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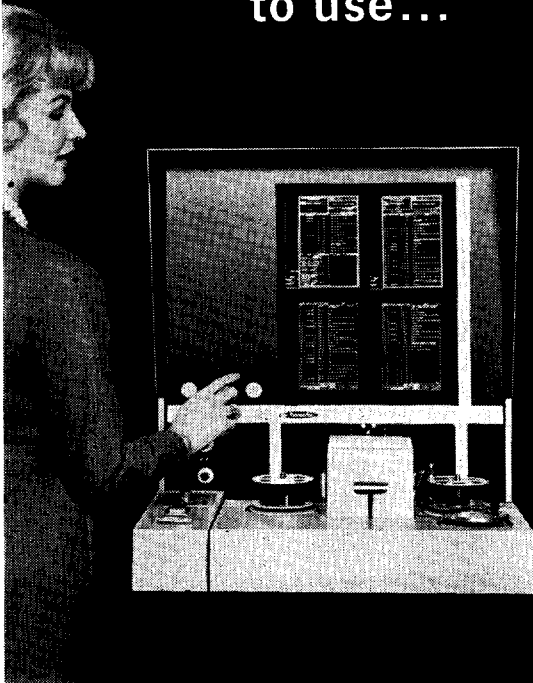
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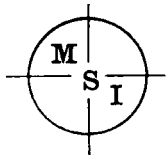
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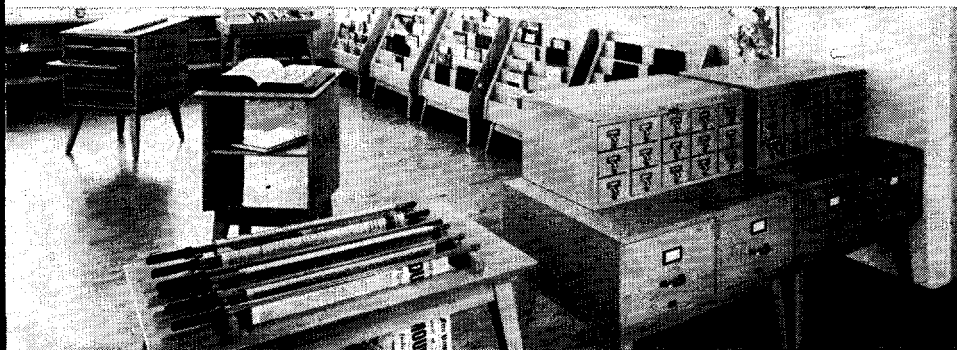
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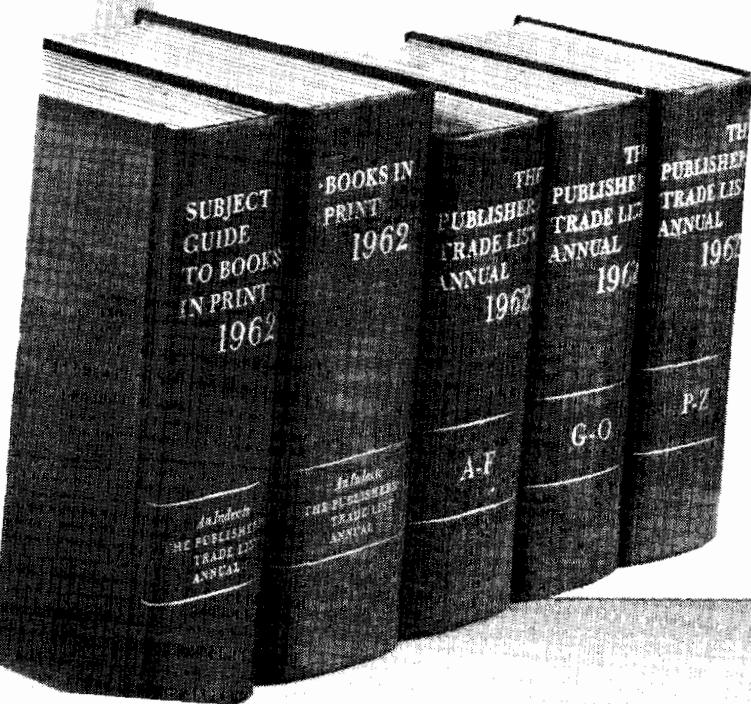
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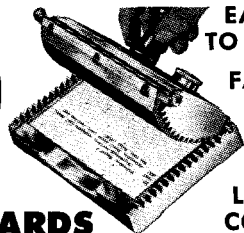
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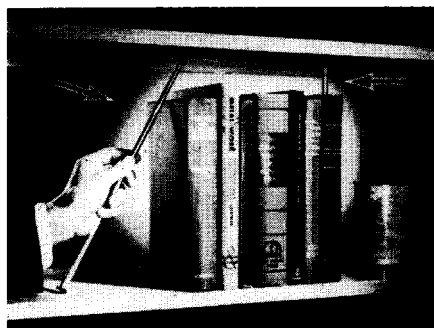
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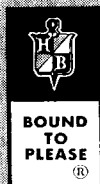
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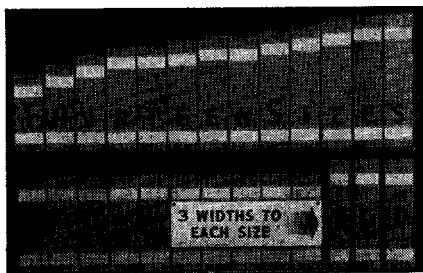
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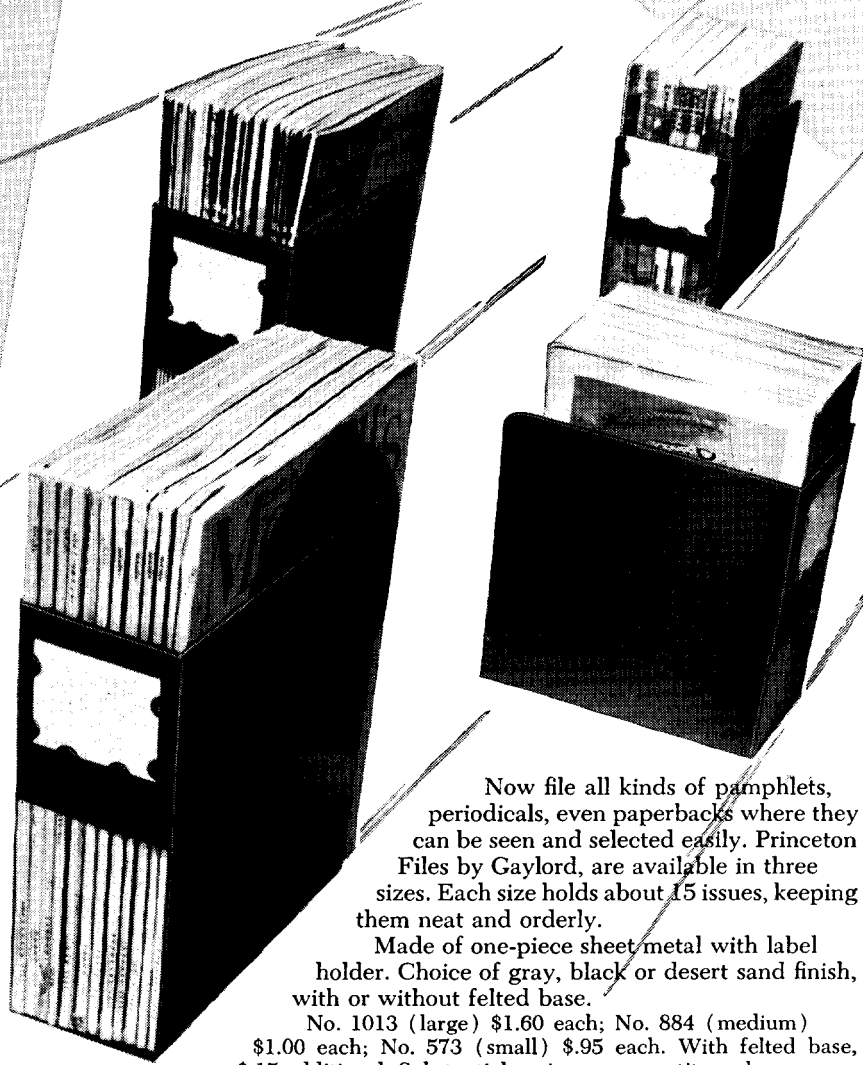
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- c. Publicity, public relations, and advertising activities
- d. Increased paperwork common to all offices
- e. Transfer to Headquarters of a number of Association activities formerly performed by members without cost to SLA

3. **Demands by Divisions, Chapters, and Committees for more money** to strengthen their programs.

4. **The Board is on record as favoring a retirement plan**, beginning in 1963-64, for Headquarters staff in line with fringe benefits offered by industry. This is important in hiring personnel and in maintaining staff morale. It is an especially pressing item in our need for increased income.

Fewer companies are willing or able to contribute services, printing, etc., as they have in the past; therefore, more and more SLA members are forced to say, "That should be done at Headquarters!" Each time Headquarters accepts new responsibility, it means planning, scheduling, and supervision by administrative staff, labor on the part of other staff members, sometimes the hiring of additional staff, and use and upkeep of equipment, supplies, and space.

To avoid acceleration of the trend toward a growing annual deficit, the Board has accepted a recommendation by the Finance Committee that Active and Associate members' dues be increased to \$20 a year, starting January 1964.

This recommendation will be discussed at the Advisory Council meeting in February 1963. I urge each member to consider the benefits accruing from an improved financial base for the Association in deciding upon support in the proposed dues increase. You are asked to voice your comments through your representative on the Council (Chapter President, Division Chairman, or Committee Chairman).

RALPH H. PHELPS, Treasurer

Improving the Stature of Librarians in the Public Mind

JARVIS WOOLVERTON MASON, Vice-President,
Wilson, Haight & Welch, Hartford, Connecticut



The Wiles Studio, Inc.

A LIBRARIAN'S JOB is to make customers wiser than they were before. The finest tribute to librarians I ever heard was made by a great lady from Philadelphia before the members of the Bread Loaf Writers Conference in Vermont one recent summer. In addition to raising a family and being a physician's wife—no easy task—she wrote, over a period of 25 years, five of the finest biographies of our time. I'm speaking of Catherine Drinker Bowen who wrote about Tchaikovsky and Rubenstein, though she knows no Russian and is no musician, and about Justice Holmes, John Adams, and the father of the English common law, Sir Edward Coke, though she is not a lawyer. These last three books are required reading today in many of America's best law schools. She takes the credit or blame for *how* she wrote what she did, but she gives the credit for *what* she wrote—and great credit was deserved—to the dozens of librarians in Moscow, Leningrad, New York, Boston, Washington, and London where she researched her work.

These were *special* librarians she was talking about, even though they were largely in public and college libraries. Music librarians, law librarians, historical librarians—but *special* librarians all, who knew *how* to dig, *where* to dig, and *what* was pertinent. They knew their *special* fields in and out, upside down, and backwards. True, Catherine Bowen probably asked more intelligent and pointed questions than most library customers, but she, herself, gave unstinting

praise to the librarians she worked with and made no bones about the fact that she could not possibly have become the authority she is in these fields without their help.

Professional Approach

In discussing improving the stature of librarians in the public mind I am not, quite frankly, consumed with sympathy. No half-baked sociologist is writing best-sellers about you called *The Hidden Persuaders*, nor is any second-rate novelist calling you a "huckster." Perhaps I should have you people tell me how to improve the stature of my trade of advertising, public relations and marketing research.

It's hard to generalize about marketing librarians, law librarians, metallurgical librarians, engineering librarians. What do you have in common aside from indexing and check-out systems? You have one thing in common that has always seemed to me a mistake—you like to call what you do "library science." It isn't a science, I insist, it's a profession. A *science* is the process of establishing, quantitatively, verifiable general laws, chiefly by induction and hypothesis. A *profession* is an occupation, not purely commercial, in which one has acquired special knowledge for instructing, advising or serving others. Now, honestly, would you rather be known as a scientist or a professional? And which is closest to the fact?

Aside from my opinion on the accuracy of what you call yourselves, there's the question of credibility. In public relations we are concerned first, last, and all the time with credibility—will the readers, the customers, the viewers, *believe* what we tell them? My first piece of advice about improving your stature, is, abandon the hopeless task of getting people to believe you are *scientists* and call yourselves what you really are—*professionals*.

Based on a talk presented to the Connecticut Valley Chapter meeting, April 17, 1962, in New Haven, Connecticut.

There has been a great deal of malarkey, boloney, and plain mis-information bandied about on the subject of building favorable images of businesses, trades, and professions. Some words I hate, and among them are "motivation" and "motivation research," although over the years I have done a good deal of work that could be so classified. Instead of asking what "motivates" people, let's use the language right and ask what moves people—moves them to action or moves them to change their attitudes. And what is it, basically, that does move people?

My mentor in advertising, some 30 years ago, was one of the half-dozen founders of advertising and public relations as we know them today, Charles Austin Bates. When I worked for him in New York he was a wise and kind but irascible old man who knew a lot more about influencing men's minds than most of the pseudo-scientists who call themselves motivational researchers today. He had in his office two signs that guided him on what to say to win friends and influence people. Whenever he did a bit of writing or when a piece was submitted to him by a cub like me for approval, he would turn to these signs and say, "Does this answer the two questions that are in the minds of every reader?" One sign said, "Who cares?" The other sign said, "What does it do for me?"

The basic principle of advertising anything, or improving public opinion about anything, is, therefore, to transmit messages into the minds of the people you want to influence that will, first, seem *important* to them and will, second, provide *benefits* for them. If what you do, and what you say about what you do, does not seem important and beneficial to the person or people you're addressing, you're probably wasting your breath. To say this successfully, you must have empathy, you must be able to put yourself in the situation and frame of mind of the recipient of your message, or you'll never know the right things to put into that message.

Library "Publics"

Most people are pretty vague when they use the word "public." There are hundreds of "publics." Before you can outline a pro-

gram for influencing public opinion, be clear in your own mind what "public" you're talking about. I gather that to college librarians the "public" they want to influence is the academic community. This consists first of the opinion leaders in academic life—the faculties and staffs of colleges and universities—second, of the people who provide the academic money—alumni, government and the parents of students—and third, the students themselves. Among public librarians, their "publics" consist of the public officials and foundations that provide their money, the literary opinion leaders of the community who make up their boards of trustees, and the particular segments of the reading public who use their libraries.

Special librarians, too, have three publics to influence. First, necessarily, are the executives and company directors who provide the funds. Second are the employees of the company or members of the institution in which the library has its being who use, or should use, its facilities. Third come other people in the profession, science or business in which the library specializes. Remember these categories the next time you talk about "public opinion." In special libraries operated by business organizations there's still a fourth category—the company's customers and prospects. Please believe me when I tell you that nothing—I repeat nothing—can add so much to your stature as to have a good customer or prospect thank your president for something *you* did for him.

In addressing these "publics" of yours, what matters of *importance*, what *benefits* should you stress? Rather obviously, your libraries exist for the further development and greater glory of the companies or institutions within which they exist. The first step in improving your stature with your publics is to figure out what you do to make the job of your employer more effective. What can your work as a librarian do to stimulate more growth, more sales, more profits, more stature for the company or institution you're in? I can't give you the answer to this—it's different for every library—but you should be able to figure it out, with or without the help of your bosses.

One thing you certainly can skip—don't

concern yourself with the stature of libraries or librarians. Find out how you can add to the stature and importance of the customers of your library, and your own stature will take care of itself. Like a sensible member of any organization, you'll jump quickest when the big boss whistles. But in most cases he doesn't whistle very often; he has other people to do his digging for him. These are the second-echelon people he relies on for organized information or new ideas. Know who they are and learn how to help them obtain the information and ideas they need. Second, keep your eye on the ambitious youngsters on the way up in your organization. They need help, they want help, and if you know your job you can give it to them. These two groups of people—the advisors to the big boss and the youngsters on the way up—will be the bosses someday, and even now, by kind words, can help to increase your salary and win approval for your budget.

Am I telling you that you should join the ranks of the organization men? If you want to be bitter about it, yes, I am. But if you will look at it more directly, more honestly, what I'm telling you is to do your job in the best possible way as one step in building your stature.

Do you think you're above so crass an occupation as salesmanship? The learned professions don't think so. Among theologians, presumably the least worldly of professionals, I have a friend with whom I have lunch now and then, Bishop Walter Gray of the Episcopal Diocese of Connecticut. A favorite subject of our conversations is the similarity in organization and method between preparing a sermon and preparing an advertisement. He has something to sell. Every physician knows that if his patients would do as he tells them, as he knows they should do, they'd live longer and happier lives. Your doctor may or may not harangue you, but every time you see him he tries to sell you on taking better care of yourself. One of the best salesmen I ever knew was for years the ablest trial lawyer in Connecticut. And if you don't believe a trial lawyer has to be a salesman, go back to your library and read up on the lives of some of them.

Call it human relations, if you like. Call it just understanding people—the right people, the publics you want to influence. First you have to do the job well and then see to it that people know you're doing the job well. Instead of fulminating about and inveighing against the fact that people don't appreciate you, communicate to them why they should appreciate not you, but the job you're doing. If they like the job you're doing, you'll be well taken care of.

Effective Communication

The essence of this is communicating. This means talking and writing in terms and a frame that your audience understands and appreciates. Skip the technical gobbledeygook and the prattle about "library science" and tell people what they do get out of, and can get out of, more and better use of your library and its services. But remember, these have to be things *they* want, not just what you think they *should* want. So do a little marketing research. What would the people in your organization like to get out of your library? The Director of Marketing Research once enunciated the policy of General Motors this way, "Find out what the customers want and give them more of it. Then find out what they don't want and give them less of it."

Technicians in every field have a similar problem. They need *two* areas of knowledge, of specialization. As an advertising and marketing research man it is part of my job to know something about statistics and methods of research in economics, sociology and psychology. But that's only half the battle. I can't apply these methods to my job unless I know the businesses in whose behalf they are to be applied. I must learn something about the markets, customers and sales methods of the businesses to which the research methods are to be applied. Parenthetically, this is one reason why my company needs—and has—a good librarian and a good library. But the same principle applies to the library profession. You only know half your job when you know how to be a librarian in general. You are *special* librarians, and to be successful you must know that business or profession in which your library specializes.

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You won't improve your stature much until you have both these areas of knowledge. Only by doing so can you make a real contribution to the progress of the institution that maintains you and your library.

Make the assumption that nobody except other librarians is particularly interested in the process and procedures of running a library or being a librarian. Nobody cares much about how you pull out the facts and ideas; they want to know that you can and do this and that the result of the process is greater efficiency and progress for the business. So tell your public what's in your library that will help them in their jobs and show them how easy it is for them to get it. If your public is convinced that you can get the results that will help them, they'll be sure your technique is excellent without even knowing what it is. Concentrate your communication on the result benefits to the library user, and there'll be no need to talk about the profession of being a librarian; the customers will take that for granted.

Educational Role

As a businessman and part-time educator I've watched with great interest the realization by both business and professional men that organized learning should not stop when a man goes to work. The seminars, courses, and conferences at Harvard, Dartmouth, University of Connecticut and University of California have been blossoming—and on almost every business and professional subject imaginable. I'm all for it. However, a man with the habit of study doesn't have to go back to school to read good modern references on their subjects. You, the special librarian, should tell them this. Gently, humbly, and quietly, of course, but tell them. Libraries are where one learns when he's no longer in school, and librarians are essential agents of such learning just as teachers are in school. Hitch yourself to the tail of that technical educational kite.

Help people to know more, to be wiser. Sell the value of selective reading, reading chosen for a reason and to a point. If you sell the idea that you and your library can do this, your image and your stature will take care of themselves.

● How far does automation go? The antics of a Univac at Library 21 at the Seattle World's Fair has let the cat out of the bag. When a visitor submitted a request for the best book on advanced education and added the necessary details of age and sex, the machine smoothly printed out "The Affluent Society." The request was carefully repeated. Once more came the same answer but this time with the advice: "For further information please consult your local librarian." ● The Boston Public Library encourages and answers all suggestions. One day's total showed that staff criticism accounted for 15 out of 580 suggestions.

● "There'll always be an England," although perhaps not a long-term librarian at Newcastle-under-Lyme, Staffordshire, where the city council uses the number of books borrowed as the basis for calculating its chief librarian's salary. ● With some slight changes, the following story might have taken place at a library. When a scientist asked the program chairman of a woman's club he was to address if she thought the ladies would have any trouble understanding the word "electron," she replied that probably most of the women would understand but perhaps he should explain for the benefit of those who had never been up in one. ● For the past several years people have had great difficulty obtaining information from or about the Chinese mainland. Then in New York City, Howard Linton, Librarian at Columbia University's East Asiatic Library, came across, "The Communist Movement in China," a Master's thesis written in 1924 by a Chinese graduate student. It is thought to be the earliest written history of the movement.

● Police became a new addition to a Topeka, Kansas, library after several teenagers boisterously prevented anyone from using the library's facilities. In a Kansas college library three students were expelled after shuffling 120,000 catalog cards. ● As communications grow the world becomes smaller, and the tiny office of the United Nations map section puts out maps scaled 25 miles to the inch that become obsolete if a tree falls.

Readin', Ritin', and Reproducin': Tools for the Special Librarian

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Air Reduction Company, Incorporated, Murray Hill, New Jersey



ILLITERACY has not increased noticeably among special librarians, but their tools, Reading, Writing, and Reproduction, are often neglected from two points of view: 1) the problem of personnel for information services in industry, and 2) the views of the clients of the special library in industry.

The conscious or unconscious neglect of these three tools by both special librarians and by their clients is the cause of many problems. In the special library, much more than in the general library, customers are victims of a split personality—they are simultaneously the users and the creators of the literature. The special librarian is a link between the writer and the reader. But there are other links also—editor, publisher, and printer. The tyro special librarian may well think, "Why should I be concerned with the production of books? My job will be to buy the books." That is true, if limits are artificially circumscribed so that one's sole concern is "commercial" publications, but consider the avalanche of printed material issued in each organization solely for internal consumption. Here the word "publication" is used in the broadest sense, because these internal documents are (or should be) the concern of the special librarian. Examples include research reports, market reports, and product evaluation studies.

Qualifications for Personnel

Discussions about special libraries are often focused on the word "library" and not on the word "special." A proper focus is of utmost importance in considering the qualities

of potential employees. By this I mean that the special information needs of industry are not necessarily served solely by librarians or even by special librarians. To mention but a few others, there are technical translators, statisticians, evaluators of scientific data, engineers for application of data processing machines, technical writers and editors, and even the personnel of a duplicating department. Such occupations extend beyond the traditional concept of library personnel. The working team in an information center must eventually consist of all such individuals, and each must appreciate the potential value of his teammates to the over-all operations.

What are the ideal characteristics of an employee for an information center? My conclusions require only five words: *Intelligently Adventurous But Not Rash*. These words can be applied to all, be they professional librarians, professional scientists, or non-professional members of the staff. But these characteristics are a state of mind. How can they be taught? Perhaps they cannot be taught, but they can be nurtured rather than stunted by the teaching methods from the grammar schools through universities.

In an industrial organization the special library, or the information department, is considered in terms of dollars and cents, just as every other department is examined for its contribution to the economic health of the organization as a whole. Information services must be justified on an economic basis. The dollar evaluation of the industrial information service is not easy because of the difficulty in tracing the flow of ideas from the literature to the laboratory and finally to a saleable (and profitable) product.

Can you be intelligently adventurous? Do you have the urge to experiment with procedures and operations? But not rash! Yes, be adventuresome, but the merits of the pro-

Condensed from a John Cotton Dana Lecture presented at the Pratt Institute Library School, Brooklyn, New York, on April 26, 1961.

posals must be weighed against the costs. You must also be a prudent salesman of ideas.

No disservice is intended to the classical concept of the word "library" when the term "information department" is used, because the latter encompasses the traditional library collection and its maintenance. But the information department must also include, for example, the internal records of the organization—not only material of historical interest but the life blood of the organization—the daily transactions, the laboratory notebooks, the research reports. I realize that the term, information department, is suspect in some circles, but it is suspect because its meaning is not clearly understood, even by those who favor this term. But in other circles, a stereotyped definition of a library can result in static restrictions.

The title Rare Book Librarian, for example, carries with it an aura of great importance. Yet when one attempts to hire a librarian for a truly rare, possibly unique, collection of company records, the response is less than enthusiastic! These unique materials are not just added to the books and serials to form a larger static collection; all the materials must be digested to provide new nourishment and vigor to the parent organization.

What, then, is the prime requirement for the future of information services? The most persistent single need is adequately trained and motivated manpower.

Clients and the "Literature Crisis"

Let us consider the clients of the industrial information center by pondering the question, "Why are special libraries or information departments in existence?" Information departments have grown because of a problem that also concerns general libraries. The problem is the attitude of many persons to reading, to studying, and to thinking. Admittedly, there has been an increase in the technical literature, but there has been a simultaneous and disproportionate decrease in the perusal and study of this self-same literature. Special libraries and information departments have come into existence because their customers have decreased their reading while they worry about "keeping up with the literature."

Almost daily one hears statements about "the literature crisis." Is there really a literature crisis? The technical literature cannot be compartmented so that certain fields can be ignored with safety and assurance. The numerous branches of science and engineering are so interrelated and their literature is so interwoven that one cannot be ignored at the expense of another. A crisis in the literature of one field becomes a crisis in all fields, technical and non-technical alike. Because of the quantities to be dealt with, storage, retrieval, *dissemination*, and *optimum use* are continuing problems for which solutions must be found.

Recent estimates indicate that there are 100,000 technical journals and 600,000 engineers and scientists in the world. It is further estimated that these quantities are doubling every ten to 15 years. If this rate of increase continues for 300 years, there will be more than seven times as many scientists as there are people. This extrapolation should at least provoke our imaginations! Such a tongue-in-cheek extrapolation is not to minimize the problem facing us but rather to suggest that small parts of the problem may have been extrapolated without due consideration of related problem areas, and the hazards of rash extrapolations are well-known.

Is the technical literature crisis a real crisis, or is it a synthetic crisis in the minds of users of the literature as brought about by an apparent over-abundance of literature? Can a large part of the crisis be resolved by the producers of this literature?

Knowledge has been preserved for the future through the traditional medium of libraries, but posterity will reap few benefits unless the material preserved is both accessible and digestible. Very little is known about the true usability of the information that is stored in ever-increasing quantities in our libraries.

Here, I believe, is the first step in the phenomenon of a literature crisis—the growth of libraries and, specifically, the growth of specialized libraries in industry during the past 20 years. Before World War II the majority of industrial libraries were small collections of a few hundred books plus the journals of a few scientific and tech-

nical societies. If an article in a foreign language was uncovered, more often than not it was promptly put to one side on the assumption that a non-English speaking engineer or scientist was hopelessly inadequate thus that his work could be ignored without qualms.

In the past 20 years, large sums have been expended in many companies to develop adequate special libraries in their fields of interest. An industrial library with 10, 20, or even 50,000 volumes is no longer uncommon. Perhaps 300 or 400 periodicals are received regularly on subscription. The user of the industrial library looks at this abundance and concludes that the bulk is all new. In many cases the journals have been published for many, many years, but they have not previously been readily available.

Therefore, clients are deceived in the first instance by a "fallacy of abundance." Such a fallacy further victimizes them when they imagine that they are keeping up with their fields by reading "all" the current literature or that they can later find the material again. More often than not, a literature search deludes everyone. The search is believed to have been successful because a satisfying amount of information has been found. The fallacy exists because a requester cannot assess the quantity and value of relevant information that he (or his special librarian) *fails* to find. If a requester could, himself, read all the existing literature (that is, every page of every library collection) and could himself apply his own expert intuitive criteria to determine its relevance, there would be no problem in the communication of recorded knowledge.

Historically the answer to this problem has been to classify, index, and catalog the contents of libraries. Then a user searches only the indexes or the catalogs. Here appears an often unappreciated fact—indexes exist solely because libraries are too large to be read through for each informational request, but as information is condensed, it necessarily become more imperfect. There is no known measure of the loss of effectiveness due to indexes or catalogs.

The scientific paper as a means of communication grew out of the practice of writing letters and of reading formal discourses

to learned groups. Published papers then supplemented these earlier modes of communication. Such publications satisfied the original need for short written reports to be circulated among a dispersed audience. This type of communication, surprisingly, has changed little during the last three centuries!

Our methods of communication have not kept up with the volume and changes in character of our technical advances. The importance of efficient communication has not been fully realized by either the producers or the users of technical information. It is doubtful, today, whether a mere increase in volume of communication or of information services would be sufficient to deal with the new ranges and tempos of technical advances.

Scientific research and technological advances are social functions. By this I do not refer to their effects on our society but rather mean to say that technical communications are dependent on the social intercourse of scientists and engineers. If their inter-communication should be destroyed, the advances of technology would almost cease.

Technical communications are beset by ever-increasing duplication and inefficiency. Perhaps the efforts to date have really been misguided. The solution depends, perhaps, on a thorough re-thinking of the purposes and of the means of scientific and technical communications. This is not so much a matter of including the latest electronic devices, essential though these may be, but rather the full use of our mental resources. Such an accomplishment must be a collective task in which the producers and users of technical information must work with librarians, information scientists, and experts in communications systems.

A vital service, which must be included in a technical communication network, is the feeding of up-to-date technical knowledge into the channels of both specialized and general scientific education and on to the channels of general popular circulation.

Technical literature does not always add new, useable knowledge. The literature can be redundant, it may be ineffectively presented, or it may be published too late for use in an urgent project. Redundancy in the technical information available is a serious

problem, yet it is a condition that seems to be accepted. Creation of new knowledge calls for rapid initial communication to those who can use this new knowledge most effectively. Often authors of the early papers in a particular field later present their findings in varied forms, which may add nothing to their original statements. Then, other writers interpret and restate the same points. This multiplicity of communications swells the flow of information but adds little new knowledge.

The real value of a publication depends not only on the capability of the author to reach valid conclusions and to present them clearly but also on the ability of his readers to follow what the author has written and to understand it in the light in which it was conceived.

The scientist in his capacity as a transmitter of information complains bitterly that it becomes more difficult each year to publish his research papers in a learned journal and that when the papers are published, too much time has elapsed. But in his capacity as a receiver of information, the same scientist complains that the self-same journals cost too much, that they are too bulky, that there are too many of them, and that they contain too much material of no interest to the complainant (and by implication to anyone else). These complaints are voiced in reference to the abstracting services and to the review publications as well as to the journals of primary publication.

One direct result of such complaints is a decrease in the number of personal subscriptions to learned journals. We are changing rapidly from a time when an individual scientist subscribed to a number of journals and scanned them to a situation in which more effective library services have made personal subscriptions seem both unnecessary and increasingly onerous to many scientists.

Well-meaning individuals in the United States suggest the publication of more technical information so as to maintain our superior position in science and technology. What would happen if we did publish more? Apparently, we would solely print more volumes than before, because no one in authority has said a word about the readability or

useability of this increased volume of technical literature.

The complaint, "I can't keep up with the literature," usually means "I haven't time to read the literature because I haven't the time to understand it." If the customers of the special library cannot read and digest what is now coming to them, what good will it do to double the output? Present efforts emphasize the wrong thing—quantity rather than quality. The better solution is not more literature but more readable, more understandable, and therefore more effective technical literature.

The root of many literature problems, including the retrieval of the information, is the existence of ambiguity in the original publication. Many of the problems in indexing and in abstracting occur because the indexer and the abstracter are not sure what the author really meant. Where a large volume of factual information must be presented, the author must be particularly wary of incorporating irrelevant details. The tone of a paper can also affect its utilization. Authors, like all other humans, can be zealous and exuberant about new ideas or about a pet project. Writing can express excessive optimism or pessimism with careless regard for the facts or circumstances.

Consider how the understanding of a publication is increased by the use of active verbs in place of passive verbs or by the use of the first person instead of the impersonal third person. It is astonishing how the readability of a technical paper is increased by these changes. I might also add that library publications may also be improved in this same manner.

The Information Department as a "Publisher"

The "Reproduction" function has, so far, been mentioned only indirectly. Not too many years ago, many special librarians contented themselves with the knowledge that photostats or, possibly microfilms, could be ordered from other larger libraries. And here ended their knowledge of reproduction.

Will you as a librarian be equipped to reach a considered judgment to recommend the purchase of copying equipment for your library? Or must such decisions be made for

you (correctly or incorrectly) by an office services group? Or will you be misled by the claims of a salesman? I hope that some day we may find in a library school catalog a course described as a "Laboratory Course in Reproduction Techniques." It is not necessary that each librarian should become a master of the chemistry and physics of every copying process, but he should be aware of the limitations and costs of the processes.

The librarian's principal concerns have been with the printed word. Yet how many librarians have even a second-hand knowledge of printing processes or of specifications for paper, ink, and binding materials? Library school curricula do contain courses on the manufacture and design of books, but if you are asked to recommend the best and cheapest process for small-scale duplication of internal documents, will you be prepared to do so? Here again, I would like to see another laboratory course added to the curricula.

Much effort and many dollars have been invested in some information retrieval systems, yet some of these systems have had very little use by their supposed customers. Why is this? There is a reluctance to use retrieval systems because it is often more painful and troublesome to have information than not to have it. If you have information, you must first read it, which is not always easy. You must then try to understand it. To do this, you may even have to think about it. The information may then require that you make a decision. In short, information is often a nuisance. These observations have been summed up in Mooers' Law: "An information retrieval system will tend *not* to be used whenever it is more painful and troublesome for a customer to have information than for him not to have it."¹

Our crystal balls predict the advent of a mechanized paradise of information retrieval, yet let us remember that the mechanization of knowledge can be accomplished only by trained and disciplined human brains. Until a generation of cross-bred librarians, scientists, semanticists, and designers of machines has been produced, no large-scale attempt

can be undertaken to feed organized knowledge into machines for storage and, more important, for its *retrieval*.

The most immediate need, today and in the day of fully mechanized information retrieval, are scientists and engineers who consider the library to be their laboratory and who consider words to be experimental tools.

University curricula must be constructed so as to provide as adequate a training for the literature chemist as for the biochemist, for the literature engineer as for the electrical engineer. Recruitment of personnel for the industrial organization must include the recruitment of properly trained and motivated personnel to staff the information department. When the education and utilization of *all types of information specialists* reach maturity, then only can we hope to see the emergence of the oft-wished for era of successful mechanized handling of technical information. But even in that future era, I maintain that the job qualifications will be described as *intelligently adventurous but not rash*.

All of us in library and information work are perfectionists of sorts. We all become embroiled in the details of our jobs, and we fail to see our sins of commission, that is, too much detail, or our sins of omission, that is, the essence of matters entrusted to us.

I submit further that few, if any, of us have learned to generalize, to state our problems (rather than to talk around them) so that we can begin to really solve them. We must develop our God-given sense of observation to its fullest. Over and over again all of us state that our value, our know-how, is in our heads. But is this know-how organized? Is it amended from time to time to match our new experiences, or do we adhere to our initial, and too often out-moded, impressions? Do we resist change?

A quotation from the writings of Paracelsus restates my words, "adventurous but not rash," in a softer but yet in a more effective fashion. Perhaps more important, they apply equally in the education of all librarians:

The lyfe so short
The craft so long to lerne
Th' assay so harde
So sharpe the conquering.

¹ MOOERS, Calvin N. *American Documentation*, vol. 11, no. 3, ii, 1960.

Agricultural Bibliography: A Comparative Study of Three Major Contributions to the Field

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USDA National Agricultural Library, Washington, D. C.



Brooks

SEVERAL TIMES during recent years I have been asked how the *Bibliography of Agriculture* compares with the *Sel'skokhozyaistvennaya Literatura SSSR*. As a selection officer of Russian language publications, I made frequent use of the Russian bibliography to discover what the Soviets were publishing in the field of agricultural literature. This particular bibliography subsequently was abandoned for selection purposes in favor of the more current general bibliographies *Knizhnaya Letopis'* and *Novye Knigi*. I made an initial comparative study of the Russian and American agricultural bibliographies and later expanded it to include *the Agricultural Index*, which is equally important to the study of the literature of the field. The objective was a comparison of the major points of similarity and dissimilarity. Since the information gained from this study proved informative and useful to myself and my colleagues in the National Agricultural Library, we thought that other librarians would find it equally interesting and prepared the material in tabular form for convenient reference.

These three important agricultural bibliographies are published by two government libraries and one commercial publisher. The *Bibliography of Agriculture* reflects the composition and structure of its publisher, the National Agricultural Library. Publications are arranged in broad subject groups corresponding to the research components of the Department. The goal is to make known and available to persons engaged in all phases of agriculture—research, education or practical application—the resources of the library collection. As this collection is international in breadth and exhaustive in depth, the *Bibliography* is a primary source of information on new publications in agriculture and is a basic reference tool in the natural sciences.

Sel'skokhozyaistvennaya Literatura SSSR (Agricultural Literature of the USSR), published by the Central Agricultural Scientific Research Library under the aegis of the Soviet Ministry of Agriculture, exhaustively lists Russian publications in this field. The structure and organization follows the classed arrangement of literature favored in many European and Soviet bibliographies, based on the decimal system established by the International Institute of Documentation at Brussels with modifications dictated by communist philosophy. In content and viewpoint it is a national bibliography; the inclusion of foreign material is almost always limited to publications of other communist nations. Only occasionally are references made to English language writings. Apparently it is directed entirely to an audience of advanced Russian students and researchers.

The Agricultural Index is organized as it is by its publisher, the H. W. Wilson Company. The structure follows the pattern established in other successful bibliographical ventures of this firm. On the strength of its largely national bias, it is comparable to the Russian *Sel'skokhozyaistvennaya Literatura SSSR* rather than the internationally oriented *Bibliography of Agriculture*. *The Agricultural Index* is designed to reach an audience of American students and librarians, though it should never be ignored by advanced researchers.

Comparative Analysis of Agricultural Bibliographies

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Title	Bibliography of Agriculture	Agricultural Index	Sel'skokhozyaistvennaya Literatura SSSR
PUBLISHER	U.S. Department of Agriculture National Agricultural Library Washington 25, D. C.	H. W. Wilson Company 950-972 University Avenue New York 52, New York	Vsesoyuznaya Akademiya Sel'sko- khozyaistvennykh nauk im. I. V. Lenina TSentral'naya Nauchnaya Sel'sko- khozyaistvennaya Biblioteka Orlikov per 1/11 Moscow II/139
HISTORY	Vol. 1, no. 1 issued July 1942. Vol. 3: all sections combined and issued as a consolidation of various literature indexes issued by former libraries of constituent bureaux of the Department, <i>i.e.</i> , Agricultural Economics Literature, Plant Science. Vol. 1-2 issued in six sections: Agricultural Economics and Rural Sociology, Agricultural Engineering, Entomology, Plant Science, Forestry, and Food Processing and Distribution.	Publication began in 1916 with the first paper issue. The first bound volume (vol. 1-3, 1916-1918) appeared in 1919.	Began publication in 1950. Superseded an earlier publication of the same title, issued monthly for the year 1926-1949; title varied 1926-1928: <i>Ezhegodnik Agrar. Literatury S.S.S.R.</i> ; 1929-1931, vvp. 3: <i>Agrarnaya Literatura SSSR</i> . Successive issuing organizations: Mezhdunar. Agrar. Institut (1926-1927, 1929-1931 vvp. 2) Vsesoyuz. Assots. s-kh. bibliografi (1928-1931, vvp. 1(4)-1934), Vsesoyuz. Akad. s-kh. nauk im. Lenina (1935-1949).
OBJECTIVE	An index to the world literature in agriculture and related sciences.	Stated concisely in its subtitle as "a cumulative subject index to agricultural periodicals, books, and bulletins." Coverage is limited to publications issued in English.	A complete and current record of all Soviet publications, including newly issued books, brochures, articles, reviews, trudy, izvestiya, and other non-periodic collections of scientific research, specialized periodicals, and selected material from a series of special periodicals. In the latest issue checked, no. 4, 1960, programs and methodological instructions for agricultural educational institutions and also material from newspapers are not registered. Some gratis and non-priced publications continue to be included.

SPECIAL LIBRARIES

Title	Bibliography of Agriculture	Agricultural Index	Sel'skokhozyaistvennaya Literatura SSSR
FREQUENCY	Monthly	Published monthly, except September. Issues are cumulative. Two-year permanent cumulations instead of three-year ones are now published.	Ten times a year, but publication is tardy.
CURRENCY	Generally, literature received more than a specified time after publication not indexed; six months for United States and Canada, one year for other countries. Very important works are indexed regardless of date received after publication.	Indexes currently published literature, but also includes references to important literature not received at time of publication.	Includes publications of the preceding year.
SCOPE	Geographically world-wide in coverage. Language limitations prevent the indexing of material without at least a contents page in a western European language, or Russian. Minor categories of agricultural literature are omitted, such as elementary textbooks, student publications, county farm bureau publications, quarterly and semi-annual administrative reports, unsigned and pseudonymous reports, unless they are known to be important, columns and letters to the editor, prize papers below the collegiate level, and narratives of personal experiences contributing nothing new to the subject. This is not an exhaustive list of omissions; less significant literature is usually omitted on one of several bases: date form, subject, etc., since it is impossible to index completely all materials received.	Covers more than one hundred American, British, and Colonial periodicals, bulletins, books, publications of agricultural societies, agricultural departments, experiment stations, and extension services. Thus, practically complete coverage is provided for United States federal government agricultural publications, as well as those of the states, and such international organizations as FAO. Foreign publications for the most part were dropped in 1949. Includes a record of new books and book reviews.	Until recent years only Russian agricultural material indexed. Current issues list foreign material in special sections within each broad subject grouping, under the heading "Experience of foreign countries. Translations."

Title	Bibliography of Agriculture	Agricultural Index	Sel'skokhozyaistvennaya Literatura SSSR
DIFFERENCES IN CONTENT	<p>Omits political party propaganda and governmental decrees <i>re</i> United States agriculture, but includes discussions of decrees. Agricultural Engineering section comparable to section II and III of the <i>Sel'skokhozyaistvennaya Literatura SSSR</i>.</p> <p>Omits material on fishing economy and wild animal slaughtering industry. The Soviet bibliography includes a section on hunting and fishing, not listed in the contents of the <i>Bibliography of Agriculture</i>. However, the subject index of <i>Bibliography of Agriculture</i> lists items on fishes and fish products.</p>	Coverage of the agricultural literature is selective; references from foreign language publications generally excluded.	<p>Omits material on forest industries and trade and forest products; agricultural products: processing; and food and human nutrition.</p> <p>Lacks section comparable to <i>Bibliography of Agriculture</i> lists on: USDA publications, State Agricultural Experiment Station publications, State Agricultural Extension Service publications, and FAO publications.</p>
APPROXIMATE NUMBER OF ITEMS PER YEAR	100,000	40,000	Average of 3,200 items per issue; estimated 32,000 items a year.
ARRANGEMENT	Classed arrangement; ten broad subject entries.	Arrangement of entries alphabetical.	Classed arrangement under seven broad subject sections. References are arranged according to a decimal system set up by the International Institute of Documentation at Brussels.
PHYSICAL FORMAT OF EACH ISSUE	Table of contents, followed by the bibliography divided into ten broad subject sections, subdivided within each section into smaller subject groupings. These sections are followed by lists of "New Periodicals and Serials," "Translations" received,	All entries are filed in a single alphabetical index.	Preface; list of periodicals indexed; body of bibliography divided into seven broad subject categories subdivided into numerous smaller subject groupings; personal author index; corporate author index; table of contents.

Title	Bibliography of Agriculture	Agricultural Index	Sel'skokhozyaistvennaya Literatura SSSR	
TABLE OF SECTIONS	<p>a list of recent USDA publications, State Agricultural Experiment Station publications, Agricultural Extension Service publications, FAO publications, and author index (personal and corporate in one alphabet).</p> <ol style="list-style-type: none"> 1. Plant Science 2. Soils and Fertilizers 3. Forestry 4. Animal Industry 5. Entomology 6. Agricultural Engineering 7. Agricultural Products. Processing 8. Agricultural Economics and Rural Sociology 9. Food and Human Nutrition 10. Miscellaneous 	<ol style="list-style-type: none"> 1. Some Recent Book Titles (titles are listed in the main index in the subsequent cumulative issue) 2. Check-list of Occasional Literature (indexed for first time) 3. List of Periodicals Indexed (complete list in cumulative issues) 4. Key to Abbreviations 5. The <i>Agricultural Index</i>, covering primarily: agricultural chemicals, bacteriology, botany, ecology, entomology, farm economics, forestry horticulture, mycology, rural sociology, soil science, veterinary science, zoology, and allied industries 	Part I. Part II. Part III. Part IV. Part V. Part VI. Part VII.	Marxism-Leninism, Economics and organization of agriculture Mechanization and Electrification of Agriculture Rural Construction General Agronomy and General Plant Culture Specialized Plant Culture Animal Breeding Scientific-Research Work. Education. Propaganda of Agricultural Knowledge
INDEXES	Author index in each issue, except November. Subject and cumulative author index published in December issue.	Purely a subject index; entries are filed in a single alphabetical arrangement, forming the chief body of the bibliography and cumulated at intervals. References are indexed under specific subjects, <i>i.e.</i> "Plants—Diseases and Pests," "Fungi in Agriculture," as opposed to the broader headings used in the classified portion of the <i>Bibliography of Agriculture</i> : "Plant Science—Pathology," subdivided "General," "Diseases Caused by Fungi," etc.	Each issue contains an author index. No cumulative subject or author indexes issued.	

Title	Bibliography of Agriculture	Agricultural Index	Sel'skokhozyaistvennaya Literatura SSSR
CITATIONS	<p>Numbered consecutively throughout the year. Information contained in citations:</p> <p><i>Articles:</i> author(s), title of article, language of text (when title is given in English), title of periodical, volume, issue number (if any), paging, date, call number, notes on summaries and/or contents (if necessary).</p> <p><i>Monographs:</i> author or main entry, title, place of publication, date, pagination, call number.</p>	<p>Unnumbered. Information contained in citations: author, title of article, title of periodical, illustrations, portraits (if any), volume, issue, page, date.</p>	<p>Numbered consecutively in each issue. Information contained in citation:</p> <p><i>Articles:</i> author, title of article, title of periodical or serial, volume, issue (if any), date, page references, language of text (if other than Russian), summary (if text is in another language other than Russian), bibliography (including number of names)</p> <p><i>Monographs:</i> author, title, place of publication, publisher, date, pagination, illustrations, number of copies printed, price (or notation "gratis" or "not priced"), bibliography (including number of names).</p>
TRANSLATION IN THE CITATION	<p>All foreign language titles of articles and monographs cited are translated into English, except for German, French, and Spanish. Language of the text is noted in parenthesis after the translated title, <i>i.e.</i>, (in Russian). Title of periodical cited is in language of origin, but is transliterated for Cyrillic languages. No citations in non-alphabetic languages, <i>i.e.</i>, oriental, Arabic, etc. In 1962 the <i>Bibliography of Agriculture</i> will be all in English.</p>	<p>None; all entries are in English.</p>	<p>Citations of articles from foreign journals are in Russian; the title of the periodical cited is in the language of origin, <i>i.e.</i>, French, German, English. No citations in non-alphabetic languages, <i>i.e.</i> oriental, Arabic, etc., noted.</p>



News and Notes

November 1962, No. 4

The 1962-63 Board of Directors held its Fall Meeting at the Belmont Plaza Hotel in New York City, September 27 and 28, 1962. A number of Committee Chairmen and Special Representatives who made recommendations or reported on the progress of projects were also present. Following their deliberations on Friday, members of the Board were luncheon guests of the H. W. Wilson Company at the firm's office, where they toured the facilities and viewed the TV film taped at the Washington Convention, "Is Knowledge Power?"

The adoption of the new Bylaws in August 1962, by the overwhelming affirmative vote of 2189 to 109 negative, requires four changes in terminology for Association officers, policy statements, manuals, and other documents: 1) the Executive Board is now designated the Board of Directors, 2) the Second Vice-President is now designated as Chairman of the Advisory Council, 3) the Elections Committee is now designated as Tellers and 4) the Constitution and Bylaws Committee is now designated as the Bylaws Committee. The new office of Chairman-Elect of the Advisory Council will become effective with the 1963 election, and two candidates for this office have been presented by the Nominating Committee. The election of the Secretary by the Board of Directors shall become effective in June 1963; the three-year term for the office of Treasurer will become effective in June 1964.

The Life class of membership formerly available has been omitted by the new Bylaws. Instead, Bylaw XII, Section 1 "allows that an Active member may elect to pay at one time the sum prescribed for Life dues." The Board approved the Executive Secretary's recommendation that the income received from Active memberships (paid for life) be held in a Life Membership Fund; that this Fund be invested in U. S. Government securities or other type of investment fund; that the Fund be used for support of the John Cotton Dana Lectures in Special Librarianship; and that dues of a member upon his death be transferred to the General Fund.

Additional Chapter as well as Division affiliation is now permitted in the Bylaws (see Article VII, Section 2 and Article VIII, Section 2). The Board agreed that eligible (Active, Associate, Affiliate, and Emeritus) members be allowed to affiliate with more than one Chapter and/or Division upon payment for each such additional affiliation of a sum equal to 20 per cent of the dues paid by an Active member; that this be an interim Association policy; and that it be submitted to the membership for approval at the annual meeting in Denver in June 1962.

The pro-rating of membership dues was also discussed, and it was decided to permit the collection of initial membership dues on a semi-annual pro rata basis. Hereafter reinstated members must pay a full year's dues no matter what time of the year they renew.

Privileges offered to Sustaining members were reviewed by the Executive Secretary, and the Board approved his recommendations that Sustaining members automatically be supplied: 1) *Special Libraries*, 2) *News and Notes*, 3) bulletin of the nearest Chapter, and 4) notice of new nonserial publications. Upon request Sustaining members will be supplied: 1) choice of any serial publication, 2) one copy of any nonserial publication published during the membership period, 3) during the initial full year

of membership one copy of earlier issued nonserial publications, and 4) books separately published by any unit of the Association during the membership period. Only one subscription to a serial title will be provided. All orders must be sent to Association Headquarters, and all publications supplied must be sent to the same address.

The Scholarship and Student Loan Fund Committee described its plans for soliciting personal contributions to the Fund early in 1963. Entitled "Dollars for Scholars," the campaign will consist of mailing a brief message and return envelop in which contributions may be placed to the entire membership. The Committee hopes by means of this direct personal approach to make it convenient for all members to participate in the scholarship and student loan program. Although \$3,000 in personal contributions was added to the Fund last year without a special drive, the Committee is anxious to increase the Fund further so that it can award more scholarships or develop an investment fund.

An operating budget of \$183,070 for 1962-63 was presented by the Finance Committee and approved by the Board of Directors. A summary of the budget is given below, with 1961-62 figures for comparison. A detailed Treasurer's report will be published in *News and Notes* in January 1962.

	Income	
	1961-62	1962-63
Dues	\$ 87,725	\$ 94,510
Interest on Savings	1,250	1,200
Transfer from other Funds	5,340	11,070
<i>Special Libraries</i>	28,135	33,425
<i>Technical Book Review Index</i>	13,750	16,800
<i>Scientific Meetings</i>	—	4,550
<i>Unlisted Drugs</i> service	—	1,125
Membership Directory	500	—
Addressing Service	3,000	3,500
Convention	10,000	12,000
Miscellaneous	500	400
Total	<u>\$150,200</u>	<u>\$178,580</u>

	Expenditures	
Chapters	\$ 10,700	\$ 11,200
Divisions	4,480	4,600
Committees	5,710	7,970
General Operations	22,985	26,380
Salaries	60,230	61,140
<i>Special Libraries</i>	32,550	35,250
<i>Technical Book Review Index</i>	10,820	12,825
<i>Scientific Meetings</i>	500	5,390
<i>News and Notes</i>	825	1,110
<i>Unlisted Drugs</i>	—	1,125
Convention	4,100	5,000
Miscellaneous	5,835	11,080
Total	<u>\$158,735</u>	<u>\$183,070</u>

Divisions will receive five per cent of the dues paid by their members, with a minimum \$100 allotment. The allotments to the Geography and Map, Insurance, and Picture Divisions are still being reviewed. Chapters will be given 15 per cent of the dues paid by their members, with a minimum \$100 allotment.

The Professional Standards Committee reported that it has discussed at length whether to concentrate on developing general or specific standards for special libraries and had decided that it was most practical and desirable to prepare general statements that would be supported by specific examples. Selected Chapter Presidents will be asked to suggest the names of individuals to be appointed to work on specific sections of the proposed standards, and it is hoped to have working papers by spring.

Janet Bogardus, Chairman of the International Management Congress Committee, briefed the Board on the Committee's plans to date. This Committee has been enlarged since it was originally formed as its work will steadily increase as the Congress approaches in September 1963. Charlotte Georgi is heading a sub-committee that is preparing a bibliography on books for management, and Charlotte Madison, Mrs. Elizabeth J. Gibson, and Lee Traven have assumed responsibility for organizing a demonstration library. The Committee also will work up two workshop sessions on information management.

The Special Libraries Committee Chairman, Robert G. Krupp, recommended that advertising rates in *Special Libraries* be increased 25 per cent across the board, effective as soon as possible. There will be a ten per cent discount for ten consecutive insertions. This recommendation was made, and approved by the Board, with the support of the Finance Committee, which has been urging that all sources of income be investigated and increased if possible.

A Translations Center budget of \$69,678 was approved by the Board. This is an increase of \$3,766 from the \$65,912 budget for 1961-62. With the move of The John Crerar Library to the campus of the Illinois Institute of Technology, The Center has acquired new quarters at the Library, 35 West 33rd Street, Chicago 16.

Frances E. Kaiser, editor of *Translators and Translations: Services and Sources*, presented a \$9,000 budget for the preparation of a second edition, which is expected to contain detailed information on about 1,500 scientific and technical translators. The Board approved this budget as well as the establishment of a revolving fund to which the Translations Center and Publications Funds will make the original contributions. Income received from the sales of the completed published work will be used later to reimburse the initial contributors. Information given on the questionnaires returned by translators will be transferred to punched cards, which will facilitate updating, revisions, sorting, indexing, and final publication. The Rich Electronic Computer Center at the Georgia Institute of Technology is cooperating in the project by providing gratis computer and programing time. In return the Association has assured the Center of its intention to issue a supplement or new edition at a later date.

The Division Liaison Officer, Dr. Frank E. McKenna, recommended that in the future Division financial statements be submitted on standard, official forms by May 20 and that they include complete figures for subsidiary funds of Sections, publications, reserves, or special projects. The Board approved these recommendations. Dr. McKenna also reported that the Division Relations Committee will be working with Divisions on their Bylaws in an effort to standardize them and make certain that none are in conflict with the Association's new Bylaws. The Committee hopes to have prepared by June model Division Bylaws that can be adopted by all Divisions.

DIVISION BULLETINS

DIVISION	TITLE	EDITOR	COVERAGE	FORMAT	ISSUES PER YR.	PRICE	PAY CHECK TO AND SUBSCRIPTION FROM
ADVERTISING	<i>What's New in Advertising and Marketing</i>	Helen Ann Sweeney, Ln. Doyle Dane Bernbach, Inc. 20 West 43rd St. New York 36, N. Y.	Advertising, media, and marketing publications; consumer surveys and bibliographies; pre-publication announcements; analyses of important books, services, and periodicals	9 pages mimeo	10	\$8.50 SLA members \$5.00 nonmembers	Advertising Division Mrs. Helen Fledderus 10 Mitchell Pl. New York 17, N. Y.
ADVERTISING	<i>Advertising Division Bulletin</i>	Rosalind W. Davis 45 Fifth Ave. New York 8, N. Y.	Report from Chairman; Committee reports; want lists; news of members and membership changes; membership directory; special features on professional topics	8-15 pages and supplements mimeo	4-5	Free to members \$2.00 nonmembers	Advertising Division* Dorothy L. McGowan, Ln. Public Relations Dept. Sperry & Hutchinson Co. 114 Fifth Ave. New York 11, N. Y.
BIOLOGICAL SCIENCES	<i>The Reminder</i>	Mildred D. Donohue Technology & Science Dept. University of Maryland Library College Park, Md.	News notes; official notices; original articles	8-12 pages Multilith or mimeo	4	Free to members \$2.00 nonmembers	Biological Sciences Division Mildred Donohue <i>see editor</i>
BUSINESS AND FINANCE	<i>Business and Finance Division Newsletter</i>	Charlotte Georgi Graduate School of Business Administration University of California Los Angeles 24, Calif.	Division news; brief notes of members' activities [†]	1 page Multilith	3	Free to members \$1.00 nonmembers	James O. Smith, Ln. Haskins & Sells Inc. 2 Broadway New York 4, N. Y.
DOCUMENTATION	<i>Documentation Progress</i>	John Roach Systems Development Corp. Paramus, N. J.	News	4 pages	3	Members free	
GEOGRAPHY AND MAP	<i>Geography and Map Division Bulletin</i>	Paul M. Strain, Ln. IBM Space Guidance Center Federal Systems Div. Owego, N. Y.	Division news; book reviews; bibliographies; articles; membership lists; project reports	30-35 pages Multilith	4	Free to members \$4.00 nonmembers	Robert C. White Map and Geography Library University of Illinois Library Urbana, Ill.
INSURANCE	<i>Insurance Literature (formerly Insurance Book Reviews)</i>	Ruby E. Fangemann 16 Stuyvesant Oval New York 9, N. Y.	Annotated listings of current literature of all types in the field of insurance	4 pages offset	10	\$3.50/yr. \$6.00 2/yr.	Mrs. Jean French, Ln. Nationwide General Insurance Co. 246 N. High St. Columbus 16, Ohio
METALS	<i>Metals Division News</i>	Scott J. Buginas 885 Sara St. Sunnyvale, Calif.	Division news; annual reports; Fall meeting and convention programs	8-12 pages offset	5	Free to members	
METALS	<i>Bibliography Series</i>	Morrison C. Haviland Chief, Reader Services Air University Library Maxwell Air Force Base, Ala.	Current metals field; prepared by members primarily for distribution at Metals Show	Various	Various	Free	Contact editor

* Add "Special Libraries Association" to Division name when making out checks.

† Bibliographies, evaluations of business services, directories, etc., will be produced as separates and charged for separately. Announcements of such publications will be made in the *Newsletter*.

DIVISION BULLETINS

DIVISION	TITLE	EDITOR	COVERAGE	FORMAT	ISSUES PER YR.	PRICE	PAY CHECK TO AND SUBSCRIPTION FROM
MILITARY LIBRARIANS	<i>Military Librarians Division Bulletin</i>	Logan O. Cowgill Office Chief of Engineers Bldg. T-7 Washington 25, D. C.	News notes; official notices	4 pages offset	4	Free to members	
NEWSPAPER	none—utilizes <i>Library Bulletin</i> issued by American Newspaper Publishers Association						
PICTURE	<i>Picturescope</i>	Mrs. Minna Breuer 148 Melrose Albany 3, N. Y.	Division news; bibliographies; articles; book reviews; mem- bership list; project reports; abstracts	12-18 pages Multilith	4	Free to members \$2.00 nonmembers	Picture Division, SLA Ruth Beach 12 Victoria Terrace Upper Montclair, N. J.
PUBLISHING	<i>Publishing Division Bulletin</i>	Bulletin Committee	Division news; articles on li- braries; membership news; want lists	4-5 pages Multilith	4	Free to members \$1.00 nonmembers	Don Hotaling <i>Newsweek</i> , Library 444 Madison Ave. New York 22, N. Y.
SCIENCE- TECHNOLOGY	<i>Sci-Tech News</i>	Fenton L. Kennedy Applied Physics Laboratory Johns Hopkins University Silver Spring, Md.	Division and Section news and annual reports; bibliography digest; documentation digest; new serial titles; editorials and articles	30-80 pages printed	4	Free to members \$2.00 nonmembers	Walter A. Kee 25017 Woodfield Rd. Damascus, Md.
SCI-TECH PHARMA- CEUTICAL SECTION	<i>Unlisted Drugs</i>	Winifred Sewell 335 Howard Ave. Rockville, Md.	List of new drugs and compo- sitions with reference to source	11-13 pages photo-reduced Multilith	12 plus semi-annual, cumulative annual index	\$10.00	Special Libraries Association 31 East 10th Street New York 3, N. Y.
SCI-TECH PHARMA- CEUTICAL SECTION	<i>COPNIP List</i>	Theodore Treible, Ln. Scientific Information Division The Norwich Pharmacal Co. P. O. Box 191 Norwich, N. Y.	Listing of current free indus- trial or institutional pamphlet material of an informative na- ture	5-6 pages mimeo	4	\$3.00	Pharmaceutical Section Reginald W. Smith Business Mgr. COPNIP List Wyeth Laboratories Radnor, Penna.
SOCIAL SCIENCE	<i>Bulletin of Social Sci- ence Division</i>	Ramonda Jo Barlow Cromwell Library American Bar Foundation 1155 East 60 St. Chicago 37, Ill.	Division news; membership lists; articles	various	3	Free to members	
TRANS- PORTATION	<i>The Bulletin, Trans- portation Division, SLA</i>	Marianne Yates Transportation Center Library 1810 Hinman Ave. Evanston, Ill.	Division news and business; Convention programs	various mimeo	2	Free to members	

The business management of *Unlisted Drugs*, the 14-year-old serial published by the Pharmaceutical Section, is being assumed by Association Headquarters, and all new subscriptions or renewals should be sent to 31 East 10th St., New York 3. This monthly listing of new drugs and compositions sells for \$10 annually and includes semi-annual and cumulative annual indexes.

The H. W. Wilson Company Chapter Award for 1963 will have the theme "Put MORE Knowledge to Work—Continuing Education for Chapter Members." Since the 1963 Convention in Denver will emphasize education and Chapters, Divisions, and Committees are being urged to develop programs and activities on this subject, it seems most appropriate for the Wilson Company Chapter Award projects to be devoted to an aspect of library education. Projects may involve library schools as last year but may also be carried out entirely by Chapter members or in conjunction with any educational organization. Any kind of program having as its objective the further knowledge and education of Chapter members will qualify.

Nominations for the SLA Hall of Fame and SLA Professional Award, 1963, are being requested by the SLA Professional Award and Hall of Fame Committee. Chapters, Divisions and individuals should submit information on a nominee to the Committee Chairman, Winifred Sewell, 335 Howard Avenue, Rockville, Maryland by January 31, 1963. A guide for submitting information has been mailed to Chapter Presidents and Division Chairmen, and additional copies are available from Association Headquarters. The basic purpose of the SLA HALL OF FAME is to recognize those individuals who have made outstanding contributions to the growth and development of Special Libraries Association over a period of years. The objective of the SLA PROFESSIONAL AWARD is to recognize notable professional achievement in, or contribution to, the field of special librarianship. A nominee may be any individual (or group) whether or not a member (or members) of Special Libraries Association. Recognition is granted for specific contributions to the field of special librarianship. A nominee whose name has been presented previously for either award but who has not been a recipient may be nominated again.

The Association has become a Group E member of the United States Book Exchange. This will permit it to request back issues of library periodicals for Association Headquarters.

Representatives to the ASA Z-39 Subcommittees on Machine Coding and Bibliography presented information reports to the Board.

Anne L. Nicholson, Librarian, Research & Development Laboratory, Pennsalt Chemicals Corp., was approved as Chairman of the 1965 Convention to be held in Philadelphia. Since Convention sites have already been selected through 1973, Convention invitations from Cincinnati and Pittsburgh were deferred with thanks. A Board Committee is now studying the formulation of a plan for soliciting Convention invitations from Chapters.

At the recommendation of the Nonserial Publications Committee, the Board gave final approval to the publication of a 1962 Membership Directory. Material has already been sent to the printer, and it is hoped that completed directories will be ready for sale in December.

The San Francisco Chapter's suggestion that a manual be developed to help Chapters organize workshops for library assistants was referred to the Education Committee. The Public Relations and Education Committees are also studying the Chapter's second suggestion that a film be prepared for use in such workshops.

The membership of the Association totaled 5,652 on September 30 and is expected to increase to 5,700 by the end of the year. This is an all-time high; the previous record of 5,623 having been on December 31, 1958.

The editorial and business responsibility for Scientific Meetings has also been assumed by Association Headquarters, and plans are well underway to increase its scope and circulation for the 1963 volume. Subscriptions are \$7 in the United States, \$8 elsewhere, and checks should be made out to and mailed to the Association.

Chapter visits to be made by SLA President, Ethel S. Klahre during the fall of 1962 are:

Washington—October 12	Boston—November 12
Michigan—October 15	Connecticut Valley—November 13
Illinois—October 17	Toronto—November 29
Wisconsin—October 19	Western New York—December 1
Cincinnati—October 22	Pittsburgh—December 3

Two Special Representatives have recently accepted appointment for the 1962-63 year:

JOINT COMMITTEE ON UNION LIST OF SERIALS: Idris Smith, Head, Business and Technical Department, Kansas City Public Library, 9th and Locust Streets, Kansas City 3, Missouri.

NATIONAL BOOK COMMITTEE (National Library Week): Mrs. Elizabeth M. Hutchins, Assistant Librarian, Young & Rubicam, Inc., 285 Madison Avenue, New York 17, New York.

Guide to Russian Reference and Language Aids: SLA Bibliography No. 4, by Rosemary Neiswender, has just been published. Designed as a practical working guide, it contains more than 200 annotated citations to current Russian textbooks and readers, language records, dictionaries, glossaries, encyclopedias and encyclopedic dictionaries, geographical reference works, bibliographies, indexes, and other reference sources. The *Guide* is available from Association Headquarters for \$4.25.

The Biological Sciences Division has just issued its 1962 membership directory, with organization, geographic, and subject indexes. The *Directory* is available from Marjorie Henderson, who prepared it, 70 Remsen Street, Brooklyn 1, New York. Copies for non-division members and additional copies for members are \$2.50.

SLA Sustaining Members

The following organizations are supporting the activities and objectives of the Special Libraries Association by becoming Sustaining Members for 1962.

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EDITOR'S NOTE: This list supersedes the one published in July 1962

Automatic Journal Routing Using IBM Punched Cards

STELLA-MARGARET RIGGLE, Systems Librarian, Technical Library
E. I. du Pont de Nemours & Co., Inc., Wilmington, Delaware

THE PACE in an industrial library seems to require tomorrow's information today! Impossible as the goal may be, the desire to satisfy the demands of a special clientele makes a special library seek to install faster and more efficient methods. This is a short description of one method, which has been used with much success, of supplying the scientist and manager with current literature in his field.

The Du Pont Technical Library and one of its branch libraries have had this system in operation for about ten years. (A second branch library will soon begin to use it, also.) The same techniques are used in both libraries, and each circulates journals to about the same number of employees. The Technical Library itself serves the main office building of the Du Pont Company, and the users represent all departments. In addition to technical and foreign journals, periodicals in the management and business fields are also very important in this library. The branch library at the Louviers Building primarily serves the Engineering Department, and therefore the interests reflected in the collection are not so broad. The following table presents a few pertinent facts:

Statistics for Periodical Circulation—1962

	TECHNICAL LIBRARY	LOUVIERS BRANCH
Titles received	1183	615
Employees who see journals	1343	1291
Titles circulated	621	497
Journals (all copies) circulated	1139	865
Names on circulation lists	7892	7768
Punched cards in file	9031	8633

Code Number

In the beginning an alphabetical listing of all periodicals received by both libraries was compiled, and a code number was assigned to each journal. It was found that a six-digit

code number was needed to allow adequate expansion for the insertion of new titles, especially for those issued by the United States government. (Originally a four-digit code number assigned at intervals of ten was used.) All coding is done by the periodical circulation clerk in the main library. At the time the code number is chosen, the complete title, if necessary, is shortened or abbreviated to 26 letters to permit printing within the space provided for the title on the circulation slips; this same title is put into the IBM punched card.

An authority listing for each code number is made on a 3 x 5 card, showing the code number, the abbreviated title, the complete title, the frequency of publication, and the retention time in each library:

001000	Adhesives age	TL-Keep
	Adhesives age. m.	LV-2 yrs
005000	Air condit heat & ref news	TL-1 yr
	Air conditioning, heating & refrigeration news. w	LV-1 yr

Notes and details of title changes are also made on these cards. To make further use of IBM cards, a holdings list of all journals in the three libraries is now being prepared on punched cards. This list will incorporate the information from the title code file and thus eliminate the 3 x 5 cards.

Periodical List and Routing Slips

From the code number authority file a separate list of journals received by each library is compiled and published. The printed list of the journals, which gives code number, complete title, and frequency, together with a covering letter outlining instructions to follow while reviewing the list, is given to each person who requests a copy and to each new employee coming to the location served. The employee reviews the list and circles the code numbers of the periodicals he wishes to

have routed to him regularly. This list is then returned to the library where it is processed by the periodical circulation clerk and kept on file as long as the man wishes to see journals.

More than half the journals received and checked in daily by the library are automatically routed. While checking in new publications the library clerk sets aside those to be circulated. A routing slip is attached to the front of each journal with tape, and they are then put into the outgoing mail and distributed by the individual departmental mail rooms.

The routing slips, up-dated monthly, are printed from IBM punched cards. The circulation slips are three-part forms, with carbons interfiled and especially designed for our system. Although a different color for each library, these forms have the particular library identified at the top of each slip and can be used as a three-, two-, or one-part form depending on the number needed each month. The name of employees, and the locations are printed on each slip from the punched cards. The names are arranged by location, with no more than 14 names for each periodical and a limit of ten names for weekly journals. If the number of names increases, an additional copy of the journal is ordered. When routing is completed, the journal comes back to the library where any requests or instructions on the routing slip are noted and processed before the slip is discarded and the journal checked back in for shelving.

Tape Records

In addition to producing the routing slips, the punched cards are used to print for each library a quarterly control tape, which serves several purposes. A complete run-off of all the information in the master deck of cards is made, and the printed tape is put into a side-opening binder. This tape is kept up-to-date at all times by inserting or deleting names and correcting titles. The tape is a guide in assigning the sequence number put into each punched card number. Also, if additional routing slips are needed, they can be typed on blank forms copying the routing order from the tape.

The location printed on the routing slip is that punched in the columns designated "department." The tape, however, further shows divisions and sections as well as special routing order instructions and so aids in deciding where a new name should be inserted. The code number and frequency of each title are also printed on the tape, and the standard abbreviations used for locations is given at the beginning of the volume. This tape acts as a control by reproducing the exact records in the punched cards. Being in a convenient form, it can be reviewed easily to check circulation order and is an aid in determining which subscriptions need to be renewed each year.

Punched Cards

Processing the periodical lists returned by employees involves ordering two kinds of punched cards, one for each title circulated and one for each man who wishes to see the journal. The Computer Section of the Treasurer's Department does all the card punching and printing of circulation slips and control tapes. Cards are ordered monthly, using a special instruction sheet that is followed in punching new cards. At the same time new punched cards are requested, the complete deck of cards is sent to the Computer Section where the new cards are interfiled in by machine. The complete deck is always kept in the library except at this time. The time lapse between ordering new cards and receiving the punched cards, circulation slips, and tape is less than a week.

The information needed and the columns used in each of the IBM punched cards are as follows (columns not listed are not being used at the present time in the 80-column card):

TITLE OR HEADER CARD

Columns 1-6—Code Number for Journal

This is a six-digit number assigned to each journal; all copies of a periodical have the same code number. This number can be used to sort the cards in alphabetical order by title.

Columns 8-33—Abbreviated Journal Title

The complete title, shortened or abbreviated to 26 letters. There is also a space limitation for the title on the circulation slip.

Columns 57-64—Outside Department Paying for Subscription

Sometimes another department may pay for a copy of a journal. In such cases, the name of the department is punched in these columns, and the names on this copy will be employees from that department.

Column 66—Copy Letter

Each journal checked in is identified by a copy letter, beginning with A. If more than one copy is received, the copy letter is written in pencil on each journal cover, and the corresponding circulation slip is attached to it. This notation also acts as a skip punch, or a signal, in printing the circulation slips by allowing each slip to be printed separately.

Columns 70-71—Frequency

The frequency number indicates the number of printings that must be made to produce the desired number of slips, using the special three-part forms. The code numbers used for the various frequencies are:

1. quarterly, monthly, semi-annual, bi-monthly, annual
2. semi-monthly
3. by-weekly, thrice-monthly
5. weekly
30. daily

Irregular publications can use any appropriate number, determined from the number of issues received during a month.

Columns 72-75—Sequence Number

A sequence number is added to each card so they may be kept in order and also to allow new cards to be inserted by machine. A four-digit code number is used, sequencing the cards at intervals of ten within each title. Taking all cards for one title, disregarding the division by copy, the cards are numbered as: 0000, 0010, 0020, 0030, etc., until the next title is reached.

Punched cards with the same information in corresponding columns can be sorted, and the items carried in these columns, in both the title card and man's card, are the periodical code number, the frequency, and the sequence number. This feature has been designed into the system to allow the machine to keep all cards in order and to produce the correct number of routing slips required each month.

MAN'S CARD OR DETAIL CARD

Columns 1-6—Code Number for Journal

This number is the same number as in the title card. An employee has one of these cards for each title he wishes to see.

Columns 8-33—Man's Name

An employee's last name, and initials or first name, in inverted order. The correct form will appear on the periodical list he circled so all of his cards will be consistent.

Columns 34-48—Department

The information punched in this column is printed on the routing slips. Perhaps a more accurate heading for these columns, however, would be location, since, even in our two libraries, we use different designations: the Technical Library uses departments, and the branch library, serving one department, uses divisions.

Columns 49-55—Division

To further identify employees with certain groups, a division notation is punched into the cards. This information appears on the tape but not on the routing slips and is an aid in adding new names.

Columns 57-64—Section or Priority

This is a further break-down of location but is the least important division. Therefore, these columns are often used for another purpose. If an employee needs to be first or last, or in a special order on the circulation slip, the words first, last, etc., will be punched into these columns. This will show up on the tape each quarter and also be a help when adding new names.

Columns 70-71—Frequency

This number is the same as in the title card.

Columns 72-75—Sequence Number

This number is the same as in the title card.

Other Processes and By-Products

The punched cards are kept in special drawers in the desk of the periodical circulation clerk. The only time she needs to work with them is when she sends them to the Computer Section and when a man's name is removed from the circulation list. To remove a name, the title is crossed off the man's periodical list, and his name crossed off the tape. The punched card is withdrawn

from the file and discarded. When a name is added to a routing slip, the clerk circles the title on the periodical list, writes the man's name on the tape and orders the punched cards. By the sequence number assigned, the card is inserted in the correct place by machine. Unless urgent, no corrections are made on the circulation slips currently being used. The periodical circulation clerk has a special operations manual to guide her and to answer any questions she may have about the system.

Records are kept of the number of new cards ordered each month, and each library orders about 300 cards. Statistics, which are computed for us, include a number at the end of each circulation slip showing the number of names on it. This number is totaled each day for the journals put into the mail, and this gives a daily circulation figure. At the end of each tape are figures giving: 1) the number of titles circulated, 2) the number of journals (all copies) circulated, and 3) the number of names on all the routing lists.

Before the installation of this method, a new periodical list was issued each year, and annual circulation lists were compiled and mimeographed. Additional personnel were needed for several months for this task, but despite the extra effort, the lists were out-of-date as soon as they were produced.

The system described is a continuously operating one and is designed for the circulation of periodicals only. If desired, an employee number might be added, and a tape produced from these records would eliminate the need for keeping the man's periodical list. Equipment used by the Computer Section includes an IBM 407 printer, an IBM 077 collator, and an IBM 026 punch machine.

No special computer training is needed by the library staff working with the punched cards. Periodical literature can be disseminated quickly, using more accurate routing lists. The use of punched cards has resulted in savings in personnel and time, but above all the library was able to institute an early version of a current awareness program for its patrons.

"BUT I DIDN'T KNOW . . .

. . . that I could submit papers to *Special Libraries!*" That was the surprised remark elicited during an open meeting of the Special Libraries Committee last May in Washington at which a dozen or so Association members exchanged suggestions and comments about their official journal.

The fact is at least one or two unsolicited papers are received for review every week. The Committee is taking this opportunity to invite those who feel they have something really worthwhile to say to special librarians to submit papers or preliminary outlines for consideration.

From the discussion at the Washington open meeting and comments received by the Editor and Committee during the past year, it appears that more papers should give more attention to some of the controversial issues within special librarianship and to certain philosophic aspects that have not been explored in *Special Libraries*. Our Advisors are also working with the Committee in setting up a program of planned invitation papers on specific topics to which entire issues of the journal may be devoted. One of those under current consideration has to do with information storage and retrieval in non-technical libraries. Another has to do with cataloging problems. Can YOU make a contribution to the library literature in these areas?

If you have any suggestion, recommendations, or comments, please write either to the Editor or to the Chairman of the Special Libraries Committee.

. . . AND NOW YOU KNOW!

Robert G. Krupp, Chairman
Special Libraries Committee

SPECIAL LIBRARIES

Planning the New Library: Lockheed Missiles & Space Company's Technical Information Center, Palo Alto Headquarters

DR. WILLIAM A. KOZUMPLIK, Manager

Lockheed Missiles & Space Company's Technical Information Center, Palo Alto, Calif.

ON SEPTEMBER 14, 1962, the Palo Alto Technical Information Center (TIC), Lockheed Missiles & Space Company (LMSC) held open house for some 200 librarians in northern California. The enthusiasm and sometimes envy of the guests confirmed the Company's position that technical information resources and services are not only important but are central to its scientific, technological, and management efforts. In addition, the functional layout, beauty, central location, and utilization of cubic space demonstrated to the visiting librarians that a really distinctive library can be a positive force in the recruitment and retention of top scientists and engineers—and of library personnel.

LMSC Background

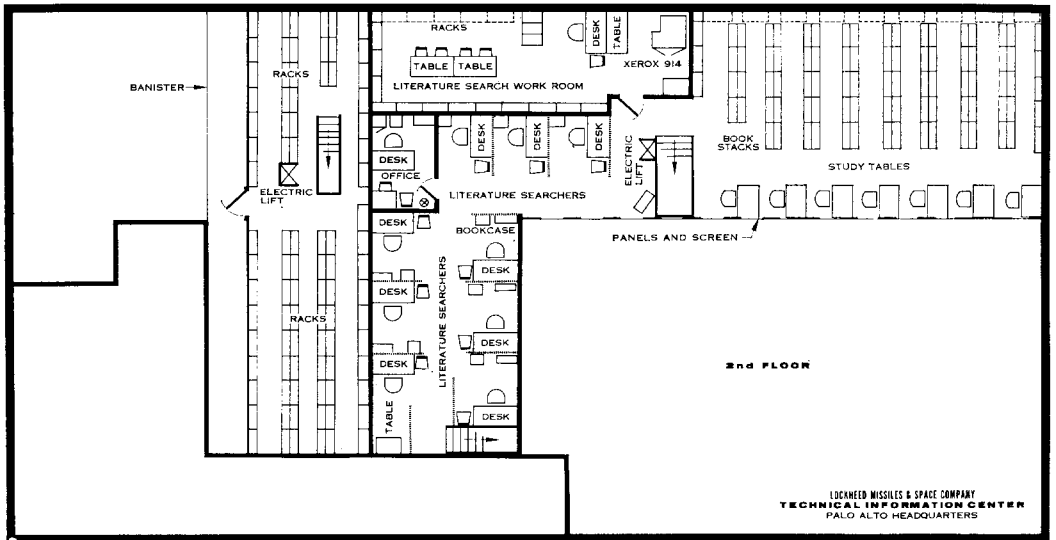
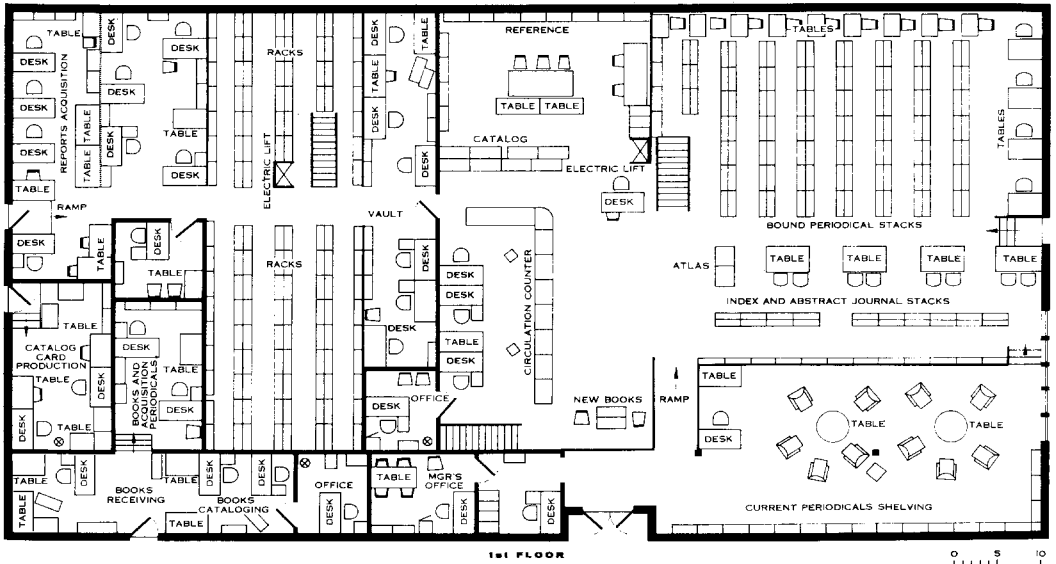
LMSC has received national acclaim for its outstanding performance as systems manager of the Polaris missile, for the Agena space vehicle, and for innumerable significant scientific breakthroughs in space applications of structures, materials, physics, electronics, and others. In the eight years since it was founded in the fall of 1954, as a division of Lockheed Aircraft Corporation with 68 people, the Company has outdistanced other members of the corporate family in size and in geographical spread. There are currently over 31,000 persons employed (9,300 are engineers and scientists), of whom 24,000 are located in the San Francisco Bay Area, 3,700 at Van Nuys, and 3,700 at outlying bases such as Vandenberg Air Force Base, Cape Canaveral, Santa Cruz Test Base, and the Alaska, Hawaii, and New Hampshire tracking stations. The published and unpublished technical literature requirements of

these employees are served by the Technical Information Center.

The technical library function was instituted within the first few months of the Company's origin. In June of 1957 it was transferred from Administration to Research Laboratories, where it received sympathetic understanding, encouragement, and emphasis. The library function was redescribed in April 1958 as the Technical Information Center and raised to the department level. The writer was selected to head the new Technical Information Center and reported on December 1, 1958. Within a couple of months the course was charted, and the appropriate support in terms of staffing, resources, budgets, and physical space was forthcoming, permitting the organization to properly attain its mission. In May 1959, the TIC was placed within Research Administration. During four years staff doubled, budgets for books and periodicals tripled, resources doubled, reader services increased ten-fold, and space quintupled, but the number of engineering and scientific personnel who are the TIC's chief clientele tripled (see Table I).

While placed in Research & Engineering, the TIC also serves all other major organizations, namely, Missiles Systems Division, Space Systems Division, Space Programs Division, Operations Division, and central staff groups. The TIC itself is organized into six groups, each headed by a supervisor whose functions and responsibilities can be summarized as follows:

1. *Books Technical Services*: acquiring, cataloging, and processing "published" materials; fixed-asset property coordination.
2. *Reports Technical Services*: selecting, procuring, cataloging, and processing of "un-



Floor plan of the Lockheed Missiles & Space Company's Technical Information Center, Palo Alto headquarters.

published" materials, and production of all catalog cards.

3. *Literature Search*: state-of-the-art literature support, compilation of special bibliographies, abstracting, and machine applications to TIC operations (MATICO).

4. *Palo Alto Library*: selection of published materials, reference, and circulation services, interlibrary loans for the TIC system, archives of Company-generated technical reports.

5. *Sunnyvale Library (Sunnyvale plant)*: selection of published materials, reference, and circulation services.

6. *Van Nuys Library (Van Nuys plant)*: selection of published materials, reference, and circulation services.

The first four of the above groups, together with the office of the Manager, are housed in the headquarters building of the Company's Research & Engineering facility in the

Table I: Growth of the Technical Information Center
(Sunnyvale, Palo Alto, Van Nuys Libraries)

	1958	1959	1960	1961	To Sept. 1 1962
Staff	30	56*	67*	60	62
Space	3,400	4,540	10,567	10,770	16,550
Resources:					
Books	10,000	16,000	22,000	30,000	35,000
Reports	50,000	85,000	101,000	108,500	122,400
Bound periodicals	500	3,000	6,000	8,000	9,300
Periodical subscriptions	500	1,000	1,400	1,700	1,800
Catalog cards	30,000	227,000	513,000	808,500	843,000
Services (annually) ;					
Circulation	10,000	43,000	69,000	92,000	73,000
Reference	5,000	33,000	62,000	85,000	73,000
Bibliographies published	0	70	63	54	43
E & S personnel served	2,800	4,300	5,600	7,700	9,300

* Includes 13 employees in Document Control function.

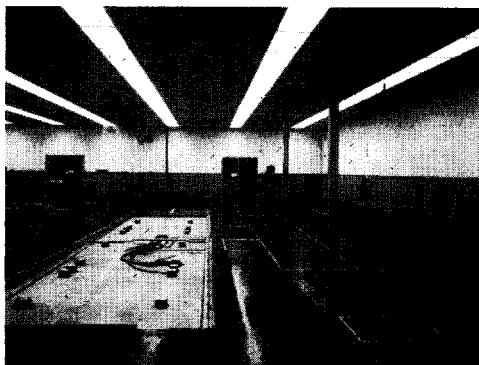
Stanford Industrial Park, Palo Alto. Only the story of the Center's headquarters is treated in this paper. Printed information on the library resources and services of the TIC is available on request, as is information relating to its efforts at mechanization.

Physical Space

Plant space is an insistent economic factor in production, and it has been especially critical in the rapidly expanding industries associated with space technology. In the struggle for one's share of space to meet operating requirements, it is fairly safe to

say that support-type organizations do not generally receive priority for plant space in terms of location, availability, and square footage per person. In the situation at LMSC, it is a measure of higher management's support that the most appropriate space in the Palo Alto facility was assigned for technical information operations. This space, 125 x 60 feet, was scheduled to be vacated by the UNIVAC computer and its associated equipment and offices in 1960.

This area (7,500 square feet) was particularly appropriate for the TIC for it was



The area at the left is the raw space photographed just before renovation and the installation of a two-floor area. As shown at the right, the two tiers are designed in an attractive, spacious, and well-illuminated arrangement. Colorful end panels unite the 1st floor with the deck above and serve as protective ends to the stacks.



The former TIC current periodicals area with study tables crowded against the stacks is a sharp contrast in space, comfort, and convenience to the current periodicals and reading area (at right) on the deck of the new library.

adequate to house all existing staff requirements, study facilities, shelving, and other operating equipment. This single unit of rectangular space is a sharp contrast to the five separate, non-connected congested locations in the same building out of which the TIC had been operating and offering services (see Table II).

The assigned space is at the main entrance of the R & E headquarters building, which is the building that provides office space for scientists, engineers, and necessary support functions, as well as the offices of the Vice-President, the Director of Research, the Director of Engineering, their line subordinate managers, and R & E Administration. The space is also astride the exit serving an adjacent laboratory building and is convenient (maximum four-minute walk) to scientists and engineers in the three other R & E laboratory buildings at the Palo Alto facility. With the recent announcement that programmed construction in 1963 would add laboratory facilities behind the headquarters building, the space assigned the TIC is appropriately in the approximate geographic center of the Palo Alto facility.

The new space had vertical clearance-potential to provide an additional 2,550 square feet of floor space by converting a raw cubic area into a second deck. By removing the false floor and by raising the ceiling where possible, a 15-foot clearance from

floor to ceiling could be achieved. This projected second deck would provide sufficient additional space to assure three- to five-year growth for TIC operations at Palo Alto.

Finally, the "computer" space would provide, if properly designed and laid out, a strong attraction for recruitment and retention of scientific and engineering personnel and would perhaps also impress visitors that the Company has a proper regard for the importance of an effective technical information program.

Preliminary and Final Planning

In October 1959, the TIC learned that the UNIVAC computer function was to be relocated at the Company's Sunnyvale facility. Use of the vacated computer space for the TIC operations was officially proposed to higher management at that time. The LMSC Library Advisory Council, composed of representatives of the major organizations of the Company, recommended that the space in question be utilized when available, not for the badly needed auditorium as originally programmed, but for TIC centralized operations and its Palo Alto library. This recommendation was accepted by higher management and was undeviatingly supported despite three UNIVAC removal postponements, at which times other uses of the space were proposed.

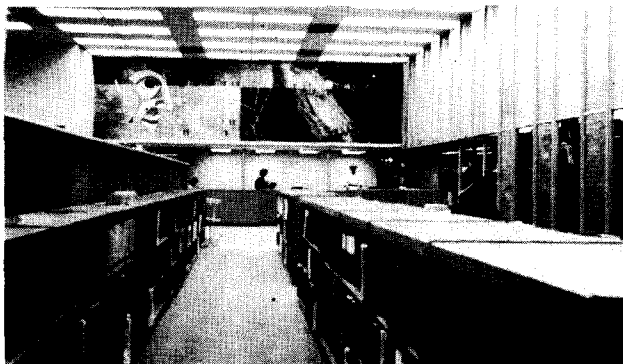
Table II: TIC, Palo Alto, Available Space

CATEGORY	April 1962	July 1962	Percentage Gain
Shelving for:			
Bound periodicals	310	540	74
Current periodicals	210	240	14
Index and abstract journals	50	96	92
Reference	43	65	51
Books	250	570	128
Reports	704	1,236	76
Catalog cases	5	8	60
Seats and study facilities	27	43	60
Space for staff	(2,400)	(3,400)	(42)
Manager and secretary	160	180	13
Books technical services	520	580	12
Literature search	550	940	71
Reports technical services	610	780	28
Palo Alto Library	560	920	64
Space for Palo Alto Library collections, study, catalogs, etc.	2,820	6,650	136
Total Palo Alto Library space	3,380	7,570	124
Total space, R&E Headquarters Building	5,220	10,050	93

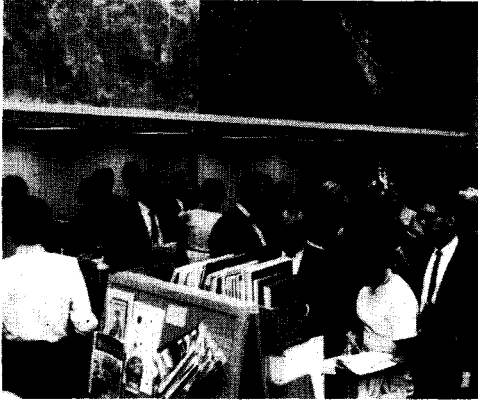
In January 1961, TIC management began serious interior designing and layout activities. Sketches and supporting presentations received management approval in March 1961. Refinements were generated, chiefly by TIC staff, during the next seven months; in October, the final layout was completed.

When it was learned in October that the computer was definitely to be removed by December 1, 1961, a budget forecast was prepared to take care of leasehold improvements (demolition and construction of the interior), shelving, furniture, and other equipment. In February 1962, the Company decided to undertake the architectural and engineering (A&E) effort itself rather than to contract it outside. Demolition prepara-

tory to design and construction was performed in March by the Engineering Maintenance Company, San Jose, California. The A&E phase was accomplished in early April by LMSC Plant Services, which proposed two excellent changes. The first was to install specially designed translucent plastic material to serve as double-faced shelving end-panels rising from floor to ceiling, together with second-deck anodized aluminum screening, and the second, to relocate the main ramp to the right of the entrance. Boyce Construction, Inc., Los Altos, California, was awarded the construction contract on May 8, with completion date set for July 9. Included was seismic bracing of the second deck required by proximity to the San Andreas fault.



Circulation desk and index shelves, with the stacks on the right and reading area on the left. The mural helps unite the two levels of the first floor.



Some 200 librarians from the San Francisco Chapter were invited to browse at the Lockheed TIC open house in its new quarters.

The physical move from the old quarters into the new installation started on July 6 and ran concurrently with the contractor's final touches until the early morning of Monday, July 9. Staff members, clientele, and "corridor superintendents," who left work on the preceding Friday convinced that it was impossible to complete the interior construction, let alone relocate normal office furniture and equipment for a staff of 45, about 15,000 books, bound periodicals, and reference works, as well as approximately 50,000 technical reports, which required security controls enroute, were plainly amazed on Monday to see that all of it was accomplished. Some paint was still wet, and a few finishing details had to be applied during the four-week shakedown period which followed, but the doors were open and our customers were served *in loco*. Staff members and support personnel plainly accomplished the impossible.

Layout and Equipment

The new 10,050 square-foot installation is built on two levels, with its second deck erected off the lower one. For the first time sufficient space was provided to consolidate in one area all of the central services of the TIC and the Palo Alto library. Reference to the floor plan and to Table II suggests better than words how the TIC utilized to the maximum the total cubic space for requirements of growth, control, traffic, and organizational interrelationships. This consolida-

tion enabled the TIC to improve immediately the quality and quantity of service to its clientele. It is estimated that the new library provides shelving space for three to five years' growth at the present rate of net annual additions to the collections. Staff space, which had averaged 36 square feet per person, was adequate for the first time.

Library equipment of wood (shelving, chairs, tables, card catalog cases, circulation counter, desks) are products of Remington Rand, as are the steel divider shelving on the second deck in the vault. The W. R. Ames Company provided the multitier steel stacks with divider-type shelving, which supports the overhead cellular deck. Industrial heavy-duty carpeting is installed in the reading area to provide acoustic protection. The electric book lifts are rated for 100 pounds. Modern aluminum rails and banisters are used at the entrance, at the ramp, and at the staircases, except in the multitier stack area.

Decor

The accompanying pictures and layout give ample testimony to the exploitation of space in an imaginative and efficient way. Unfortunately, the equally imaginative exploitation of materials and color can only be described. Particularly worthy of mention are the anodized aluminum screens, 2½ feet wide, which rise from the floor of the second deck to the ceiling and provides a free flow of air and a protected openness to the study tables, and the 2-foot wide framed plastic end panels of the Ames shelving, which rise from floor to ceiling. A 15-foot glass wall between the public area of the library and the main corridor gives a feeling of space to the former and puts it on display for anyone in that corridor or in the lobby entrance. Thus a visitor's first impression of LMSC is created by the library.

Cool, unobtrusive colors—turquoise in the lower-area carpeting, in the aluminum screening, and in the chairs; brown in the current periodical reading-area carpet; desert tan in the Ames steel shelving; and birch tone in the framed plastic end panels and in the wood equipment—give an undistracting yet pleasing atmosphere.

Unifying the total decor is an 8 x 30-foot

mural that symbolizes in aerospace-related terms man's continuous quest for knowledge through documented communication. This mural is opposite the glass corridor wall and

is visible from all points in the public area, including the lobby and corridor. It was conceived and executed by designer-artists of LMSC's Research Technical Publications.

VITAL STATISTICS FOR PALO ALTO TECHNICAL INFORMATION CENTER

Total square foot area	10,050
Staff	
Professional	23
Non-professional	23
Employees served at location	2,500
Services extended to other areas, via libraries	2
Average number of users per day (including telephone)	430
Books and bound and unbound periodicals as of September 1, 1962	23,540
Current periodical subscriptions	851
Technical reports, documents or patents	64,550
Vertical file drawers	8
Date of completion	July 9, 1962
Planned by librarian and consultants	
Special equipment: Xerox 914, 3-M Microfilm Reader-Printer, Remington-Rand Synchro-tape typewriters with slave unit.	

ALGOL spoken here . . . A Report on the IFIP Congress



Louis Caruso

THE INTERNATIONAL Federation of Information Processing (IFIP), a society of 20 national technical societies which meets every three years, convened in Munich, Germany, late last

August to give scientists and information specialists an opportunity to exchange ideas and knowledge on all aspects of communicating information between men and machines. As the representative of the Special Libraries Association, I was one of the 3,000 delegates from over 50 countries who attended this Congress, which is the successor of the UNESCO-sponsored International Conference on Information Processing held in Paris in 1959.

One hundred and nineteen papers were presented at this global conference, which focused world-wide attention on man's efforts to fashion machines that can memorize, file,

and spew out information with machine-gun speed and precision. Major subjects covered included: the processing of business and scientific data; real-time information processing; information storage and retrieval, linguistic analysis and mechanical translation of languages, digital communications, and artificial perception and intelligence.

The conference opened with an eloquent address by IFIP's young President, Isaac L. Auerbach. He stated that the field of information processing is the most rapidly expanding of all scientific activities today. Computer technology has grown to include over 12,000 systems with myriad applications in all branches of the sciences as well as in business and government. Auerbach predicted that in the future more people will be taught to program and use computers than have been taught to use the slide rule. He forecast, "That within 20 years, we shall have an information processing system comparable to

our telephone network." He envisioned the establishment of a huge mechanized information storage center from which data could be generated to assist commerce, industry, and government in the collection, transmission, translation, storage, retrieval, reduction, and display of recorded knowledge.

It is impossible to abstract in this brief report the content of all the papers presented at the plenary sessions. The entire proceedings, however, will be published early next year by the North Holland Publishing Company in Amsterdam.* A careful study of these papers reveals that the United States is a leader in the field of information processing and has made rapid progress involving both computer hardware and software. Other countries, including Germany, however, are hard on our heels.

All nations, regardless of their technological proficiency, share a common problem—the need to develop a group of intelligent individuals especially trained to operate computers efficiently. Allen Kent of Western Reserve University emphasized this point and urged computer operators to strive earnestly to understand their machines completely. Unless they do, he warned, it will be impossible for computer users to formulate effectively problems for the machines to solve. The formulation of programs is equally important as the design of equipment itself.

Other authors also emphasized the need for improving information storage and retrieval procedures. They stressed that indexing and classification systems and general stratification of descriptor language as well as studies on economic feasibility must be under constant scrutiny to attain maximum efficiency as to accuracy, speed, and cost of processing.

Kent pleaded also for a greater concentration on *relevance* by declaring, "I believe that the study of what constitutes relevance in the mind of information seekers will lead to the real pay-off of this field. To understand relevance, the information retrieval field will have to join forces with others

concerned with attempting to figure out how the human brain works—how it conceptualizes."

The results of advanced research on computer design were dramatically displayed at an international exhibition, held concurrently with the conference, by some 40 different manufacturers of computer hardware. Some unique examples of performance were presented. One was a machine capable of reading handwritten script, a process which has driven many a proficient librarian to desperation. I am sure that some of my colleagues would like to interrogate the master of this art to reveal its "tricks of the trade."

The conference demonstrated once again that in the highly complex civilization in which we live, men of scientific training and creative ability everywhere seek solutions to many of the same problems. No state has a monopoly on talent; nor can any hope for long to thwart scientific progress by attempting to wall in or screen off its new ideas. Inevitably, a problem will be solved—if not by one method, then by another. Because of this fact, each country has much to gain and little to lose by fostering international scientific cooperation.

MARIA PATERMANN, Librarian
National Starch and Chemical Corp.
Plainfield, New Jersey

Two Library Associations Formed

The Association of British Library Schools was formed July 1962 after a resolution by the Schools of Librarianship Committee to change its name and structure.

Three classes of membership have been set up to extend to more than full-time teachers of librarianship: 1) Personal, for full-time teachers in Britain and Ireland; 2) Corresponding, for British teachers abroad; and 3) Affiliated, for institutions.

At a technical meeting of agrarian librarians in Colombia, a new association named *Bibliotecarios Agrícolas Colombianos* was organized. This group will have its headquarters in the *Biblioteca del Centro Nacional de Investigaciones Agrícolas de Tibaitata* in Bogotá.

* EDITOR'S NOTE: One set of the preprints of the Proceedings has been deposited by the author at SLA Headquarters.

Nominating Committee Report 1962-1963

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

President

MRS. MILDRED HOOKER BRODE
Chief Librarian
David Taylor Model Basin
Washington 7, D. C.

President-Elect

WILLIAM S. BUDINGTON
Associate Librarian
The John Crerar Library
35 West Thirty-Third Street
Chicago 16, Illinois

GORDON E. RANDALL
Manager, Research Library
Thomas J. Watson Research Center
International Business Machines Corp.
Yorktown Heights, New York

Chairman of the Advisory Council

EFREN W. GONZALEZ
Director, Technical Communications
Grove Laboratories Inc.
8877 Ladue Road
St. Louis 24, Missouri

CHARLES ZERWEKH, JR.
Research and Development
Humble Oil & Refining Company
Post Office Box 3950
Baytown, Texas

Chairman-Elect of the Advisory Council

MRS. ELIZABETH M. HUTCHINS
Assistant Librarian
Young & Rubicam, Inc.
285 Madison Avenue
New York 17, New York

MARIAN G. LECHNER
Librarian
Connecticut General Life
Insurance Company
Hartford 15, Connecticut

Directors

(Elect One)

HELENE DECHIEF
Librarian
Canadian National Railways
935 Lagauchetiere Street, West
Montreal, Ontario, Canada

MRS. MARGARET N. REYNOLDS
Chief Librarian, Main Library
Department of Agriculture
K. W. Neatby Building
Ottawa, Ontario, Canada

(Elect One)

MRS. CARRIE W. EAGON
Research Librarian
Jersey Production Research Co.
1133 North Lewis Avenue
Tulsa 10, Oklahoma

MRS. DOROTHY B. SKAU
Librarian
Southern Regional Research Laboratory
U.S. Department of Agriculture
1100 Robert E. Lee Boulevard
New Orleans 19, Louisiana

Members continuing to serve on the Board of Directors for 1963-1964 will be the Immediate Past-President, ETHEL S. KLAHRE; Treasurer, RALPH H. PHELPS; and Directors, JOAN M. HUTCHINSON, PAUL W. RILEY, MRS. ELIZABETH BOUTELLE ROTH, and EDWARD G. STRABLE.

Further nominations, accompanied by written acceptance of the nominee, may be entered by petition of 25 voting members and shall be filed with the Executive Secretary at least three months prior to the annual meeting.

Respectfully submitted

DUANE R. DAY, RUTH NIELANDER, MRS. MARGARET S. SULLIVAN,
MRS. HARRIETTE L. WILLIAMS, MRS. MARGARET H. FULLER, *Chairman*

The AMA Library Seminar: A Brief Review

A^N IMPORTANT STEP forward was taken recently by the American Management Association when it held at its headquarters in New York a three-day seminar entitled "Establishing and Managing the Company Library." To conduct this program, the AMA assembled a group of some of the best known special librarians in the United States as speakers: Mrs. Margaret H. Fuller, American Iron and Steel Institute; Elizabeth Ferguson, Institute of Life Insurance; Katharine L. Kinder, Johns-Manville Research Center; Mrs. Marie S. Goff, E. I. du Pont de Nemours & Company; Mrs. Claire Schultz, Institute for the Advancement of Medical Communications, and Christopher Stevenson, General Electric Company, together with Arthur Daniels, Vice-President and Secretary of the Institute of Life Insurance. The moderators were Eugene B. Jackson, General Motors Corporation, and Chester M. Lewis, *New York Times*.

The original concept of this seminar had been to explain to the corporate executive the role that the library plays in the growth of a company. This idea was broadened, however, when it was found that approximately 75 per cent of the registrants were, in fact, professional librarians. Fortunately, the speakers showed considerable flexibility in altering their presentations to fit their audience.

The seminar covered the following major subjects: library objectives, organization, facilities, systems, specialized services, and information retrieval. The talks were normally short and to the point and were followed by a highly active discussion period, in which both the registrants and the speaker participated, each asking and answering questions. The importance of the discussion principle of group dynamics was emphasized on the final day when all the previous speakers occupied the rostrum together and the meeting was given over to registrants' questions. The total range of library administrative problems was discussed vociferously and with some humor.

Of the many valuable observations made,

the following ideas were regarded as of the greatest meaning and importance to all:

1. The librarian should not consider himself a breed apart but part of an active management team. In addition, the library should not be portrayed to management as purely a "service" function but rather as an essential part of research and development.
2. The technical information center concept, in which the library is an integral part of a total company information-purveying complex, was considered. Such a complex contains, in addition to the technical information center, a modern documentation center and sections for preparation of reports, translations, specifications, patents, speeches, and papers.
3. Every effort should be made by the librarian, taking a highly positive approach, to utilize the corporate facilities, special services, and personnel having specialized knowledge to make the library more effective and to make maximum use of the available library staff. For example, the librarian can use the services of the systems and procedures and data processing groups, as well as other subject specialists, to assist him in making decisions designed to improve the value of the library to the company.

During a short period at the end of the seminar, the registrants and the speakers gave their opinions of its worth.

The praise extended and the obvious success of the seminar may be summed up in the words of a non-librarian participant: "In organizing my notes made at the recent AMA seminar and reviewing speakers' outlines and papers, I am finding a pattern of information that will be helpful. Many aspects of library information usually taken for granted have been given new perspective. Management attitudes, positive and negative, that were expressed proved very meaningful. These expressions may be a key for better communications between a non-librarian and a professional staff."

JOHN L. GARDNER, Manager
Technical-Information Center
General Precision Aerospace, Little Falls, N. J.

This Works For Us . . .

Special Loan Desk for the Small Library

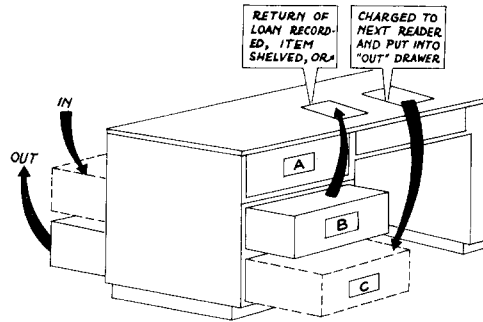
The library of Water Planning for Israel, Ltd., the Israeli government's planning agency for country-wide irrigation, drainage, and hydro-power projects, may be regarded as a typical special library of medium size. It contains about 10,000 books, several thousand pamphlets and reprints, microfilms, and a special collection of internal technical reports; it subscribes to about 120 periodicals in six languages.

From small beginnings ten years ago the number of readers, as well as the quantity of items borrowed, grew rapidly, while the library staff remained static at one librarian and a clerical assistant. One of the serious bottlenecks was the physical handling of outgoing and incoming material at the assistant's desk, which was constantly cluttered up with heaps of books and periodicals. A satisfactory answer to the problem was found by designing a special desk that combines working space with a loan desk.

The outer appearance of the desk is similar to that of any ordinary office desk. The simple devices that made the untidy heaps of material disappear from the surface are two drawers on the left, B and C, which are movable in *two* directions; both the assistant, sitting behind the desk, and the reader, standing in front of it, may pull them out. The upper drawer, B, is for incoming material; the lower one, C, contains outgoing material. Both hold a considerable number of books and periodicals.

A reader or the office messenger who wants to return books or periodicals has only to pull out drawer B and to drop them into it; after a certain amount of material has accumulated in the drawer, the assistant pulls it out on his side and registers the return of the loans. Books and periodicals wanted by other readers are charged to them and put into the lower drawer C; the office messenger, on one of his next rounds, takes the material from the drawer and distributes it.

The desk's two upper drawers, A and its counterpart on the right, contain the card indexes for loan procedures, all of which were



Specially constructed desk is used by librarian and borrower with space for forms and returned and outgoing books.

formerly kept on the desk top. Drawer A holds loan slips for periodicals, as well as all library forms, arranged for ready use in convenient partitions; drawer A's counterpart holds readers' cards and book cards. The remaining drawers on the right are ordinary drawers and are used, at present, to hold new periodicals and books prior to their processing; these drawers may be adapted to hold further loan cards. The drawer in the middle of the desk is an ordinary drawer containing various office supplies. The person sitting at the desk uses a revolving office chair in order to handle the various drawers without fatigue.

The new desk improved working conditions considerably: outgoing and incoming material is kept out of sight, and only the librarian's assistant handles it; the time necessary for handling individual items has been shortened because arm movement has been restricted to a minimum; there is no need for a temporary storage place in case the assistant cannot handle any material immediately upon its return; and the concentration of loan procedures to certain hours frees the librarian for other tasks and results in better reference service to readers.

The desk was made to order by an office furniture shop, but it should be possible to convert two bottom drawers in almost any office desk, in the manner described above, at a modest outlay.

H. WELLISCH, Librarian
Water Planning for Israel, Ltd., Tel Aviv



Henrietta Tarlson Perkins: In Memoriam

A FEW WEEKS AGO the Connecticut Valley Chapter of the Special Libraries Association lost one of its most outstanding members. Stricken with a cerebral hemorrhage, Mrs. Henrietta Tarlson Perkins died during the early morning hours of Wednesday, September 26, 1962. Her sudden death was a great shock to her family and to her many friends and library associates.

Born in Laconia, New Hampshire, Mrs. Perkins began her library career in the Midwest as a cataloger for Ohio State University. Soon after she returned to her native New England to continue her work in the profession. In 1940 she joined the Yale library staff as a cataloger. Several years later she was promoted to research assistant and head cataloger, then to reference librarian and finally, in 1952, was named assistant librarian of the Yale Medical Library, the post she so ably held at the time of her death.

"Perky," as she was known by her many friends and colleagues, contributed much to the library profession in general and, most certainly, to her own Chapter's success. Her activities were numerous and widespread, having served as an officer in many library organizations including the Connecticut Library Association, the Connecticut Valley Chapter of Special Libraries Association, and the Medical Library Association. At the time of her death, Mrs. Perkins was Chairman of the Connecticut Committee for National Library Week, a member of the Council of the American Library Association, and Chairman of the Board of the United States Book Exchange. During 1961 she spent several weeks in Hawaii as a consultant for the Honolulu County Medical Society. This was followed by a world tour on behalf of the China Medical Board and the United States Book Exchange, during which she visited 80 institutions in ten countries. Her knowledge, ability, and affable personality made her an ideal person to represent the United States in such an educational exchange.

During her busy career Mrs. Perkins found time to write numerous articles, jointly compile published bibliographies, and edit the 1959 directory of the Medical Library Association. The exhaustive study and research required for these works exemplify the tireless efforts which marked all her activities throughout her long career as librarian. Patient hard work was synonymous with "Perky," as those who knew her can testify.

Mrs. Perkins' work with the Connecticut Valley Chapter of SLA is well known to all its members. Her gay and kindly nature and willing disposition made her work with the Chapter a valued contribution to its effective operation. Her quick and easy friendliness was a joy to those around her, and her eagerness to "pitch in" was an inspiration to all. Her long and active service with this New England chapter included tenures in the offices of Secretary, Vice President, President, and Chairman of the Membership Committee.

Whether through personal acquaintance or through knowledge of her professional activities, one can easily see that Mrs. Perkins' life was indeed a full one. Her unstinting efforts on behalf of her chosen profession and her personal contribution to the lives of those who were fortunate to have known her will never be forgotten. Many of us walk over the sands of time and leave only faint traces of our having "passed this way"; but "Perky's" footprints are deeply and firmly cast—and time and tide will be slow in washing them away.

ELEANOR J. GUERIN
SPECIAL LIBRARIES

Meet—*Almuzaffar A. G. Khan*

THE READING of a paragraph in the *Unesco Bulletin for Libraries*, announcing Special Libraries Association's scholarships, started Almuzaffar A. G. Khan, Senior Librarian at the Council of Scientific Industrial Research in Karachi, Pakistan, on his way to becoming the first foreign student to win an Eleanor S. Cavanaugh Scholarship, which is enabling him to study at Western Reserve University.

Mr. Khan is 26 years old, single, and an Indian national working in Pakistan. He is the only son of a moderately successful Indian farmer who was a high school graduate. Mr. Khan's mother attended a girls' school and finished what was the equivalent of seventh grade. There are three older and two younger sisters, all of whom have master's degrees. Although of modest means, the parents had wanted to educate their children and were always helping within the limits of their means. The children were encouraged to help themselves toward a better life by becoming more diversified, better educated persons.

The family was also fortunate in having an unmarried uncle who is a lawyer in Delhi. He further inspired his nieces and nephew, frequently advised them regarding suitable schools they might attend and occasionally directed them toward advantageous and timely job opportunities.

In 1954 Mr. Khan graduated from Muslim University, Aligarh, India, where he majored in botany, zoology, and chemistry. He was hired to work in the Jinnah College Library, but after five years returned to Muslim to obtain his library science degree. This university was the first school in India to give a bachelor degree in library science. Diplomas in library science previously had been given, and most Indian schools still do give diplomas to students who successfully pass a few stipulated library science study courses. While studying for his library degree at the university, Mr. Khan worked in the library as a technical assistant, without pay, to gain practical experience.

It was during the five years at Jinnah College in Karachi that Mr. Khan actually be-

gan to be a librarian, for he already had a library science diploma. He took additional courses in library science in Jinnah College while working in its library. The classification instructions taught there were 50 per cent Ranganathan and 50 per cent Dewey.

When Mr. Khan went to Jinnah, the library was considered a model one—a project of the Asia Foundation—and carefully protected. The books were arranged by accession, and browsing was seldom permitted. Mr. Khan quickly began to amend the situation and finally reformed the whole system by instituting classification and definite cataloging procedures. He set up a regular loan system and opened the shelves to the library's users. Such customs were very new in Pakistan.

It was not long before Mr. Khan became President of the Library Science Association in India, holding office for one year. He had given much thought to the two classification theories he had learned, and after much consideration and many discussions with others, he influenced Mr. Ranganathan to change some of his concepts and to be more consistent in the use of colons, or brackets, within the arrangement of his classes. In Mr. Khan's opinion, the Ranganathan classification theories are deep and need thorough understanding, as compared with Dewey's simpler notations.

The Asia Foundation soon recommended Mr. Khan for the position of Senior Librarian at the Council of Scientific Industrial Research in Karachi. The CSIR is the central laboratory for research in Pakistan, as well as an information center responsible for the government's laboratories, and has several branches coordinating the country's research efforts. It employs about 400 various personnel in several departments.

The Council library has approximately 5,000 books and 10,000 bound journals. About 100 journals are received by subscription and approximately 150 received as gifts or gratis. A greater number of the journals are in German and English, with a few in other languages, mainly French. Some are in

Russian. The fields are generally chemicals, biochemicals, drugs and pharmaceuticals, physics, and building research. Some of the items have been there since 1887.

Mr. Khan began his work by revising the catalog to make it more consistent. The items were already partly classified, mostly by Universal Decimal Classification. He gradually changed the classification to Dewey because he thought it simpler than UDC. After 11 months in the CSIR library, Mr. Khan left for the United States to study for his Master of Science in library science at Western Reserve University, arriving there on September 14, 1961.

While at WRU, Mr. Khan had opportunities to visit a variety of libraries. A few of these were the Max S. Hayes Trade School Library, B.F. Goodrich Research Center Library, Cleveland Public Library, Federal Reserve Bank of Cleveland Library, Battelle Memorial Institute Library, Preformed Line Products Company Research and Engineering Library, and Lakewood Public Library. Of the many fine libraries he visited, Mr. Khan

was especially impressed with the Cleveland Public Library and Lakewood Public Library.

Automatic photographic charge-out systems especially interest Mr. Khan. He prefers the dual charge-out system of book cards and borrower's cards. American library practice, in Mr. Khan's opinion, saves the reader's time, as compared with time required to locate material in the majority of Indian libraries, where just any classification scheme may be in effect, occasionally none, and perhaps more than one! In considering the Library of Congress classification scheme, Mr. Khan is of the impression that it lacks logic. Although having previously used the American Library Association Code and the Library of Congress *Rules for Descriptive Cataloging* to some extent in his library work in Pakistan, Mr. Khan expects to apply them in greater detail upon his return to Pakistan.

ZELLA R. DALLAS, Librarian
Research and Engineering Library
Preformed Line Products Company
Cleveland, Ohio

Have You Heard . . .

ALA Catalog Code Revision

The American Library Association plans to revise completely existing rules for author and title entries in cataloging books. ALA is receiving financial assistance for the project from a \$35,000 Council on Library Resources, Inc. grant, and the Library of Congress has given C. Sumner Spaulding, Chief of its Descriptive Cataloging Division, leave of absence to serve as editor. Wyllis E. Wright, Librarian of Williams College and Chairman of ALA's Catalog Code Revision Committee, will direct the revision. It is planned that the present revision, which began several years ago, will serve as a guide for catalogers in all English-speaking countries. To this end, liaison is being maintained with British authorities during the revision. The principles approved at the International Federation of Library Associations' Conference on Cataloging Principles, held in Paris in 1961, are the guides for the revised code. Completion is expected in time for the meeting of the

Executive Committee of the Cataloging and Classification Section of the Resources and Technical Services Division at the ALA 1964 Annual Conference, where it will be submitted for approval. Publication will follow Library of Congress approval.

Coming Event

The 48th EASTERN COLLEGE LIBRARIANS CONFERENCE will convene November 24, 1962, at Columbia University. "Academic Librarianship and the Non-Western World" is the convention theme.

ALA Recruitment Brochure

The Librarian-Idea Consultant, an eight-page, 8½ x 3¾ recruitment brochure has just been issued by the American Library Association. The brochure is available from ALA, 50 East Huron Street, Chicago 11 at the following prices: 25-\$1.25; 50-\$2.25; 100-\$4; 250-\$9.25; 500-\$15; and 1000-\$28. Single copies may be obtained from the Office for Recruitment.

Civil Defense Library Transferred to Army

The Technical Library of the Office of Civil Defense has moved its quarters from Battle Creek, Michigan, to the Pentagon in Washington, D. C. It will be administered by the Department of the Army and the Army Library, which is directed by Paul J. Burnette.

Science and Technology Referral Center

The Library of Congress has conducted an organization study and planned operations for a National Science and Technology Referral Center, which will serve as a clearinghouse for efficient access to scientific and technical information in the United States. The Center is to be a division of the Library's Reference Department, supported by funds transferred by the National Science Foundation.

Library Binding Institute Scholarship

A \$1,000 library science scholarship is being offered by the Library Binding Institute. Candidates must either be students accepted by an ALA accredited library school and show financial need or be graduates, undergraduates, or librarians doing research through a library school. Applications may be obtained from the Institute, 10 State Street, Boston 9, and returned January 15, 1963.

ISO Documentation Proposals

Seven proposed standards for documentation were recommended for international acceptance at the June meeting of Technical Committee 46 of the International Organization for Standardization (ISO) in Paris. Draft proposals approved by the Committee concerned bibliographical references, indexing of a publication, title leaves of a book, a two-section document relative to the abbreviations of generic terms in periodical titles, and abbreviations of typical words used in bibliographical references. The three-member United States delegation, led by Robert E. Kingery, Chief of the Preparation Division of the New York Public Library, received the task of drafting a new, two-part introduction for the existing international recommendation governing the transliteration of Greek and Cyrillic characters. Long-

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range plans are for a full global recommendation on transliteration. Other delegates were assigned to a study of Japanese and Yiddish transliteration. Dr. Jerrold Orne, Director of Libraries, University of North Carolina, was a delegate to a transliteration working group.

Members in the News

FRED E. CROXTON, former Superintendent of Information and Records, Goodyear Atomic Corporation, Portsmouth, Ohio, has been appointed Director of the Redstone Scientific Center, Redstone Arsenal, Alabama.

ELOISE REQUA, Director, Library of International Relations, Chicago, was awarded a medal from the International Foundation of Panama for information services to Panamanian students and adults.

In Memoriam

SARAH BEDELL BALL, a retired librarian and book woman, died in West Hartford, Connecticut. Miss Ball was the librarian of the Businessmen's Branch of the Newark Public Library from 1909-1919, and worked closely with the Director of Libraries, John Cotton Dana. She was a Charter and Honorary member of SLA and in 1959 was chosen for the SLA Hall of Fame.

Letters to the Editor

SOUNDER SENSE IN RUSSIAN transliteration

The paper by Rosemary Neiswender entitled *Russian Transliteration Sound or Sense* (Special Libraries, 53:37-41, Jan. 1962) arouses some alarm, not in connection with anything it says, but rather with what it fails to make clear, and particularly because of its prediction of an enforced uniformity. I should like to comment on the matter, because, as a cataloguer who has to deal with Slavic material, and who is a Slav by birth, language and education, I am rather complexly involved.

A single, uniform, systematic transliteration for Russian would be a bibliographic convenience, and we should indeed welcome it if only we could be sure how the terms "uniform" or "systematic" were going to be interpreted. Like many others, Miss Neiswender oversells the case, strongly implying that not a systematic but an *automatic* transliteration is practicable, and for all purposes without distinction. Now a rule-of-thumb procedure is advisable in the case of card files or alphabetic lists that must be maintained by nonlinguist

personnel, but on the professional level, such automatism will scarcely do, and it is wrong to oversell nonlinguist administrators on the matter.

In spite of some inconveniences, the professional has generally seen in multiplicity of transliterations a guarantee of his freedom. From my point of view, the last thing we should want to risk is the authoritarian imposition of a procedure fit only for routine card files, making no allowance for linguistic necessities nor for the problems actually dealt with in bibliographic (or translation) practice. Overselling a card-filing automatism only postpones the day when we can safely standardize. Unfortunately there is evidence that the oversell has already had its effect: some administrations and administrators, publishing houses, and editors are undertaking to frame rigid rules in what is definitely a field for professional decisions.

To illustrate, let me describe an episode from actual cataloguing practice, a real-life problem from my own work. The other day I received for cataloguing a book printed in Russian but actually a translation from Polish. The University of Ottawa Library uses the LC transliteration of Russian, according to which this author's name would be transcribed as Rozvadovska. But did I write it in this way? Of course not, because I recognize it as a Polish name, the correct spelling of which is Rozwadowska. As far as University of Ottawa is concerned, Rozwadowska is what will go on the catalogue card. The fact that this name appears in Russian letters in this translated book does not make it a Russian name, to be rule-of-thumb transcribed Rozvadovska. To do this would be not only a humiliating treatment of the author, a breach of common courtesy, but also a breach of the cataloguing rule, whereby we endeavor to bring together in uniform filing sequence by name of author all the works of that author.

Think it over, and you will agree that whatever "automatic" transliteration rules may be legislated, Goethe does not become Gete just for being encountered in a Russian text. The President of the United States does not suddenly become Dzhon Kennedy because that is how he might be spelled in a Russian newspaper. Anywhere and everywhere, of course, the ridiculous procedure of RE-transcription is to be avoided.

Geographic examples are particularly relevant, because as many will be aware, we have seen just such practice. Apparently it arose from a misunderstanding of the rule that geographic names are to be those recognized by the political administration of the region in question—a rule which certainly does not prescribe RE-transcription. We have even seen La Pérouse Strait transcribed, in the same publication, as "Laperuza" when taken from a Russian chart and as "Raperuzu" when taken from a Japanese chart. Fortunately, thanks to the example of the American Geographic Society, this procedure has almost died out. It would be a pity if the automatist oversell brought it back.

Cataloguers should understand me very well, since our code recognizes the obligation to verify the correct form and spelling of a name. The fact that the problem crosses into the field of transliterated names will not release us from the rules of cataloguing (nor from those of courtesy). Especially in the case of geographic names any laxity is inexcusable, because all that is needed is a gazetteer (and I note particularly the gazetteers in such works as the *Morskoi Atlas*, which gives both the Russian spelling and the correct original spelling). Personal names are more difficult, but with a couple of encyclopaedias and a bit of good will, one can usually ascertain the proper form.

Of all the abuses I might cite as examples, that which is closest to me, as a Canadian Ukrainian, is Ukrainian names. If it is arguable that a Polish name does not become Russian just by straying into a Russian book, then so too, we feel, the Ukrainian name does not under the same circumstances become Russian. This is obviously a fact that has never dawned upon those who are calling for "automatic" transliteration.

The Russian Academy of Sciences, at the peak period of Russian chauvinism, deliberately attempted to introduce a Latinized transcription in which Ukrainian and Belorussian names could not be spelled at all, except in Russified form. Unfortunately the methods of this old Academy of Sciences transliteration have been followed, in two or three respects, by some of the newer schemes, such as the ISO/R9 system mentioned by Miss Neiswender. In ISO/R9 it is impossible to spell a Ukrainian name correctly.

This is of course not the case with the British Standards system advocated by Miss Neiswender. To this scheme itself we have no objections whatever. But in view of the above-mentioned already apparent effects of the automatist oversell, we cannot but feel relief that the Library of Congress has held out against uniformity. The proper time, it seems, is not yet.

Our Polish brothers answered oppression with the passionate words *Jeszcze Polska nie zginęła*—Poland has not perished. Neither has the Ukraine. May we not rely on the generous American spirit to recognize our position and on the American cataloguer not to write our epitaph into his cards?

DR. G. GERYCH
University of Ottawa Library

MISS NEISWENDER'S REPLY

Dr. Gerych's allegation that I am trying to "oversell" an "automatic" transliteration system (whatever that may be) is baffling in the extreme, since all transliteration systems can be considered equally "automatic" in the sense that they are fixed, invariable schemes which permit no internal deviation. If his actual objection, on the other hand, is to the notion of any single standardized, generally-employed system, then his case should be stated with more perspicuity. In any event, his picture of the authority-defying professional who

"has generally seen in multiplicity of transliterations a guarantee of his freedom" is a most curious one. Here Dr. Gerych seems to imply that the uncowed cataloger who can opt for ISO at one time, LC at another and BGN in a third instance (presumably throwing his catalog into utter chaos) has in some way escaped Authority, while the unfortunate professional who must adhere to a single system is reduced to a clerical automaton.

However, Dr. Gerych's *principal* contention is that many catalogers will "automatically" transcribe non-Russian personal or geographical names encountered in Russian sources without determining their correct form in the original language. I hasten to state that no intelligent professional, regardless of the transliteration system used, would, for example, enter "Poincot" under the Russian equivalent "Pionzë," simply because it appeared on the title page in the latter form, nor would he commit a comparable blunder with respect to a West or South Slavic name. No system of transliteration operates "automatically" in this sense. It is perhaps supererogatory to add that Ukrainian or Belorussian names are not alone in suffering a sea-change in transcription. What about poor Uait (Wade), Gegel' (Hegel), Kondorse (Condorcet), Montesk'ë (Montesquieu), Vil'iams (Williams), or Fu'll'e (Fourier)? Not to speak of the notorious Uoll-Strit in N'iu-Jork. I assure Dr. Gerych that his alarm is unjustified; neither I nor my colleagues engaged in the standardization of transliteration systems would advocate citing proper names in any but their correct vernacular form. I also assure him that the distinction between Ukrainian and Russian names has "dawned on" many of us, contrary to his statement that it "obviously" has not. It is regrettable that Dr. Gerych's devotion to linguistic purity has led him so to confuse the problems of proper name and place entry (to which his letter is relevant, if superfluous) and transliteration systems (to which his remarks are quite inapplicable). His ad hominem peroration, in particular, seems somewhat remote from a sober discussion of cataloging practices.

ROSEMARY NEISWENDER, Assistant Librarian
RAND Corporation, Santa Monica, Calif.

FRENCH COMMENT ON PURCHASING PROBLEM

I read with a great deal of interest the discussion on the purchasing problem in *Special Libraries*, July-August 1962, p. 315-21. The remarks of the panelists seemed to me to be quite excellent, and a few disclosed points that appeared essential factors in the solution of the problem. Experience shows that no one spends money without making a reasonable profit.

Under the company organization chart, the library is under the Research Department. Is this the department that requires the creation of a library and approves operating costs in the general budget? The decision to have a library must have been made by an important member of management, and it is he who, in effect, is the guiding

spirit and sponsor of the organization he wishes to see grow and prosper. One supposes that he feels responsible for it and agrees to acknowledge its weaknesses and difficulties during development. I think that his support is indispensable in every way.

Not being familiar with documentation services in the United States, I would not presume to give advice, but having had, many a time, to argue and defend a cause like that of Mrs. Baxter, I should like to say that in France, the guiding spirit, who, in my case, is the Director of Study and Research, never withholds his support. Although my argument may be full of loopholes, I can point to two supporting facts—the satisfaction of my clients, the library users, and the ever-present work load of the central purchasing office, together with the fact that its members find themselves my clients.

Ninety-eight per cent of the business of a purchasing office in industry consists of handling supplies and raw materials destined for manufacture. The remaining two per cent may be devoted to library requests for supplies, conditions of delivery and payment, and methods of ordering books and periodicals, which are different from the normal procedure and create conflicts of authority between one department and another that can annoy and frustrate the person in charge. The result is foreseeable: lateness, bad feelings, and animosity among the various departments within the company.

Here is how this problem has been resolved by our organization: *a*) friendly and understanding visits to employees in charge of placing orders for the library; *b*) offering direct help without forgetting that it is a burden to handle library orders when many other important things need to be done; and *c*) suggesting that complaints be brought to the attention of supervisors with requests for extra help.

On the other hand, the head of a purchasing department should deal with all the work under his supervision such as expediting normal supplies, specifications, importation and transportation regulations, etc. In short, there was a friendly assault against the fortress that hides itself behind "rules." The combined efforts and patient smiles exhibited for a few months by all seven members of the Documentation Service brought the "fortress" around. It surrendered by demanding that all the unnecessary paper work be taken away from it and given to Documentation, which could be responsible for it itself.

And as in fairy tales, we have lived happily ever after with a minimum of purchasing formalities. With the help of centralized strength, the telephone, telegraph, foreign correspondents, and UNESCO, a single secretary succeeds in giving quick, satisfactory service to 500 readers out of a group of 5,000.

R. WILLNER, Chief, Documentation Service
Société Grenobloise d'Études et d'Applications
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SOVIET POWDER METALLURGY, the English translation of *Porosbkovaya Metallurgia*, is a bimonthly publication of the Institute of Metaloceramics and Special Alloys of the Ukrainian Academy of Sciences. The English edition appeared with the January-February issue and in the future will appear within six months after publication of the original journal. Yearly subscription price is \$80 in the United States and \$85, foreign; available from Consultants Bureau Enterprises, Inc., 227 West 17th Street, New York City 11.

Russian Out-of-Print Books to be Available

Micro Photo Inc. has initiated an experimental project that will offer reprints of Russian books, which are out-of-print but in demand for scholarly research. The cost of the books will be kept to a minimum, and even lower prices can be offered if the quantity of orders is sufficient. The first 14 titles include bibliography and biography. These were recommended by Micro Photo's consultants, William B. Edgerton, Chairman of the Department of Slavic Languages at Indiana University, and Paul L. Horecky, editor and author of books and articles on Russian affairs. The first reprint series will be duplicated by offset on Permalife paper. Subsequent reprints will be made by the Duopage XeroX method at standard Duopage rates. If the experiment proves successful, Micro Photo will begin the duplicating of other Russian books, as well as those in other fields. Order forms and price lists may be obtained from Micro Photo at 1700 Shaw Avenue, Cleveland 12, Ohio. Orders will be processed until November 30. Afterward they will be referred to book dealers.

Union Catalog List of Manuscript Collections Ready

The first volume of *The National Union Catalog of Manuscript Collections, 1959-1961*, prepared by the Library of Congress, has recently been published by J. W. Edwards, Inc. The 7,300 catalog cards have been reproduced according to serial number with an index of 30,000 names, plus subject and repository indexes. A grant from the Council on Library Resources, Inc., which made this project possible, has also made possible work on the second volume, already underway. The volume is available from the publisher, Ann Arbor, Michigan, at \$9.75.

Bibliographic Service

Maxwell Scientific International Inc. has established a Documentation and Procurement Centre offering free, weekly bibliographic services covering all the sciences including library and information sciences. The service sends out a list of the new books and journals from nearly 1,000 international publishers plus individual bibliographic cards, and will obtain the publication when the bibliographic card is returned. An order form may be obtained by writing to the Centre at 122 East 55th Street, New York 22, New York.

Final Edition of Union List of Serials

The third and final edition of the *Union List of Serials in Libraries of the United States and Canada* will be published in 1965 by the Joint Committee on the Union List of Serials, Inc., a nonprofit corporation representing 13 American and Canadian library associations and bibliographical institutions. The H. W. Wilson Company will publish and distribute the work, which will probably contain about 157,000 titles held by 835 libraries and will require 5,000-6,000 pages. No price has been set, and it is requested that orders should not be placed until further notice. Idris Smith is SLA's special representative to the Joint Committee.

Future of Library Education Proceedings

The proceedings of the Institute on the Future of Library Education, held in April 1962 under the sponsorship of the Western Reserve School of Library Science and the Library Services Branch, are published in vol. 3, no. 1 of the summer 1962 issue of *Journal of Education for Librarianship*. Special libraries are discussed in symposium proceedings. The journal may be obtained for \$2 from the Publications Office, University of Pittsburgh Graduate Library School, 2431 Cathedral of Learning, Pittsburgh 13.

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Supplements basic general rules.

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23). London: 1962. photos. 40 p. pap. \$1.50; members, \$1.13.

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Law Libraries in the United States and Canada 1962-1963, 11th ed. American Association of Law Libraries, June 1962. viii, 100 p. \$4.

Geographical listing of libraries and alphabetical list of library personnel. Includes AALL officers, constitution, and life memberships.

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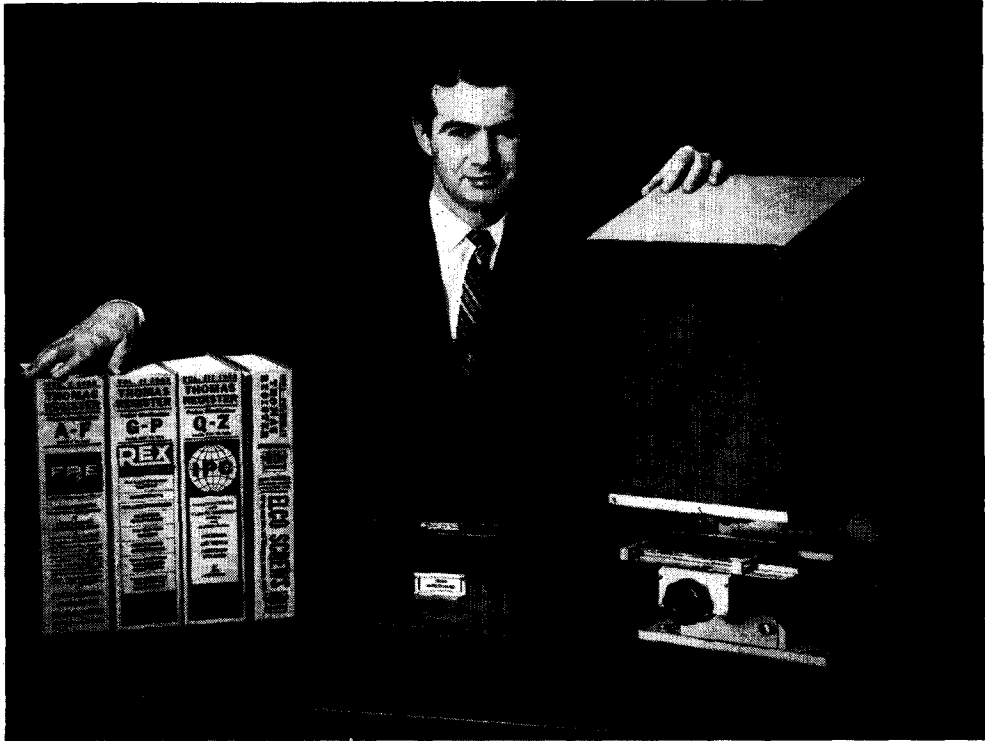
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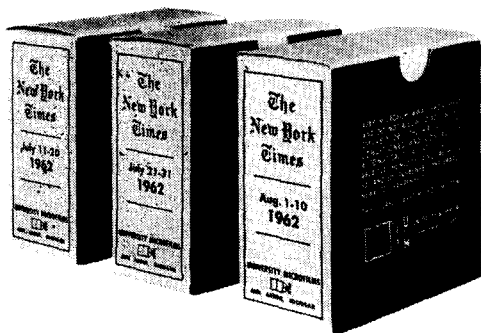
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