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# SPECIAL LIBRARIES

*Official Journal of the Special Libraries Association*

VOLUME 44

DECEMBER 1953

NUMBER 10

## FIVE THOUSAND YEARS OF GLASSMAKING

Corning Library Tells the Story

*Robert L. Edwards*

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## THE BISHOP MUSEUM AND LIBRARY

Honolulu Library Stresses Works on Polynesia and the Pacific

*Margaret Titcomb*

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## MAGPIE'S LAW

Consequences Attending the Discarding of Unwanted Materials

*Robert Keith Leavitt*

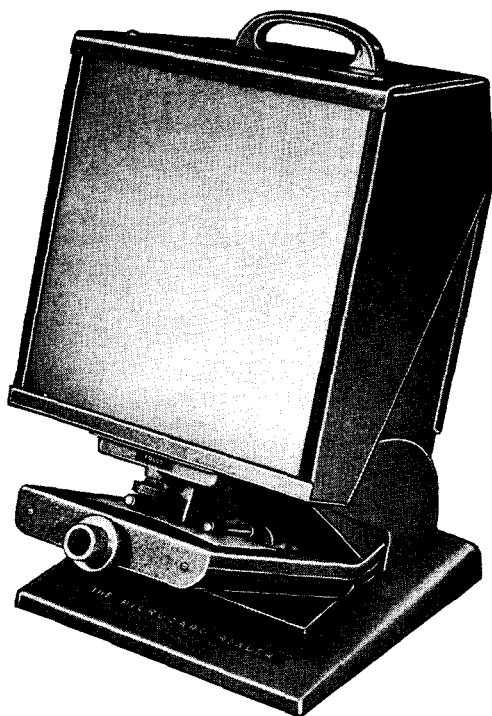
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# Five Thousand Years of Glassmaking

## Corning Library Tells the Story

ROBERT L. EDWARDS

Public Relations Director, Corning Glass Center, Corning, N. Y.

PEOPLE WHO LIVE in glass houses are generally regarded quizzically by their neighbors, but the occupants of the glass library in Corning, New York command the complete respect of their associates.

The library of The Corning Museum of Glass at the Corning Glass Center has more information than any other institution in the world about the composition of those glass houses. Not only do its volumes present the story of the modern engineering material—glass, but also the entire history of the tremendously versatile substance.

Formed in 1951 as an integral part of the Corning Glass Center, the library provides a rich storehouse of information about glass, available to researchers and scholars. Its collection consists of books, pamphlets, periodicals and prints that record virtually everything known to man about the art, history and science of glassmaking through the ages.

Reference information ranges from rare 12th century manuscripts and incunabula to the latest technical monograph about glassmaking. The library possesses one of the few existing copies of *Historia Naturalis* written by Pliny the Elder and printed five hundred years ago in Venice by Johannes de Spira. At the same time, modern developments are followed in current books and periodicals.

The task of organizing this library—collecting the books, planning the physical arrangements, cataloging, and carrying out the hundreds of related details—was entrusted to Mrs. Catherine D. Mack, librarian of the Corning

Glass Works Technical Library. A long-time member of the Special Libraries Association, Mrs. Mack completed the colossal task in less than two years by utilizing her experience in past library work and her vast knowledge of glassmaking.

“The scope of the project was certainly awesome,” Mrs. Mack comments. “It was decided that the new library, in conjunction with the already established library of the Corning Glass Works Laboratories, would include all possible published work on the art and technology of glass.”

These plans were first discussed in 1950 when directors of Corning Glass Works determined to erect the Corning Glass Center in commemoration of the company's centennial anniversary. The multi-purpose building would serve as a research center for the world of glass, a place to present publicly the complete story of an industry and a material, and facilities for a civic, educational and cultural center.

Museum displays would depict 3,500 years of glassmaking; a Hall of Science and Industry would show modern developments; and a factory producing Steuben crystal would present skillful handmaking techniques. The museum library would be a vital key integrating knowledge of the past with the present.

Arthur A. Houghton, Jr., president of Steuben Glass, Inc.—a Corning Glass Works subsidiary—and former Curator of Rare Books at the Library of Congress, suggested that the Steuben Library located in New York City could be used as a nucleus for the new library



# GLASS

IN THE BEGINNING OF HISTORY, MAN DISCOVERED THE MIRACLE OF GLASS IN SAND AND FIRE...  
WITH SKILL AND ART, HE HAS FORMED THE MOLTEN METAL INTO OBJECTS OF USEFULNESS AND BEAUTY



*The visitor to the Corning Glass Center is introduced to the story of 5,000 years of glassmaking by this dramatic exhibit of manuscripts and incunabula located at the Museum entrance.*

on glassmaking. The collection had been formed five years earlier for use of Steuben designers and it included many of the early source books on glassmaking.

Mrs. Mack also traveled to St. Louis where she consulted a former Corning researcher, Dr. John C. Hostetter, who had helped organize the company's technical library. His personal collection of glassmaking books assembled over a thirty-year period were also acquired for the new library.

The combination of the Steuben and Hostetter libraries with the addition of individual purchases and gifts formed the heart of this special library. The collection included 1,200 bound volumes, 500 pamphlets and 200 prints and engravings. It covered bibliographical works on glassmaking from the 17th century to the present; more than 150 books were concerned with glass painting and staining alone.

Meanwhile, building plans were discussed with New York City architects and Mrs. Mack found that she would indeed be living in a glass house. The two outer walls of the library were to consist of 15-foot high glass plates extending from floor to ceiling and bright sunlight was to be diffused by attrac-

tive Fiberglas drapes. To discourage Glass Center visitors from disturbing the valuable collection, the stacks were to be located above the rare book cabinets, easily accessible to library personnel by a short stairway.

Dedication of the ultra-modern Corning Glass Center on May 19, 1951 was a gala affair, but the library staff—hard at work organizing the recently assembled collection—scarcely noted the throngs of visitors. Few of the people inspecting the new building appreciated the tremendous task facing the librarians in cataloging the specialized volumes.

Mrs. Mack conferred with leading library authorities to discuss the best methods to catalog the various types of material in the collection. Cataloging a 13th century manuscript or a 15th century book would require a different procedure than listing a modern technical book.

Valuable assistance was given by Mrs. Anna Erickson, descriptive cataloger at the New York City Public Library, who spent many weeks working with Mrs. Mack. Library of Congress classification was adopted and a special subject heading list prepared to take care of the collection since no existing

list was adequate. The resulting catalog is a monument to Mrs. Mack's library knowledge and technical appreciation of glassmaking.

"Because so much emphasis was given to the card catalog, it is as interesting an exhibit to visiting librarians as are

cluded in the Steuben and Hostetter collections, the library still did not have a complete history of glassmaking dating from antiquity. It was decided to acquire the early source books of the Greeks and Romans and those of the pre-medieval scholars to complete the



Scholars are impressed by the resources available in the library of The Corning Museum of Glass. Here Laurence Gomme, past president of the Antiquarian Book Sellers Association of America, examines a rare volume with Mrs. Catherine D. Mack, organizer of the library.

the books and manuscripts," Mrs. Mack says.

The library is particularly proud of the quality of its collection, as well as the number of individual works. Among the more important volumes is a first edition of Antonio Neri's *L'Arte Vetraria*, the first complete printed treatise on the art and manufacture of glass. This edition printed at Florence in 1612 is supplemented with thirteen additional editions ranging up to an 1826 publication date and translations from Italian into English, Latin, French, German and Dutch. The volumes are bound variously in vellum and parchment and leather.

Even with the many fine books in-

knowledge of glassmaking preceding Neri's historic work. The few existing copies of such great encyclopedias are usually found today in the important libraries of the world—the Bibliothèque Nationale, the British Museum, the Bodleian Library at Oxford, the Library of Congress and the Vatican Library. Under the direction of Mr. Houghton, Corning acquired first editions of many of these great works.

Among the titles in the Corning collection are Josephus' *De Bello Judaico*, Augsburg, 1470; Strabo's *De Situ Orbis*, Venice, 1472; Vincent of Beauvais' *Speculum Naturale*, Strassburg, c1478; *Mappae Clavicula*, Flanders 12th century manuscript; and Sir John Mande-

ville's *Travels*, an English manuscript, c1475.

Two other interesting titles printed in the 16th century are Biringuccio's *Pirotechnia*, Venice, 1540 and Agricola's *De Re Metallica*, Basle, 1556. These metallurgical treatises with their chapters on glassmaking help bridge the gap between the works of antiquity and Neri's book dated 1612.

The library not only depicts glassmaking as recorded in manuscripts and the printed word, it also presents to the scholar and layman who is interested in typography the works of some of the great printers of all time. In the six-volume Aristotle printed at Venice between 1494 and 1497, the work of Aldus Manutius is cherished as a classic in printing technique. And again, Valente Panizzij of Florence in his *Due Trattati* by Cellini depicts street scenes of his native city in small woodcut initials.

Although the library has the best collection in its field, there are still a number of voids in written accounts of glassmaking, Mrs. Mack admits. Little is known, for instance, about glassmaking prior to the Renaissance, although recent archeological findings constantly add to the knowledge. Oriental glassmaking techniques are also shrouded in mystery.

Knowledge of American glassmaking is still not complete. Sales catalogs of many early glass firms yield invaluable information for the researcher, but these price lists rarely appear on the market. The library has been fortunate to receive some of these catalogs as gifts. One such gift was a series of Whitall Tatum catalogs published in the 1880's and 1890's showing druggist ware.

Most frequent use of the library is made by staff members of The Corning Museum of Glass who find the collection invaluable in cataloging and investigating new glass acquisitions. The authoritative information on all phases of glassmaking is supplemented by books dealing with allied subjects, mak-

ing it possible to investigate thoroughly all fields of endeavor relative to the manufacture of glass. The collection today includes 2,000 bound volumes, 1,000 pamphlets and 35 incunabula and early manuscripts. Together with the Corning Glass Works Technical Library of 10,000 volumes, it comprises the largest collection in the world concerned with the art, history and manufacture of glass.

The reputation of the collection as the finest of its type is recognized by scholars of art, history and archeology. Library facilities are available to all research scholars and students. Duplicate card catalogs of Corning's collection are deposited with the Library of Congress, the New York State Library at Albany and the Toledo Public Library. Mrs. Mack points out, however, that rather than borrow single volumes, researchers are more interested in coming to Corning where they may have the entire collection at their disposal.

### Illustrated Lecture

For bibliophiles who are interested in such a library, but who have been unable to visit Corning personally, Mrs. Mack has prepared an illustrated lecture, "The History of Glassmaking as Recorded in Literature." The hour-long presentation includes Kodachrome slides of rare books, bindings, wood cuts and similar material.

Responsibility for administering the unique library is taken in her stride by Mrs. Mack, a veteran of thirty-three years service with Corning Glass Works. She first became associated with the company in 1917 while still a high school student and after graduation from Meeker's Business Institute in 1920, she joined Corning Glass Works as a full time employe. Mrs. Mack recalls that she first reported for work as a stenographer in the research laboratory on Thanksgiving morning and rushed home at noon for the holiday turkey, terribly excited about her new job.

That same enthusiasm carried through the years and earned for her the appointment as librarian of the Technical Library in 1932. Her assignment to head the new library twenty years later was a natural continuation—and a project which Mrs. Mack says helped broaden her appreciation of library work. She recently enjoyed a European vacation, experiencing a typical busman's holiday by visiting libraries, museums and book dealers. Given a collection of antiquarian book catalogs, she can find evening entertainment for weeks on end.

She has served for two years as secretary to the Science-Technology Division of the Special Libraries Association and was also one of the early presidents of the Association chapter in Western New York. She is an active

member of the American Library Association, New York Library Association and several local library groups.

Mrs. Mack attributes her success and happiness in her position of responsibility at Corning Glass Works to the warm understanding accorded by the management. She is vitally interested in maintaining high standards in her work and feels that a broad background in the liberal arts and the humanities is a major requirement for librarians of today, whether the person be administrator of an industrial collection or of a public or university library. She feels that her association with Corning Glass Works, particularly during the past two years with The Corning Museum of Glass, has been a unique and wonderful experience.

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*Staff members of The Corning Museum of Glass find the library indispensable in studying new glass acquisitions. The light, airy reading room is directly adjacent to the stacks, uniquely located above the rare book cabinets.*



# The Bishop Museum and Library

MARGARET TITCOMB

*Librarian, Bernice P. Bishop Museum, Honolulu, Hawaii*

IT MUST BE TRUE of all museums that to know the library is to know the scope of the museum. This is true at Bishop Museum.

During the last war, men in uniform came in great numbers to the Bernice P. Bishop Museum and used the library to extend their knowledge of the vast Pacific. Peacetime activity is centered once more in serving the scientist and ethnologist interested or specializing in a study of Hawaii and its people.

It is always a bit amusing to hear someone, scientist or tourist, confess that his idea of Honolulu has undergone radical change upon sight of the city. Apparently there exists some preconceived notion of a rather small town, somewhat bizarre in appearance. Actually, Honolulu is unlike any other city. But it is by no means small considering its location on an island of only 604 square miles. There is a population of approximately 240,000 and the city has strong commercial and industrial interests of many kinds. The sugar and pineapple interests are predominant, of course, but a number of small industries share in the lively competitive spirit characteristic of commercial enterprise in Honolulu. The tourist trade flourishes and Waikiki's main avenue is now a busy thoroughfare lined with elegant shops to tempt and to please all visitors.

Though Waikiki is Honolulu to many a tourist, Honolulu is many things to a number of people. Where libraries are concerned, the *Union List of Serials of Honolulu* compiled by the Hawaii Library Association reveals the existence of some excellent collections in the small special libraries maintained by the historical society, the medical society and the missionary society. The pineapple, fisheries and sugar indus-

tries each have their libraries, that of the sugar planters being the oldest and largest of the special libraries with a long record of superlative cooperative service to all scientists in Hawaii. The University of Hawaii maintains a large library and there is also a fine public library system with a number of branches.

## Museum Founded in 1889

Far from Waikiki, indeed at the other end of the town, far from all other libraries as well, is Bishop Museum. It is interesting to read in one of the old reports that Charles R. Bishop, who established the Bishop Museum in 1889 in honor of his wife, Princess Bernice Pauahi Bishop, rejected the suggestion of a friend that the Museum be more centrally located. Mr. Bishop evidently preferred to have the structure and its contents in the then large and park-like area occupied by the Kamehameha School. Moreover, the leading business men of that time firmly believed that the city would grow westward towards the large bay beyond the Museum property. However, this did not materialize due to the development of the Honolulu harbor.

Aside from the desire to honor the Princess Bernice, the idea of creating a museum following her untimely death was inspired also by the number and value of her possessions. In the Hawaiian mind, possessions were precious beyond their intrinsic value because of the "mana" which clung to them through association with their owners. Touch alone imparts "mana". The Princess Bernice was direct descendant of the royal line and possessed the greatest collection of objects formerly owned by Hawaiian chieftains, thereby endowing these objects with far greater sig-

nificance than that of antiquity alone.

The preservation of this material is only a part of the Museum's work today. The first director, Dr. William T. Brigham, published a number of scientific works pertaining to the collection. In 1936, Dr. Herbert E. Gregory increased the scope of the Museum to include a study of all Polynesia. Recognizing the value of cooperative effort he organized a Pacific Science Congress which meets periodically for discussion and study. The third director, Dr. Peter H. Buck, a Polynesian himself, was a remarkable student of Polynesian crafts and customs, and produced studies of great interest and value.

Dr. Alexander Spoehr, lately of Chicago Natural History Museum, is director of the Bishop Museum at the present time. He has embarked on an educational program to publicize the Museum's extensive holdings by means of special exhibits and through the sale of publications.

A recent exhibit in the "Kahili Room" featured *Emblems of Royalty* and showed some of the fine feather capes and also the feather-topped standards (*kahili*) that used to be carried to announce and to accompany the great Hawaiian chiefs. Also shown in the exhibit were the precious ornaments and prized possessions of the chieftains, including spears, images, bowls for the sacred kava drink—objects made and used in the days before the rest of the world found and changed Hawaii.

#### Scope of Activities

Bishop Museum began life with the cognomen Bernice Pauahi Bishop Museum of Polynesian Ethnology and Natural History. This name was too long to endure, but the name does reveal scope. Though there is less emphasis at this time on natural history, there is no denying its importance in ethnological studies. Ethnology is considered of first importance because of the swiftly changing lives of the islanders throughout the Pacific. A number of

trips and expeditions have been made into the Pacific. The Bishop Museum Press has published a number of papers in the fields of ethnology, physical, anthropology and archaeology.

#### Botanical Work

Considerable work has been done in botany and zoology where the basic requirement is taxonomy. One of the most popular works is that prepared by the Curator of the Herbarium, Marie C. Neal, and which bears the title, *In Gardens of Hawaii*. This is an 800-page work, copiously illustrated, and very much in demand, particularly in the belt of the tropics and the semi-tropics. The Herbarium is a treasury including both endemic plants as well as those introduced from other parts of the world. The search for new plants goes on endlessly. Collections are used for study by specialists working elsewhere on problems of interest and value in the program of the Bishop Museum.

There is interest in all branches of zoology that nature has seen it to mark out for this part of the world. There are no dinosaurs. The chief interests in zoology at present are insects and shells. Studies of insects are extremely important. Insects that affect Hawaii's crops, chiefly sugar and pineapples, are studied at experiment stations of these industries. Bishop Museum, unswayed by commercial interests, studies all insects, and the collections continue to grow.

Some admirable work has been done by Mr. Yoshio Kondo, a Honoluluian who has made a study of the destructive African snail. Introduced widely into the Pacific islands as a food possibility during the war by the Japanese, the snail proved to have almost no food value and became an all-consuming scourge defying eradication. Mr. Kondo's studies revealed the possibility of control through the natural enemies of the African snail. This and other studies by Mr. Kondo have won for him a Guggenheim Fellowship at Harvard.

### Collection on Polynesia

Quite naturally, the library reflects the Museum's interests and purpose. The bulk of the library collection is concentrated on Polynesia and the rest of the Pacific. Only material bearing on the work carried on at the Museum is purchased. Exchange material received is examined critically, useful material being retained and extraneous material sent elsewhere.

The list of books on Pacific voyages is long. The important ones are said to be here. As to books on natural history, no taxonomist is ever satisfied and it is impossible to obtain everything. Many excellent serial publications of other institutions are here complete. The files of pamphlets relating to the Pacific are extensive and new studies are always in demand.

All materials, no matter in what format issued, are cataloged for greater ease in research. The reward of this labor has been forthcoming in gratitude from those who come to make use of the library's collection.

### Maps

A special effort is being made to build up a collection of maps covering the Pacific. The present collection is old and has been acquired through the years from various sources. A large private collection made during World War II has been added recently. When rearrangement in the library's new map cases has been completed, a further search for all other maps of the area will be initiated.

### Photographs

The extensive collection of photographs is the result of numerous field and museum studies. There are 23,000 negatives and there is also a sizeable collection of photographs for which there are no negatives, these photographs having been gathered from many sources. A specially classified study collection maintained by the Ethnologist is designated as the Ethnological File.

### Hawaiian Dictionary

The collection of manuscripts and published writings of Hawaiians of many years ago forms the core of the ethnological interests. The work of translation has been carried on for many years by a Hawaiian scholar, Mary Kawena Pukui. Through the years she has added to her "dictionary file" the definitions of words and terms. Her time and knowledge have been sought by many and particularly now, when the project of a new printing of a Hawaiian dictionary has been launched. She has been asked to assist Dr. Samuel H. Elbert, linguistics professor at the University of Hawaii, in the compilation of this new dictionary now in preparation. Publication is expected in another year and will include more than twice the entries in the previous dictionary—now many years out-of-print. The advantages of modern, linguistic techniques in indicating sound and accent will greatly enhance its value as will the careful revision of the word meanings.

Appreciated, but on the fringe of primary interests, are such possessions as the collection of laws of the old Kingdom of Hawaii. The current trend in popularizing science will undoubtedly emphasize the use of films. At present, the collection is very small.

As the Museum keeps pace with the times, developing and interpreting its various collections for the information and interest of the public, the library, too, must keep pace with the Museum and must anticipate and serve its needs. While the library's first obligation is to the Museum staff, all visitors, researchers and students are welcomed and served to the greatest possible extent.

The publications of the Bishop Museum Press serve an even greater public. A variety of studies are obtainable covering special interests.

A list of the library holdings was published in the Bishop Museum *Bulletin No. 140* (1936). Acquisitions since that time have been listed annually in the reports of the Museum.

# Magpie's Law

ROBERT KEITH LEAVITT

**S**EIZED BY A SPASM of tidiness, we went through our office the other day and heaved out an incalculable tonnage of stuff we had been keeping around "in case." Our files were fat with data long since obsolete, and with maneuver maps of wars gone by. Our desk drawers were awash with decrepit fountain pens, crippled cigarette lighters and keys to God knows what forgotten doors. On our shelves were books we had once fondly believed we should reread, and in our cupboards the fragments of hobbies years forsaken: a hatful of medals for shooting; twisted tubes of oil colors, now iron-hard; the detail blueprints for a model of *H.M.S. Bounty* . . . All these we scrapped with sighs aplenty. And now?

Now we are suffering, as we should have foreseen, from the operation of *Magpie's Law*.

## Heave-Ho Catastrophe

This is our name for a phenomenon known to everyone. Once you give the *Heave-Ho* to any article you have been keeping around—once you have convinced yourself that you will never need it, and have disposed of it beyond hope of recall—then, instantly, you are hit with a dire, hair-tearing need for just that article and no other.

We call it *Magpie's Law* for two reasons: First, we would not presume to give our own name to a natural phenomenon that must have been discovered by the first magpie, long before there was a caveman to wish he had not thrown away that old mammoth skull ("Just what I need for inventing a bathtub"). Second, because this great and shining truth can be expressed, like the laws of our colleagues, Newton and Einstein, in the form of an equation. Or rather a whole sequence of equations, each expressing some special

*Robert Keith Leavitt is a writer and advertising counsel. His particular field is that of public relations and employee relations, in which he serves some 30 nationally known concerns. He is also the author of numerous magazine articles, and of a book, "The Chip on Grandma's Shoulder," to be published by Lippincott in February.*

*In "Magpie's Law," Mr. Leavitt humorously reviews the inevitable consequences attending the discarding of "unwanted materials". The author presents also a plea for a standard subject-file index for use in the advertising business.*

*This paper is reprinted by permission of the author, in whose copyrighted bulletin, *Voyages & Discoveries*, it appeared in February 1953. It has appeared also in the April issue of the *SLA Financial Division Bulletin*.*

quirk of *Magpie's Law* and all leading up to a master equation, like Einstein's  $E = MC^2$ .

## Example

There is, for example, the equation which demonstrates that so long as you keep a thing kicking around, you never need it. Take the case of the *Bounty* blueprints. We bought these years ago, before we discovered by much profane experience with models of simpler ships that delicate work with miniature parts and fragile rigging was not for our clumsy fingers, much less for our friable patience. So we stashed the plans away at the back of a file drawer. Thus stashed, they were a complete success; we not only didn't need them; we even forgot we owned them.



But look! On the very night after we had discovered and Heaved out the blueprints, we chanced to pick up for bedtime reading Nordhoff and Hall's *Mutiny on the Bounty*. Smacko! We wished we had those plans beside us as we read. We wished it even harder when we went on to the sequel, *Men Against the Sea*, because the plans gave the exact construction of the open boat in which Captain Bligh made his immortal voyage across the South Pacific. And we wished it most of all when we got the notion that the plans in bound form would have made a nice thin volume to set in our library alongside several other books in the *Bounty* saga.

Well, the equation for that is  $H \propto N$ : *Heave-Ho equals Need*. But there are numerous other sharp angles of *Magpie's Law*. For example: The intensity of your *Need* for an article is in exact proportion to the *Heave-Ho* you have applied to it. If a thing is recoverable you want it only mildly. But if it is gone forever you burn to have it back, like Coleridge's woman wailing for her demon lover. Or again, the swiftness with which your need arises after the *Heave-Ho* is directly proportional to the length of time you have had a possession kicking around without needing it.

### The Stuffed Owl

A friend of ours in the country had an old, moth-eaten owl he had stuffed as a Boy Scout. In a weak moment, he allowed Them to Heave it into a bonfire. Before the feathers stopped smelling, he opened the door to a shooting neighbor who had come to help him get rid of the crows on his farm. "Get your gun," said the friend, "and bring along that old owl—best crow-attractor in the world."

There are other phenomena, each expressible in its own subsidiary equation: The acuteness of your need varies directly with the previous worthlessness of the article you have let go. But also, curiously, with the expense of replacing it.

### The Cracked Casting

We once flung into Long Island Sound a cracked casting from a water-pump assembly. Cracked, it was utterly worthless, and if it had been replaceable a stock part would have set us back \$1.67. Alas, it proved to be a discontinued item. However, if we had not heaved it, any foundry could have used it as a pattern for a rough casting—at relatively small expense. Failing this, we had to have the whole business machined, at a figure we shudder even to remember.

From this and kindred experiences we should know that any minute now our telephone will ring with a call to help somebody on a job that shrieks for documented information on the art of glassblowing, the once disputed merits of the comic strip or the state of television in the year 1938—on each of which we tossed out a fat file of data, along with quantitatively exact figures on the New England textile industry and electric trolley transportation. According to *Magpie's Law*, we shall bitterly rue the day we ever gave these to the Salvation Army's waste paper squadron.

We will not trouble you with the mathematics of each step in the Unified Magpie Theory. They will be published, if there is any justice in the world, on the occasion of our honorary Doctorate from Harvard. Suffice it to say that *Magpie's Law* can be stated as a master equation for the value of *Ma*, or the *Magpie Condition*. By a strange coincidence, this comes out as a warning sign for secretaries, wives or—especially—librarians. ("They") who would clean house on you when your back is turned:

$$MA = \frac{LAY.OFF}{MY.STUFF}$$

### Advertising Magpie-ism

Happily or unhappily, both the business of advertising and the trade of business writing demand a certain degree of Magpie-ism. For top management expects people in these widely

roving pursuits to come up with all the answers quicker than a quizz-kid.

A sales manager we know was asked to dictate, without leaving the boss's office, a form of product guarantee that would be at once sales-goosing and watertight—a combination that would have staggered the company's general counsel.

An advertising manager was once dispatched on an hour's notice to speak at a civic anniversary of a town he had never heard of except as the location of a spectacular murder.

An agency vice-president we were working with got called to the phone to explain why the president of a client company couldn't run a nation-wide lottery and still stay out of jail.

It is no wonder that people in this fantastic trade of ours cram their desk drawers with clippings, and devil their secretaries with "Elsie, remember a circular somebody sent us on goldfish as premiums?"

Elsie, of course, may have filed it under the name of the now-forgotten sender, or under *Premiums, Goldfish, Fish, Gold*, or even *Mr. Fleebish's Funny Ideas*. Or her boss himself may have stuck it away in an envelope obscurely labeled *Take to Ogunquit*. The more nearly impossible it is to find, the worse they want it.

### Standard Subject-File Index

What the advertising business needs is a standard subject-file index like the architects' A.I.A. Standard Filing System or the librarians' Dewey Decimal System. Then *Printers' Ink* and others could carry a filing-index number, with others, if necessary, for cross-indexing, in an upper corner of each article, and mailers of file-size data on media or markets or products could do likewise.

Then all you would have to do to insure the preservation of wanted information in form ready for instant reference would be to go through your grist of business magazines, turning down a lower corner of any article you wanted clipped and kept, and perhaps

making a pencil tick against the listing you wanted it filed under. Elsie could do the rest, swiftly and without any unfair strain on her ability to read the mysteries of your mind.

The scheme is nothing new, but we make a present of the idea to anyone who wants to win an advertising award for himself, and has the time, intelligence, energy, background, standing and cooperation to do it.

There are plenty of starting points. *Printers' Ink* has a decimal system. The Association of National Advertisers has a letter-and-numeral system. Many agencies have systems, each peculiar to itself. Even we have a system (based originally on the ANA's) which has been adopted by several agencies. Any one of these systems, including ours, is apt to have got tangled in its own growth and to have developed strange excrescences in one direction, with bare spots in another. A committee of the Special Libraries Association has been working on the idea of a consolidated, standardized index for advertising and selling—presumably also for public relations. Our guess is that this will get stalled because (1) there are too many people who think it couldn't be done and too few who see how it could; (2) there is seemingly no one with both standing and ability to get behind it and push it through. The librarians, who are mostly charming gals so competent that nobody appreciates them, will get left holding an empty bag. And the rest of us will go on being frustrated magpies, and driving Elsie mad.

But if the ANA, the AAAA, *Printers' Ink* and others would get together, determine the thing should be done and select a good man with a small staff to coordinate the work of the librarians, the project could be accomplished in six months.

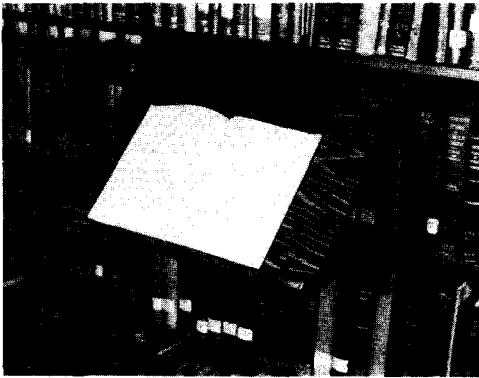
A good man? There are a dozen top-notch executives, now retired and champing at the bit for a job big enough to challenge them.

So, Mr. West, Mr. Gamble, Mr. Larabee and assorted gents, over to you.

# A Movable Bookstand

ELSE L. SCHULZE

In our library we have a movable bookstand which has been an unailing object of interest to visiting librarians. It was designed about ten years ago by an engineer in our patent department. He found it quite inconvenient to use the library's bound volumes of the *Official Gazette* since the stacks containing these volumes are not immediately adjacent to a table, nor are the stacks equipped with sliding shelves.



*Specially designed bookstand.*

To meet this need, he designed a slanting stand which can be moved readily to any part of the stacks, and fastened on the front flange of the "Art Metal" shelving.

The stand was built in our own machine shop and has been a most useful part of the library equipment ever since. As far as we have been able to determine, no bookstand of this kind is available from commercial suppliers of library equipment.

Libraries interested in having similar stands made may write for construction details to:

DR. ELSE L. SCHULZE, Librarian  
Technical Libraries  
The Procter & Gamble Company  
Ivorydale, Ohio

# Thesis in Research

ERIK BROMBERG\*

Many reference librarians are aware that one of the least worked mines of information is the M.A. thesis. The use of theses in research has been seriously hampered by the lack of adequate bibliographies. This lack of information has led at times to a duplication of work despite the general requirement for "original research." A check recently disclosed that sixteen theses had been written on approximately the same features of the Alaska boundary controversy!

A number of universities publish lists of M.A. and Ph.D. theses, and a regular listing of almost all doctoral dissertations does exist. However, the problem of listing and subject-indexing all M.A. theses is a considerable one and could be contemplated only by a Ford Foundation or a similar sponsoring agent.

A compilation of theses in the social sciences relating to the Pacific Northwest was begun in 1948 by the writer. Card catalogs were checked in the colleges and universities of the Northwest and entries prepared accordingly. Librarians in British Columbia and Montana supplied their entries by mail.

Ultimately, about one thousand titles were analyzed and indexed, and the compilation was published in the *Pacific Northwest Quarterly*, July 1949. There was sufficient interest shown to warrant maintaining the index. Participating libraries supplied additional material covering the period 1949-1952, and present plans include: (1) continued effort to keep the compilation up to date, and (2) publication of the bibliography as prepared, in forthcoming issues of the *Pacific Northwest Quarterly*.

The project has met with an extremely favorable reception, well worth the considerable effort required to prepare this compilation.

\* Mr. Bromberg is librarian of the Technical Library at the Puget Sound Naval Shipyard, Bremerton, Washington.

# Report of the Nominating Committee

## 1953-1954

The Nominating Committee presented to the Executive Board the following candidates for office, all of whom have accepted the nomination:

### **President**

**GRETCHEN D. LITTLE**  
Technical Library  
Atlas Powder Company  
Wilmington, Delaware

### **First Vice-President and President-Elect**

**EDWARD H. FENNER**  
Business and Economics Department  
Enoch Pratt Free Library  
Baltimore, Maryland

**CHESTER M. LEWIS**  
New York Times  
New York, New York

### **Second Vice-President**

**PORTIA CHRISTIAN**  
Research Department  
Caldwell, Larkin and Company  
Indianapolis, Indiana

**ISABELLA M. FROST**  
Lansing Library Service  
Oakland, California

### **Elected Secretary (1954-1956)**

**RUTH FINE**  
U. S. Bureau of the Budget  
Executive Office Building  
Washington 25, D. C.

**MARGARET A. FIRTH**  
Research Division  
United Shoe Machinery Corp.  
Beverly, Massachusetts

### **Treasurer (1954-1956)**

**BURTON W. ADKINSON**  
Research Department  
Library of Congress  
Washington, D. C.

### **DONALD WASSON**

Council on Foreign Relations  
New York, New York

### **Directors (1954-1957)**

**CONSTANCE A. PFAFF**  
Federal Reserve Bank of St. Louis  
St. Louis, Missouri

### **SARA M. PRICE**

Port of New York Authority  
New York, New York

### **KATHARINE L. KINDER**

Johns-Manville Research Laboratory  
Manville, New Jersey

### **ELSE L. SCHULZE**

Technical Library  
Procter and Gamble Company  
Cincinnati, Ohio

Continuing to serve on the Executive Board for 1954-1955 will be Mrs. Lucile L. Keck, Immediate Past-President, Mrs. Eugenia T. Prokop, Mrs. Nell Steinmetz, Eugene B. Jackson and Clara G. Miller.

*Further nominations may be made upon written petition of ten voting members in good standing. Such petitions, accompanied by written acceptances of the nominees, must be filed with the Executive Secretary of Special Libraries Association at Association Headquarters not later than three months prior to the Annual Meeting.*

Respectfully submitted:

**DONALD T. CLARK**  
**MRS. MARIE S. GOFF**  
**PHOEBE F. HAYES**  
**RUTH NIELANDER**  
**ALMA C. MITCHILL,**  
*Chairman*

# METALS MEETING



SLA Metals Exhibit at National Metal Congress in Cleveland.

## SLA Metals Exhibit and Program

Literally "on stage" at the Cleveland (Ohio) Public Auditorium, during the National Metal Congress, October 19-23, was the well-patronized booth of Special Libraries Association.

The exhibit and special program was planned by the Metals Division and by the Metals Section of the SLA Science-Technology Division for their fourth annual meeting, under the direction of Mrs. Miriam Landuyt and Mary Frances Pinches who served as co-chairmen.

The booth was located in an easily accessible section of the stage and featured current reference and information services of interest to the more than 50,000 visitors attending the Congress. It was the most elaborate and extensive SLA presentation of its kind.

Alice Paulin, the booth chairman, reports that the compact working library was taxed beyond its capacity from the very opening of the Congress. There were many inquiries on how to start a company library and on the nature of the library reference service rendered. Give-away material was in great demand and included reprints, bibliographies, booklists and pamphlets. A complete list of this material is available on request and may be obtained from Miss Alice Paulin, American Steel and Wire Company, Cleveland 5, Ohio.

The program was planned for the interest not only of librarians but also for members of participating societies. Approximately 250 people attended the three-day sessions, including a number of international editors and more than one hundred technical and professional non-members.

## Papers

Papers presented included:

*Modern Methods for Joining Metals.* Dr. P. T. Stroup, chief of the Process Metallurgy Division, Aluminum Research Laboratories.

*Abstracting and Indexing Sources for Literature on Metals and Metal Fabrication.* Ellis Mount, research associate, Research Information Service, John Crerar Library.

*Services Available from Large Libraries.* Esther M. Schlundt, professor and head, Readers Division, Purdue University Libraries.

*Materials for Use at Elevated Temperatures.* Dr. W. J. Harris, Jr., executive secretary, Minerals and Metals Advisory Board, National Academy of Sciences.

*Metallic Materials for Nuclear Reactors.* Dr. Frank G. Foote, director, Metallurgical Division, Argonne National Laboratory.

*Method for Improvement of Reading Speed and Efficiency.* Harold Johnson, director, Reading Improvement Laboratory, Case Institute of Technology.

*Operations Research as an Aid to Industry.* Dr. C. West Churchman, director, Operations Research Group, Engineering Administration Dept., Case Institute of Technology.

*Techniques in Report Writing.* Dr. Robert Lefevre Shurter, professor of English and director, Division of Humanities and Social Studies, Case Institute of Technology.

*Taking the Mystery Out of Machine Tools.* Warner Seely, vice-president of Public Relations, Warner and Swasey Company.

Not all of the papers are available for publication or distribution at this time. Summaries and abstracts as well as original papers will be published when and where possible.

#### Foreign Correspondence

The speakers and the topics scheduled for discussion impressed international as well as local editors. In the foreign correspondence received, was a request from France. R. Fieury of Société Nationale D'Études Construction de Moteurs D'Aviation writes: "Nous vous serions obligés de nous indiquer si nous pouvons avoir par courtoisie, en qualité de membre de l'ASM, trois preprints du congrès de la: *Services Available from Large Libraries, Improvement of Reading Speed and Efficiency, Techniques in Report Writing* . . ."

Dr. Elze of *Metall* asks ". . . Ist es Ihnen möglich, uns einem Tagungsbericht mit auszugswieser Wiedergabe der Vorträge zu überlassen?" . . .

John Hooper, editor of *Sheet Metal Industries*, states, "From the program it appears that this meeting might well be of great interest to metal-using industries . . . could you let me have more detailed information concerning the proceedings . . . are lectures read . . . are they subsequently published . . ."

F. B. Roberts of *Engineering* (London) and a member of the Council of ASLIB expressed sincere interest on behalf of the Council and also requested papers.

#### Cleveland Chapter Host

The Cleveland Chapter planned a most enjoyable and informative evening for sixty guests. Dinner was served in the Mather Room of the Hotel Allerton. Small gift packages were set at each place and included earrings from the Aluminum Company of America, lighters from American Steel and Wire Company, and lapel pins of "Reddy Kilowatt" from the Cleveland Electric Illuminating Company.

Speaker of the evening was Harold Johnson, director of the Reading Improvement Laboratory at Case Institute of Technology. Mr. Johnson presented an interesting demonstration. Each guest was requested to participate by testing and grading his own ability to read and to remember efficiently.

Approximately thirty guests, including librarians and non-members of Special Libraries Association, were invited to tour the laboratories and to view automatic methods of handling information at Battelle Memorial Institute in Columbus. Dr. Iver Igelsrud, director of technical information, served as host and guide.

The final meeting was held at Warner and Swasey Company. Mr. Warner Seely, vice-president of Public Relations and Mrs. Claire Ferguson, librarian, conducted an informal discussion and tour in which definitions of the area covered by machine tools and their impact on our daily lives were reviewed.

The success of this Fall Meeting in conjunction with the American Society for Metals was the result of the cooperative efforts of all SLA members working and joining with other professional organizations to advance and further their common purpose.

PHYLLIS WHALEN  
Chairman  
Public Relations Committee

#### ASM-SLA CLASSIFICATION

The widespread acceptance of the ASM-SLA metallurgical literature classification, established in 1950 by a joint committee of the American Society for Metals and the Special Libraries Association, is indicated by recent reports of its growing use in this country as well as abroad.

On a visit to the United States in September, Professor Antonio Scortecci, research director of Finsider (holding company for Italian Steel Works) and chairman of the Bibliographic Committee of the Italian Association of Metallurgy, reported that the classification is being adopted as a standard system by the Italian Association of Metallurgy. This Association is planning to provide a service for its members whereby literature references will be reproduced on cards headed by ASM-SLA code symbols; these will be multigraphed and circulated gratis to members.

The classification has also been adopted by the British Iron and Steel Research Association for use in conjunction with its extensive information service. Selection of the ASM-SLA method was made by both BISRA and the Italian Association of Metallurgy only after careful study of other available systems. The reasons for the choice of this system by BISRA were outlined in a paper presented by P. E. Colinese, assistant information officer, before the annual fall meeting of Aslib (Association of Special Libraries and Information Bureaux) in Great Britain.

Sale of the punched cards used in conjunction with the classification system has now passed the one million mark, according to reports received from the card manufacturer. Shipments have been sent to purchasers in France, Norway, Spain, Germany, Switzerland, Australia and Japan.

Cards are available from the distributor, Lee F. Kollie Associates, Inc., 236 North Clark Street, Chicago 1, Illinois.

# Chapter Highlights

## Colorado

The appointment of Phoebe F. Hayes, librarian of the National Farmers Union, Denver, as chapter president was announced last month. Miss Hayes replaces Rosemary McClure whose resignation was accepted with regret by the Chapter's Executive Board.

Mrs. Geneva Owens of the Air Force Technical Library, U. S. Air Force Finance Center was appointed as secretary, the office previously filled by Miss Hayes.

A special program, "From Pastepot to Plastics", offered a panel of speakers on book repairing September 4. Those taking part included: Wesley Dieter, Dieter Bookbinding Company, Mrs. Dottie Whitman, former head, Repair Department, Denver Public Library, and Louis Schultheiss, circulation librarian, Mary Reed Library, University of Denver. Rosemary McClure served as chairman of the program.

\* \* \*

## Heart-of-America

The November issue of the *Newsletter* includes the following reports, on the annual meetings of the Missouri Library Association and the Special Libraries Division of the Kansas Library Association.

"The October meeting, a joint meeting with the St. Louis Chapter, was held on Saturday morning, October 3rd, during the Missouri Library Association convention. The speakers for the meeting, which was held at Linda Hall, were Mr. Ed Ramsey of Midwest Research Institute, and Mr. Joseph Shipman of Linda Hall. Mr. Shipman spoke about the Library's building plans, and the hopes that construction will soon be underway. Mr. Ramsey discussed the nature and function of MRI, giving an informative account of the variety and bases of its research projects.

"The SLA meeting adjourned to join the ACRL meeting held on the University of Kansas City campus at 11:00. Because our own chapter has a good deal of interest in the new ACRL chapter's meeting and plans for the coming year, the report of this meeting is given below. This report has been prepared for use by Mr. LaBudde of the University of Kansas City:

"The Missouri chapter of the Association of College and Reference Libraries had its first meeting as a part of the Fifty-third Annual Conference of the Missouri Library Association held in Kansas City. At 11:30, Saturday morning, October 3, some twenty-five members of the Kansas City and St. Louis chapters of Special Libraries Association joined with forty-eight members of the College and Uni-

versity Division of MLA in the Lounge of the Administration Building of the University of Kansas City to hear Arthur Hamlin, executive secretary of ACRL.

"Before hearing Mr. Hamlin, the group was told how the chapter came into being by Kenneth J. LaBudde, Director of Libraries, University of Kansas City. As secretary-treasurer of the College and University Division he was asked to present the division's petition to be able to form a Missouri chapter before the executive board of ACRL at its meeting in Los Angeles. The petition was recognized and the privilege was granted.

"Mr. Hamlin spoke on the relations of local chapters of ACRL with the national organization. He explained that it was not necessary to be a member of ACRL to be a member of a local chapter although it was hoped that non-members might become interested in joining ACRL. ACRL requires only that a local chapter meet once a year; it is up to the chapter whether it has a constitution, officers, and dues, although the general feeling is that local chapters would do well to conserve their energies for activities rather than to expend them upon formalities of organization. He suggested several activities in which a chapter might work toward the strengthening of professional standards.

"Since this was the first meeting of the chapter which had no organization as yet, Mr. Hamlin's talk was followed by a general discussion in which certain opinions expressed appeared to be held generally by those assembled. The group is not interested in an elaborate organization but prefers to function within the present organization of the College and University Division expanded to include members of reference libraries, both special and public interested in ACRL activities. Plans for informal liaison were worked out for mutual assistance between the college group and the reference group in several bibliographic projects now underway. These are the check-list of special collections in Missouri libraries, a project of the college group; a revision of the union-list of serials in the Kansas City area being done by the Kansas City chapter of SLA; and the revising of the directories of special libraries in St. Louis and Kansas City areas by the respective chapters. These activities, along with the annual completing of ACRL statistics, were

"Before adjournment the group expressed its wish to have certain questions of organization presented before the executive board of MLA. If the present College and University Division with expanded membership from reference libraries, both special and public, can be recognized as an expanded division, then

a change in name was thought desirable. Two names were proposed from the floor: Missouri Association of College and Reference Libraries and College and Reference Division. The consensus of the group was that dues of fifty cents a year, collected by the division, were desirable . . .'

SPECIAL LIBRARIES DIVISION  
OF THE  
KANSAS LIBRARY ASSOCIATION  
(A report by James L. Wood)

'The Special Libraries Division of the Kansas Library Association held its second annual meeting on October 9, 1953 at Hays, Kansas. Delegates from special libraries in Kansas City, Lawrence, Topeka, Wichita and Hays attended. Miss Hazel Anderson, Chairman of the Division and Law Librarian at the University of Kansas, presided. After the transaction of the Division's formal business a member from each library represented spoke briefly of the nature and scope of his library. Many common problems were brought to light and discussed. During the general discussion period the question of the Special Libraries Division of KLA and Heart-of-America Chapter relationship arose. Since some of the delegates that were present belong to both associations and the staffs of the libraries that were represented contain members of both groups, it was decided that cooperation and non-duplication of effort would be the guide. The Chair pointed out that basically the Special Libraries Division of KLA was organized to give the special librarians attending KLA a place to meet on a common ground. There was no intention of replacing or competing with the Special Libraries Association. After some further discussion and election of officers for the coming year the meeting was concluded. Post-meeting conversation between the new Chairman, James Wood and various members of the Division indicated interest in a joint meeting of KLA's SLD and SLA in the not too distant future.'

\* \* \*  
**Louisiana**

*Techniques of Records Management* was discussed by Anna May Connelly, records management consultant and director of the New Orleans School of Filing, at the October meeting of the Chapter in New Orleans.

The Area Development Conference held under the joint sponsorship of Louisiana State University and the Louisiana State Department of Commerce and Industry included a discussion of business libraries and sources of business information. Joe Horan, librarian of the Department of Commerce and Industry, was in charge of the arrangements. An exhibit was planned by the Library Promotion Committee under the direction of Mrs. Dorothy B. Skau. The Conference was attended by company officials, state and local government

officers, and others interested in the industrial development of the state.

\* \* \*  
**New Jersey**

An "Education Clinic" featuring the use of the SLA visual presentation, *Our Library*, as the newest way to tell the library story, was scheduled during October and November for a series of four meetings. Chairman of the Education Clinic Committee was Katharine L. Kinder, of the Johns-Manville Research Center Library. The Clinic was open to SLA members, their guests, and all librarians interested in library development and promotion, and in the study of the visual aid and practice in using it. There was a registration fee of two dollars for the four sessions.

\* \* \*  
**New York**

James P. Warburg, the well-known financier, economist and author, was the guest speaker at the October meeting of the Chapter. Mr. Warburg discussed his latest book, "Germany—Key to Peace." The program was arranged by Chairman Harold L. Roth of the Acquisitions Department, New York Public Library.

Sample copies of the New York Chapter's *Duplicate Exchange List* are available on request from James Katsaros, chairman of the Duplicate Exchange Committee, New York Public Library, Municipal Archives and Records Center, 238 William Street, New York 38. The *List* is published four times a year. Annual subscription for this service is two dollars. This extensive listing makes possible the acquisition of many worthwhile publications and reference tools for the price of the shipping charge. Datelines are listed in the October issue of the *New York Chapter News*, currently edited by Rosemary R. Demarest, librarian, Price Waterhouse & Co.

\* \* \*  
**Philadelphia**

The Philadelphia Council of Special Libraries opened the current year with a dinner honoring three of its members: Loise Keller, Helen Mar Rankin and Gretchen Little.

Loise Keller and Helen Mar Rankin were elected to honorary membership in Special Libraries Association at the Forty-fourth Annual Convention in Toronto, June 1953. Both were charter members of the Philadelphia group when it was organized in 1909, and they have been active in various offices, carrying out their assignments with the utmost efficiency, enthusiasm and fairness to all concerned.

The Philadelphia maintains the Helen Mar Fund for its publications in token of its deep appreciation to Helen Rankin for twenty-five years of service as secretary.

We are happy to report that Miss Keller is still on the board of the Philadelphia group.



Philadelphia is proud to have Gretchen Little as the SLA President-Elect for 1954. Miss Little has been active not only in the general council organization but also in the local and Association Science-Technology units.

The Philadelphia Council of Special Libraries pays tribute to these outstanding personalities.

MARGERY A. PASSMORE.

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### Pittsburgh

The Education Committee of the SLA Pittsburgh Chapter scheduled a series of five Wednesday evening lectures on "Human Relations in the Special Library Field." The full program included:

*Supervising Yourself and Others*, Warren L. Ganong, managing consultant, Methods Engineering Council; *Selective Employment*, Adaline Bernstein, assistant to the director, Carnegie Library of Pittsburgh; *Training*, Richard F. Dean, supervisor of employee relations and training, Rockwell Manufacturing Company; *Promotion and Upgrading of Personnel*, Albert J. Hood, assistant vice-president, Mellon National Bank; *Selling the Library to Management and Company Personnel* F. Rhodes Henderer, assistant to the director of public relations, U. S. Steel Corporation.

The format of the *Bulletin* has been completely redesigned. The editorial staff of three is headed by Margaret S. Sullivan.

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### Puget Sound

The November issue of *The Specialist*, Bulletin of the SLA Puget Sound Chapter, lists the program of the first regional meeting of the Medical Library Association in the Pacific Northwest. The meeting was held in Seattle on October 10. The program included a paper on the "Building Plans for the University of Oregon Dental School Library", given by its librarian, Thomas H. Cahalan, member of the SLA Puget Sound Chapter.

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### Southern California

"Information Retrieval" is the theme of this year's activities in the Southern California Chapter of SLA. The Chapter's first meeting was held, October 9. The subject of coordinate indexing was discussed by a panel of speakers including Myra Grenier, librarian, Aerojet General Corporation, Azusa; Marguerite Saeger, head, Bibliographic Control Section, U. S. Naval Ordnance Test Station, Pasadena; and Elizabeth Walkey, librarian, Consolidated Engineering Corporation, Pasadena. Frank Long, North American Aviation, Incorporated, Downey, and president of the Chapter, served as moderator. Papers presented at this meeting have been published in the November issue of the *Southern California Chapter Bulletin*, edited by Albert P.

Bradley of the Atomic Energy Research Library, North American Aviation, Inc.

The November meeting was sponsored by the Science-Technology group and presented Roy H. Chapman, head of the Photo Duplication Department, Armed Services Technical Information Agency, Washington, D. C., who discussed ASTIA's activities in the field of reproduction and duplication. Margaret R. Anderson, librarian at Rand was chairman, and John Dobbins, research engineer, North American, Inc., Inglewood, was moderator of the panel discussion on reproduction methods and machines for library use.

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### Washington, D. C.

Bernard M. Fry, president of the Washington, D. C. Chapter, provided the "cover feature" for the September issue of *Chapter Notes*. His remarks, addressed to the Chapter membership, appear under the heading as follows:

NEW FRONTIERS FOR SPECIAL LIBRARIANSHIP

"There are many evidences of a new stirring of professional interest among special librarians which stems from a widespread re-examination of the true nature and usefulness of library work.

"The Public Relations Clinic recently sponsored by SLA arose out of the recognition of the need for a new perspective. The main achievement of the Clinic was to shape up some fundamental working concepts which would restate the values of a library to management. One concrete result was the development of materials on which a real, coordinated professional activities program can be based in the future.

"The dynamism and vitality of librarianship in the future will depend in large measure upon the discovery and development of new frontiers. New frontiers are found not only in new areas of work, in electronic gadgets, and in new systems and methods. The frontier is also present in the rediscovery of old truths and their application to new materials.

"Let us individually and collectively search out and develop the new frontiers of special librarianship. It is good to feel that we belong to a vital profession and participate in a vital activity in which the recorded past becomes the prologue for solving future problems."

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### Western New York

A program featuring "Our Library—9 Public Relations Tool" was presented jointly with the New York Chapter at the New York Library Association Conference in Albany, October 24. Robert Kingery of the New York Public Library presided at the program which included presentations by Elizabeth Ferguson and Mrs. Lena Ruppert.

# Have you heard . . .

## SCHOLARSHIP FUND RECEIPTS

Nov. 1, 1952 - Nov. 1, 1953

Baltimore Chapter .....	\$ 25.00
Illinois Chapter in memory of Madge C. Preble....	105.00
R. C. Preble in memory of Madge C. Preble	100.00
New Jersey Chapter .....	100.00
Pittsburgh Chapter .....	25.00
Southern California Chapter .....	100.00
Washington Chapter in memory of Adelaide R. Hasse	150.00
Social Science Division honoring Rebecca Rankin .....	25.00
	\$ 630.00
Individual members of SLA.....	\$1,462.00
TOTAL .....	\$2,092.00

You can readily see that a great many of our members have contributed generously to the fund. May I take this opportunity to thank each and every one of you for your donation. I am deeply grateful for your interest and for your cooperation.

We are still a long way from our goal of \$5000, however. If you have forgotten or neglected to send in your dollar, please don't think that it is too late. SEND YOUR MONEY TO HEADQUARTERS. Thank you.

ROSE BOOTS, *Chairman*  
*Student Loan Fund*

### Beta Phi Mu

The members of Beta Phi Mu, the graduate library science honorary fraternity, wish to offer membership in the fraternity to all graduates of accredited library schools who meet the scholastic requirements for admission. These include: (1) graduation from a fifth-year professional library science degree course which at the time of graduation was accredited by the American Library Association, and (2) a scholastic average of not less than *B plus*, or the equivalent, in the courses offered for the professional library science degree.

Candidates eligible for admission and interested in election to membership in the fraternity should write to Harold Lancour, Executive Secretary, Beta Phi Mu, University of Illinois Library School, Urbana, Illinois. The name of the library school and the date when the degree was received should be noted.

### NSF Library Grants

The National Science Foundation has announced the following grants for library purposes:

(1) To R. L. ZEMER, chief of the Science Division, Library of Congress. A grant of \$29,500 to set up and operate a center for recording, reporting, duplicating and distributing translations of scientific literature.

(2) To RALPH R. SHAW, librarian, U. S. Department of Agriculture Graduate School. The sum of \$20,700 for an investigation of the effectiveness of information sources available to American scientists.

(3) To DWIGHT E. GRAY, chief of the Technical Information Division, Library of Congress. An award of \$4,000 for a study of "Publications Stemming from Defense-Related Technical Reports."

### Library Schools Publications

The *Newsletter* and the *Report(s) of Meeting(s)* of the Association of American Library Schools are issued in February and July, and may be secured at an annual subscription rate of \$1.50 each through Mrs. Virginia Lacy Jones, secretary-treasurer, School of Library Service, Atlanta University, Atlanta, Georgia.

*Directory of the Association of American Library Schools, 1953* is available at \$2.00 from the editor, Raymond H. Shove, Division of Library Instruction, University of Minnesota, Minneapolis, Minnesota.

### PI Reference Annual

The first annual reference book, a 520-page work, published recently by Printers' Ink, contains the answers to many of the questions asked by people in all branches of advertising. *The Advertisers' Annual—1954*, includes special indexes and compilations. The volume contains also new and exclusive studies designed for use as working tools of the advertising business.

General information, basic statistics and special reference material covering various aspects of the advertising business are readily accessible through use of the comprehensive index.

### Coordinate Indexing

The first volume in a new series of publications has been announced by Documentation Incorporated. *Studies in Coordinate Indexing* includes ten papers giving an analysis and evaluation of various information systems, and describing the structure and application of coordinate indexing. The volume is available at \$3. from Documentation Incorporated, 2521 Connecticut Avenue, N.W., Washington, D. C.

# AIM Urges Better Use of Business Libraries

## *Reference Tools for Management*

The American Institute of Management, New York, urges top executive to make greater use of their company libraries. The organization has issued a special bulletin to its 12,000 members which bears the title *Reference Tools for Management*. It includes a recommended list of manuals, directories and other publications of recognized reference value.

The report notes that a chemist will spend fully as much time in the library as in the laboratory when solving a difficult problem. The same is characteristic of the engineer, economist or scientist. However, when the executive is faced with a problem, he rarely thinks of enlisting the aid of the many invaluable standard reference works that are available.

Businessmen do not seem to have acquired the habit of studying the literature when a problem is to be solved. There seems to be a definite current of thought that anything beyond the facts of the case is academic and not pertinent to the subject in hand. There is a widespread feeling that management functions cannot be put into a book in the same manner as scientific functions. Yet any businessman who is not aware of the reference tools at his disposal is not making use of all the aid he can call on in his own work.

In order to do this, he must be familiar with at least the most basic volumes; he must appreciate the power of the library to aid him, and must see to it that he has a well-rounded library suitable for all departments rather than just the technical ones, either in his own company or at his ready disposal.

To help members build a really effective library, the AIM report lists twenty-two reference works and publications

which it believes would be on every company's bookshelves. Among those listed are: *Moody's Manual of Investments*; *Poor's Register of Directors and Executives*; *Standard and Poor's Industry Surveys*; *The Industrial Arts Index*; *Thomas' Register of American Manufacturers*; *The New York Times Index*; *The Standard Advertising Register*; and also various encyclopediae.

Especially valuable to executives, the report advises, are the directories published by the A. N. Marquis Company, Chicago, including *Who's Who in America*, and *Who's Who in Commerce and Industry*. The latter, it declares, is "the most complete reference book of top businessmen in the country. It lists all the leading business concerns and gives the biographies of all their officers. By simply referring to the company name, it is a simple matter to determine who its executives are and what they have done."

Another Marquis book—*Who's Who and What*—is cited for its thorough listing of experts in every possible field, arranged in alphabetical order and giving the experience, position and address of each specialist.

The AIM report also lists the major government publications which are considered basic in the field of business reference. These include *Bureau of Census Information*, the *Survey of Current Business* issued by the Office of Business Economics, Department of Commerce; *Summaries of Tariff Information*, and the indexes and statistical reports of the Bureau of Labor Statistics.

Copies of the report are available on request from the American Institute of Management, 125 East 38th Street, New York 16.

## SLA Authors in Print

"The Chemical Librarian in Industry", a paper by Mrs. Irene M. Strieby, librarian of Eli Lilly and Company, Indianapolis, Indiana, was published in the October issue of the *Journal of Chemical Education*. The paper was presented before the Division of Chemical Literature at the meeting of the American Chemical Society in Boston, April, 1951.

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The October 1953 issue of *Library Trends*, edited by Maurice F. Tauber, features *Current Trends in Cataloging and Classification*. The issue includes articles by three SLA members. Mrs. Violet Abbott Cabeen, chief of the Acquisition Unit of the United Nations Library, is a co-author of "Organization of Serials and Documents;" Carlyle J. Frarey, assistant librarian of the Duke University Library, is the contributor of "Developments in Subject Cataloging;" and Felix Reichmann, assistant director of the Cornell University Library, discusses "Costs of Cataloging."

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William H. Carlson, director of libraries at Oregon State College, is the author of "History and Present Status of the Centralization of the Libraries of the Oregon State System of Higher Education." The article appeared in the October 1953 issue of *College and Research Libraries*.

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"Create Your Own Job" is the title of an article written by Margaret Peck Fuller, librarian of the American Iron and Steel Institute. It appeared in the October 1953 issue of *The Wheaton Alumnae Quarterly* (Wheaton College, Norton, Massachusetts.)

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Harry C. Bauer, director of libraries, University of Washington, Seattle, Washington, is the author of an article, "Information Wanted", in the September 15 issue of *Library Journal*. Dr. Bauer discusses the use of the library reference collection in a college.

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## Supplement

The 1953 Supplement to *The Columbia Encyclopedia*, Second Edition (1950), is available from the Columbia University Press for two dollars. The 24-page Supplement brings the Encyclopedia to date. A gummed tape makes it easy to insert the Supplement in the bound volume. The price of *The Columbia Encyclopedia* with bound-in Supplement is \$35.

## Hawaiiana

*Current Hawaiiana*, the quarterly bibliography issued by the Hawaii Library Association through the cooperation of the University of Hawaii, is offered free to librarians interested in such information now being published in the Territory of Hawaii and elsewhere.

The list is compiled from many sources and contains only what has actually been issued. Material includes books, pamphlets, leaflets, serials and periodical analytics for items appearing in out of Territory publications.

Suggestions and additions are welcomed. Further information and sample issues may be obtained by writing to the Publication Committee Chairman, Miss Janet E. Bell, University of Hawaii, Honolulu 14, Hawaii.

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## NMA Proceedings

The *Proceedings* of the Second Annual Meeting of the National Microfilm Association, now available, includes the following papers presented in New York, March 19-20, 1953: *A Program for Microfilming Municipal Records*, by Lewis Orgel; *Three Billion Records on Microfilm*, by C. L. Dunnigan; *Hospital Records and the Weapons of Compression in the Battle for Filing Space*, by Lt. Charles A. Carroll; *Microfilming in General Motors*, by George W. Bourke; *The Use of 70 Mm Microfilm in Safeguarding Engineering Drawings*, by R. H. Darling; *Some Factors Influencing the Quality of Microfilm Images*, by R. Gilliam Rudd.

Eugene B. Power, president of the NMA gives a brief history of the work and objectives of the Association.

Copies of the *Proceedings* may be obtained from the National Microfilm Association, 19 Lafayette Avenue, Hingham, Massachusetts.

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## Engineering Periodicals

*A Recommended List of Basic Periodicals in Engineering and the Engineering Sciences*, prepared by the ACRL Pure and Applied Science Section under the chairmanship of William H. Hyde, has been issued as ACRL Monograph No. 9 and is available at 75 cents per copy from ACRL Monographs, University of Illinois Library, Chicago Undergraduate Division, Chicago, Illinois.

## New England Conference

The Boston and Connecticut Valley Chapters were sponsors for a meeting at the recent New England Library Association Conference. Use of the visual aid, *Our Library*, was demonstrated to an audience of approximately sixty by Katharine L. Kinder of the Johns-Manville Research Center. College and public, as well as special librarians, expressed an active interest in this new public relations medium.

## Are You Professional?

*"Love Notes," the monthly publication of the University of Nebraska Library Staff Association, Love Memorial Library, Lincoln, Nebraska, includes in its October issue some thought-provoking commentary by FRANK A. LUNDY, director of the University libraries. An abridgement of the original article appears here.*

**Y**OUR PROFESSIONAL STATUS may depend upon a personal point of view—your own! Dean Roscoe Pound, a great Nebraskan, has said: "By a profession we have meant (until the rise of the professional athlete obscured our ideas) a group of men pursuing a common calling as a learned art and as a public service—nonetheless, a public service because it may incidentally be a means of livelihood."

As attributes of a profession, we note:

- (1) the possession of a distinctive body of special knowledge and a superior skill in its use, held in common by its members, under the compulsion of a sense of high personal responsibility;
- (2) recognition of its obligation to extend this body of knowledge by research and scientific observation of practice, with sharing of results;
- (3) the motivation of social duty and honorable service, preferred above personal gain;
- (4) established means for the adequate education of its novitiates;
- (5) standards of qualifications based upon training and competency, character and ethical perception and conduct;
- (6) group organization with national standing, concerned with public interest.

A year ago the Professional Affairs Committee of the Staff Association in-

itiated a series of meetings devoted to professional concepts and problems. One of these meetings was devoted specifically to the professional aspects of librarianship, that is to professionalism. At first a few members of the group were indifferent and apparently uninformed on the subject. The heat of the discussion, however, swept away all indifference.

If doctors, lawyers, engineers, social workers, accountants and dentists, to mention only a few, are professional men and women, are librarians likewise professional? Is librarianship a profession? Is all librarianship professional? Is university librarianship, in particular, professional? Is librarianship the stronger, professionally, because of your participation?

The discussion can be rooted in the six aspects or attributes of a profession noted above. In librarianship there is a distinctive body of special knowledge. The library schools, nearly all of which are now connected with good colleges or universities, work hard to develop in their students a superior skill in the use of this special knowledge. Do you apply this special knowledge under the compulsion of a sense of high personal responsibility? This, I believe, is a question of personal point of view.

Is there a common recognition of an obligation to extend this body of knowledge by research and scientific observation of practice? At the University of Nebraska we continually experiment with our services and facilities. This is probably one of the most experimental university libraries in the United States. As for sharing results, a good list of publications has come out of these experiments and three more are at this moment in the hands of the editors and have been accepted for publication.

Is there a motivation of social duty and honorable service? The university

library is a service organization. It does not exist to serve its own ends, but rather to implement the purpose of the colleges and schools within the university. All of our activities are designed to further the program of teaching and research. No one believes, of course, that personal gain should be sacrificed.

Those who have devoted from one to four years of hard work to graduate study in librarianship and closely related fields and who have progressed through our own orientation and in-service training program are not in doubt over the established means for an adequate education of the novitiates. That is not to say, of course, that the program could not be improved. Our library schools are nationally accredited. Our own minimum requirements are well understood by all librarians at the University of Nebraska. Competency is a quality we measure continually. Character, ethical perception and conduct are personal matters, but of the utmost importance to group activity, participation and advancement.

Librarians are concerned with the public interest, though the constituencies vary from one location to another and from one type of library to another. Librarians are very active in state and

national legislative chambers, and also in city councils, faculty senates, and corporate boards. Group interests are well organized: witness the American Library Association, the Association of College and Reference Libraries, the Special Libraries Association, and many others. Their publications are of world-wide interest. How many of these do you regularly see and read: *Library Journal*; *College and Research Libraries*; *Library Quarterly*; *Bulletin of the American Library Association*; *Special Libraries*; *Bulletin of the Law Library Association*; *Bulletin of the Medical Library Association*; and others that could be added?

Concerning librarianship as a profession, however, there are some basic questions that have not been resolved. One of these concerns membership in the profession. Who is a librarian? In order to practice law or medicine, one must complete a difficult and prescribed training program and through examination be licensed by a state board of examiners. Will professional librarianship one of these days carefully define its membership by such means? Membership will then decrease, of course, but will local, state, and national influence and prestige grow sufficiently to counterbalance the loss of numbers?

## Social Work Education Workshop

The National Council on Social Work Education and the Social Welfare Section of the SLA Social Science Division are joint sponsors of a series of workshop meetings to be held January 28-30, 1954 at the Statler Hotel in Washington, D. C. The program will cover the "Basic Content and Evolving Curricula in Social Work Education — implications for Class and Field Teaching and for Practice."

A workshop is scheduled on the "Use of the Library in Professional Education and Practice", and will be held in three sessions. Discussion will include methods and procedures of analysis and classification of materials, changing concepts and their effect on terminology in social work, current problems in the use of the library, and the library as a research tool.

Workshop reservation cards and hotel reservation cards should be secured from the Council on Social Work Education, 345 East 46th Street, New York 17, New York.

## In Memoriam

### Frances Elmore Cady — 1876-1953

Occasionally there flashes across the horizon of an association a personality whose contribution brings new and greater ideas for usefulness and keeps everyone so occupied that one forgets the source responsible. And then suddenly that person is gone. Such a one was Frank Cady who passed away November 3, 1953.

He came into our Association almost accidentally, yet we know it must have been part of a plan. While attending a meeting of the Illuminating Engineering Society in 1923, his path crossed that of a Public Service Corporation of New Jersey Vice President, who introduced him to our own Alma Mitchill and Public Service's library. The term "Special Librarian" mystified him but what he saw there made him coin the phrase "Goddess of Information" for "Special Librarian."

From that point on his association with SLA is a matter of record. He was the first chairman of the Technology Group (now the Science and Technology Division) organized by G. W. Lee, and served two terms. During this time he encouraged the informal organization of several sections, and the publication of numerous bibliographical bulletins. This was followed by three terms as President ending in 1929, during which period he managed to inaugurate three specific activities, all of which became largely responsible for SLA's development into professional stature as an association: 1) establishment of a headquarters office with paid office assistance; 2) legal incorporation of the Association; and 3) provision for Institutional memberships.

Now that these are so completely taken for granted, it is amazing and amusing to recall that two of these were matters of considerable and heated discussion at the time, and that it was a tremendous triumph when finally agreed upon by all concerned. He also encouraged a broader program of SLA publications and of advertising as devices for professional recognition and potential income.

Mr. Cady was a scientist by profession and came into the special library field primarily because of its close association with the scientific world, and because the scientific library at the Nela Park plant of General Electric Company was housed in the physics laboratory, where he was chief physicist.

He had had a real career in physics before "meeting up" with SLA. Armed with his B.S. from Massachusetts Institute of Technology in 1901 and two more years of post graduate work there, he took a position with the Photometric Section of the U. S. Bureau of Standards (1903-1908) in Washington, D. C. This was followed by twelve years as physicist, assistant to the director of Nela Research Laboratory. From 1920 to 1924 he was manager of the Research Department there and from 1924 to 1929 he was chief physicist.

He lectured in photometry at Case Institute of Technology, and in partnership with H. B. Dates, was in charge of the cooperative course in Illuminating Engineering at Case from 1917 to 1929. When the physics laboratory of General Electric Company moved to Schenectady, the Cadys chose to remain in Cleveland.

Never one to look back, he immediately went into a completely new field — that of salesmanship. With his engineering background he brought new and greater significance to that field, representing Postal Meter Sales Corporation (1928-1932) and the Addressograph-Multigraph Company (1932-1937). He was secretary of the Colonnade Company from 1937-1943. Then he "returned home" as research and testing engineer with the Osborn Brush Company.

He found time to author a number of professional papers on photometry and radiation — and of course on special libraries, and to play golf and bowl. He was co-editor of *Illuminating Engineer* (1925) and a member of of numerous professional societies in the field of physics, optics, and electro-chemistry including Société Française des Electricité and was made an Honorary Member of SLA in 1951 — a gesture which he keenly appreciated.

ROSE L. VORMELKER

# PUBLICATIONS RECEIVED

*An alphabetical listing of miscellaneous titles received recently in the Editorial Office.*

- ADULT EDUCATION.** The Community Approach. By *Paul H. Sheats, Clarence D. Jayne, and Ralph B. Spence.* New York: Dryden Press, 1953. 530p. \$5.75. Includes a description of present programs and problems.
- THE AMERICAN CHURCH OF THE PROTESTANT HERITAGE.** Edited by *Vergilius Fern.* New York: Philosophical Library, 1953. 481p. \$6. European background and American development of the Protestant denominations.
- ARCTIC SOLITUDES.** By *Admiral Lord Mountevans.* New York: Philosophical Library, 1953. 143p. \$4.50. A history of Arctic explorations from the time of Davis and Hudson.
- BASIC ELECTRONIC TEST INSTRUMENTS.** Their Operation and Use. By *Rufus P. Turner.* New York: Rinehart Books, 1953. 254p. \$4. Treatise on test instruments in television, radio, and the general electronics field.
- BEST SPORTS STORIES 1953.** A Panorama of the 1952 Sports Year. Edited by *Irving T. Marsh and Edward Ehre.* New York: Dutton, 1953. 344p. \$3.50. Includes a review of the sports year and lists 1952 champions of all sports.
- A BIBLIOGRAPHY OF CHRISTOPHER MORLEY.** By *Guy R. Lyle and H. Tatnall Brown.* Washington, D. C.: Scarecrow Press, 1952. 198p. \$4. A comprehensive listing from 1934 through 1951.
- BUSINESS ASPECTS OF COMMERCIAL POULTRY FARMING.** By *L. B. Darrah.* New York: Ronald Press, 1952. 204p. \$4.
- COLLIERY WORKING AND MANAGEMENT.** The Duties of a Colliery Manager, the Superintendence and Arrangement of Labour and Wages, and the Different Systems of Working Coal Seams. 5th ed. By *H. Bulman and R. A. S. Redmayne.* London: Technical Press (Anglobooks, New York) 1951. 393p. \$10.50.
- COSTA RICA.** A Study in Economic Development. By *Stacy May and Associates.* New York: Twentieth Century Fund, 1952. 74p. \$3.
- DISEASES OF POULTRY** (Australian Agricultural and Livestock Series). 2nd ed. By *T. G. Hungerford.* Sydney: Angus and Robertson (Anglobooks) 1951. 427p. \$12.50.
- EMPLOYMENT AND WAGES IN THE UNITED STATES.** By *W. S. Woytinsky and Associates.* New York: Twentieth Century Fund, 1953. 777p. \$7.50. A comprehensive, factual survey of the history, present structure, and probable trends in the American labor force and its wage.
- FACING THE FUTURE'S RISKS.** Studies Toward Predicting the Unforeseen. Edited by *Lyman Bryson.* New York: Harper, 1953. 318p. \$4. Report of a conference marking the 200th anniversary of the establishment of Mutual Insurance in America.
- THE FAMILY PROBLEMS HANDBOOK.** How and Where to Find Help and Guidance. By *Arnold W. Holmes.* New York: Frederick Fell, 1952. 191p. \$3.50 cloth ed. \$2 paper ed. A guide to social welfare agencies and services.
- 50-100 BINOMIAL TABLES.** By *Harry G. Romig.* New York: John Wiley, 1952. 172p. \$4.
- FLAGS, FUNNELS AND HULL COLOURS** (Ross Ship Series). By *Colin Stewart.* London: Adlard Coles (John de Graff, New York) 1953. 78p. \$1.50. Over 460 shipping companies are represented here.
- FOLK TALES FROM KOREA.** Collected and translated by *Zong In-Sob.* New York: Grove Press, 1953. 257p. \$4.50. A glimpse of the Korean people through varied examples of folk-lore, compiled by a professor of the Central University of Seoul.
- FUNDAMENTALS OF POLITICAL ECONOMY.** By *Dean A. Worcester.* New York: Ronald Press, 1953. 594p. \$4.50.
- GERMANY IN POWER AND ECLIPSE.** The Background of German Development. By *James K. Pollock and Homer Thomas.* New York: Van Nostrand, 1952. 661p. \$10.
- GLANDS, SEX, AND PERSONALITY.** By *Herman H. Rubin.* New York: Wilfred Funk, 1952. 205p. \$2.95. Late data on the endocrine glands and their influence on life and health written by a physician.
- GRATEFUL TO LIFE AND DEATH.** By *R. K. Narayan.* East Lansing: Michigan State College Press, 1953. 213p. \$3. The simple eloquence of this moving tale transcends its richly colorful and exotic setting in India and makes it a part of universal human experience. The story, told in the first person, takes on the realism of autobiographical reminiscing. A teacher of English in an Indian university, a man of exquisite sensibilities, relates the episodes which make up the pattern of his professional and his home life, imparting a realism as inexorable as life itself.
- GREAT MEN OF SCIENCE.** A History of Scientific Progress. 3rd ed. By *Philipp Lenard.* London: G. Bell and Sons (British Book Centre, New York) 1950. 389p. \$3.25. The achievements of more than sixty scientists, from Pythagoras to the 20th century.



HEARING AIDS. Their Use, Care, and Repair. By *Matthew Mandl*. New York: Macmillan, 1953. 158p. \$3.50.

INFLATION. By *Paul Einzig*. London: Chatto and Windus (Macmillan, New York) 1952. 223p. \$2.50. An account of the factors that have contributed to post-war rise in prices.

MERCHANT SHIPS. British Built 1952. Compiled by *Colin Stewart*. London: Adlard Coles (John de Graff) 1953. 224p. \$7. An illustrated register of ships completed in Great Britain and Northern Ireland.

MODERN TOWN AND COUNTRY PLANNING. A History of and Introduction to the Study of the Law and Practice of Modern Town and Country Planning in Great Britain. By *James W. R. Adams*. London: J. & A. Churchill (British Book Centre) 1952. 234p. \$6.

NATIONALISM AND SOCIAL COMMUNICATION. An Inquiry into the Foundations of Nationality. By *Karl W. Deutsch*. New York: John Wiley (Published jointly with the MIT Technology Press) 1953. 292p. \$5. A pioneering study presenting a fundamental political theory of nationalism that can be applied to research on world conditions today.

THE PERFORMANCE AND DESIGN OF ALTER-NATING CURRENT MACHINES. Transformers, Three-Phase Induction Motors and Synchronous Machines. 2nd ed. By *M. G. Say*. London: Pitman (British Book Centre) 1952. 636p. \$6.75.

A READER'S GUIDE TO T. S. ELIOT. A Poem by Poem Analysis. By *George Williamson*. New York: Noonday Press, 1953. 248p. \$3.50.

SEISMIC PROSPECTING FOR OIL. By *C. Hewitt Dix*. New York: Harper, 1952. 414p. \$7.50. A practical summary of the most up-to-date methods in geophysical prospecting, with special emphasis on the interpretation of field data.

THE STORY OF EVEREST. By *W. H. Murray*. New York: Dutton, 1953. 193p. \$3.75. History of the attempts to climb Everest, to the 1952 Swiss expeditions.

THE TELEVISION MANUAL. A Practical Guide to TV Production and Programming for Education, Public Affairs and Entertainment. By *William Hodapp*. New York: Farrar, Straus & Young, 1953. 296p. \$4.50.

TIME ON THE THAMES. By *Eric De Mare*. London: Architectural Press (British Book Centre) 1953. 238p. \$4.50. An illustrated guide on the landscape and architecture along the Thames.

TRAVELS IN JEWRY. By *Israel Cohen*. New York: Dutton, 1953. 372p. \$5. The author describes Jewish communities in twelve European countries.

## CALENDAR

### DECEMBER 16-17

Building Research Advisory Board. Washington, D. C. National Academy of Science. Conference on Building Documentation.

### DECEMBER 26-31

American Association of the Advancement of Science. Boston. Mechanics Hall.

### DECEMBER 27-30

American Statistical Association. Washington, D. C. Shoreham Hotel.

### DECEMBER 28-30

American Economic Association. Washington, D. C. Hotel Statler.

### DECEMBER 28-30

Modern Language Association of America. Chicago. Palmer House. 68th Annual Meeting.

### JANUARY 28-30, 1954

National Council on Social Work Education and Social Welfare Section of SLA. Washington, D. C. Hotel Statler. Workshop.

### JANUARY 31 - FEBRUARY 6, 1954

American Library Association. Chicago, Illinois. Morrison Hotel, 79 W. Madison Street. Midwinter Meeting.

### FEBRUARY 5, 1954

SLA Philadelphia Council. Sponsored by Social Science Group.

### FEBRUARY 25-27, 1954

SLA Executive Board and Advisory Council Meeting. Chicago. Drake Hotel.

### MARCH 9-12, 1954

American Management Association. San Francisco, California. Fairmont Hotel. General Management Conference.

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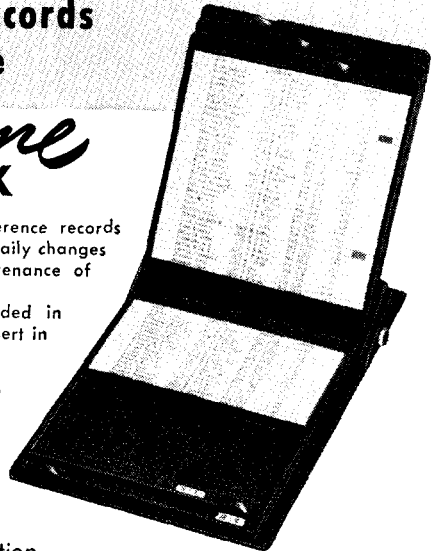
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