund Balances</b>		
General fund:		
Sundry credits .....	\$ 22.50	
Fund balance (Exhibit II) .....	37,390.11	
		\$37,412.61
General reserve fund (Exhibit III) .....		44,422.03
Publications fund (Exhibit III) .....		14,290.27
Student loan fund (Exhibit III) .....		1,984.42
		\$98,109.33

Note—The accounts of the Association are maintained substantially on a cash basis. The amount of expenses unpaid at December 31, 1951 and not recorded on the books was not material. Included in income during the year ended December 31, 1951 are dues and subscription income applicable to years subsequent to December 31, 1951, as follows:

1952 .....	\$32,206.72
1953 .....	277.30
1954 .....	34.50
	\$32,518.52

**EXHIBIT II**

**Statement of Income, Expenditures and Changes in General Fund Balance  
For the Year Ended December 31, 1951**

	Actual	Budget	Actual over (under) Budget
<b>Income (note):</b>			
Dues .....	\$46,895.83	\$39,000.00	\$ 7,895.83
Periodicals:			
Special Libraries .....	10,919.07	10,900.00	19.07
Technical Book Review Index .....	8,289.02	10,080.00	(1,790.98)
Rent from sublease .....	1,100.00	1,200.00	(100.00)
Miscellaneous .....	465.13	500.00	(34.87)
<b>Total income</b> .....	<u>\$67,669.05</u>	<u>\$61,680.00</u>	<u>\$ 5,989.05</u>
<b>Expenditures:—</b>			
Allocation of funds to sub-units:			
Chapters .....	\$ 6,034.95	\$ 5,900.00	\$ 134.95
Divisions .....	840.45	710.00	130.45
Committees .....	1,257.74	1,000.00	257.74
	<u>\$ 8,133.14</u>	<u>\$ 7,610.00</u>	<u>\$ 523.14</u>
General operations:			
Salaries .....	\$22,119.48	\$19,950.00	\$ 2,169.48
Rent .....	3,000.00	3,000.00	.....
Accounting .....	800.00	900.00	(100.00)
Porter service .....	962.00	960.00	2.00
Supplies .....	2,044.60	2,400.00	(355.40)
Payroll taxes .....	964.81	1,100.00	(135.19)
Cost of preparing minutes .....	439.59	500.00	(60.41)
Postage .....	1,555.66	1,400.00	155.66
Telephone and telegraph .....	441.87	400.00	41.87
Equipment service and repairs .....	314.35	150.00	164.35
Miscellaneous .....	568.13	100.00	468.13
	<u>\$33,210.49</u>	<u>\$30,860.00</u>	<u>\$ 2,350.49</u>
Memberships in other organizations .....	162.00	162.00	.....
Presidents' fund .....	31.28	200.00	(168.72)
Travel .....	838.93	750.00	88.93
Periodicals:			
Special Libraries .....	13,268.07	13,716.00	(447.93)
Technical Book Review Index .....	5,572.48	5,730.00	(157.52)
Equipment purchase .....	121.18	500.00	(378.82)
<b>Total expenditures</b> .....	<u>\$61,337.57</u>	<u>\$59,528.00</u>	<u>\$ 1,809.57</u>
<b>Excess of income over expenditures</b>	<u>\$ 6,331.48</u>	<u>\$ 2,152.00</u>	<u>\$ 4,179.48</u>
Fund balance, December 31, 1950 .....	26,438.05		
Add—Transfer from convention fund .....	4,689.99		
	<u>\$37,459.52</u>		
Less—Transfer to general reserve fund .....	69.41		
Fund balance, December 31, 1951, per Exhibit I....	<u>\$37,390.11</u>		

Note—See Note to Statement of Assets and Fund Balances.

**EXHIBIT III**  
**Summary of Changes in Special Fund Balances**  
**For the Year Ended December 31, 1951**  
**General Reserve Fund**

Balance December 31, 1950 .....		\$43,941.92
<i>Add:</i>		
Interest on funds in savings account .....	\$ 101.71	
Interest on United States Government securities .....	308.99	
Transfer from convention fund .....	1,000.00	
Transfer from general fund .....	69.41	
		1,480.11
		\$45,422.03
Less—Transfer to publications fund .....		1,000.00
		\$44,422.03
<b>Publications Fund</b>		
Balance December 31, 1950 .....		\$11,792.95
<i>Add:</i>		
Proceeds from publication sales .....	\$11,947.76	
Increase in inventory at December 31, 1951 from Decem- ber 31, 1950 .....	1,720.00	
Transfer from general reserve fund .....	1,000.00	
		14,667.76
		\$26,460.71
Less—Production and selling expenses .....		12,170.44
		\$14,290.27
<b>Convention Fund</b>		
Balance December 31, 1950 .....		\$ 3,468.12
<i>Add—Net receipts from 1951 convention .....</i>		
		2,221.87
		\$ 5,689.99
<i>Less:</i>		
Transfer to general reserve fund .....	\$ 1,000.00	
Transfer to general fund .....	4,689.99	
		5,689.99
		.....
(Fund discontinued by action of the Executive Board on March 3, 1951)		
<b>Student Loan Fund</b>		
Balance December 31, 1950 .....		\$ 1,852.25
<i>Add:</i>		
Gifts .....	\$ 95.50	
Interest on loans and in savings bank account .....	36.67	
		132.17
		\$ 1,984.42

**AUDITOR'S REPORT**

February 27, 1952

THE EXECUTIVE BOARD  
SPECIAL LIBRARIES ASSOCIATION  
31 East 10th Street  
New York 3, New York  
Dear Sirs:

We have examined the foregoing statement of assets and fund balances (Exhibit I) of Special Libraries Association as of December

31, 1951 and the related statements of income, expenditures and changes in fund balances (Exhibits II and III) for the year then ended. Our examination included tests of the accounting records maintained at the Association Headquarters, and other supporting evidence and other auditing procedures, as outlined generally below.

The cash in banks at December 31, 1951 was confirmed by correspondence with the

depositories and the securities representing the investments carried in the statement of assets and fund balances were counted by us at The National City Bank safe-deposit vault.

We ascertained for a test period that the recorded cash receipts agreed by totals with related deposits appearing on bank statements, and that the recorded disbursements were supported by paid checks. In addition, we examined invoices, payroll records and other data in support of disbursements for the same period. We ascertained by computation that income receivable from investments and savings bank interest had been collected.

We tested recorded income from membership dues by reference to a membership card file, subunit membership rolls and other related records and by direct confirmation with a selected number of members. We also requested from four selected local chapters (of a total of twenty-six such chapters) confirmation of memberships and of financial transactions recorded on the books of the Association Headquarters.

A physical count of the inventory of publications on hand as at December 31, 1951 was made by employees of the Association. We made test counts of a number of the inventory items and satisfied ourselves generally as to the method used by the Association in determining the quantities on hand. Tests were made of the basis on which the inventories were valued by reference to purchase and sales invoices.

We ascertained that transactions affecting the Student Loan Fund and the Publications Fund during the year ended December 31, 1951 were made in accordance with policies adopted by the Executive Board of the Association on March 3, 1951, and that transactions relating to the General Reserve Fund were in accordance with the policy adopted by the members of the Association at the annual business meeting on June 21, 1951. As approved by the Executive Board on March 3, 1951, the Convention Fund was discontinued during the year and the balance transferred to the General Fund.

As instructed, we did not attempt to ascertain the composition of the various fund balances as at June 1, 1950, the start of the period covered by our initial examination. A review of transactions prior to that date would

have involved an unreasonable amount of time and expense.

The accounts of the Association are maintained substantially on a cash basis. The amount of expenses unpaid at December 31, 1951 not recorded on the books was not material. Included in income for the year ended December 31, 1951, as shown in Exhibit II, are dues and subscriptions applicable to years subsequent to 1951, as follows:

	1952	1953	1954
Dues .....	\$25,393.67	\$ 30.00	.....
Periodicals:			
Special Libraries	2,256.37	70.15	.....
Technical Book			
Review Index	4,556.68	177.15	\$34.50
	\$32,206.72	\$277.30	\$34.50

As at December 31, 1951 amounts receivable from sales of periodicals and publications not recorded on the books nor included in the attached statements aggregated approximately \$1,950.00.

In view of the Association's practice of taking into income dues and subscriptions in advance of the periods to which they relate, we cannot express an opinion that the foregoing financial statements present fairly the position of the Association at December 31, 1951 and the results of its operations for the year then ended. However, as far as our examination extended, the transactions in other respects were found to have been recorded properly.

Yours very truly,  
PRICE WATERHOUSE & CO.



*Interior of the City Hall in New York, showing the graceful stairway in this colonial building, located in lower Manhattan.*

### SLA CONVENTION

SLA's Forty-third Annual Convention promises to be the finest ever. Come early and plan to attend the Post-Convention Institute.

**NEW YORK · May 25-29, 1952**

## THE PUBLIC RELATIONS COMMITTEE DISCUSSES:

# SLA EXHIBITS

**S**LA'S PUBLIC RELATIONS COMMITTEE is making a serious effort to describe and clarify the whys and wherefores and the ways and means of handling exhibits in the Association. It can hardly be called a program, since it consists mostly of rising to worthwhile opportunities with whatever resources and ingenuity the managing group can bring to bear. Under the circumstances, it is quite possible that a fixed policy would be more of a hindrance than a help. At any rate, this opinion represents the best thinking this committee has been able to evolve.

### What is an Exhibit?

An exhibit is a presentation demonstrating library facilities and services. Its aim is to attract the interest of people who need and use library service. It's a chance to tell the story.

### Why Does SLA Exhibit?

The essence of special libraries is that they serve and participate in the professional efforts of industry and its affiliated organizations. An opportunity is presented at the meetings of these organizations to explain the distinctive contribution of special libraries. An exhibit is one effective way to do this.

Satisfactory answers to two questions furnish a good basis for estimating the value of undertaking an exhibit:

1. How many people can be reached by the exhibit?
2. Of what value will it be to these people?

### Who Handles Exhibits?

Any or all of us. SLA is made up of

individual members and of the various groupings of these members. At the present time, it is possible to handle exhibits only by means of the volunteer services of these members.

The opportunity or the initiative for an exhibit might come from any alert member or group. Occasionally, invitations come to Headquarters and are passed on to the proper group. But, no matter who originates the idea, the group (chapter or division or section or all three jointly) which is in a position to handle the exhibit makes the actual decision, whether or not the exhibit is feasible.

As it usually works out, an exhibit becomes a joint project of the chapter nearest the place where a convention is being held, and of the division most closely allied to the subject interest of the organization holding the convention. In some cases, like the World Metallurgical Congress and Exposition, the Science-Technology Division took the initiative because of the subject interest; in others, like the meeting of the American Society of Training Directors, the local chapter took responsibility.

It would be apt indeed, if the Association could maintain full equipment and personnel at Headquarters, backed by funds for all the necessary travel and other expense. Many associations do provide this publicity service. At the present time, SLA's budget does not permit this service. Exhibits, therefore, should not be thought of as association projects. Currently, they are projects of chapters or divisions or any group of

members for the benefit of the Association and of special libraries.

#### **Where Does SLA Exhibit?**

At any gathering of people who could use library service in the pursuit of their business. Exhibits have been successfully presented to the National Association of Life Underwriters, the American Gas Association, the American Bankers Association and others.

#### **When Does SLA Exhibit?**

Whenever opportunity presents itself and practical circumstances make it feasible. To date, there have been more invitations than could be accepted; however, it is most desirable to take advantage of as many opportunities as possible.

#### **How Does SLA Handle Exhibits?**

1. Basic features include:
  - a. An attractive background for identification among other exhibits.
  - b. Giveaway items:  
Descriptive material about special libraries and about SLA.  
Bibliographies specially prepared for the audience to be reached.
  - c. Record of visitors who attend exhibit.
2. Assistance to be expected from the Public Relations Committee and Headquarters:
  - a. P. R. Committee will:
    1. Make available a practical "how-to-do-it" directive. (now in preparation)
    2. Offer help and advisory service.
    3. Develop background materials and publications for use at exhibits.
    4. Give association recognition through the annual convention public relations exhibit.
  - b. Headquarters will:
    1. Store available background materials and giveaway pub-

lications and ship wherever needed.

#### 3. Finances:

In financing an exhibit, the Association assumes responsibility for producing exhibit materials, providing giveaway publications and shipping them to the place of exhibit. Locally, expenses may be met in a number of ways—the division or chapter may allocate funds from its budget or assistance may be obtained from interested companies. No fixed sum can be recommended as circumstances of every exhibit differ.

#### 4. Manning the exhibit:

The purpose of the effort is to reach new people and to show them how special libraries can serve them. If their interest is aroused, these people usually have questions. Any sort of question may be expected from "What is this Association?" to a very difficult reference inquiry. Although it's desirable to answer on the spot as many questions as one can, this may not always be possible. A record of these questions can be taken and answers may be sent to the enquirers later. All correspondence should be done meticulously. It can be divided among the group so that the burden does not fall too heavily on any one person. There is no better or more logical way to demonstrate library service.

Individuals are the most important factor in any public relations effort. All the mechanics of an exhibit are really aimed to provide a pleasant opportunity for the all-important personal touch.

K. GENEVIEVE FORD  
MILDRED E. HOGAN  
MRS. MARTHA E. SCHAAF  
SHERRY TAYLOR

ELIZABETH FERGUSON, *Chairman*  
*Public Relations Committee.*

# SLA Chapter Highlights

## A List of Chapter Publications

CHAPTER	CHAPTER BULLETIN	FREQUENCY	OTHER PUBLICATIONS
BALTIMORE	<i>News Notes</i>	Irregular	<i>Directory of Special Libraries within the Baltimore Area</i> (under revision)
BOSTON	<i>News Bulletin</i>	8 per year	
CINCINNATI	<i>Bulletin</i>	2 per year	
CLEVELAND	<i>Bulletin</i>		<i>Membership Directory</i> (Part I, complete; Part II, in preparation)
COLORADO	<i>Columbine Special</i>	Bi-monthly	<i>Membership Directory</i> (issued annually, with additions and deletions listed in the chapter bulletin) <i>Directory of Special Libraries in Colorado</i> (in preparation)
CONNECTICUT VALLEY	<i>Bulletin</i>		
GREATER ST. LOUIS	<i>Slate</i> (suspended)		
ILLINOIS	<i>Informant</i>	Bi-monthly	<i>Duplicate Exchange List</i> (each issue of the <i>Informant</i> ) <i>Membership Directory</i> , published annually in September) <i>List of Services and Periodicals in Special Libraries of the Chicago Area</i> (1950)
INDIANA	<i>Slant</i>	4 per year	Cooperating in publishing a list of all Indiana libraries.
KANSAS CITY	<i>Newsletter</i>	6 per year	<i>Union List of Serials</i> .
LOUISIANA	<i>Bulletin</i>	4 per year	<i>Membership Directory</i> (November issue of <i>Bulletin</i> ) <i>Duplicate Exchange List</i> .
MICHIGAN	<i>Bulletin</i>	4 per year	
MILWAUKEE	<i>Bulletin</i>	Irregular	<i>Membership Directory</i> (in preparation)
MINNESOTA	<i>News-Notes</i>	4 per year	
MONTREAL	<i>Bulletin</i>	3 per year	<i>Directory of Special Libraries in Montreal</i> (3d ed. 1949; <i>Supplement</i> , 1950) <i>Union List of Serials</i> (in preparation)
NEW JERSEY	<i>Bulletin</i>		<i>Membership Directory</i> (October issue of <i>Bulletin</i> )
NEW YORK	<i>Chapter News</i>	5 per year	
PHILADELPHIA	<i>Bulletin</i>	5 per year	<i>Directory of Libraries and Information Sources of the Philadelphia Metropolitan Area</i> (8th ed. 1951) <i>Chapter Manual</i> (revised 1952)
PITTSBURGH	<i>Bulletin</i>	4 per year	<i>Directory of Members</i> (3d ed. 1951) <i>Union List of Serials of the Pittsburgh Area</i> (in preparation) <i>Duplicate Exchange List</i> (issued semi-annually) <i>Education Course</i> (1949, 1951)



CHAPTER	CHAPTER BULLETIN	FREQUENCY	OTHER PUBLICATIONS
PUGET SOUND	<i>Specialist</i>	Irregular	
SAN FRANCISCO BAY REGION	<i>Bulletin</i>	9 per year	<i>Union List of Serials of the San Francisco Region</i> (1939; <i>Supplements</i> 1937-41, 1942, 1952 in preparation) <i>Pacific Coast Membership Directory</i> (published in conjunction with Puget Sound and Southern California Chapters, 1949) <i>Duplicate Exchange List</i> (fall and spring)
SOUTHERN CALIFORNIA	<i>Bulletin</i>	4 per year	<i>Union List of Serials</i> (under revision) <i>Directory of Libraries</i> (in preparation) <i>Union List of Serials in Biological Sciences Libraries</i>
TEXAS	<i>Bulletin</i>	4 per year	<i>Directory of Special Library Resources in Texas</i> (in preparation)
TORONTO	<i>Bulletin</i>		Ten-year index to <i>Bulletin</i> . <i>Directory</i> (under revision)
WASHINGTON	<i>Chapter Notes</i>	8 per year	<i>Handbook and Directory of the Washington, D. C. Chapter</i> (1952) <i>Library and Reference Facilities in the District of Columbia Area</i> (1952)
WESTERN NEW YORK	<i>Bulletin</i>	4 per year	

### NOTES ON SIGHTSEEING by Rebecca Rankin

Starting from the Statler Hotel, with the address in one's hand, remember that *streets* north of Washington Square in Manhattan are numbered, and run east and west. The *avenues* are also numbered but they run north and south, Fifth Avenue being the division between east and west. Broadway starts at the Battery and runs the entire length of the island but in midtown it angles across the Avenues forming a triangular space at Greeley Square (32d Street), Herald Square (34th Street) and at Times Square (42d Street) and bisects Columbus Circle at 59th Street.

The garment center, housing the city's foremost industry, crowds all around the Statler Hotel in midtown between Sixth and Ninth Avenues and from 30th to 42d Streets. The chances are that the clothes one is wearing were manufactured right here. The garment industry has its counterpart in the retail selling of department stores in the shopping section around Herald Square. In Macy's, the largest, one may buy anything from diamonds to raspberries or a whole house; Gimbels and Saks' are other giants in the midst of scores of small specialty shops.

Millions of flowers are sold in nearby vicinity to the Statler—on Sixth Avenue between 26th and 28th Streets—lovely blooms

and rare species. Fifth Avenue from 34th Street north to Central Park and along 57th Street abounds with fashionable shops, proclaiming their wares in beautiful window displays. A bus ride on Fifth Avenue (yes, there are several routes) may take one along Central Park, on Riverside Drive, and as far north as Fort Tryon and The Cloisters with delightful views over the Hudson, the Palisades and George Washington Bridge.

From the Statler one can meander through subterranean passages to the Pennsylvania Station, which like New York's other railroad terminal, Grand Central, is a magnificent structure. They are cities within themselves! Should one turn to the right one can continue burrowing underground to Herald Square, to the subways and basements of the stores and buildings in that vicinity. It is a fair example of New York's underground.

Subways are the fastest transportation, but in buses one may see more of the sights enroute, spot many landmarks, and note the tempo of the city. Get downtown to Lower Manhattan which is the historic part of town—the Battery, Trinity Church, St. Paul's Chapel, Sub-Treasury, Wall Street and the financial district, Fraunces Tavern, and City Hall.

# SLA

## Division Highlights

### GEOGRAPHY AND MAP DIVISION

The December, 1951, issue of the *Bulletin* of the Geography and Map Division includes an interesting list of new maps, atlases and other pertinent publications.

### NEWSPAPER DIVISION

A library tool called the "Yankee Clipper," developed some years ago by the late David Rogers, librarian of the *New York Herald Tribune*, has proved to be a quick way to handle volume clippings of newspapers and magazines.

The "Clipper" costs \$2.15 post paid. Checks should be made out to Robert E. Grayson of the *New York Herald Tribune*.

### SCIENCE TECHNOLOGY DIVISION

Sci-Tech is doing it again! Following the brilliantly planned and executed forum and exhibit which the Metals Section held last autumn in conjunction with the World Metallurgical Congress and Exposition in Detroit, it keeps right on dealing with the important subjects before librarians today.

A post-convention Institute is being planned to study the huge body of unpublished literature which has arisen during and since World War II. These reports arise from many government-sponsored research programs, some security-classified. The research is being carried on by industry, universities and government departments in pursuit of the war and postwar effort.

This marks the first all-out effort made by anyone in the Association to answer the many problems connected with handling material of this type. Full details of the program appeared in the April issue of *Special Libraries*. The program will be of interest to all, including those whose work may only touch on this new and challenging body of literature. All interested persons are invited to attend and SLA members should take advantage of this unusual opportunity to participate in the discussion periods.

Sarah Parker and Winifred Woodward of the U. S. Department of Agriculture in Washington, appeared on the television program *You and Your Uncle Sam*, Channel 3, WPTZ, March 27. They described the functions of the USDA library and the service it performs.

### SOCIAL SCIENCE DIVISION

Evelyn Butler, librarian of the School of Social Work, University of Pennsylvania, the former vice-chairman of the Social Science Division has replaced Melbourne Davidson as chairman. Miss Davidson is unable to continue holding this office due to illness in her family.

A questionnaire has been sent to the membership to determine if the present division organization by sections is to be continued. Results of this survey will be tabulated and reported at the division's annual business meeting. Other divisions will undoubtedly be interested in the results of the survey as a means of ascertaining whether the present organization of the section as a sub-unit of the division is feasible.

ANGELICA BLOMSHIELD,  
*Division Liaison Officer and Chairman  
of the Division Relations Committee.*

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### Obituary

#### Isabelle T. Farnum

Isabelle T. Farnum, former president of the Southern California Chapter of the Special Libraries Association during 1944-45, passed away April 3, 1952, in San Diego, California, after a long illness. She was national chairman of the Social Science Group in 1947-48 but could not quite finish her term because cancer struck its first blow. Interspersed with several operations and treatments, she continued to hold important library positions until the summer of 1951, when the disease advanced to more critical stages, forcing her to resign from her last position as director, Technical Library, U. S. Naval Civil Engineering Research and Evaluation Laboratory, Port Hueneme, California.

Miss Farnum was born January 31, 1904, in Philadelphia. Her library training was received at the School of Librarianship, University of California, in 1932. In Washington, D. C., she worked in the Department of Agriculture Library and was head, Periodicals and Bibliography Section, U. S. Social Security Board Library, 1936-1941. In California she was librarian, U. S. Naval Operating Base, Terminal Island, until the library was deactivated at the end of World War II. She held positions with the Engineering Library at the University of Southern California, North American Aviation's Astrophysics Library, the Los Angeles County Public Library, and finally the Naval library at Port Hueneme.

She was a conscientious and energetic worker, devoted to her work and to the profession of librarianship. She served on various library committees and was a credit to her chosen profession.

JOHANNA E. ALLERDING.

# Who's Who Among the Speakers<sup>\*</sup>

SOLOMON V. ARNALDO, director of the New York office of UNESCO and Resident Representative of UNESCO to the United Nations, was educated in the Philippines. He holds a Ph.D. with honors from the University of the Philippines. In 1941-42, as a University of the Philippines Fellow he worked on his doctorate in English and in library science at the University of Chicago. This work was suspended during the war when Mr. Arnaldo served in the Philippine Government-in-Exile in Washington, D. C.

DOROTHY BEMIS is assistant librarian, working with the director of libraries at the University of Pennsylvania, where she is concerned primarily with the administration of departmental libraries and personnel. Prior to this work, she served as librarian of the Lippincott Library at the University of Pennsylvania.

Miss Bemis is a graduate of the State Teachers College (Oshkosh, Wisconsin) and Pratt Institute Library School. She has been extremely active in SLA, serving chapter and Association in various capacities.

JANET BOGARDUS, librarian, Graduate School of Business Library, Columbia University, is a graduate of the Columbia School of Library Service. She worked first as circulation assistant and later as assistant branch librarian at the New York Public Library. In 1933, she joined the library staff at Columbia University where she served subsequently as librarian of the Seligman Library of Economics and of the Lending Services. After wartime tour of duty as a WAVE Officer with the Microfilm Unit, Bureau of Ships, Washington, D. C. she returned to Columbia University in her present capacity.

ROSE BOOTS, librarian, McGraw-Hill Publishing Company, Inc., received her B.A. from Indiana University and her B.S. from Columbia University School of Library Service. Her experience includes service as librarian of Marvyn Scudder Financial Library, 1933-1946, of Merrill Lynch, Pierce, Fenner and Beane, 1946-1948, and of Standard Brands, Inc., 1948-1949. Miss Boots has been an active member of the New York Library Club and is a distinguished member of SLA. She

<sup>\*</sup>Space does not permit complete listing of all convention speakers.

has served the Association, the New York Chapter or the Financial Division, in some capacity almost every year since 1934.

SIDNEY JAQUITH BRAGG was graduated in 1927 from Rhode Island State College with the degree of B.Sc. in electrical engineering. From 1928 to 1941 he was active in various engineering capacities with the Minneapolis Honeywell Regulator Company of Hartford, Connecticut, with the Dixie Vortex Company of Easton, Pennsylvania and with the Mack Manufacturing Corporation at Allentown, Pennsylvania.

In 1941, Mr. Bragg organized a research library for the Mack Manufacturing Corporation in Plainfield, New Jersey. Since 1949 he has been with the Continental Oil Company of Ponca City, Oklahoma, where he has organized the company library.

He is a member of the Oklahoma Library Association, the American Institute of Electrical Engineers, the American Institute of Physics, the American Society for Metals, the American Society for Testing Materials, the American Society of Mechanical Engineers, the American Welding Society and the Special Libraries Association.

ROBERT S. BRAY received his B.A. from George Washington University and has completed the work for an M.A. in L.S. at the Catholic University of America.

Mr. Bray is assistant chief of the Navy Research Section at the Library of Congress, where recognition was given him recently for establishing procedures and streamlining techniques that resulted in an increase in efficiency.

CHARLES A. BROWN, III, received his A.B. degree in economics at Brown University. He is librarian of the Minneapolis *Star and Tribune*.

HARVEY E. BUMGARDNER was graduated from the University of Michigan Engineering College with a Bachelor of Science degree in Mechanical Engineering in 1922. He has been with The Detroit Edison Company as supervisor of the library since 1940 and in charge of the company's patent activities since 1943. Author of patents, papers and articles on smoke measurements as applied to central station power plants, Mr. Bumgardner is secretary and member of the Executive Committee of the Detroit Section of the American Society of Mechanical Engineers, member of the Engineering Society of Detroit, American Society

of Mechanical Engineers, American Library Association, Special Libraries Association, American Management Association and National Industrial Conference Board.



N. Y. Times

▼  
TURNER CATLEDGE has had a distinguished newspaper career. He has been associated with *The New York Times* since 1929, served brilliantly as Washington correspondent, later heading the Washington Bureau. He is now managing editor.

Mr. Catledge began his newspaper work in Mississippi, the state where he was born. In 1923, he joined *The Memphis* (Tenn.) *Commercial Appeal* and four years later, *The Baltimore* (Md.) *Sun*.

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ELEANOR S. CAVANAUGH, librarian of Standard and Poor's Corporation, is one of SLA's most outstanding members.

Miss Cavanaugh is a graduate of Syracuse University and worked for a time at the New York Public Library before coming to Standard and Poor's, where she organized and developed the collection to its present eminence in the field.

She is a former president of SLA and has served the Association in numerous capacities.

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COMMISSIONER A. ALBERT CHERASHORE heads the new department recently created by the 1951 Philadelphia charter, Department of Records. He is a graduate of the University of Pennsylvania's Wharton School and Law School. After leaving the U. S. Army with the rank of captain, he joined the staff of the Register of Wills in Philadelphia.

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BENJAMIN A. COHEN is assistant secretary general, Department of Public Information of the United Nations.

Mr. Cohen was born in Concepción, Chile, in 1896. He was educated at the English School of Lota and the Internado Barros Arana in Santiago and took his Bachelor Degree in Philosophy and the Humanities at the University of Chile. He attended the University of Georgetown, Washington, D. C., where he received his Master of Science in Foreign Service, and completed the requirements for Doctor of Philosophy. In 1947, he received the honorary degree of LL.D. from the American University in Washington, D. C.

For eleven years he was reporter, city editor and associate chief editor on several impor-

tant dailies in Chile, and has served as press attaché to the special Chilean Embassy to the first centennial of Brazilian Independence (1922). He has held a number of diplomatic posts, including director of the Diplomatic Department of the Chilean Foreign Office and Chilean delegate to numerous Pan American conferences.

Besides the conferences in which he participated as a Chilean diplomatic officer, Mr. Cohen served as an international official in commissions and arbitrations and as a secretary, interpreter, and delegate at numerous international conferences. He has been a member of the faculty of the School of Foreign Service in Georgetown University.

In 1945, he was loaned by the Chilean Government to the International Secretariat of the United Nations for the Executive Committee and the Preparatory Commission. During the first General Assembly in London he was chief of the Information Planning Section. Early in March of 1946, he was appointed assistant secretary general of the United Nations, in charge of the Department of Public Information.

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DR. G. ROWLAND COLLINS is the dean of the Schools of Business of New York University comprising the Graduate School of Business Administration and the School of Commerce, Accounts and Finance. His degrees include B.A. and LL.D. from Macalester College, M.A. from Harvard, M.B.A. from New York University and D.Sc.Ed. from Franklin and Marshall College and from Lafayette College.

Dean Collins is on the Board of Directors of the Manhattan Life Insurance Company of New York. He is public governor of The New York Curb Exchange, a member of the Advisory Board, The Chemical Bank and Trust Company of New York and a trustee of the New York Institute of Credit. He is also a member of the Committee on Educational Policy of The American Institute of Banking, a director of the Annual Conference of Senior Executives, The Mortgage Bankers' Association of America and educational counselor for the Investment Bankers' Association of America.

He is the author of numerous books on a variety of subjects in the fields of marketing and management. He is also a contributor to the *Encyclopedia Britannica*, the *Britannica Book of the Year* and the *Marketing Handbook*. Dean Collins' many articles have appeared in educational, technical and business publications.

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HOWARD COONLEY is a member of the Board and chairman of the Executive Committee of the American Standards Association.

He graduated from Harvard in 1899. He is at present in charge of a program of reorganization and expansion of the American Standards Association. He has been president of the International Organization for Standardization since 1947.



ALBERT S. DAVIS, JR. was graduated from Bowdoin College in 1933 and from the law school of Yale University in 1936, followed by a year of post-graduate study at Columbia University Law School.

After several years with the law firm of Hawkins, Delafield and Longfellow in New York, Mr. Davis joined the Research Corporation in 1941 and is now resident attorney of that company. He is adjunct professor in the New York University Law School, where he lectures on patent law and is a member of special committees of the American Bar Association and the National Association of Manufacturers on patent law and the ownership of inventions. He has contributed papers to legal journals, the *American Scholar*, and *Special Libraries* and has lectured widely in the United States and Canada. Mr. Davis is a joint author of *Research in Industry*.



KENNETH HOLCOMB DUNSHEE is curator of the H. V. Smith Museum, which houses the greatest collection of fire memorabilia in the country. He is ex cow-puncher, Mississippi steamboat cub-pilot, cavalryman, editor of *News from Home*, official publication of The Home Insurance Company. Mr. Dunshee is author of *Engine! Engine!* and of the recent *As You Pass By*, a research documentary picture book of old Manhattan.



PROFESSOR ROSCOE B. ELLARD has taught journalism at the University of Missouri and at the Graduate School of Journalism, Columbia University where he has been in charge of instruction since 1946. He was founder and director of Lee Memorial School of Journalism at Washington and Lee University.

Professor Ellard is the author of *Lee and Southern Journalism* and co-author of *Pictorial Journalism*.



T. H. EVERETT, horticulturist, is an author and columnist. He writes the *Gardeners Forum* in the Sunday *New York Herald Tribune* and is a lecturer, radio and television speaker in his chosen field.



EDWARD H. FENNER is head of the Business and Economics Department of the Enoch Pratt Free Library, Baltimore, Maryland.

Mr. Fenner holds a B.S. degree from New York University, School of Commerce and a B.L.S. degree from Columbia University, School of Library Service.

He has held the positions of assistant librarian in the School of Business Library and librarian in the Marvyn Scudder Financial Library, both at Columbia University. Also, he has been head of the Science-Technology Department of the Schenectady (N. Y.) Public Library.

In SLA, he has served on the Constitution and By-Laws Committee, as president and bulletin editor of the Baltimore Chapter and as chairman of the Business Division.



ELIZABETH FERGUSON, librarian of the Institute of Life Insurance, is a midwesterner and received her B.A. degree from Oberlin College and a B.S. in L.S. from Western Reserve University. She started her professional career in the book shop of Halle Bros. Company, Cleveland, and was successively engaged in the Children's Department of the Cleveland Public Library and as reference librarian of the Lima Public Library, Lima, Ohio. Miss Ferguson is a prolific contributor to business and professional periodicals and a frequent speaker before library and business groups, usually on library and public relations subjects. She has served as chairman of the Insurance Division, SLA, as chairman of the Insurance Group of the New York Chapter and as co-editor of the SLA publication, *Creation and Development of an Insurance Library*. As chairman of the Library Training Committee of the New York Chapter last year, she was responsible for organizing the very successful classes for training library assistants at the Ballard School in New York. Miss Ferguson is first vice-president and president-elect of SLA.



JAMES L. G. FITZPATRICK was born in New York City. He received a B.Sc. in mechanical engineering in 1929 and an M.Sc. in 1931 from Manhattan College, and made further studies at New York University and Fordham University.

He is owner of the FitzPatrick Company, Staten Island, carrying out transport research and development. For many years he has taught mathematics and science in New York high schools, and at present is general assistant, Textile Evening High School, Board of Education, New York City. He has compiled an exhaustive *Bibliography of Natural Flight*, to be published by the Institute of the Aeronautical Sciences in 1952, and has contributed papers on the engineering aspects of this subject to the American Ornithological Union and

the *Technology Review* (October, 1951). He is a member of the American Society of Tool Engineers and the Institute of the Aeronautical Sciences.



ISABELLA M. FROST holds a B.A. in economics from Mills College and took graduate training from the University of California School of Librarianship.

Miss Frost left the Oakland Public Library in 1937 to organize the Homemakers' Bureau Library of Safeway Stores, Inc. The library gradually expanded and The Lansing Library Service was formed to serve the entire company, with Miss Frost as its manager. She has contributed articles to business and professional journals.

A member of SLA since 1932 she is highly esteemed for her work on a number of committees.



MRS. MARIE S. GOFF was graduated from the Chevy Chase School, Washington, D. C. and holds a certificate from the School of Library Science, Drexel Institute of Technology. She has been a library staff member at the Drexel Library School and at E. I. du Pont de Nemours and Company. She is at present, organizing and will administer the Newark, Delaware branch library of the DuPont Company.

Mrs. Goff has been a special lecturer at the School of Library Science, Drexel Institute of Technology. She has contributed articles to professional and technical publications.

A member of SLA since 1925, Mrs. Goff has held various offices and served on a number of committees. She has been particularly active in the Science-Technology Division.



RICHARD D. GREEN is a graduate of Boston University. He has been associated with the Library of Congress and the United States Maritime Commission. Since 1946 he has been librarian at the National Association of Electric Companies, Washington, D. C. A member of the Washington Chapter of SLA since 1946, he has held various offices in the Science-Technology, Business and Social Science Divisions.



JOSEPHINE I. GREENWOOD has been associated as librarian with Consolidated Edison Company of New York, Inc., since 1917 and prior to that was a member of the library staff at Western Electric Co. She is a native New Yorker and attended Columbia University. Miss Greenwood is esteemed for her active interest as a SLA member, having served in various official capacities.



MARION HARPER, JR., is president of McCann-Erickson, Inc., fifth largest advertising agency in the world. At thirty-five, he is one of the youngest chief executives of a major American business. Mr. Harper became president in December 1948, nine years after he joined the agency as an office boy-trainee.

Mr. Harper is vice-chairman of the New York Council of the American Association of Advertising Agencies, a member of the Special Committee for Advertiser Relations and a director of the Advertiser Research Foundation. He is also a director of the Knickerbocker Federal Savings and Loan Association, a trustee of the Institute of General Semantics, a member and a past president of the American Public Relations Association (New York Chapter).

Numerous articles for trade and technical journals on radio and television advertising and research have been written by Mr. Harper. He is the author of *Getting Results from Advertising* and contributing author of *The Public Relations Handbook*.



Josephine I. Greenwood

CATHERINE HEINZ is director of the Library Bureau of the United Hospital Fund in New York. She served as lieutenant in the U. S. Navy.

Miss Heinz holds a B.S. from Rosary College (Illinois) and took graduate work at Columbia University.



HAROLD F. HENDÉE is director of research, RKO Radio Pictures, New York. He was born in New Haven where he received his education; this was supplemented by the study of music and foreign travel. He started his career in musical comedy and later changed to straight drama. He supported many noted stars of the day: Eddie Foy, Tom Wise, Douglas Fairbanks, Richard Bennett, Mrs. Fiske, and starred in *The Very Idea* by William LeBaron. At Mr. Hearst's request, twenty-five years ago, he established an authentication program for film productions. Among the prize winning pictures for which he directed research were: *Beau Geste*; *Cimarron*; *Little Women*; *The Informer*.



SAUL HERNER, a 1945 graduate of the University of Wisconsin, is librarian of the Applied Physics Laboratory at Johns Hopkins University. He has had additional courses in the University of Wisconsin Library School, The Writers' Institute of the University of Wisconsin, and The School of General Studies of Columbia University. In 1945 and 1946 he was a chemist for the U. S. Army Air Force; from 1946 to 1948 chemistry librarian in the Science and Technology Division of the New York Public Library; and from 1948 to 1950, he served as assistant curator of the University Heights Library and engineering librarian at New York University. Mr. Herner has contributed articles and book reviews on scientific and library subjects to scientific, trade and popular periodical publications.



DR. ALBERT E. HITCHCOCK is plant physiologist at the Boyce Thompson Institute for Plant Research, Yonkers, N. Y.

He received his Ph.D. from Columbia in 1928. He served as a summer field assistant in the U. S. Department of Agriculture in 1922 and 1923. In 1943, he was interested in the *Cryptostegia* rubber project in Haiti. He has been the recipient of several awards including the A. Cressy Morrison Award of the New York Academy of Sciences in 1932 and the Vaughn Award in 1945. In 1946, he was a joint recipient of the \$1,000 prize given by the American Association for the Advancement of Science.

HELEN HLAVAC received a B.A. from Hunter College and a B.S. in Library Service from Columbia University. She was bibliographer and researcher at the National Tuberculosis Association prior to taking charge of the library at the New York University Dental College.



THELMA HOFFMAN received a B.S. and M.S. in chemistry from the University of California. Since 1930 she has been librarian of the Shell Development Company. She is a member of the American Chemical Society and has been extremely active in SLA, serving as president of the San Francisco Bay Region Chapter and as chairman of the Science-Technology Division.



MRS. VIRGINIA HOLRAN, director of statistics and research at the Institute of Life Insurance, is responsible for a large share of the Institute's informational material. She is a Texas schoolmarm turned insurance statistician. After getting her B.A. and then M.A. in mathematics at the University of Texas, she taught in Austin's public schools for two and one-half years.

Tiring of the routine of classroom work in elementary science, algebra and geometry, Mrs. Holran took a job in Galveston for the American National Insurance Company in its actuarial department. Five years later she became assistant manager of the company's tabulating department.

Mrs. Holran deserted the wide open spaces of Texas in 1944 when she arrived in New York and joined the Institute of Life Insurance as acting director of the Division of Statistics and Research. She became director of her division in 1947.



MRS. LOUISE JACKSON was born in Houston, Texas, and attended Incarnate Word College, San Antonio, Southern Methodist University, Dallas, and the University of Houston. She has been employed by the Federal Bureau of Investigation in its offices at Dallas and Houston. In 1944, she was employed by the Humble Oil & Refining Company where she re-organized the Geophysics Research Library in which she is now working. In 1949 Mrs. Jackson helped organize the Texas Chapter of which she had the honor of being the first president. In 1949, she was chairman of the Resolutions Committee of SLA and in 1950, chairman of the Petroleum Section of the Science-Technology Division. She is also a member of Beta Sigma Phi.

ROMANA JAVITZ is curator of the picture collection of The New York Public Library. She studied painting at the Art Student's League, the Pennsylvania Academy of Fine Arts and abroad. Miss Javitz developed the present picture service and its collection of over six million items. She received two grants from the Carnegie Corporation for a basic study of the theory and practice of subject arrangement for pictorial archives. It was she who projected the Index of American Design, subsequently adopted as a national program by the WPA Federal Art Project. Miss Javitz writes about and teaches the history of pictures as documents and picture classification and use.



ROBERT E. KINGERY is chief of the Preparation Division, New York Public Library. A Wittenberg and Columbia Library School graduate, Mr. Kingery has had wide professional experience as a librarian, readers' adviser, personnel representative, professor of library science and lecturer and leader in adult education. He is an author and bibliographer and is largely responsible for the excellent bibliography to Collier's Encyclopaedia. His most recent books include *How-To-Do-It Books* and *Careers in Librarianship*.



ETHEL S. KLAHRE, librarian, Federal Reserve Bank of Cleveland, was educated at the University of Akron and the Western Reserve University School of Library Science. Work at the University of Akron, Commonwealth Edison Company of Chicago and Stewart-Warner Corporation of Chicago preceded her present position. She was vice-chairman of the Financial Division, 1945-1946 and its chairman, 1947-1948.



JANE KRUMACHER is presently administrative assistant with the Division of Professional Placement of New York University College of Education. Previous to this appointment, she was associate professor at the University of Georgia. She received her M.A. degree from New York University in 1942 and is now completing her doctoral work at New York University in the field of personnel administration.



GRETCHEN D. LITTLE received an A.M. in chemistry from Duke University in 1936 and a B.S. in L.S. from Drexel Institute of Technology in 1949. From 1936 to 1937, she was assistant librarian of the Development Department of U. S. Rubber Products and from 1937 to 1943 worked as librarian for the Mead Corporation. Since 1943, she has been tech-

nical librarian for the Atlas Powder Company, Wilmington, Delaware. She has been an energetic member of SLA's Science-Technology Division, serving as its chairman, 1948-50.



MARTIN LOFTUS, librarian, Joint Library of the International Monetary Fund and International Bank for Reconstruction and Development, received his A.B. and B.S. in L.S. at the University of Washington, Seattle. Before accepting his position at the Joint Bank-Fund Library in 1946, he was reference assistant at the University of Washington Library, 1933-1937 and assistant, New York Public Library, Economics Division, 1937-1946. After his return from service in the Army in 1945 he was technical librarian at the U. S. Veterans Administration.



CAROLINE W. LUTZ, librarian in the Research Laboratories Division of General Motors Corporation in Detroit, received her B.A. from Wayne University. She was formerly associated with the National Cash Register Company, Dayton, Ohio, and the Scoville Manufacturing Company in Waterbury, Connecticut.

Miss Lutz has been prominent in the Michigan Chapter of SLA serving as president and on various committees. She has contributed a number of papers bearing on library problems.



AUGUST MAFFRY is a vice-president of the Irving Trust Company, where he serves as adviser on economic conditions in foreign countries. He was previously vice-president and economic adviser at the Export-Import Bank. Prior to his connection with the Export-Import Bank, Mr. Maffry spent the ten years from 1934 to 1945 in the Department of Commerce, where he served in various capacities in the Bureau of Foreign and Domestic Commerce. He has taught at the University of Missouri, his alma mater, and at Dartmouth College. Mr. Maffry is a veteran of several international conferences, including the Bretton Woods conference in 1944 and the Inter-American Conference at Mexico City in 1945.



DEAN LOWELL A. MARTIN is a University of Chicago alumnus. He graduated from the library school in 1939 and received his Ph.D. in 1945.

A member of the staff at the Chicago Public Library and following that, a member of the faculty at the University of Chicago. In



1946, he came to Columbia University, where he is now associate dean of the School of Library Service.

He is the author of *Public Administration and the Library* and editor of *Personnel Administration in Libraries*.



MERIL A. MAY, vice-president and general sales manager of Dun and Bradstreet, Inc. since 1946, is a native Texan and a graduate of Austin College, Sherman, Texas. Mr. May's service with Dun and Bradstreet started thirty years ago when he worked with the company on a part-time basis while attending high school and college. In 1937 he was transferred to New York as manager of the New York City Reporting Department, subsequently receiving a number of promotions. He is a director of the New York Rotary Club and a member of the Board of Business Associates, Texas Christian University, of the National Sales Executives Club, New York, the Sales Managers Club of New York and the New York Credit Men's Association.

CLARA G. MILLER received a B.Sc. in chemistry and mathematics from Acadia University, Wolfville, Nova Scotia and a B.L.S. from the University of Toronto in 1944. She has worked on the staff of the Gosling Memorial Library (St. John's, Newfoundland) and at the Library School of the University of Toronto.

Since 1945, Miss Miller has been librarian of the Public Relations Department of Imperial Oil Limited, Toronto, Ontario. She is also Lecturer in Special Libraries at the Library School of the University of Toronto.

Miss Miller has served the association and the Toronto Chapter in various capacities since 1947.

WENDELL MILLIMAN is vice-president in charge of Group Insurance for the New York Life Insurance Company. He joined that company in October, 1950, to head its newly organized Group Insurance Department. The company has been writing group insurance since July, 1951 and already has group business in force throughout the United States and in Canada.

For eighteen years Mr. Milliman was with the Equitable Life Assurance Society, holding the position of 2nd vice-president and associate actuary. In 1947, he resigned from this position to establish his own business as a consulting actuary in Seattle, Washington.

Mr. Milliman is a graduate of the University of Washington and has devoted his entire business career to life insurance and particularly group coverages. He is a Fellow of the Society of Actuaries, was one of the organizers of the Health Insurance Council and has contributed many papers to scientific journals.

HOWARD KING NASON was born in Kansas City, Missouri. He is a graduate of Kansas City Junior College and the University of Kansas, taking additional work at Washington University and at Harvard.

In 1936, Mr. Nason began work as research chemist for the John F. Queeny Plant of Monsanto Chemical Company. He is now assistant to the vice-president in charge of research and development at the St. Louis branch.

He was awarded a certificate of commendation from the American Standards Association in recognition of contributions to the development of standards for Army and Navy electronic equipment, and for work done as a member of the Association's War Committee on Radio. He has contributed numerous articles to scientific and technical journals, and is co-author of *Low Temperature Behavior of Organic Plastics*, A.S.T.M. *Symposium on Effects of Low Temperatures on Materials*. He holds six United States patents.

Mr. Nason is a member of the American Chemical Society, the Society of Rheology, the American Association for the Advancement of Science, the New York Academy of Sciences, the American Institute of Chemical Engineers and the American Society for Testing Materials. His hobbies are flying and gardening.

DR. JERROLD ORNE, director of libraries of Washington University, St. Louis, Missouri, began his library work in 1928 in the Reference Department of the St. Paul Public Li-

brary. From 1936 to 1939, while at the University of Chicago, he served as bibliographer of Italian language and literature and in 1940 became Fellow in Library Science at the Library of Congress. He was librarian of Knox College, Galesburg, Illinois, from 1941 to 1943 and in the U. S. Navy, from 1943 to 1946. During his last year in the Navy, he was on special assignment to UNCPO in San Francisco and then in the Naval Office of Research and Inventions, organizing operation which now continues as Library of Congress Navy Project. In 1946, he was made chief of the Library Division, Office of Technical Services, Commerce Department and since October, 1946, he has been director of Libraries at Washington University. In 1942 and 1950, he served as consultant to the Librarian of Congress and in 1947 as consultant to the Commerce Department. Dr. Orne received his B.A. degree from the University of Minnesota in 1932, and his M.A. in 1933. In addition, he received the Diploma from the University of Paris, 1935; Ph.D., University of Chicago, 1939; and B.S. in L.S., University of Minnesota, 1940.



DR. JOHN MAGNUS PEARSON received his B.Sc. from Chicago University and his Ph.D. from the California Institute of Technology. In 1930, he began work as a physicist for the Sun Oil Company and later, worked for the Sun Pipe Line Company and the Susquehanna Pipe Line Company, of which he became manager. Since 1942, he has been director of the Physical Division, Research and Development Department, Sun Oil Company.

Dr. Pearson holds numerous patents on corrosion and corrosion prevention, pipeline control and bore-hole flow meter. In 1948, he received the Frank Newman Speller award in corrosion engineering for outstanding service in the application of scientific research to the prevention of corrosion, particularly by cathodic protection of underground structure.

He is a member of the American Association for the Advancement of Science, the American Petroleum Institute, the American Physical Society, the Electrochemical Society, the Franklin Institute and the National Association of Corrosion Engineers.



MILTON A. PRENSKY claims Philadelphia, Pennsylvania, as his birthplace. He was graduated from Temple University where he majored in Education and in 1943 from the School of Library Science of Drexel Institute.

For a time Mr. Prenskey worked as reference assistant in the Free Library of Philadelphia and then as library assistant in *The Philadelphia Inquirer* library. In 1945, he went to *Pathfinder News Magazine* as librarian, and was appointed to his present position of director of editorial research in 1948. Mr. Prenskey is active in SLA, having founded the Newspaper Division *Bulletin*, which he also edits, and being elected to the chairmanship of the Newspaper Division for the 1950-1951 term. He is a member of the National Press Club in Washington, D. C.



REBECCA B. RANKIN is librarian of the New York Municipal Reference Library where she has been since 1919. She is chairman of the Mayor's Municipal Archives Committee responsible for the development of the New York Records Center and Municipal Archives.

Miss Rankin is the author of *Guide to municipal government of the City of New York* (7th ed. 1952), *New York advancing* (3d ed. 1945) and is a co-author of *New York: World's capitol city*.

She has been prominent in the development of SLA, has served as its president, and takes an active interest in its current affairs.

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BONNIE LOU RICHEY is assistant librarian in the advertising agency of J. M. Mathes, Inc., New York. Miss Richey was educated in the Middle West and in the South and took post graduate work in New York and Pennsylvania.

Before entering the library field in 1949, Miss Richey's major interest was in the drama. She has written, directed and produced shows for radio broadcast.



GEORGE S. ROSE, secretary of American Iron and Steel Institute, received his B.S. from Pennsylvania State College.

Mr. Rose has been associated with the steel industry throughout his career. Before coming to American Iron and Steel Institute in 1934, he was associated with Alan Wood Steel Company, Crucible Steel Company of America and American Steel and Wire Company.

HAROLD L. ROTH, assistant librarian in the Editorial Reference Library of *The New York Times*, is an honor graduate of New York University and Columbia Library School. His administrative experience stems from service as an administrative officer in the Navy and from positions at Queens College, Brooklyn Public Library, and *The New York Times* Library. He is a frequent contributor to professional journals and other media on libraries and co-author of the proposed curriculum for journalism librarians.

DR. DAVID S. RUHE is a graduate of the Temple University School of Medicine. He is surgeon in the U. S. Public Health Service,

a Fellow of the American Medical Association.

Dr. Ruhe is director of the Medical Audio-Visual File Institute.

FRANCIS R. ST. JOHN, chief librarian of the Brooklyn Public Library, held a number of offices in the New York Public Library from 1931 to 1947. He was director of the library of the Service Veterans Administration, 1946-1949, and from 1943-1945, was acting librarian of the Army Medical Library in Washington. During the war years he was awarded the Legion of Merit. He is author of a timely paper, *Internship in the Library Profession*.

DR. HUGO H. SCHAFER, dean of the Brooklyn College of Pharmacy, has had an active career in the field of pharmacology and pharmacy education. He received his Phar.D. in 1918, and a Ph.D. in Pharmacognosy in 1926, at Berne, Switzerland. He is an active member of the revision committee of the *Pharmacopoeia*, vice chairman of the U. S. National Formulary revision committee and treasurer of the American Foundation for Pharmaceutical Education. During the war he was a member of the Civilian Medical Supply War Production Board.

His leadership in the development of sound educational procedures in American Pharmacy, his outstanding contributions in the work of the U.S.P. and N.F. revisions and his public service as chemist to the New York State Board of Pharmacy and advisor to health agencies resulted in his receiving the highest award and greatest honor possible in the field of pharmacy, *The Remington Award* for 1951.

GERTRUDE SCHUTZE began her professional career as technical librarian of the Virginia-Carolina Chemical Corporation. Three years later she joined the staff of the Pennsylvania Salt Manufacturing Company where she remained until 1946 when she became librarian of the Bristol-Myers Company, Hillside, New Jersey. A member of SLA since 1941, Miss Schutze served as editor of *Ye Alchemical Libraries Almanak* and as abstract editor of the *Sci-Tech News*, has been chairman of the Membership Committee of the New Jersey Chapter, and is chairman of the S-T Group in New York.

RALPH R. SHAW was born in Detroit in 1907. He received an A.M. in 1928 from Western Reserve University, a B.S. in 1929 and an M.S. in 1931 from Columbia University, and in 1950, obtained his Ph.D. from the University of Chicago.

Dr. Shaw has been a staff member of the Cleveland Public Library, the New York Public Library, Engineering Societies Library and the Gary (Indiana) Public Library. Since 1940, he has been director of libraries at the United States Department of Agriculture.

He has served on numerous advisory boards and as consultant to the United Nations (management survey, 1947), general headquarters, Tokyo, 1947. Dr. Shaw was U. S. delegate to the Royal Society Scientific Information Conference in London in 1948.

He is the author of *Engineering Books Available in America Prior to 1830*, *International Activities of the American Library Association* (1946) and *Literary Property in the United States* (1950). He is the translator of *Theory and History of Bibliography* by Georg Schneider (1934) and has written many articles for professional journals.

Dr. Shaw is a member of SLA. He belongs also to the Association of College and Research Libraries, the D.C. Library Association, the Indiana Library Association (past president) and has served on various committees of the American Library Association.



STUART MACLAREN SHAW, senior staff lecturer, Metropolitan Museum of Art, New York, since 1934, is an architect, archaeologist, and scholar. He was born in Emerson, Iowa. He received his education at Simpson College, School of Architecture, Columbia University, The American Academy in Rome and the Institute of Fine Arts, New York University. As staff architect for the Archaeological Research Fund of New York University, Mr. Shaw, during the past ten years, has traveled in Italy, France, Austria and Istanbul, studied the English excavations in Tripolitania and excavated in Samothrace, Greece. He is a specialist in the field of Greek and Roman Art. From 1948-51, he was on the Executive Committee of the New York Chapter of the Archaeological Institute of America and in 1952 was elected its vice-president.



MARGARET SIEGMUND, librarian, Bankers Trust Company, New York, received her Pd.B. from Jamaica Teachers College and attended the Columbia University School of

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Library Service. Prior to assuming her present position in 1941, she taught in the New York City elementary schools and served as statistical assistant in the Investment Research Department of Bankers Trust Company. She has been an active member of SLA, serving both the New York Chapter and the Financial Division in many capacities.



CATHERINE A. SIMMS was graduated from Northern Illinois State Teachers College and received a B.L.S. from the University of Illinois. She has served in various capacities as a librarian in the Rockford (Illinois) Public Schools and at Scott, Foresman and Company, at the Selfridge Field Post Library (Michigan) and at the Beech Aircraft Corporation in Wichita, Kansas. She is a former reference librarian and instructor in library science at the Illinois Institute of Technology where she is now working on her master's degree.

Miss Simms is librarian and instructor in gas literature at the Institute of Gas Technology. A member of SLA since 1939, she has served on various committees of the Illinois Chapter and was secretary-treasurer for two years.



JEANNETTE SLEDGE, librarian of the National Industrial Conference Board, is a graduate of the University of California and the Columbia Library School. Her experience as a library administrator is varied and includes training in public, college, business and army libraries. As a member of the Army Library Service, she set up libraries in the Hawaiian area and took a team of librarians to the Marianas during the active phase of war in the Pacific.



DR. HOMER W. SMITH has been at the New York University School of Medicine since 1928 and is now director of the Department of Physiology and chairman of the Library Committee. He received his Sc.D. from Johns Hopkins University in 1921 and an honorary M.S. from Yale University in 1937. He was a national research fellow in physiology at Harvard University from 1923 to 1925. In 1928 and 1930 he held the John Simon Guggenheim Memorial Foundation fellowship at which time he went to Africa, Siam, Java and Malaya in search of the lungfish which he wanted to use in his research work.

He has been special lecturer throughout the country giving the Belfield lecture in 1938 in Chicago, the Porter Lecture in Kansas City in 1939, the Harvey Lecture at the New

York Academy of Medicine in 1940, the Welch lecture in 1942, the Hertstein lecture in San Francisco in 1946 and the Rothschild lecture in New York in 1948. He is active in the literary field as an author and as a member on the editorial boards of such publications as *Chemical Abstracts* and the *Journal of Cellular and Comparative Physiology*. He is author of *Kamongo*, *The End of Illusion*, *The Physiology of the Kidney* and, just coming off the press, *Man and His Gods*.

He maintains a wide and active interest in the biological field. He is trustee both of the Mt. Desert Biological Laboratories and the Bermuda Laboratories for Biological Research.

During World War I, he served as a Lieutenant in the Chemical Warfare Service. In 1941, he was a member of the sub-committee of aviation medicine (decompression) and a division member of the National Defense Research Commission, 1942-1946.



JULIAN F. SMITH was born in Liscomb, Iowa, in 1893. He received a B.S. degree from the University of Illinois in 1920, an M.S. from the University of California in 1920 and a Ph.D. in chemistry from the University of Chicago in 1922. He has been research librarian for the National Aniline and Chemical Company, the Commercial Solvents Corporation and the B. F. Goodrich Company. From 1928 to 1930, he was a partner in the Smith and Smith Reference Service. In 1930, he joined the E. I. du Pont de Nemours Company as a chemist. He became associate director of the Hooker Scientific Library of Central College, Missouri, and later was technical librarian and editor at the Institute of Gas Technology of the Illinois Institute of Technology. He was editor of the Institute of Textile Technology (Virginia) for several years and then served as science head, Scientific Information Division in the Office of Naval Research. At present, he is the con-

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sultant in the Office of Basic Instrumentation.

He is a member of the American Association for the Advancement of Science, the American Chemical Society (Chairman, Chemical Literature Division, 1951-52), a Fellow of the American Institute of Chemists and a member of the Special Libraries Association.



DR. ROY SOUKUP, technical investigator in the Du Pont Company's Development Department, has been with the company in research and staff work since 1928.

He started in that year as a research chemist in the viscose rayon research section of the company's technical division at Buffalo, N. Y. In 1941, he went to the rayon plant at Richmond, Virginia, as research supervisor, and four years later, was brought to Wilmington, Delaware, as training supervisor in the rayon technical division, later doing research work in the patent section. He became a technical investigator in the Development Department in 1947.

Dr. Soukup was born January 9, 1902, in Chicago, Ill. He attended the University of Illinois, receiving his B.S. in chemical engineering in 1924, his M.S. in chemistry in 1926 and his Ph.D. in 1928.

He is a member of Alpha Chi Sigma, chemical fraternity, Sigma Xi, honorary scientific research society, Phi Lambda Upsilon, chemical society, Sigma Iota Epsilon and Scabbard and Blade.

Dr. Soukup has taken out several patents covering inventions in the field of synthetic fibers.



VIVIAN E. SPENCER is chief of the Minerals Section, Industry Division, Bureau of the Census, Washington, and is a consultant on the President's Materials Policy Commission. She was associated with the 1939 Census of the Mineral Industries and is now planning the 1953 survey.



ERNEST F. SPITZER is head of the Technical Information Service of Charles Pfizer and Company, Inc. After obtaining his B.S. in chemistry from Columbia University in 1934, Mr. Spitzer was technical librarian at Sinclair Refining Company until 1943, meanwhile earning his degree from the School of Library Service, Columbia University.

Mr. Spitzer became a member of SLA in 1935 and has been extremely active in the Science-Technology Division. He is a member, also, of the American Chemical Society, New York Academy of Sciences and the American Academy of Science.

SOL STEINBERG received a B.S. in chemistry from the College of the City of New York and an M.S. from New York University. His thesis was on the subject of *Physico-Chemical Problems in Newspaper Printing*.

In 1936, Mr. Steinberg joined the *New York Times* as paper chemist.

He is a member of the Society of Rheology and of the Technical Association of the Pulp and Paper Industry.



GEORGE F. SULLIVAN, managing editor of *Iron Age*, holds the section *Markets and Prices* as his special province. The prices that *Iron Age* reports under his direction are used every day by metal buyers all over the country.

Mr. Sullivan was formerly the Pittsburgh editor of *Iron Age* and prior to that was associated with The Baldwin Locomotive Works. He is a Princeton graduate.



RUTH TEGTMEYER, who is director of research on the Policy Administration Board of the Transportation Association of America, was born in Chicago. She received a B.A. from Wellesley and an M.A. from Northwestern University. Before joining the Transportation Association of America, she taught school and worked for a time with Western Electric Traffic Department.



DR. CHARLES L. THOMAS holds the degrees of B.S. and M.S. from the University of North Carolina and a Ph.D. in chemistry from Northwestern University.

From 1931 to 1945, Dr. Thomas was associated with the Universal Oil Products Company as a research chemist and as associate director of research. From 1945 to 1951 he served at the Great Lakes Carbon Corporation as director of Research and Development and as a civilian with the Atomic Energy Commission. Since 1951, he has been in the Research and Development Department of the Sun Oil Company.

Dr. Thomas is the author of many articles on catalytic refining of petroleum and holds over 100 United States patents in the petroleum refining field. He is a member of the American Chemical Society, the American Institute of Chemical Engineers, the American Institute of Chemists, the American Petroleum Institute, the Society of Automotive Engineers and the Philadelphia Catalysis Club. He is on the Advisory Board of *Chemical and Engineering News* and *Industrial and Engineering Chemistry*.

PAUL VANDERBILT is consultant in Iconography at the Library of Congress. He was born in Cambridge, Massachusetts in 1905. He received an A.B. from Harvard in 1927. Mr. Vanderbilt is librarian at the Philadelphia Museum of Art and was formerly director of the Union Library Catalog of the Philadelphia Metropolitan area (1935-39) and also Chief of the Prints and Photograph Division, Library of Congress. He is a specialist in photographic filing and has written numerous articles on technical procedures.



RUTH VON ROESCHLAUB, attorney, Federal Reserve Bank of New York, received her B.A. from Barnard College, a B.S. from Columbia University School of Library Science and in 1946, earned her LL.B. at New York University School of Law. She was admitted to practice in the State of New York in 1946. Prior to joining the legal staff of the Federal Reserve Bank of New York, she was employed as librarian of Brookmire Economic Service, New York, as executive secretary of the American League to Abolish Capital Punishment and as librarian, Central Hanover Bank and Trust Company. During these years she was an active member of SLA serving as Chairman of the Financial Division, 1936-1938.



CLARA HASKELL VORCE has been director of research for Hanly, Hicks and Montgomery since 1933 when she set up its Research Department. Prior to that, she worked in the Research Department of J. Walter Thompson.

Miss Vorce is a Wells College graduate. She is a member and has held office in the American Marketing Association and in Advertising Women of New York. She is a member also of SLA and has been active in the Advertising Division.



JOHN M. WHITBECK, vice-president, Blair, Rollins and Company, Inc., New York, graduated from Dartmouth in 1925. While employed by Cassatt and Company, 1926-1927, he took a general training course involving work in all departments. In October, 1927, he became associated with Bancitaly Corporation, the first affiliate of the Bank of America to locate in New York, which, through a succession of mergers and corporate changes, has become Blair, Rollins and Company, Inc. His work on U. S. government bonds and corporate securities, but especially municipal securities, has involved the gathering and

evaluation of source material to determine the desirability of purchasing certain securities and their proper pricing and to prepare selling data for the sales force.



OTIS LEE WIESE, editor and publisher of *McCall's* and vice-president of the *McCall* Corporation, is one of the outstanding figures in publishing and the dean of mass magazine editors. He has pioneered many editorial developments, including the new editorial formula stressing service which *McCall's* launched in March, 1950.

In 1927, at the age of 22, Mr. Wiese was made editor-in-chief of *McCall's*, the youngest editor in the history of major magazines. His unparalleled editorial success throughout the 30's was based on a program of realistic reporting of socio-economic affairs as they related to the everyday lives of millions of women.

Mr. Wiese is a native of Davenport, Iowa. He received his degree in 1926 from the School of Economics at the University of Wisconsin, distinguishing himself scholastically and in extra-curricular activities.



WILLIAM A. WILDHACK was born in Breckenridge, Colorado, in 1908. He holds a B.S. and an M.S. from Colorado University. He has been on the faculty of Colorado University, Boise Junior College and George Washington University. He joined the National Bureau of Standards in 1935, where he is presently chief of the Office of Basic Instrumentation.

He is a member of the American Association for the Advancement of Science, the Institute of the Aeronautical Sciences, the Instrument Society (Director, 1945-1947), the American Physical Society (Fellow), the Association of Physics Teachers, the Philosophical Society of Washington and the Washington Academy of Sciences. His research specialties are: electrets, stellar energy, fluid flow, aeronautic instruments, corrugated diaphragms, mechanics of parachuting, basic instrumentation for scientific research.

DONALD B. WOODWARD is second vice-president of The Mutual Life Insurance Company of New York.

Following his graduation from Indiana University with an A.B. degree, he joined the staff of the *Wall St. Journal*. He was the first financial editor of *Business Week* and subsequently became economist of Moody's Investors Service, going from there to The Mutual Life.

Mr. Woodward is a member of the Committee on Research in Finance of the National Bureau of Economic Research and of the Life Insurance Investment Research Committee. He is secretary to the Committee on Public Debt Policy, a member of the Research Advisory of the faculty of the Life Insurance Agency Management Association and a member of the faculty of the Graduate School of Banking which is operated jointly by Rutgers University and the American Bankers Association. Mr. Woodward has been a trustee of the Brookings Institution of Washington since 1950.

He is a member of the Cosmos and National Press Clubs of Washington, the American Statistical Association of which he is a former vice president, the American Economic Association, the Royal Economic Society, the Canadian Political Science Association, and the Economic Societies of South Africa, Australia and New Zealand.

Mr. Woodward is a co-author of *Primer of Money, Inflation, and Prosperity—We Can Have It If We Want It*. He has served as a consultant for the Board of Governors of the Federal Reserve System, the National Recovery Administration, the Federal Treasury Department of the U. S. Department of State.



DR. PERCY WHITE ZIMMERMAN, plant physiologist, received his Ph.D. in Botany in 1925. He is the recipient of the A. Cressy Morrison Award of the New York Academy of Sciences in 1932, and of the Vaughn award of the American Society for Horticultural Science in 1946. In the same year, he received, jointly with Dr. Albert Hitchcock, the \$1,000 prize of the A.A.A.S. In 1946 he was president of the Torrey Botany Club and is honorary member of the International Mark Twain Society.

He is particularly interested in the effects of plant hormones, radioactive substances and gases on the growth and development of plants.

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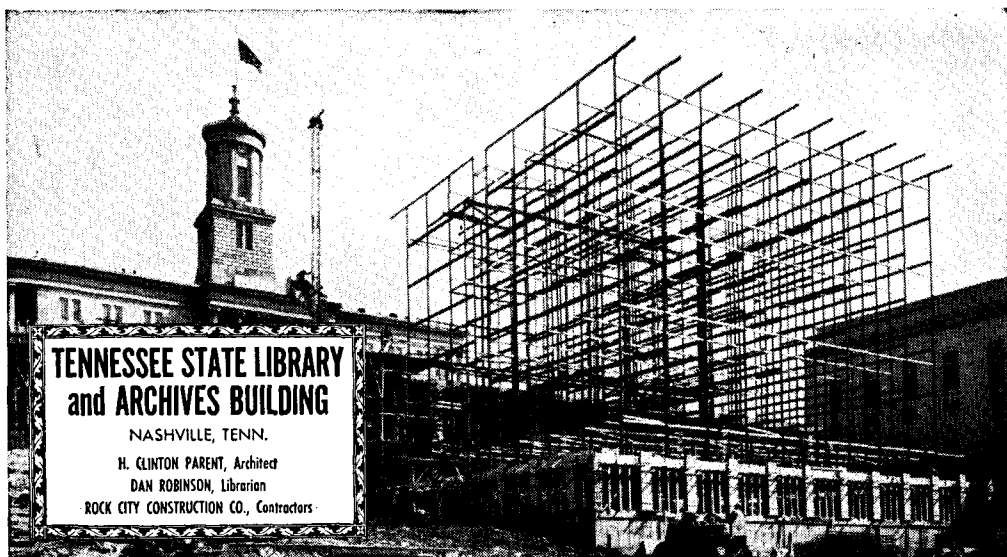
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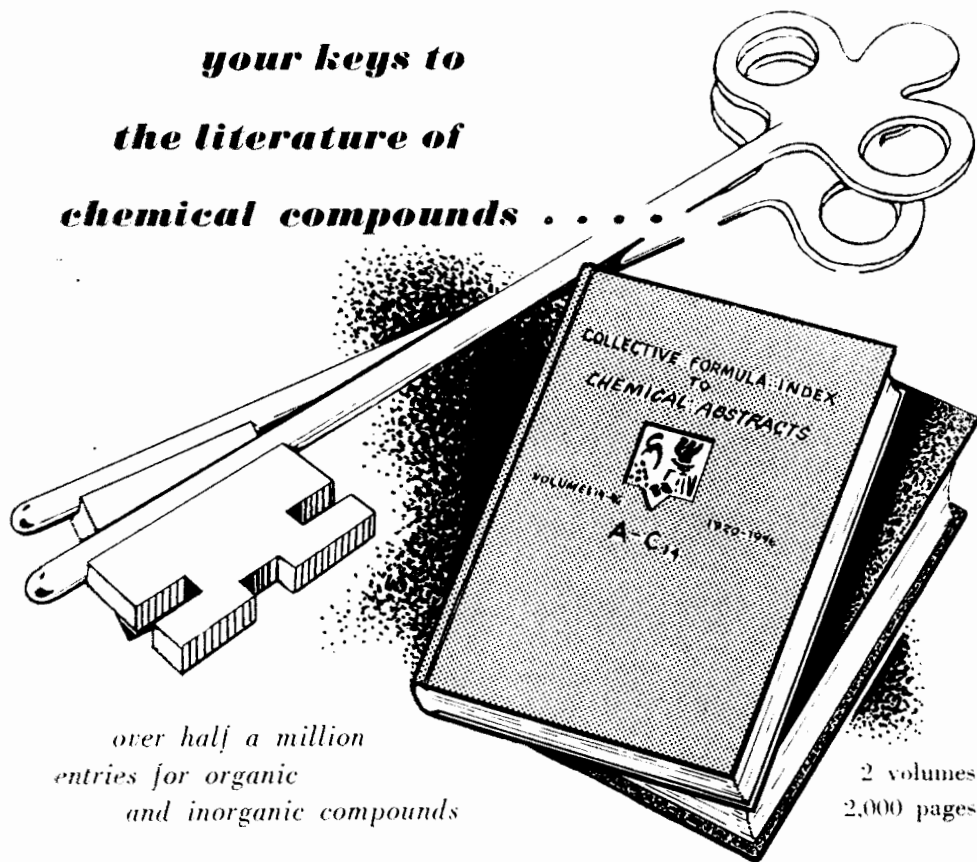
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