


Fall 1996

## Special Libraries, Fall 1996

Special Libraries Association

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# special libraries

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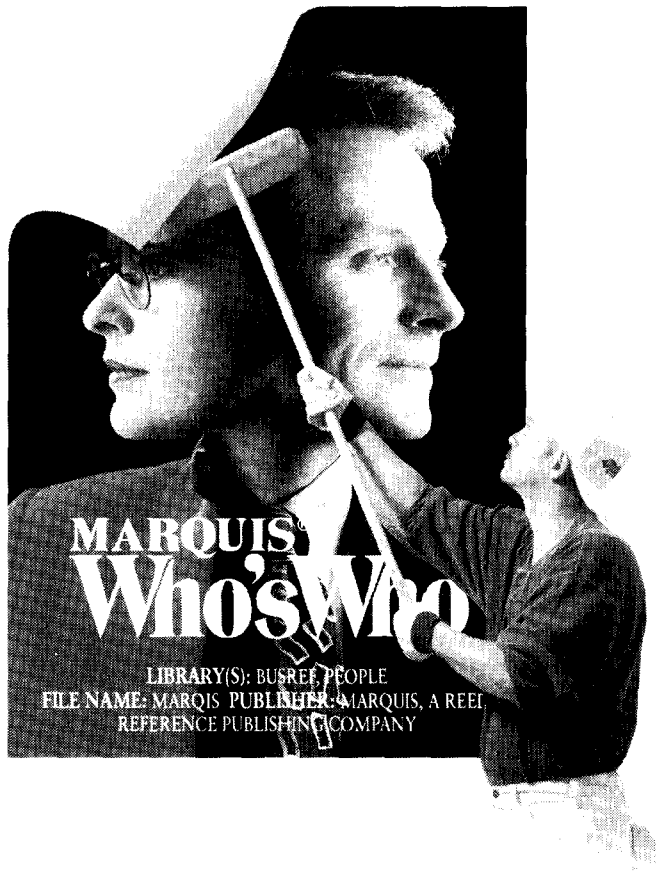
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The Growth of a Big Idea

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# special libraries

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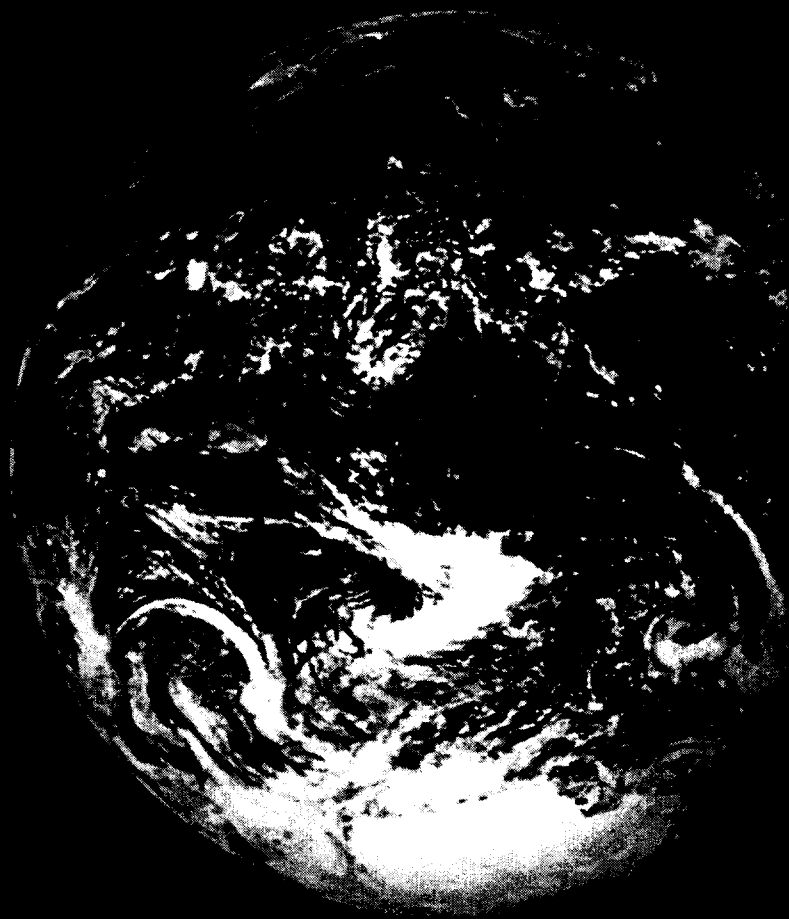
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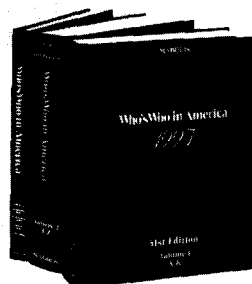
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# Greetings for the New Year!

**And special greetings to our chapter presidents and group and committee chairmen to whom SLA is so indebted for their continuous effort in furthering the growth of SLA.**

**by Eleanor S. Cavanaugh,  
Former President, Special Libraries Association**

*Originally appeared in the January 1943 issue of Special Libraries.*

*La SLA connaît une croissance rapide en 1943. Vingt-deux bibliothèques spécialisées ont été constituées depuis 1942. Il n'est donc pas surprenant que l'auteure soit si excitée à l'idée de ce qu'ont accompli les organisations depuis ce temps-là et de l'entendre dire que 1943 a tous les éléments essentiels d'une « année exceptionnelle ». L'emploi est en plein essor, les bibliothèques spécialisées vont en déplacement à l'étranger, la publicité de l'association croît rapidement; quant à l'association, elle se porte en avant et accepte de nouvelles responsabilités. Lisez pour voir comment les différentes sections de la SLA laissent leur empreinte en 1943.*

*En 1943, SLA está creciendo rapidamente. Desde 1942, veintidós bibliotecas especiales se habían formado. Por consiguiente, no es sorprendente enterarse del entusiasmo del autor sobre los logros de la organización en este momento, y de su declaración que le parece que 1943 va a ser un estupendo año. La actividad en el empleo está elevada, los bibliotecarios especiales viajan al extranjero, publicidad para la asociación está creciendo rapidamente, y la asociación está avanzando y aceptando nuevas responsabilidades. Continúe leyendo para ver como los departamentos dentro de la SLA dejan su marca en 1943.*

**SLA is rapidly growing in 1943. Twenty-two special libraries had been formed since 1942. It is therefore not surprising to hear the author's excitement about the accomplishments of organization during this time and her statement that 1943 has all the makings of a "banner year." Employment activities are high, special librarians are traveling abroad, publicity for the association is quickly growing, and the association is moving forward and accepting new responsibilities. Read on to see how the departments within SLA are making their mark in 1943.**

**T**his first of the year message might well take an inspirational tone, but I prefer to let the facts supply the inspiration.

All SLAers will be interested to know that 1943 has all the makings of the banner year. We are beginning to receive real recognition in the right places. During the past few months, the offices of our president and secretary have become veritable "Information Please" booths. Letters from governments, from war agencies, from large industrial concerns, and from individuals arrive daily and all are asking for assistance. They include questions on how to organize a library, where a librarian can be secured, information on special classification schemes, and where resources on a wide range of subjects can be located. One individual just wrote and asked, "What is SLA? I have heard so much about it that I want to get the whole story."

An executive of an air transport firm wrote to ask what

"The Humanizing of Knowledge" (New York, Doran, 1924), for all the benefits accrued by our specialization, there have been defects. Our environment is a rich field which thousands upon thousands of workers till. Year by year these workers cut their furrows more accurately—and deeper. Deeper and deeper the furrows are cut, until each worker has lost sight of the surface of the field and cannot see other workers who industriously cut their own clean

zines, radio, moving pictures, and—around the corner—television and the radio-transmitted news-bulletin); such investments would bring returns, not only to the special libraries, but inevitably to the institutions which have the far-sighted wisdom to support them.

These popular guides should be roadmaps of literature, on which the trunk highways and the pleasantly winding, discursive roads are marked. Our scientific card catalogs are as impersonal—

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***...We should take a militant offensive, and present the specialized knowledge stored up in our specialized libraries ... By cooperating with the advertising office, the publicity department, or the instruction division of our respective businesses or institutions, we can spread abroad that special knowledge of which we are the physical custodians.***

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and deep furrows. That broad perspective which is the mark—if there is a single mark—of the educated man has too often been lost.

We librarians, in our several special fields, are implementing the workers who are digging. We give them sharper, more efficient tools of thought. At the same time, we ourselves dig furrows—furrows of technique, into which we sometimes sink quite out of sight. It is necessary to consult with one another, and perfect our special technique to aid specialization. Without efficiency, we would be of no value. But we must not let it engulf us.

**I**n our hands we have the power to de-specialize, to a degree, today's knowledge. We can "Put Knowledge to Work" for other than those specialists that we immediately serve. By cooperating with the advertising office, the publicity department, or the instruction division of our respective businesses or institutions, we can spread abroad that special knowledge of which we are the physical custodians. Popular reading lists might well form a part of direct-mail salesmanship, or any of the other mass-publication techniques so essential to modern life (newspapers, maga-

and as forbidding—as the wonderfully accurate maps published by the U.S. Geological Survey. Every road, every path, every house is indicated. But the state of the road, the kind of reading, is indicated in neither. If it was the commercial enterprise of specialized firms—gasoline dealers—that brought us qualitative road maps, perhaps it is not exaggerated to hope that it may be the commercial enterprise of specialized libraries to increase the number of qualitative reading guides.

Nor should we neglect our own publications. Interesting as *Special Libraries* is to the members of the SLA, it would be rash to say that it has any popular appeal. Yet it could. By means of pictures, by articles of an informative nature, by literary roadmaps, it could become a magazine which would reach outside of the association. By dramatizing our motto, people would learn that we talk of things other than imprints, collation, analytics, and corporate bodies as authors.

It has been said that the heart of a university is its library. Every special library that is "Putting Knowledge to Work" is a center in that vast informal university so often given the forbidding name: Adult Education.

# “Putting Knowledge to Work”

by **Beaumont Newhall,**

**Librarian of the Museum of Modern Art, New York**

*Originally appeared in the March 1938 issue of Special Libraries.*

« C'est dans cette simple expression que réside l'entière philosophie de la pratique moderne des bibliothèques ». Observez et vous remarquerez que la devise des bibliothèques spécialisées — « Mettre les connaissances à l'œuvre » — a les mêmes implications en 1938 qu'aujourd'hui. Aujourd'hui comme en ce temps-là, les bibliothécaires spécialisés jouent un rôle vital dans chaque organisation. Leurs talents dans les domaines de l'analyse, de la présentation et de la diffusion des informations sont un facteur important dans le processus de la décision de n'importe quelle organisation. Originellement inventé en 1915 par John A. Lapp, ce slogan continuera à incarner les responsabilités de la profession.

“En esta simple frase yace la filosofía completa de la práctica de la biblioteca moderna”. Fijese como “Poner el conocimiento a trabajar”, el lema de la Asociación de Bibliotecas Especiales (SLA), tiene las mismas trascendencias hoy como en 1938. Entonces y hoy, bibliotecarios especiales hacen un valioso papel en cada organización. Sus habilidades analizando, empacando y difundiendo la información son temas importantes en el proceso de tomar decisiones en cualquier organización. Adaptado por primera vez por John C. Lapp, este slogan continuará a incorporar las responsabilidades de la profesión.

**“In this simple phrase lies the whole philosophy of modern library practice.” Take a look and see how “Putting Knowledge to Work,” the motto of the Special Libraries Association, has the same implications in 1938 as it does today. Then and now, special librarians play a vital role in every organization. Their skills in analyzing, packaging, and disseminating information are important factors in any organization’s decision-making process. Originally coined in 1915 by John C. Lapp, this slogan will continue to embody the responsibilities of the profession.**

**T**he motto of the Special Libraries Association is “Putting Knowledge to Work.”

In this simple phrase lies the whole philosophy of modern library practice. Its implications are great; its responsibilities, large. It means that it is our duty to do more than collect literary and pictorial data, store it safely, and catalog it so that it is readily accessible to all comers. It means that we should take a militant offensive, and *present* the specialized knowledge stored up in our specialized libraries.

The very title of our organization and the concept of special libraries is modern. Everywhere around us, specialization is the word. Our education is specialized. Our work is specialized. Our lives are specialized. Through this division of labor we have achieved great technical perfection. But at the same time, as the late James Harvey Robinson so forcefully pointed out in his stimulating

are truly to represent their industries, they must have information; few of them have functioning special libraries and must organize them quickly. SLA is the only existing group to help in this program.

At our coming convention we are going to discuss all these matters in order to reach

conclusions that will decide the immediate future of SLA. I urge each of you to prepare for this Chicago meeting. In the new "Century of Progress," what shall be our part? Based on the wishes of the majority, your officers will then know how to plan for the role SLA is to play in the new order.

librarian's place is secure. But the association's problem is difficult because, to progress, SLA must somehow arouse in members almost as much interest and professional zeal as they have for their own paid jobs. Our greatest present problem in SLA is to find a way to persuade members that they have an individual responsibility to their profession and that, by doing their share for the association that is constantly working for their profession, they insure their own future. Talking at Chicago is not enough. It is thinking before we meet that I want.

It would be a brave person who would attempt to prophesy very far ahead, so I shall only mention a few urgent, vital things we might do right now. At my request, a writer, thoroughly in touch with informational needs in many fields, has presented a brief to our association showing what SLA might do the help businessmen and to make ourselves known to the world. He suggests basic lists of books

on all the important business and economic problems; reviews and opinions on new material; advice to corporations on organizing and operating small information files even before they can afford a librarian. All this material should appear regularly in the better trade magazines. Who in SLA is to prepare such material?

Our local chapters could be analyzing opportunities for new librarians and sponsoring an unemployment program in their community; could be discussing practical problems in a way to help the entire profession. Our groups could be preparing annotated lists of the basic books in their fields; could be at work preparing publications of our own. More people should contribute to this magazine, *Special Libraries*, so that it might reflect the entire association.

Do we realize that the new National Industrial Recovery Act gives trade associations a responsibility hitherto undreamed of? If they

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# President's Page: Our Part in a Century of Progress

by **Mary Louise Alexander,**  
**Former President, Special Libraries Association**

*Originally appeared in the July 1933 issue of Special Libraries.*

*Nous sommes maintenant en 1933 et les membres de la SLA essaient de déterminer leur rôle dans le nouveau « Siècle du progrès ». Tandis que la planification de la réunion du mois d'octobre est en voie de réalisation, les membres parlent des implications du « New Deal » et pensent que la réunion d'octobre jouera un rôle primordial dans la détermination de l'orientation de l'association. Les membres veulent discuter de la mise en œuvre de grands efforts de relations publiques visant à montrer comment le pouvoir de l'information sera un facteur clé dans le monde moderne des affaires. Lisez pour voir comment l'association a l'intention de fournir aux industries les ressources dont elles ont besoin pour jouer leur rôle dans la loi sur la relance industrielle nationale.*

*Estamos en el año 1933 y los miembros de SLA procuran determinar su papel en el nuevo "Siglo del progreso". Como los planes para su reunión en octubre ya están encaminados, los miembros hablan de las consecuencias del "New Deal" (Nueva Política), y creen que esta reunión en octubre será fundamental en términos de trazar el curso de la asociación. Los miembros quieren hablar sobre el uso de los vigorosos esfuerzos de relaciones públicas para demostrar como la eficacia de la información será un punto clave en el mundo moderno del comercio. Continúe leyendo para ver como la asociación aspira a proporcionar las industrias con los recursos que necesitan para desempeñar su papel en el National Industrial Recovery Act (Decreto de ley para reivindicar la industria nacional).*

**The year is now 1933 and SLA members are trying to determine their role in the new "Century of Progress." As plans for their October meeting are underway, members are discussing the implications of the "New Deal," and feel this October meeting will be pivotal in terms of outlining the direction of the association. Members want to discuss the implementation of strong public relations efforts in order to show how the power of information will be a key factor in the modern business world. Read on to see how the association plans to provide industries with the resources they need in order to play their part in the National Industrial Recovery Act.**

**I**t is a nice coincidence that makes us consider plans for our October program in Chicago at just the same time that industry is looking itself over, setting up codes, and talking in specific terms of the New Deal. We in SLA should not be at all in tune with the times if we failed to ponder our past and appraise our future opportunities. We, too, must be ready for the New Deal—what part do we wish to play in it?

What are we, as individuals and as an association, going to amount to in the new order? As to the importance of research, everyone is in agreement. If the librarian can sense the needs, be thoroughly familiar and constantly in touch with the sources of data in his field, understand his company's problems and have the complete confidence of all units in his organization, then the individual

along as best we can without adequate support of our members and our profession, and without financial backing. Surely *we all do feel our*

*professional responsibility* enough to adopt one of these two alternatives herein suggested.

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can unite them to any great degree has not been demonstrated. That the local special libraries associations in each city can live independently of a national organization has been proven.

The majority of special librarians are as much interested in their profession of librarianship as any public or university librarians are. They belong to the American Library

libraries associations should continue, and they undoubtedly will. The members may gain all they need from these local meetings. There will be no drain upon them for the national association, and the locals may develop into more useful associations if unhampered in this way. It may be that a paid secretary can be employed by each large local association who

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***These are the alternatives: Strengthen our present organization of the Special Libraries Association by uniting locals and national, and promulgating and financing a useful and effective program; or, unite with all other librarians in one national organization, and carry on our special work through the local associations.***

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Association, because it represents to them librarianship in general, and it is in reality the national and the parent association.

Many good reasons seem to point to the advisability of the national Special Libraries Association dissolving as an independent association, and in place of that, let it become a section of the American Library Association. If 25 persons engaged in special library work present a petition to ALA, asking for a section, it will be considered by them, and probably permission granted. By becoming a section, SLA will become a part of the national parent association; special library interests will then be represented in ALA, along with all other interests.

In this case it would seem to me that *Special Libraries* should cease publication; the *ALA Bulletin* would publish any official news of the section, and if requested, the *Library Journal* would undoubtedly be willing to publish any special articles.

Everyone who now belongs to SLA might belong to the Special Libraries of Business Libraries Section, and the dues paid ALA would be the only dues necessary. Many sections of ALA find additional dues advisable, but in any case those would be small, and not as large as present. All the advantages of the national convention would be possible; as many sectional meetings may be held as desired, and there is the added advantage of the general ALA sessions and other sectional meetings.

It seems *important* that the local special

could supervise employment work for the city in special libraries and act as a clearinghouse of information.

If the members favored such an action, a resolution stating that the special librarians wished to become a section of ALA could be passed. Thereupon, a petition signed by 25 members should be sent to the ALA Executive Council. If accepted by ALA, the Special Libraries Association could then be dissolved.

Would it not be advantageous for the affiliated organization, SLA, to ask the parent organization, ALA, for the privilege of uniting with them in *one* organization so that all librarians in the profession can work together, and be recognized by all outsiders as firmly united in one effort?

## **The Alternatives**

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**T**hese are the alternatives: Strengthen our present organization of the Special Libraries Association by uniting locals and national, and promulgating and financing a useful and effective program; or, unite with all other librarians in *one* national organization, and carry on our special work through the local associations.

After 15 years of gradual development, we have reached a stage that makes it seem advisable for the association to adopt one of these progressive alternative programs. We should not hesitate longer, thereby deliberately choosing the path of least resistance, which is to get

the recognized employment bureau for special librarians, and only recommend reliable workers in our profession. From the employer's standpoint and from the special librarian's, this is a necessary function of SLA.

4. Equally important, and closely allied to employment, is the work of advice to industrial concerns and help in installation of special libraries. The secretary should be responsible for this advice to employers.
5. A Clearinghouse of Information. The above features would lead to the assembling of facts about special libraries, their equipment, resources, etc., that would form a reservoir of knowledge upon which all could draw, therefore a Clearinghouse of Information.
6. Permanent headquarters and a paid secretary. It goes without saying or further explanation that such a program demands permanent headquarters and a paid secretary.

### **How Such a Program Might Be Carried Out**

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**An estimate of the cost:**

paid secretary	\$3,500
stenographer	1,500
magazine	2,000
supplies, printing,	
traveling expenses, etc.	<u>2,000</u>
	\$9,000

I do not include an item of rent, as we are assuming some firm would give us office space, if we could finance the remainder. We really would need an assistant secretary too, but as a beginning, in the first year, we shall only budget for one person and a stenographer.

There should be some sources of revenue that might reduce the running expenses. With an efficient secretary, we ought to be able to depend upon a minimum of \$500 to \$1,000 from advertising in *Special Libraries*. Our *Directory*, *Informational Services Handbook*, and other publications which we might issue should bring us a small surplus over expenses of printing,

\$500 or more. From year to year, as our work progresses, the expense of headquarters and a paid secretary ought to decrease, but this estimate can safely be taken as a basis.

Also, with a person to take full charge and responsibility, the association is in a better position to build up its membership, hence the expense should be less to each member as the size is increased.

If we assume that the Constitution is adopted and all members continue in SLA, we would have a membership of 1,475. With dues at \$4 each (\$3 to SLA) that equals \$4,425. However, if we doubled the assessment on ourselves and make a payment of \$8 a year, \$7 a year to SLA, and one dollar to the local, we could easily finance it. If we only have 800 members as at present, an assessment of \$12 apiece would be necessary.

If in the convention at Saratoga Springs, the members of SLA vote to adopt the Constitution, it seems equally important to consider a future program for the association, and methods of financing such a program should be adopted by a vote of the members. If the above plan of increasing the dues is not acceptable, then each member might accept a quota of an amount that he would raise for the association this year—for instance each one pay his dues, \$4 (local and national) and in addition pledge to send in \$8 more as a gift from himself, his firm, or from new memberships obtained.

### **An Alternative Suggestion**

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**T**he drain on libraries on account of the large number of library organizations which demand their interest makes one wonder if an amalgamation could not be accomplished to advantage. Is more than one national association necessary? Are we not weakening the cause of our profession by dispersing our efforts in many directions? One of our members tells me she belongs and pays dues to *nine* library clubs and associations. It is humanly impossible for any person to be an *active* and *useful* member of nine associations.

Special libraries have developed mostly in the cities of the country, and these cities are widely separated. That a national association

15. The publication of the second edition of the *Special Libraries Directory* through Miss May Wilson's efforts.
16. Some employment work done in local associations, and individually by the presidents and secretaries of the association.
17. In 1909 and for many years thereafter the special librarians were not much in favor with the other members of their profession. Now the work of the special libraries is recognized by all librarians and by library schools in the country.
18. Educational courses in Boston have been given; New York has helped in the planning and giving of several courses in special libraries.
19. The special librarians have also gained recognition in the commercial and business world. The contacts made with Secretary Hoover and the U.S. Department of Commerce have done much to encourage this.

There may be many other accomplishments earlier in the career of SLA, of which I have no knowledge, and I may have overlooked others; but these 19 enumerated can be laid to our doors. Is it not a worthy record for 15 years? In order to convince yourself that it is a *splendid record*, compare with any other professional organization of which you have a history, and remember, SLA is only 15 years old.

## A Future Program

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These 19 definite accomplishments are what we have to be *proud of*, and don't forget that it is a worthy record. *But* there are many opportunities we have overlooked or slighted; we have numerous deficiencies that should be overcome. Let us examine them carefully now:

1. The organization of the SLA has not taken cognizance of the local associations, nor provided for a proper relationship. If the revised Constitution and By-Laws are adopted, the locals and national may be combined into one working unit for the benefit of all. In the nine locals there is a membership of 900; of this total number only 25 per-

cent or 225 persons belong to the national SLA. The present membership of SLA is 800 but only 225 of these are local SLA members. If we could secure the 675 other local members, as we may by means of the new Constitution, that would increase our SLA membership to 1,475. In the SLA at present are 480 special librarians who apparently do not belong to any local, and when the new Constitution becomes effective, that means an increased membership in the locals to 1,380, instead of 900 as at present. One can readily see the advantage to the membership in the new arrangement. Membership dues should be collected locally.

Our new directory shows a total of 975 special libraries in the United States. We do not know the exact number of special librarians, but it is safe to assume there are at least two or more persons (on the average) on a staff so that we can estimate two thousand special librarians—the extent of the possibility of our field as to numbers. How close can we come to attaining a membership of two thousand? Just as close as the persons who are in the special library field will assume the full responsibility of their profession!

2. *Special Libraries* should be a better magazine. It can be. The paid secretary should be editor and business manager. Subscriptions should be received separately from membership dues, although each member should have the magazine. Advertisements should be carried. There should be more general articles, more contributions from our members, and the material should be departmentalized.
3. One of the most important portions of our activity should be *employment*. Our secretary should also be responsible for this. The membership should entitle one to free registration, but when positions are secured, a placement fee might be charged, if necessary, to finance the employment work. We should become

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## Accomplishments

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1. *Special Libraries*, the official organ, has been published all these years—it is now in its 15th volume. It has always been a creditable publication, more so at some times than others, and with few exceptions, has been issued regularly each month. A survey of the members will quickly show that it has improved from year to year, has grown in size, and one will be surprised to find the useful material contained therein. It has not been all that we could wish for, but it will compare favorably with the only other official organ in the library field, the bulletin of ALA.
2. Membership has increased from 50 to 600; 12 times as large as it was 15 years ago. This shows a steady growth and a very creditable one.
3. The national association created such an interest in special library affairs that local associations sprang up all over the country in metropolitan areas, so that today there are seven thriving local associations and two other local library clubs that have special library sections: these locals have a total membership of about 900. These locals are the result of a conscious effort on the part of the national association and they were established by regional representatives appointed by the national. The idea has even spread to state library associations, so that Pennsylvania last fall formed a special library section in its state association.
4. I think it is fair to credit to SLA, all the accomplishments among special librarians, local or national. Perhaps the most lasting accomplishment is the "Public Affairs Information Service." This idea originated in SLA, was carried forward by special librarians, has always been fostered by them, and has reached such fruition that it is an independent venture and financially supports itself. It is generally recognized as a most, or the most, useful library index. Much credit is due to Dr. John Lapp and Dr. C.C. Williamson for its success.
5. A Library Exhibit of Special Libraries, prepared in the early years, I believe in New York, was a production that was most useful and is noteworthy. This exhibit is still in existence and has been much appreciated by many special libraries, particularly those organizing new libraries.
6. The *Special Libraries Directory*, published in 1921, was a real contribution and has been of much service.
7. The local directories of Boston, New York, and Philadelphia and recently of Cleveland are very good, and are tools that have been needed.
8. Nor should we fail to mention the Union List of Periodicals in Boston; also the Union List in New York which has never been published but is now being incorporated in the National Union List of Periodicals now in preparation; and also an unpublished list in Philadelphia.
9. New York's attempt at a subject catalog of resources of the special libraries has made the nucleus for a clearinghouse of information. This has been much used and may be the basis for an enlargement in the near future.
10. The survey of special library methods made by the Methods Committee during a number of years and the publication of their *Preliminary Report* under Miss Ruth Nichols.
11. The splendid exhibit which the committee made under Mrs. Bevan's direction at Atlantic City.
12. The revision of the Constitution and By-Laws under Mr. H.O. Brigham's hand.
13. The compilation and publication of the *Information Service Handbook*, mostly by the work of Miss Morley and Miss Kight of Newark. It is an exceptional manual which covers a new field of endeavor.
14. Completion of the *Cumulative Index to Special Libraries*, by Miss Charlotte Neyes.

# Miss Rankin's Proposals

by Rebecca B. Rankin

*Originally appeared in the September 1924 issue of Special Libraries.*

*Quoique n'ayant que quinze ans au moment où cet article était mis sous presse, la SLA essayait d'instaurer de meilleures méthodes pour unifier ses membres et ultérieurement renforcer la profession. Etablir le cadre d'une SLA plus structurée et plus accessible ou dissoudre la SLA afin de s'incorporer dans l'ALA comptaient parmi les propositions avancées par Mademoiselle Rankin durant la préparation à de plus amples discussions qui auraient lieu au 15<sup>e</sup> congrès de l'association à Saratoga Springs. Sûrs de ce qu'avait accompli l'association dans le passé, les membres continuaient de faire avancer la SLA. Cette initiative nous a donné aujourd'hui une association poussée par ses membres, laquelle continue de faire valoir sa vision et conduit l'association dans la voie du futur.*

*Aunque ya de 15 años cuando este artículo fue publicado, SLA trataba de establecer mejores maneras de unir a sus miembros y por último fortalecer la profesión. Elaborando un sistema para una SLA más fuerte, más organizada, y más asequible, o disolviendo SLA para incorporarla al ALA, fueron algunas de las propuestas presentadas por Miss Rankin en preparación de discusiones prolongadas en la 15<sup>a</sup> convención anual de la asociación en Saratoga Springs. Confiada en las previas conclusiones de la asociación, los miembros mantuvieron a SLA dirigida hacia delante. Esta iniciativa hoy nos ha proporcionado con una asociación que guiada por los miembros, continúa ejercitando su sueño y dirigiendo la profesión hacia el futuro.*

**Though 15 years old at the printing of this article, SLA was trying to establish better ways of uniting its members and ultimately strengthening the profession. Building a framework for a stronger, more structured, and more accessible SLA, or dissolving SLA in order to incorporate itself into ALA, were some of the proposals set forth by Miss Rankin in preparation for further discussion at the association's 15th annual convention in Saratoga Springs. Confident in the association's previous accomplishments, members kept SLA moving forward. This initiative has provided us today with a member-driven association that keeps exercising its vision and leading the profession into the future.**

## **To the members of the Special Libraries Association—**

**T**he Special Libraries Association was formed in 1909 by a small group of librarians who felt the need for such an organization—prominent among these were the librarians of the Merchants Association Library, Business Branch of the Newark Public Library, Stone & Webster, Boston University, Boston Elevated Railroad, and others. During the first year of the association, it had a membership of about 50 persons. It is now 15 years since that establishment and it may be well to remind ourselves of the accomplishments during that time—to take stock and see what our status is in the library world.

So we continue in our work, undaunted by problems which to those who know appear overwhelming. Gradually, however, we master them all, not perhaps so much because of our superiority as an organization but because the idea upon which the Special Libraries Association rests is sound. Upon that solid foundation we have been experimenting to determine the type of structure that we shall build.

the spirit of the association as of the convention is one of helpfulness and service in its broadest significance. The sessions of the newly-organized Engineering Section of the SLA displayed this spirit. On a larger scale, the discussions on the resolution proposed by the Executive Board requesting representation on American Library Association committees *only where our interests are involved*

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***Too often in the past we have been content to follow other models; today we are determined that we shall not be a tail to any association kite. We shall work out our own future on the basis of our own concrete experience and not on the good-willed but erratic conceptions of outsiders who in a world of reality and practical affairs are living a dreamer's life.***

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But experiments take time. We do not feel that we have yet evolved an ideal form of association. That is what the institution of an Advisory Council, as determined by the convention, signifies. However, the method of procedure of the Executive Board is apparent to all. We will build slowly, but what we shall build will not crumble. Having faith in democracy, we will proceed only by democratic methods. Anyone present at the meeting at which the Advisory Council was formed saw the methods of democracy at work as one rarely does. We will not have an association run by the few for the few. Too often in the past we have been content to follow other models; today we are determined that we shall not be a tail to any association kite.

We shall work out our own future on the basis of our own concrete experience and not on the good-willed but erratic conceptions of outsiders who in a world of reality and practical affairs are living a dreamer's life. That is what the session following the report of the Executive Board signified.

**C**onfident of the future as we are, and determined that none but special libraries shall control the special libraries movement,

brought out an almost unanimous expression of friendship for ALA. In fact, most of the opposition to the resolution centered not about the injustice of our demand, but about the implied criticism of an association with which we are affiliated, for which during the war we have all been glad to work, and to which we are all inclined to look when national policies are to be determined.

The convention was infused with a get-together spirit which animated all. Copies of *Special Libraries* were distributed liberally with a "when this you see remember me" festive spirit. Our own committees and those of ALA outdid themselves in making this a real after-war convention.

ALA is making plans for the future of American librarianship in the drawing up and carrying out of which it is confidently hoped that we shall have a share. But the spirit of active enthusiasm which has always characterized the Special Libraries Association will find expression in many directions. Foremost among these is a drive to increase our membership. "Every special librarian is a member of SLA" is to be our slogan, and we hope that every member will do his or her share in the joint task.

# Looking Back on the Convention

by J.H. Friedel

*Originally appeared in the September 1919 issue of Special Libraries.*

*A l'issue du 10<sup>e</sup> congrès annuel, les membres de l'Association des bibliothèques spécialisées étaient excités et enthousiasmés quant à l'avenir de la profession. Avec la participation de plus de 250 personnes venant de 21 états, « représentant chaque section du pays », le congrès augurait bien des années à venir. L'étendue de cet enthousiasme reflète également une association qui est devenue sûre d'elle et, par conséquent, a confiance dans son avenir. L'accent est mis ici sur la croissance par le biais de la démocratie et par la détermination que « seules les bibliothèques spécialisées devront contrôler le mouvement des bibliothèques spécialisées ».*

*Al final de la 10<sup>a</sup> convención anual, los miembros de la Asociación de Bibliotecas Especiales estaban excitados y entusiasmados sobre el futuro de la profesión. Con una concurrencia de más de 250 participantes de 21 estados, "representando cada sección del país", la convención resultó ser prometedora del porvenir de los años. Este entusiasmo amplio también refleja una asociación que se ha llenado de confianza por sus éxitos pasados y por consiguiente, está seguro de su futuro. Aquí se coloca un énfasis en el desarrollo mediante la democracia, y la determinación que "nadie menos las bibliotecas especiales deben de controlar el movimiento de las bibliotecas especiales".*

**At the end of the 10th annual convention, members of the Special Libraries Association were excited and enthusiastic about the future of the profession. With an attendance of over 250 participants from 21 states, "representing every section of the country," the convention showed promise of the years to come. This widespread enthusiasm is also reflective of an association that has become confident from its past successes and therefore, confident of its future. Emphasis here is placed on growth through democracy, and the determination that "none but special libraries should control the special libraries movement."**

**T**he 10th annual convention was perhaps the most noteworthy in the history of the Special Libraries Association—noteworthy in attendance, in accomplishment, in spirit, and in outlook. Measured by numbers, the attendance at some of the sessions ran well over 250. Measured in another way, it may be noted that those who attended the sessions and registered at the central desk came from 21 different states, representing every section of the country. To say this of a meeting held at a place bordering on the Atlantic is to imply a great deal. The distribution of those attending indicated not only the national scope of the association, but also the widespread interest in it. In addition, there was one representative from China, while another from Sweden who had hoped to be present was prevented at the last moment.



ton which antedated the birth of the Special Libraries Association. Since that time, however, the extension has been truly marvelous. Today practically every important business house, certainly all those which do not do their business by strict rule of thumb, have created a specialized department of information, statistics, and printed material. Public utilities, banks, manufacturing concerns, bond houses, railroads, insurance companies, and a host of others have found that it pays to know what the experience has been on a particular subject before they take any risks with it themselves.

Lastly, in the field of commerce, a new era has dawned, particularly in foreign commerce. Prior to the breaking out of the European war, we were to a large degree a provincial people; we did not seem to have much to do with abroad, at least not enough to compel us to know every angle of export business thoroughly. The war found us unprepared even with adequate information to meet the new responsibilities of world commerce which were thrust upon us. There were only two or three well-organized commercial libraries in the country, and these were quite inadequately manned. As a result of the war and the extension of business and the necessity of knowing all about a lot of things, a great many commercial libraries have sprung up in connection with business concerns and associations and in libraries of various kinds. The movement is just in its beginning, and we may expect an intense application of the special library idea to world commerce, as well as to domestic commerce.

**T**here are other fields in which the special library idea has gone, but the five broad classifications which have been mentioned cover generally the most important phases of development. But it may be said in general that

wherever there is a problem of government, of business, of finance, of manufacturing, of commerce, there the idea of knowing all there is to know about the problem is either prevailing now or must certainly prevail in the hands of men who think and who act upon information rather than upon rule of thumb.

What does this extension of the big idea mean? Simply this—it means that the great storehouses of knowledge which have been created throughout the ages and which are being added to daily by research and investigation shall find a means of making the knowledge which they possess articulate in everyday affairs. Instead of being hidden in the recesses of the general library, or instead of being scattered and uncollected, it will be focused upon the jobs which men perform and help in the solution of the problems which come.

Undoubtedly one of the greatest problems of the time is to put the knowledge which we possess to work. Enough knowledge is stored up on the matter of public health to add several years to the lifetime of every citizen if it were only brought to bear at the right place and the right time. Enough knowledge of medicine is available to prevent a great part of sickness. Enough knowledge of agriculture is available to enlarge wonderfully the producing capacity of this country if it were made to function with the farmer on the farm. Enough knowledge of business, commerce, and finance is available to solve a great many of the biggest problems of the time if channels were opened up between the storehouses of information and the executives who control policies and to the men who carry them out. Enough knowledge is available of almost any subject to solve the problems of men and institutions if it were only passed around and made to help in doing the work of the world.

years ago without being dignified by a name. The first consistent and permanent application of legislative reference was in the New York State Library; this, however, consisted primarily of library work, namely, the collection of material and its proper classification, although the publication of the annual index and review of legislation was well within the purpose of a modern special library. It remained for Dr. Charles McCarthy, of Wisconsin, to carry the matter one step further and make of it a real legislative special library, where not only the information was gathered, but where it was made to function in legislation in the form of prepared drafts of bills, digests of legislation, analysis of arguments, etc. Since that time, nearly every state has done something in legislative reference work, its value being largely dependent upon the vision of the promoters and upon the willingness and the capacity of legislators to use the information gathered. It

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has not been an unqualified success because of the difficulty of finding both elements present at one time, namely, a librarian specialist with vision and a legislature with capacity and willingness.

The next step—the municipal reference bureau—was a direct outcome of legislative reference work. When it was found that the idea would apply in state legislation, the question was immediately asked, "Why not make it apply in city legislation and in city affairs?" The principles of application were the same. Unfortunately, however, the city officials have shown incapacity and an unwillingness even greater than state legislatures, and only a few cities, probably not exceeding five or six, have really effective municipal reference departments. It should be noted, however, that the failure is an evidence of the low state of city government rather than a weakness in the idea. Every progressive city, as well as every state legislature, can get along far better with a legislative or municipal reference department than without it. In fact, efficiency of the true sort depends on it.

The third step was the application of the idea to public administrative offices. The best illustration of this was early found in the special library of the New York Public Service Commission. Numerous other similar departments have been established in the various state and city offices. To be sure, similar administrative libraries had been for a long time established in several of the departments at Washington, but in general those early departmental libraries at Washington were merely collections of books on the fields, gathered by the Department, and were not attempts to apply the idea as expressed in the definition which has been given in this paper. Since 1910, however, numerous federal departments have applied the special library idea in its fullness. The war, with its new demands, almost automatically created a score or more of special information bureaus and libraries. The next step, in Washington, at least, is coordination.

The fourth field of application is found in the realm of business. There were institutions such as the well-known library of Stone & Webster and the Insurance Library Association of Bos-

Ten years ago there were few institutions which would now be dignified by the name of "special library," and there were few men and women engaged in what were then the beginnings of this profession. There were few legislative reference departments, fewer municipal reference bureaus, half a dozen business libraries, perhaps a larger number of commercial libraries, and a few specialized departments of college and public libraries. Representatives of these libraries felt their oneness and thought that their work was distinct from that of other librarians. At the Bretton Woods meeting of ALA in 1909, a small group of these librarian-specialists met and formed the Special Libraries

creating the literature upon which its growth was founded.

In its early days, the association attracted to it many general librarians and others who came in partly because they were glad to help the thing along. The growth of the association was steady and satisfactory. In place of the 60 subscribers, not all of whom by any means were specialists, there are now several hundred, most of whom are special librarians in the true sense of the term. The literature of the idea has expanded, and it is not uncommon to find in periodicals of all descriptions discussions of the methods and scope, objects, and results of the movement.

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***Perhaps it would have been difficult for the small group of people who had faith enough in the big idea to start an association and a magazine, if it had not been coincident with the rapid growth of the idea of applying knowledge and information to actual work.***

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Association. The first annual meeting was held in November of that same year and the association was launched on its career.

In January, 1910, the association began the publication of a monthly magazine. That magazine was started with a subscription list of 60, showing something of the faith of the promoters of the association in its future possibilities. It has been continued through these years and is now completing its ninth annual volume.

Perhaps it would have been difficult for the small group of people who had faith enough in the big idea to start an association and a magazine, if it had not been coincident with the rapid growth of the idea of applying knowledge and information to actual work. Whether the association brought this about or whether it would have come anyway, we do not know. Certain it is, however, that when the Special Libraries Association began, there was not even a respectable literature on the subject of the specialist's library and upon the problem of putting knowledge to work. The association began, therefore, to build up a literature, and it is probable that few other associations have had that privilege of starting with an idea not fully developed and

**T**o get a more definite view of the extent of the new idea, let us review the various fields in which the special library idea has been applied; but first of all let us set before ourselves a definition so that we may see more clearly what we mean when we refer to the "special library." I venture, therefore a definition.

The special library is an organization serving a specific institution which seeks to gather all of the experiences available with regard to that institution's problems, to classify it in such a way as to make it quickly available, to digest and prepare the same in usable form, to study the actual problems which confront the institution, and to attempt to bring the information gathered to the right man at the right place, so that it may function in the work of the institution which it serves. It will be observed that this definition implies that what we call a special library is more than a mere library or a mere special collection of books.

The first well-known application was found in legislative reference work, wherein the experience of the world on subjects of legislation was gathered and prepared for members of the State Legislatures. Undoubtedly partial attempts to do such work were begun many

# The Growth of a Big Idea

by **John A. Lapp,**  
**Former Editor, Special Libraries**

*Originally appeared in the September/October 1918 issue of Special Libraries.*

*Nous vous emmenons maintenant un an plus tard jusqu'en 1918. Le nombre des lecteurs de Special Libraries s'est accru. Special Libraries a maintenant plusieurs centaines d'abonnés, dont la plupart sont des libraires spécialisés dans le sens véritable du mot. Toutefois, les membres de la profession et l'association collaborent continuellement pour mieux établir leur identité et ainsi promouvoir l'importance et la nécessité de bibliothèques spécialisées. Selon l'auteur, la clé du succès se trouve dans l'utilisation de l'information pour résoudre les problèmes pratiques — concept qui sans aucun doute provient du nouveau slogan de l'association : « Mettre les connaissances à l'œuvre », terme inventé par John A. Lapp. L'article qui suit examine en profondeur le début de la croissance de la profession et quelques applications importantes de cette spécialisation.*

*Ahora le conducimos a un año adelante, a 1918. Los números de lectores de Special Libraries han crecido y ahora hay varios cientos de suscriptores a Special Libraries - la mayoría que son bibliotecarios especiales en el verdadero sentido de la palabra. Sin embargo, los miembros de la profesión y de la asociación están continuamente colaborando hacia la edificación de una mejor identidad para sí mismos y por consiguiente para promover la importancia y la necesidad de las bibliotecas especiales. La secreto del éxito, como lo vé este autor, está en aplicar la información a los problemas prácticos - un concepto que sin duda brota del nuevo slogan "Poniendo el conocimiento a trabajar", una expresión que fué adaptada por John A. Lapp. El artículo siguiente toma una vista penetrante del desarrollo prematuro de la profesión y a algunas importantes aplicaciones de esta especialidad.*

**We now take you forward one year to 1918. Special Libraries readership has grown and there are now several hundred subscribers to Special Libraries—most of whom are special librarians in the true sense of the term. However, members of the profession and the association are continually working toward building a better identity for themselves and, therefore, promoting the importance and need of special libraries. The key to success, as this author sees it, is the application of information to practical problems—a concept undoubtedly stemming from the association's new slogan "Putting Knowledge to Work," a term that was coined by John A. Lapp. The following article takes an in-depth look at the early growth of the profession and some important applications of this specialization.**

**D**uring the past 10 years, a new profession has developed in this country and has grown to such proportions as to place it in an enviable position. This profession is that of the librarian-specialist, whose function it is to gather information, condense and combine it, and interpret the results to the man on the job, whether that job be legislation, administration, business, commerce, or any of the other lines in which men engage. This profession has found its expression in the Special Libraries Association and has interpreted itself to the world through the medium of *Special Libraries*.

ing the many and varied matters liable to develop in the conduct of the business. He must instinctively know what subjects are bound to come up for discussion at some future time and accumulate material to aid the executive in the proper study of the question with the least amount of time. The material should not consist of stacks of books or pamphlets dumped upon his desk to such an extent that the executive groans at the sight of the job before him, but should consist of specially marked pages or paragraphs in books, reviews, etc., bearing directly on the subject, so that the executive may grasp what has been written with the minimum amount of personal work. In fact, if possible, the extracts should be summarized and the important points in a long article condensed into one sentence. An executive is not properly assisted if the "meat" in an article is not marked, and if he has to wade through pages of a book to find what he wants. He can place little reliance on an assistant who has not the ability to recognize the skeleton upon which an article is draped. The librarian should also be capable of noting whether ideas successfully tried out in other businesses possess merit enough to be copied by his own concern. In fact, adaptability to changed conditions, changed customs, and changed circumstances figure largely in the personality of the so-called librarian, and he should be able to scent new ideas and new methods of doing things, as they are written up in various periodicals, newspapers, and reports of various proceedings that come to his attention and recognize the possibility of their being adapted to the work in hand.

An executive should be able to ask "any old thing" of the librarian, from the age of a prominent man when he assumed a responsible position, to the present work of Field Marshal Joffre. In conducting his researches, he should be able to call upon many business and social acquaintances for help, and be on the best of terms with specialists here, there, and everywhere, using the telegraph and telephone without stint if need be. It stands to reason he should be able to borrow books from other libraries, know where special collections of certain literature may be found, and in what private collections valuable data is available.

The opportunity of being of assistance to the executive depends entirely upon the librarian. If he intimately acquaints himself with the work the executive has on hand, he can make himself valuable and really be an assistant on many matters. If he can keep in touch with life outside of his vocation, he may materially be useful to the executive. If he can grasp what is desired without lengthy explanations, he helps save time. In fact, the so-called librarian can build a permanent place for himself in every firm, corporation or company, if he desires to do so, and if he possesses an intimate acquaintance with the various methods of getting information aside from books, periodicals, pamphlets, etc., standing as he should at the elbow of an executive, demonstrating his ability to advise how various matters have been viewed by different minds, and reporting why certain schemes were a success or failure. It would seem as if a more fitting title could be thought of for him than that of *librarian*.

request that editors of periodicals be acquainted with the same and have him suggest that articles be written accordingly or that special numbers be compiled. As the staff, as a rule, generally have much work to do at conventions, legislative hearings, club meetings, and various committee gatherings, it would seem but the most natural method to confer with the librarian regarding the many different problems to be met in order to get the latest literature on the subject. In fact, the librarian can earn his salary by drumming up trade among the staff, calling upon them periodically, and by keeping in touch with the work so as to be on the lookout for articles either in newspapers, periodicals, etc., bearing upon the different problems on hand. By so doing, articles that ordinarily might not be considered as pertinent to any work relative to the company's business might assume an entirely different aspect. The librarian must know the various functions performed by the different members

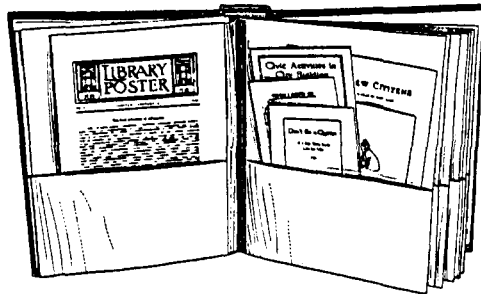
of the staff in order to be qualified to do this work, and it would seem essential to his training to know by practical experience the various duties done by each before he can enter the work performed by the library. In short, if he is to be the assistant desired he must have a general idea of the business from many points of view.

To the *executive* carrying out the well established principle of "having others do things that can be done better by them than by himself" the so-called librarian is a person trained to fill a vacant gap in the staff at his elbow.

With the increased responsibilities of an executive "now-a-days" the more he can have others do for him the better fitted he is to perform the work expected of him.

**T**he librarian must anticipate the executive's wants regarding literature on subjects akin to the business, and be prepared with fitting references and apt extracts of reviews regard-

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Undoubtedly, much harder work is required to properly shelf books so as to provide for future growth than the casual observer of a library realizes and an adaptation of some indexing system in general use is essential, but is it not possible for a person employed in a special library to be so engrossed in deciding the various lights and shades of indexing that he ultimately loses sight of the fact that he is part of a "live and something doing" concern? By a proper allotment of the various routine matters to subordinates, the librarian, of course, does not become oblivious to the opportunities presented to him every day to broaden his activities and be of vital assistance to the employees of the company he is with, and the more he can detail this routine work to others, just so much is he adding to his value as an assistant to the employees of his company, to the staff, and to his executive officers.

The employees of a company must necessarily look to the librarian to provide them with indexes for ready reference, with books on the subjects they are constantly studying, with

ian knows their wants, he will continue to find matter on the subject until directed to stop; that if new ideas on an old subject come to hand they will be advised of the same; that where information is desired the inquiry will receive immediate attention; and that the librarian is in fact an assistant to them in their work. They should be made to feel that the librarian is glad of the opportunity to be of assistance to them, and not made to feel that information is given as a favor. He should show as much enthusiasm over the inquiry of an office boy as he shows for the perplexing questions of a highly paid expert.

**T**he staff of a company can unquestionably use a librarian as an assistant on many matters, since he has an opportunity to become familiar with the various trade magazines and periodicals, is able to note and read articles that they have so little time to read, and can systematically call their attention to articles of special note. They can work out the routing of the various periodicals, books, etc., among their subordinates with the librarian, and should

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***The librarian must anticipate the executive's want regarding literature on subjects akin to the business.... He must be instinctively know what subjects are bound to come up for discussion at some future time and accumulate material to aid the executive in the proper study of the question with the least amount of time.***

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magazines and periodicals pertaining to their business, with pamphlets appropriate to the work in hand, and with book reviews so that they may be acquainted with the latest books printed, and moreover, they should become confident in predicting that all or nearly all of the up-to-date literature they may desire relative to their work can be found in the company library. They should feel that when a question is asked "no stone will be left unturned" in the search for information as to the latest or best article on the specific subject; that if a negative answer is given they can bank on its being so; that if little reading matter is forthcoming it is because little has been written; and that if the answer is not immediately given it is due to their question not having been indexed as asked, or hidden away in an obscure article. They should feel confident that once the librar-

be able to assume that the newest books of value to them are brought to their attention and purchased if desirable. The staff should feel that they can always enlist the service of the librarian in any new project or new condition that confronts them, and can well afford to confide in the librarian regarding the object desired to be done, so that literature bearing on the problem may be accumulating, and be ready to use when the time comes for so doing. They should ask that the subject under discussion be looked up by the librarian, and not waste their own time looking through periodicals, indexes, and books. In short, they should make a confidant of the librarian, and should feel that they are saving much of their valuable time by so doing. The staff might very properly call the attention of the librarian to the lack of literature available on various subjects, and

# The So-Called Librarian's Real Duties

by **Matthew C. Brush,**  
**President, Boston Elevated Railway Co.**

*Originally appeared in the June 1917 issue of Special Libraries.  
Address presented before the Special Libraries Association,  
Louisville, KY, June 25, 1917.*

*Nous sommes maintenant en 1917. La jeune association coopère avec l'Association américaine des bibliothèques (American Library Association) pour découvrir les moyens de mieux servir ses membres dont les organisations-mère, comme le reste du monde, doivent prendre des mesures pour parer aux effets de la première guerre mondiale. L'association considère également la possibilité de s'organiser en fonction de son rôle plutôt que de sa répartition géographique. Cependant, tout en discutant de ces matières apparemment plus importante, l'auteur Matthew Brush s'efforce de graver dans l'esprit des lecteurs de Special Libraries l'importance de développer leurs propres compétences. Et aujourd'hui, les professionnels de l'information considèrent toujours ce sujet comme extrêmement important.*

*El año es 1917, y la joven asociación está cooperando con la Asociación de Bibliotecas Americanas para descubrir las mejores maneras de servir a sus miembros cuyas fundaciones centrales, juntas con el resto del mundo, tienen que ocuparse de los efectos de la Primera Guerra Mundial. La asociación también piensa organizarse por motivo de función en vez de distribución geográfica. Pero en el medio de todas estas al parecer formidables cuestiones, el autor Matthew Brush convenció a los lectores de Special Libraries de la importancia de desarrollar sus propias capacidades, un tema que aún es de importancia primordial para los profesionales de la información de hoy.*

**The year is now 1917, and the young association is cooperating with the American Library Association to discover ways to better serve their membership whose parent organizations, along with the rest of the world, are dealing with the effects of World War I. The association is also considering organizing itself on the basis of function rather than geographical distribution. In the midst of these seemingly greater issues however, author Matthew Brush impressed upon *Special Libraries* readers the importance of developing their own competencies, a topic that is still of central importance to information professionals today.**

**I**t seems most unfortunate that the title of an employee qualified to assist every officer and executive in the performance of his duties should tell so little of the work actually performed.

Presumably nine persons out of ten think that a librarian of a firm, company, or corporation is an employee who sees to the preservation of historical documents pertaining to an occupation—collecting books bearing on the specific work of his employer, properly indexing volumes of periodicals, society proceedings and transactions, year books, manuals, hand books, maps, atlases, etc.—all very necessary in the proper performance of the “job,” but only one of the many ways that an employee called “librarian” fortifies himself for the various opportunities he has to be of aid in constructive work.



material found in books, proceedings, and periodicals and how readily it may be brought to his hand.

The library idea has always been more or less academic, monastic, classic. The impression has prevailed that the library appeals first of all to the reader of polite literature, to the student, the philosopher, the man of letters. This modern rapid development of special libraries managed by experts who endeavor from day to day to gather together the latest things on the topic to which his library is devoted to present to the firm and employees, is simply an outward manifestation of the fact that the man of affairs has come to realize that printed things form the most useful and most important tools of his business no matter what that business may be.

We may look to see very wide and rapid development of libraries of all kinds in the next few years.

## **Cooperation Between Special Libraries**

*by H.O. Brigham*

**C**oordination, which might be a subtitle to this paper, may be attained by attempting to harmonize the widely varying types which compose this association. In other words, the various libraries may be divided into groups. For example, the technical libraries may be made responsible for all information on that line; the commercial libraries for facts relating to their field, and the municipal organizations for the data which would naturally come from them; the highly specialized libraries such as insurance, agriculture, and banking would contribute researches which would appear to be of general interest to all in the association; the legislative reference departments would set forth the progress of legislation which affected the several classes represented in the organization and the public libraries and college libraries would bring their share from the greater sources of supply which make them, as it were, the department stores of the library world.

This subdivision of labor will be of great

value, it will furnish a means for the expenditure of cooperative energy, it will correlate the highly differentiated parts of our complex organization, and it will place in reciprocal relation these unrelated and widely scattered institutions. We shall attain our object only by such harmonious coordination and we are apt to secure satisfactory results. Reciprocity must be our watchword and helpfulness to others our aim.

The suggested research must be specific and confined as far as possible to the special group or class. It would be better if there were an absolute avoidance of detailed research by librarians of another class.

A special list on agricultural education should emanate from the agriculture library and not from the engineering library. Insurance investigations might be the subject of study by either the insurance library or the legislative reference department and both might contribute to the subject. When you arrange your scheme, you must devise some method of intercommunication. The valuable list compiled by the X library, the bibliography by the Y library should be available for all. Each library could be responsible for the copying of these lists of essays and they could be filed with our secretary. All of us stumble on bits of information which are valuable for the entire body. Send them to the secretary. Let us help one another and by so doing help ourselves.

In conclusion, I urge upon you to give this association your hearty support. Go away from this meeting with some definite line of action formulated. Do your part, aye, do more than your part. Give us your counsel and your suggestions. Help to make this association, which is entering onto untrodden paths, a strong factor in the library movement. Preach the doctrine of enthusiasm. Not the type that like some forms of emotional religion has a deleterious effect, but the hearty, sincere enthusiasm that cheerily accepts a duty, that in spite of harping criticism performs an allotted task and firm in the belief of work well done faces and the future. This is true cooperation.

by Beatrice Carr, statistician, Fisk & Robinson, New York.

Cooperation Between Special Libraries, by Herbert O. Grigham, librarian, Rhode Island State Library, Providence.

Specialized Municipal Libraries, by Milo R. Maltbie, commissioner, Public Service Commission, first district, New York.

Maps and Atlases, by Miss Sarah Ball, librarian, Business Men's Branch, Free Public Library, Newark.

Cooperation in the Publication of Lists, by George W. Lee, librarian, Stone & Webster, Boston.

The general discussion which followed the formal program was of great interest, and showed that many of those present were heartily in sympathy with the plan of greater cooperation between special libraries. Mr. Whitten's paper is published in the January issue of the *Library Journal*, and that of Miss Ball in the January issue of *Public Libraries*. The following is an abstract of other papers presented.

### **The President's Opening Remarks**

*given by John Cotton Dana*

**T**he special library, in that meaning of the phrase which we have had in mind in organizing this association of special libraries, is an institution of very recent development. We may venture to define it as "the library of a modern man of affairs." This definition is not sufficiently inclusive, however; as is shown by my own experience in the matter. I have had the wish, for nearly all of the 20 years that I have been engaged in library work, to establish in the business center of the city in which the library I was managing was situated, a business men's branch; located on the ground floor, opening on the busiest office street of the city (not the busiest shopping street), large, well lighted, and fully equipped with all the books which experience should prove to be of

interest to men engaged in commerce, manufacture, finance, and kindred matters. In Newark I have had at last the opportunity to carry out in a small way this idea, and to see a modest business men's branch in the center of the town. This branch is fairly successful along the business line, and its success in this direction has something to do with the existence of this association.

But you will say at once that while a business branch of a public library may prove to be of great value, first, to the main library as a bond between men of affairs in the city and the main library's great storehouse of books; next, as a useful tool for business firms of all kinds in the city; it still is very far from being a typical special library of men of affairs, such as this association has been formed to aid and promote. For, as the brief investigation already made into the development of the special library in this country shows, these special collections of books, reports, and other printed material are so varied in their character and in the use made of them, that no definition will any longer satisfactorily include them all.

A glance at our program including libraries of a public service commission, of a financial firm, and of an engineering firm, shows how wide is the range of thought and action in which the small special collection of books and other printed material has already found a place.

The rapid development of this institution for bringing to the aid of modern industry whatever the student or the practitioner may have thought fit to put into type is very significant. It means that here in the opening years of the 20th century, 550 years after the invention of printing, men of affairs are for the first time beginning to see clearly that collections of books and printed materials are not, as they were long held to be by most, for the use simply of the scholar, the student, the reader, and the devotee of belleslettres, but are useful tools, needing only the care and skill of curator, of a kind of living index thereto, as it were, to be of the greatest possible help in promoting business efficiency.

To say this again in a little different way: The man of affairs has just begun to realize how important and helpful to him may be the

needs of the libraries represented, these current lists will relate chiefly to public affairs, social problems, public utilities, technology, insurance, and finance. It is believed that such information will be very useful not only to special libraries and institutions, but to a very large number of general and public libraries.

The Special Libraries Association, formed at the Bretton Woods meeting of the American Library Association last July, hopes to unite in cooperation all small special libraries throughout the country: financial, commercial, scientific, industrial; special departments of state, college, and general libraries; and, in fact, all libraries devoted to special purposes and serving a limited clientele.

Such libraries, because of their isolated and unique positions and confined problems, have had little in common. Much can be accomplished if they unite along cooperative lines, by interchange of ideas, by circulation of bulletins, and in short, by establishing in this new association a clearinghouse for answering inquiries arising among the various members.

### **First Meeting of the Special Libraries Association**

**T**he Special Libraries Association held its first meeting on November 5th, in the assembly room of the Merchants' Association of New York City. About 40 members were present. Mr. Dana, president, called the meeting to order, drew attention to the importance of special libraries, to their rapid increase in number, and to the fact that they indicate that the habit is growing among men of affairs to look to books and periodicals and printed materials in general for direct help in the solution of the questions that are continually confronting them. Mr. Mead, secretary of the Merchants Association, welcomed the association and spoke briefly of the value to his association of its special library. The program was as follows:

Development of Special Libraries, by Dr. Robert H. Whitten, librarian, Public Service Commission, first district, New York.

Some Aspects of a Financial Library,

### **The Constitution of the Special Libraries Association**

*(as it appears in the premiere issue)*

**Name.** This association shall be known as the Special Libraries Association.

**Object.** The object of this association is to promote the interests of the commercial, industrial, technical, civic, municipal, and legislative references libraries, the special departments of public libraries, universities, welfare associations, and business organizations.

**Officers.** The officers of the association shall be a president, vice president, secretary-treasurer. They should hold their office for one year or until their successors shall have been elected.

**Executive Board.** The Executive Board shall consist of the president, vice-president, secretary-treasurer, and two other members elected by the association.

**Membership.** Any person, firm, or organization may become a member upon payment of the annual dues.

**Dues.** The annual dues shall be two (2) dollars.

**Meetings.** Annual meetings shall be held at the time and place named by the Executive Board, who shall have power to call such other meetings as may be necessary.

**Quorum.** Eleven members shall constitute a quorum.

**Vacancies.** The Executive Board shall have power to fill all vacancies.

**Amendments.** This constitution may be amended by a three-fourths vote of those present and voting at any meeting of the association. Notice of proposed amendments shall be sent to each member of the association at least two weeks before adoption.

# In the Beginning

by John A. Lapp, John Cotton Dana, and H.O. Brigham

*The articles below originally appeared in the January 1910 premiere issue of Special Libraries.*

*Ces articles tirés du premier numéro de Special Libraries, publié en janvier 1910, vous feront faire un voyage dans le temps passé à destination des débuts de notre association, à une époque où nos fondateurs n'en étaient encore qu'à former et à façonner une idée grandiose. En outre, vous découvrirez au fil de la lecture la mission et l'objectif de la première publication de la SLA, Special Libraries ; votre imagination vous transportera à la première réunion de la SLA où vous vous verrez entouré non pas par les quelque 7 706 personnes qui ont assisté à notre dernier congrès, mais par les 40 membres qui ont assisté à la première réunion de la SLA. Finalement, vous entendrez notre fondateur, John Cotton Dana, parler de ce qu'il contemplait pour les bibliothécaires spécialisés qu'il avait attirés en formant cette association.*

*Estos artículos elegidos de la primera tirada de Special Libraries, publicados en enero de 1910 le llevarán en un viaje al pasado al principio de nuestra asociación, a una época cuando nuestros fundadores aún formaban y moldeaban una gran idea. Usted leerá también sobre la misión e intención de la primera publicación de SLA, Special Libraries, e irá en un viaje imaginario hacia la primera reunión de SLA, donde se imaginará rodeado no por los casi 7,706 individuos que asistieron nuestra última conferencia, pero por los 40 miembros que asistieron la primera reunión de SLA. Finalmente, usted se informará sobre nuestro fundador, John Cotton Dana, y lo que él tenía previsto para los bibliotecarios especiales que reunió con la creación de esta asociación.*

**These selected articles from the first issue of *Special Libraries*, published in January, 1910, will take you on a journey backwards in time to the beginning of our association, to a time when our founders were still shaping and molding a grand idea. You will also read about the mission and purpose of SLA's first publication, *Special Libraries*, and take an imaginary trip back to SLA's first meeting, where you will picture yourself surrounded not by the approximate 7,706 individuals who attended our latest conference, but by the 40 members who attended SLA's first meeting. Finally, you will hear from our founder, John Cotton Dana, on what he envisioned for the special librarians he drew together with the formation of this association.**

## Foreword

**S**pecial Libraries is published by the Special Libraries Association as a means of furthering effective cooperation. It will serve as a medium of intercommunication and to a certain extent, will be a clearinghouse of notes and news of special interest to the members of the association. It will publish a limited number of papers and short reference lists. It will devote special attention, however, to listing the more important current literature and especially those books, official reports, pamphlets, and periodical articles that are not included in general book lists and periodical indexes. Conforming to the

and cataloging microfilm indicated that special librarians were aware of new methods of performing traditional tasks and were utilizing new equipment and concepts. Problems of SLA's relationships with the American Library Association were evident in letters to the editor and reports by officers and committees.

**A**fter World War II, the 1949 volume of *Special Libraries* placed, in keeping with the times, greater emphasis on scientific and technical libraries. Although there were still many articles on business, insurance, financial, and social science libraries, there began to be equally as many on technical librarianship, for example, "Patent Searching," "Triangular Training for the Technical Librarian," "A Cataloger's View of the AEC Library Program," and "Organization of an Abstracting Service." Documentation became a familiar term in the language in such pieces as "Railway Documentation in Europe" and in a section of an article by S.R. Ranganathan titled "Special Librarianship—What It Connotes."

Throughout the year, particularly in the April issue, the association's 40th anniversary and many-faceted history were stressed. Past presidents reviewed the accomplishments of their terms, tribute was paid to the many members

who had volunteered their time and abilities to edit *Special Libraries*, the organization of chapters and groups was recorded, and an impressive list of bibliographies, source lists, reading lists, directories, subject heading lists, handbooks, union lists, indices, and other books published by the association since 1917 was given. By 1949, *Special Libraries* had an average length of 40 pages and sold for \$7 yearly.

Beginning with this January 1959 number, *Special Libraries* will automatically be sent to all, except student, members of the association and to 1035 subscribers. In the past decade, the journal has been able, despite rising printing and paper costs, to maintain a \$7 yearly subscription rate. In addition, its average length has increased to 44 pages, with several larger issues each year, the extensive use of half tones, line cuts, charts, and tables has been reintroduced and the quality of the paper and printing have improved. At the same time, it has continued to present the latest practices and principles of all aspects of special librarianship.


Today in 1959 as in 1910, *Special Libraries* is dedicated to furnishing special librarians with the tools and information they need to perform their multitudinous tasks more effectively and more efficiently.


\* Marion, Guy E. *The Special Libraries Association Library Journal*, April 1, 1920, p. 3.


First Display Advertisement in  
Special Libraries (as it appeared in  
the September 1911 issue)


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 **Dicksee's Auditing** By R. H. Montgomery, C. P. A. Standard in England and America. Revised Am. ed.—200 pp. new matter added. Principles and procedure, methods of account, special audits, balance sheets, profits, auditor's ethics, liabilities, etc., investigations, interest, corporation tax returns. 100 pp. forms. 686 pp., 629. Dec., 1909. Cloth. \$5 postpaid.


 **Financing an Enterprise** By Francis Cooper. How to secure capital and promote enterprises. Methods of raising money, prospectuses, capitalization, patents, stocks, bonds, incorporation, etc., etc. By business man with 15 years' promoting experience. 3rd ed., 1909. 515 pp., 2 vols. Buckram. \$4 postpaid. Sample chapter 10c.

 **Corporate Organization** By Thos. Conyngton of N. Y. Bar. Explains every step for company organization and incorporation. Advantages of corporation; where to incorporate and cost; stock systems; elections, meetings, duties of stockholders, directors, officers, etc., etc. Forms. 2nd ed., 1908. 402 pp., 629. Buckram. \$3 postpaid.

 **Corporate Management** By Thos. Conyngton of N. Y. Bar. Protects the corporation official with legal information on Charter and by-laws; duties, liabilities of officers, directors, stockholders; handling of stock; conduct of meetings and records; etc., etc. 202 forms 3rd ed., 1911. 422 pp., 629. Buckram. \$3.50 postpaid.

 **Corporate Finance and Accounting** By H. C. Bentley, C. P. A. Legal notes by Conyngton. Indispensable to corporation treasurer. Gives his legal status, duties, powers and liabilities; corporation accounting complete; laws of finances, bank deposits, checks, dividends, etc. Forms. 625 pp., 629. 2nd ed., 1911. Buckram. \$4 postpaid.

 **Influencing Men in Business** By W. D. Scott. Increase your ability to influence men! In this book a leading psychologist explains the laws of mental influence and how to follow them in making sales, writing advertisements, handling employees. Clear, simple, practical. 166 pp. 1911. Cloth. Illustrated. \$1 postpaid.

 **Law of Real Estate Brokers** By F. L. Gross of N. Y. Bar. Answers quickly, fully, accurately any legal question concerning broker's deals, requirements, authority, powers, liabilities, commissions and their recovery, contracts of sale, exchange, etc., etc. Forms and fees. For every state. 473 pp., 629. 1910. Buckram. \$4 postpaid.

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"List of References on the Right to Strike" indicated the restlessness and increasing importance of organized labor during the beginning of the century, but more important, the awareness of the editor to subjects of current interest and concern.

A decade later, in 1929, the journal reflected the association's growth in membership and prestige. Lists of publications, national and local officers, and institutional members were carried regularly as were reports from local associations (now chapters) and groups (now divisions). An annual index was published with the March issue, and the subscription price was increased to \$5. The purposes had not changed, nor had the drive to give those in the special library field the kind of information they needed, when they needed it, and in a form they could use.

In the spring of 1929, two special issues appeared on classification: one was devoted to classification problems and the second to discussions and evaluations of the Brussels, Cutter, Dewey, Elliott, Baker Library, Library of Congress, and other special classification systems. There was also a special newspaper number. Events and Publications, the predecessor of Have You Heard and Off The Press, was a regular column featuring news about items of library interest.

By 1939, the number of regular departments had increased substantially and included each month a President's Page, News Notes, Letters to the Editor, Publications of Special Interest and editorials. Library Magazine Articles of Interest, We Do This, Board Meeting Notes, and Conference News appeared intermittently. That year, the convention proceedings were published separately and were not included in the subscription price of \$5.

The social, economic, and technical changes that characterized the 1930s were clearly reflected in the format and subject matter of the 13th volume of *Special Libraries*. There were no line cuts or photoengravings to enliven the text, and the printed matter was of a serious, often discursive nature. Four articles on unionism and professional workers marked the beginning of concern with professional standards, salaries, and requirements. Pieces on filing, preserving,

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Guy E. Marion, recalling the early activities and objectives of the association, wrote: "It was foremost in the minds of nearly all at that time (1909) that one of the prime reasons why this new association was actually needed as a separate entity with its own treasury, lay in the fact that there was no organization in existence which would publish and spread the things we were thinking and saying. The technical press was not interested in publishing our ideas, the American Library Association had only its proceedings. ...In fact, there seemed to be no other way to bring our thoughts and deliberations to other similarly interested minds but to start our own official organ where we could control the publishing of everything in this particular field."\*

The first 10 issues of the 1910 volume contained information that had never before been assembled. It was a wealth of bibliographical information that up to that time had never been published. There were descriptions of the facilities and services of special libraries that no one had ever thought worthy of careful, detailed delineation; papers prepared by specialists for presentation before state library meetings; and lively current news and comments on library affairs. These were the heart and substance of those now dusty volumes of the first years of *Special Libraries*.

Although the first 1910 volume, which sold for \$2, was small in comparison with recent volumes of the journal, it presaged what was to come. Five pages of the April issue were a two-part listing, by name and subject field, of SLA members—the first membership directory. Another issue carried "Technical Magazines Containing Book Reviews"—certainly a forerunner of SLA's successful monthly periodical, *Technical Book Review Index*. The energy and foresight of members was clearly evident in the detailed proposals for the publication of

*Artisans Trade Index* (later assumed by the H.W. Wilson Company and published as the eminently useful *Industrial Arts Index*, now *Business Periodicals Index* and *Applied Science & Technology Index*), *Public Affairs Information Service*, and a newspaper index. Indices like these had never been available until *Special Libraries* stressed the need for better bibliographic services in these fields of knowledge. The first volume also regularly carried columns called Notes and References in the fields of public affairs, insurance, technology, and public utilities. The first advertisement, three lines describing the services of the H.R. Hunting Company of Springfield, Massachusetts, appeared in the April issue.

**T**en years later in 1919 and for a subscription price of \$4 annually, *Special Libraries* had 430 subscribers, and a group of advertisers was helping the journal achieve financial stability. Gaylord Brothers, Harvard University Press, and Ronald Press were, as they have continued to be, familiar names in the two to three pages of advertising. Halftone illustrations had been introduced; these pictures of early special libraries are particularly interesting when contrasted to the libraries presented in the current *Special Libraries'* series, *Planning the New Library*.

The tenth volume of the journal also showed the development of an idea that has since proved most successful, namely the devotion of an entire issue to one particular subject field. Seven special issues were published, covering business, industrial, safety, chemical, agricultural, financial, and transportation libraries. The articles "Training of Business Librarians" and "Internal Publicity as an Aid to the Laboratory" were titles and subjects that might be selected for publication today, while

**First Advertisement in *Special Libraries*  
(as it appeared in the April 1910 issue)**

**The H.R. Hunting Company, Springfield, Mass., makes a specialty of looking up and reporting on special items. Classified catalogs are issued monthly. Correspondence invited. Special library binding.**

# Some Observations on Fives Decades of *Special Libraries*

by **Mary L. Allison,**  
**Former Editor, *Special Libraries***

*Originally appeared in the January 1959 issue of *Special Libraries*.*

« Il est acquis que l'une des forces principales qui a mené à la constitution de l'Association des bibliothèques spécialisées (*Special Libraries Association*) était le fait que les bibliothèques spécialisées ressentaient un besoin urgent d'avoir leur propre publication », remarque Mary L. Allison, auteur de cet article écrit en l'honneur du cinquantième anniversaire de cette publication. C'est presque comme si *Special Libraries* était un enfant que voulait désespérément une jeune profession extrêmement désireuse de l'élever et de le voir grandir. Effectivement, *Special Libraries* semble prendre des caractéristiques humaines au fur et à mesure que l'auteur décrit les années formatrices qui suivent son introduction en 1910, sa croissance significative dès 1919, et son « passage à l'âge adulte » dans les années 20. Au cours des années 30, nous voyons *Special Libraries* en tant que jeune adulte qui se transforme et explore de nouvelles idées. Les années 40 suivent de près ; durant cette période, elle attache plus d'importance aux sujets importants à son avenir. Finalement, les années 50 révèlent une publication plus mûre qui embrasse son passé tout en établissant le critère d'excellence que nous nous efforçons toujours d'atteindre aujourd'hui.

“Consta en el historial que una de las fuerzas más importantes que encaminó la estructura de la Asociación de las Bibliotecas Especiales (SLA) fue la urgente necesidad percibida por las bibliotecas especiales de tener una publicación propia,” indica Mary L. Allison, autora de este artículo que celebra el 50 aniversario de la publicación. Es casi como si *Special Libraries* fuera un niño desesperadamente añorado por una profesión dispuesta y ansiosa de alimentarlo y observar como crece. Así mismo, *Special Libraries* efectivamente parece tomar características humanas mientras el autor describe los años formativos después de su introducción en 1910, su desarrollo importante hasta 1919, y su llegada a la “madurez” en los años veinte. En los años treinta, observamos *Special Libraries* como a un adolescente, experimentando cambios y explorando nuevas ideas - seguida muy pronto por los años cuarenta donde vemos un énfasis mayor en los temas que son importantes para su futuro. Finalmente, los años cincuenta destapan una publicación madura, abrazando su pasado a la misma vez que asegura la marca de la excelencia que aún perseguimos hoy día.

**“It is a matter of record that one of the major forces leading to the organization of the *Special Libraries Association* was the urgent need felt by special libraries for a publication of their own,” notes Mary L. Allison, author of this article celebrating the publication’s 50th anniversary. It’s almost as if *Special Libraries* was a desperately wanted child by a young profession ready and eager to nurture it and watch it grow. Indeed, *Special Libraries* does seem to take on human characteristics as the author describes the formative years following its introduction in 1910, its significant growth by 1919, and its “coming of age” in the 1920s. In the 1930s, we see *Special Libraries* as a young adult, experiencing changes and exploring new ideas—closely followed by the 1940s where we see a greater emphasis placed on subjects important to its future. Finally, the 1950s reveal a mature publication, embracing its past while setting the mark of excellence we still strive for today.**

**A** quick survey of *Special Libraries* over the five decades it has flourished proves to even the most casual observer that from its inception, the journal has consistently pioneered in bringing to its readers the tools they have needed to do a better job. It is a matter of record that one of the major forces leading to the organization of the *Special Libraries Association* was the urgent need felt by special librarians for a publication of their own.



# Preface

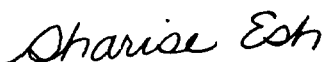
It is not an easy task to publish the last issue of a journal that has been printed since 1910. How do you do justice to the last piece of a part of history? We decided to let the journal say its own farewell through a special issue devoted to retelling *Special Libraries*' best stories. In each page of the old articles we researched for this special retrospective issue, we found stories being told not only through the words, but through the pictures, the choice of language, and the placement of emphasis.

We began *Special Libraries*' farewell with an overview of the first five decades of the publication, provided by the editor of *Special Libraries* during the journal's 50th anniversary year. After allowing readers to take in the panoramic view, we go back to the pages of the first issue and start on the winding road through SLA's history.

In the pictures drawn from these words, we see the life of the organization—its growth, its shortcomings, its hopes, its actualities. Over its 86-year history, *Special Libraries* has recorded the life of the profession from its birth. In the stories selected for retelling here, we tap into the thoughts and reasoning of those who went before us. We witness the association's inner strength during times of organizational evaluation and change and chart a map of the course SLA took to get to where it is today.

We also get an interesting and somewhat entertaining look at some of the advertisements that first graced *Special Libraries*' pages. At the same time, we expose ourselves to some sexist language inappropriate for use in today's world. We considered editing out this language, however, we felt it was better to preserve the entire history of the documents. We hope you will look at this language usage not as offensive, but rather, as a sign of how time can change people's perceptions.

We hope you enjoy the romp through history as much as we enjoyed creating the trail. What better way to send off a publication than to celebrate its relevance in our lives.



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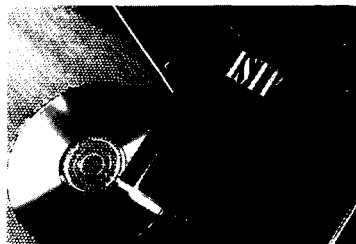
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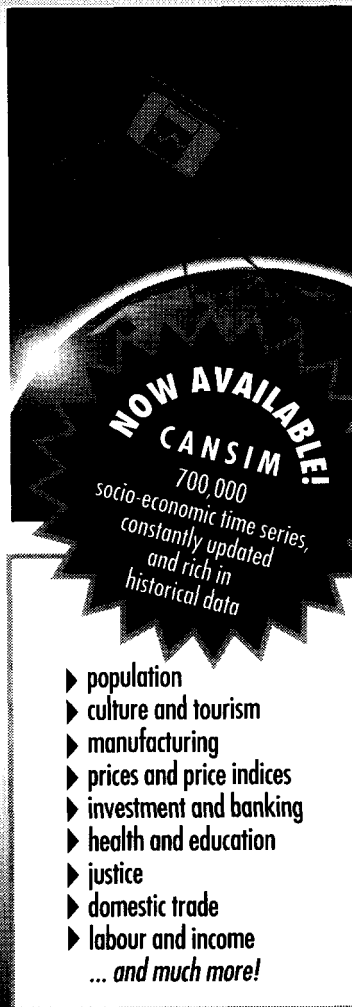
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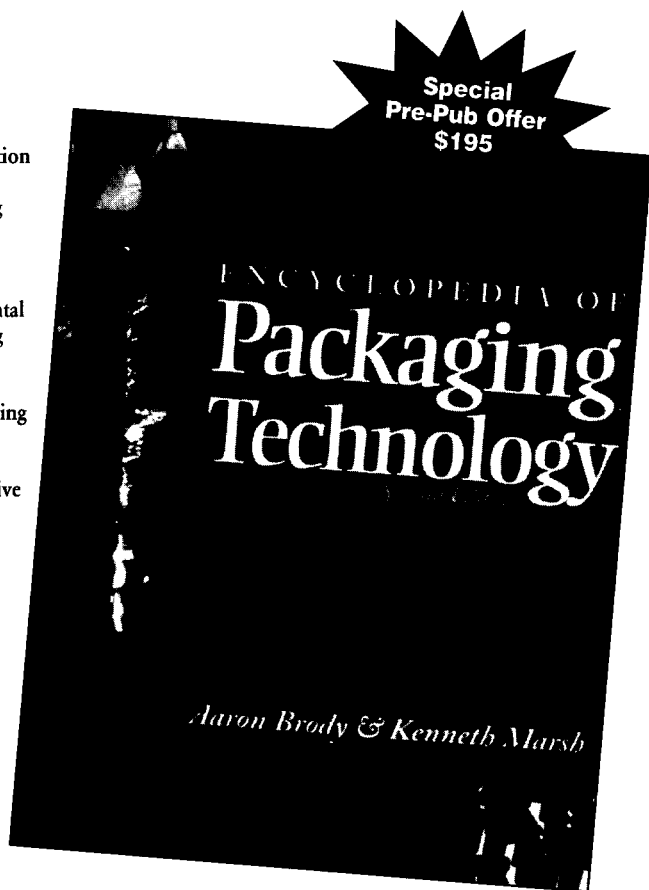
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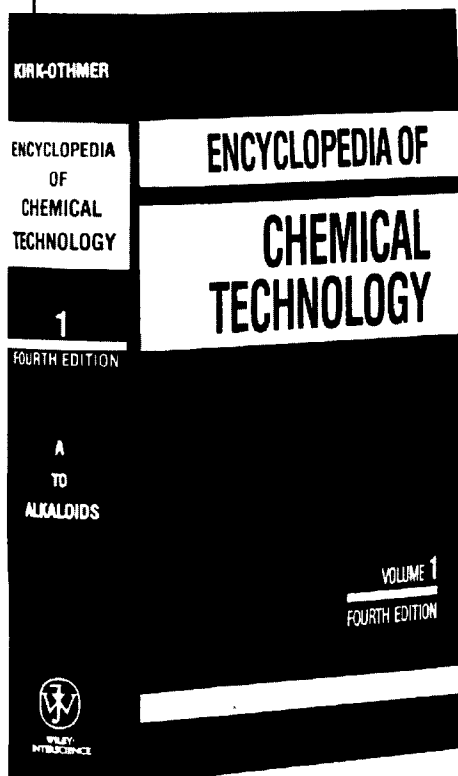
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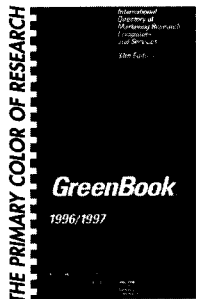
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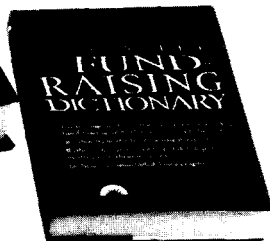
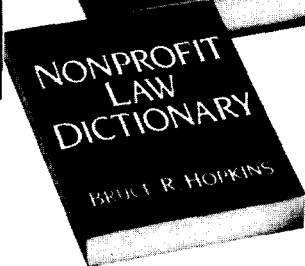
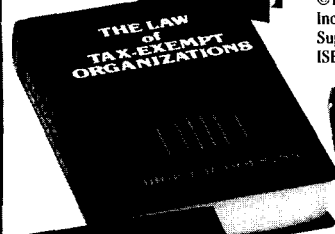
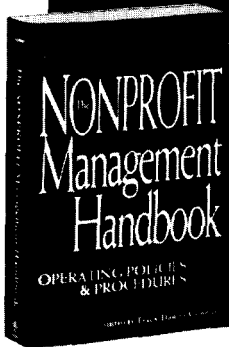
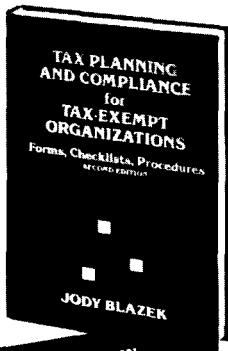
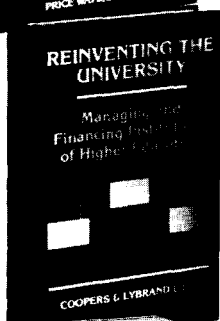
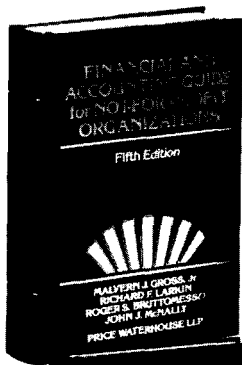
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method he might use to keep the executives informed daily on all news pertinent to their interests. To answer this one, we compiled and edited a sample bulletin abstracting the news of a single day on matters concerning their industry. They were exceedingly grateful and put the suggestion into operation.

Our biggest boom has been in establishing new libraries. Twenty-two new special libraries have been organized since July 1, 1942. This is a record!

Employment activities keep the secretary busy. Seventy-six positions have been filled between July 1 and December 20, 1942. Now we need librarians, especially those with technical experience. The personnel files of available people are being depleted. I think it is safe to say that the aircraft industry will be one of our next big markets for expansion as we now have 11 aircraft manufacturing and air transport companies represented on our membership roster.

Special librarians also go abroad. At this writing, although no official announcement has been made, we know that a special librarian is on her way to London as an assistant in the newly formed American library there.

Our publicity is beginning to be cumulative. I hope you did not miss the splendid article on page 1, column 1 of the *Wall Street Journal* of December 7, 1942, under the heading "Stored Knowledge." Hats off to the members who inspired this article.

Our publications program is not being neglected. Laura Woodward and Rose Vormelker are putting in long hours editing Volumes II, III, and IV of *Special Library Resources*, which we hope to publish before June, 1943. This is

an outstanding job and no one except those who have worked on it realize the amount of time and after hours' work that it involves. Rebecca Rankin is having revised for immediate publication, *War Subject Headings*, which was first published in June, 1942, and which has been completely sold out since September. The *Patent Index to Chemical Abstracts* is also nearing completion.

The chairman of the War Activities Committee is working on binding allocations so that special libraries may be covered in the regulations for binding materials.

The membership chairman has set a high goal for new members and the betting is that she will make it.

The editor of *Special Libraries* has changed printers and we hope that hereafter you will receive the magazine on time.

The advertising manager is still securing advertisements for the magazine, but the going is harder right now.

The chapter bulletins show that our members are all war conscious and are lined up for an all out effort for the duration. The group bulletins continue to be a real contribution and most of them supply valuable information for those who receive them.

All in all, it is most gratifying to watch SLA march forward, accept responsibilities, take its place in the present picture, and contribute its part to the war effort. It is particularly gratifying because we are all working under the difficulties of depleted staffs, additional pressure of work, and facing an uncertain future. Let us hope that the remaining six months of our fiscal year will show even better results.

*Everyone recognizes this truth—that progress in any trade, business, or profession has been dependent on facts, observations, and conclusions communicated by master to apprentice, and recorded for future generations; each generation building on the foundation work of former generations. The advancement in any association is in direct relationship to the improvement of facilities for the exchange and interchange of facts, information, knowledge, and truth, and the proper use of these facilities.*

—H.J. Burris



# Special Libraries Association Directions and Problems

by **Walter Hausdorfer,**

**SLA immediate past-president and librarian,**

**School of Business, Columbia University, New York, NY**

*Originally appeared in the July/August 1945 issue of Special Libraries. Address presented at the February 20, 1945 meeting of SLA's Cleveland Chapter.*

*La période d'après-guerre apporte des changements et des possibilités. Agée maintenant de 37 ans, l'association est en train de se créer de nouvelles frontières et ce faisant, elle assume de nouvelles responsabilités et élabore de nouvelles techniques pour un champ d'action plus étendu. En précisant ces responsabilités dans cette nouvelle phase de croissance professionnelle, la SLA a l'intention d'orienter son énergie vers les points suivants: promouvoir les bibliothèques spécialisées, améliorer le service en augmentant l'utilité et l'efficacité des bibliothèques spécialisées, améliorer les normes et la condition du personnel en travaillant au bien-être de ses membres.*

*La época de la postguerra trae cambios y oportunidades. Ahora, de 37 años de edad, la asociación está creando nuevas fronteras para sí y haciéndolo, abarca nuevas responsabilidades y desarrolla nuevas técnicas para un campo de actividad más amplio. Concretando estas responsabilidades en esta nueva fase de desarrollo profesional, la SLA tiene la intención de dirigir su vigor a la promoción de la biblioteca especial, mejorando el servicio con el desarrollo de la utilidad y eficiencia de las bibliotecas especiales, y mejorando las normas y la categoría del personal, trabajando hacia el bienestar de los miembros.*

**The postwar period is bringing change and opportunities. Now 37 years old, the association is creating new boundaries for itself and, in so doing, embracing new responsibilities and developing new techniques for a wider sphere of action. By defining these responsibilities in this new phase of professional growth, SLA intends to direct its strength to promoting the special library, improving service by developing the usefulness and efficiency of special libraries, and improving standards and status of personnel by working for the welfare of the members.**

**T**hrough years of extending special library service into a wider group of organizations, and of persisting in presenting the idea in different ways, we have evolved a fair concept of what it is. In some cases, we are sure that the fundamental idea has been understood by our public, because it has been read back to us in Convention speeches of executives and research men. Has our profession reached a stage in its growth when we must choose either to refine our techniques, our methods within the limited sphere we have previously set for ourselves, or to develop other techniques for a wider field of action. There is good precedent in other professions for increasing degrees of specialization, for discovering new areas of services within narrow boundaries, as in medicine, in engineering, and in the learned professions of teaching and research. We have, of course, been progressing in both directions, as can readily be seen in looking back. As our activities

have intensified in certain fields, such as business, finance, and technology, our methods have been vastly improved and our services extended into smaller areas. At the same time, we have been entering new fields, such as those represented by recently established groups in the association. But have we reached the period in our development when we can no longer look to fresh fields, and must devote ourselves to discovering other aspects of the same subjects? It does not seem likely that we have. There are many areas of human activity in which the basic idea of special library service has not entered, just as there are many regions in this time-contracted world where the idea would be novel. We must therefore give our strength to the first alternative, of developing techniques for a wider sphere of

line of thought, we shall designate the areas we believe are worth exploring. It is only in this way that we can evolve workable plans for action—the purpose of our efforts. We must, of course, arrive at what is best for the association, think not as individualists with our own advantages or advancement in mind, but as members of a community within larger communities. Thus, we shall all benefit personally through a stronger professional organization.

The first influence with which we must reckon is the increasing role of government in our lives. Although there is little new in the government's performing more and more services for its citizens, the trend toward nationalization of many of our institutions is of recent origin. The war has necessitated a wholeseries of emergency measures in the

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***Unfortunately for some of us there is no return to pre-war days. We have placed our bets and the wheel has turned. There is social as well as political revolution. Many of our institutions, economic and cultural, that have been built up through private capital, must turn more and more to government.***

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action, rather than to the second, of redefining our methods in already familiar territory.

It is not likely at this time that we can individually think up a plan for most effective action. Through the cooperative efforts of our members, however, over a period of experimentation and study, we can convince the wider public that our idea is good. We believe in the power of the association, for over the 37 years of its existence, it has attained success through the splendid work and high intelligence of its leaders, and has a cumulated vitality expressed in the enthusiasm of its members.

### **What Are Our Responsibilities?**

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**I**n preparation for this new phase of our professional growth, we need to relate our activities to the larger picture of present trends, and to recognize our fuller responsibilities. What are some of the conditions, some of the problems, some of the responsibilities? Rather than attempt to set down a catalog of all the factors, it seems better to consider several that affect us vitally. To give some notion of our

mobilization of men and women, in our economic system, in technical and research facilities, in our educational system and in many other of our social institutions. This concentration of power must be and generally is approved for the immediate end to which it is aimed, namely, the winning of war against anti-democratic forces. Few question the bitter necessity for the bloody struggle. We must even anticipate hard years of peace, when many of our best young men will have to remain in Europe and Asia to police devastated countries, when few restrictions on our lives are likely to be removed. We also want to win the peace. Yet what are these few years if we have established the right to our way of life? Unfortunately for some of us there is no return to pre-war days. We have placed our bets and the wheel has turned. There is social as well as political revolution. Many of our institutions, economic and cultural, that have been built up through private capital, must turn more and more to government. Some of these, under the crucial tests of political and social conformity, may not endure. Such petty bu-

reaucracy as we have seen, such blitzkrieg thoroughness of pressure groups, are trifling compared with what may be. Doubtless there will be injustices and crimes against liberty, as there have been in previous revolutions.

What of special libraries that have depended to a large degree on private capital and private initiative? As they are part of the enterprise, which will be examined in new light, they will be subjected to the same tests of social cost ad public benefit. Libraries created through gifts of foundations or endowments; the museums, the educational institutions, the large reference collections—all these too, will come more and more under public control. As promoters of the idea of special library service we need, therefore, to consider the social implications of our daily work. What ends does all this collection and dissemination of information serve? What are its costs measured in terms of addition to the public benefit of the product or service? We must think of these matters to see

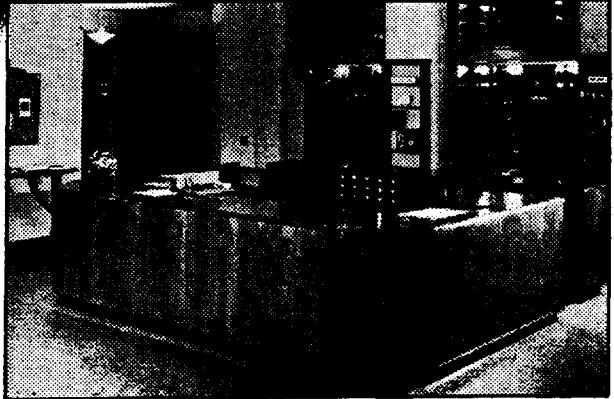
what we as members of a profession and members of an association can do.

**T**he second phase of the trend, whether we welcome it or not, is the coming age of the "common man." If we as a nation, and the world united in freedom, are to carry out the principles we have announced, we must have an economic reorganization. We can already see the public attitude toward monopolies, cartels, trusts, the attitude of the farmer toward control of agriculture by financial institutions, and of small business toward control of the market by big companies. These are evidence of the assertion of rights by the "common man." The attempted solution of these problems in our democratic society by the increase of pressure groups, of lobbying, has already created confusion in legislatures, and public antagonism to this method. Whether or not we are members of the political party that has announced the several economic freedoms,

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we must admit that they are the logical application of democratic principles, and are believed in by a large number of small men.

We, as members of a profession that aims to give the advantage of information to whoever will make conditions possible for rendering the service, must consider how we can aid the small man to have equal advantage in this respect with the large. The task is tremendous. In 1944, for example, there were an estimated 2,854,600 firms in the United States. Of these, 82 percent, or about 2,340,700, had less than four employees each. Some way must be found to give these firms the benefits of special library service. Where they are near public libraries having business or technical departments, such as Cleveland, Newark, Indianapolis, or Pittsburgh, they have the benefit of good service, but when they are located in small towns, they have few resources for keeping abreast of the times. Other types of enterprise for which provision has been made are agriculture, through regionalized library service of the Department of Agriculture; and manufacturing through the Technical Advisory Service of the Smaller War Plants Corporation. But we as librarians know that there is a vast territory not covered by these services. We, as an association interested in "putting knowledge to work," must try to find some solution. In our Public Relations program we have presented some suggestions, but whether these shall be workable or satisfactory, we cannot know. It is this sort of problem we must all work out together.

The third aspect of the present situation is that with our country's participation in a world war, we have become Citizens of the World. We can no longer think in terms of geographic distances, but in terms of neighbors. As such, we must share our goods and services, our institutions and ideas, the advantages of our cultural and scientific attainments. The vast flow of informational material that issues from our government, private institutions, and presses must reach libraries overseas as it now reaches us. All the results of the work of our learned societies, research organizations, universities, and other bodies must be brought to their attention. How can this best be done?

Channels must be established in various countries, machinery must be set up for the dissemination of special information, so as to direct the flow of information and materials to the proper individuals or organization.

### **Contact with Research Organizations Necessary**

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**J**ust as we send abroad our informational resources, we must in turn have an organization for collecting and disseminating those which are produced outside our country. We need to maintain contact with research organizations, learned societies, and educational institutions abroad, so as to benefit by their activities. We should have their advice and assistance in the location of materials and information here. Constructing channels for this two-way flow is the work of the Special Libraries Association, for the job cannot be done wholly by individuals, government or other organizations. Our efforts will not preclude, but rather supplement contacts made on the initiative of member libraries. Perhaps we can build a larger structure for cooperation with foreign agencies that will help the individual library make whatever private arrangement it wishes. Although much of the world is in turmoil, and countries not accessible except through government agencies, we can at least make plans and put such parts into operation as conditions permit. So far we have the assurance of aid of the Office of War Information in making contact with organizations and libraries in liberated areas. Through our Postwar Planning and International Relations Committees some workable arrangement can be devised. This is part of our responsibility as citizens of the world.

### **Can SLA Solve These Problems?**

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**I**n setting forth this program and these problems, we have at the same time to examine our own association to see whether we have an organization adequate to realize or resolve them. We must agree, in looking over the impressive facts of SLA that we have strength and vitality. Because our association

is quickened by an idea which is daily expressed in our work, it is unified for action. We cannot only meet the challenge, but find in it inspiration for greater effort. Not one of us can sit back and let his fellow member carry the extra burden of work. Whether or not you are formally an officer of the association or a member of a committee, you have your part in the projected plans. We cannot make blue prints and write specifications of what you are to do, because you must discover your job through the same ingenuity you use so effectively in your libraries. We state the problems and indicate the objectives. The rest is up to you. You created your own job. This is as it should be in an organization as democratic as SLA. But work you must, if it is to remain democratic.

It is up to you, therefore, to study the work of the various groups and committees, to see where your contribution will be most effective. Relative to committees, I should like to draw your attention especially to how their

work ties in, one with the other. In the field of personnel, for example, the Training and Professional Activities Committee has a twofold program: of creating a flow of highgrade individuals into the profession, and of considering the problem of standards and terminology. The latter is a particularly troublesome and critical question, because we have reached the stage where we need not only to differentiate between types of service based on subject knowledge and professional competence, but also to name them. You and I know how unsatisfactory the general term "librarian" is. No amount of adjectival contortion will change the common connotation. Some alternatives have been used: information specialist, information department manager, director, chief, head, bibliographer, and research consultant. To the groups has been given the task of setting up, first, standards for libraries of types represented therein, and of studying and recommending terminology. Along with the work of

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the committee, that of the Manpower Survey will help to determine more exactly our personnel resources, to supply basic data for naming positions, and to assign to them appropriate rates of compensation. In this period when many library schools are re-examining their curricula, our recommendations should be of great assistance. If we draw into the profession recruits from colleges and universities, we should have a clear picture of what training and background are required for special librarians, and what sort of positions exist in different types of libraries. The program and work of these two committees are closely related. Similarly, the Student Loan Fund can help in encouraging professional education through financial assistance.

Another service the association renders its members is the promotion of new special libraries. Through our Public Relation and Post-war Planning Committees, a definite and long-term campaign is planned. As part of the committee's work is the consideration of an advisory service for the organization of special libraries. Whether this is to be given through groups, for particular types of libraries, or through the Executive Office, with a retainer of volunteer or paid assistants, is to be considered by the committee and the board.

Further long-range plans of the Post-war Committee are aimed to examine what the functions and services of headquarters may be, and what direction future services to members may take. At present work of the secretary, Mrs. Stebbins and her staff has been increasing with the rapid growth of the association and with the more effective rendering of regular services to members. As the membership increases and the larger programs of the association take shape, more duties and services

will devolve on the Executive Office. Development and clarification are greatly needed.

Related to this and to the professional equipment of the association is the work of the Methods Committee, in developing a statement of basic principles for technical improvement and standards, and a better system than we now have for interchange of information on new developments. It may be that the Executive Office, again, would be the best place for centralizing and disseminating such information. Also a part of our professional equipment, publications are being planned over a longer period by the Publications Governing Committee. The series of manuals for the operation of different types of libraries is underway, and when completed, should be excellent aids for our members and publicity for our association in showing more concretely than is now possible in any one publication, the organization and services of special libraries.

In these directions, therefore, your association is extending its forces. We cannot afford to mark time, just because there will be no deadline to meet. We must rather direct our greater strength toward realization of our purposes, the promotion of special library service through the encouragement of the collection, organization, and dissemination of information, the improvement of service by developing the usefulness and efficiency of special libraries and research organizations, and the improvement of standards and status of personnel by working for the welfare of all our members. Let us each accept our individual responsibility so that we may fulfill our obligations completely in this critical period, and cumulate power to widen our sphere of action as new opportunities are offered us in the postwar world.

*Neither the newspaper, nor the radio, nor any new marvel which science may give us tomorrow, will take the place of the book as a creator of mind and character.*

—John G. Winant

# The Special Library: What It Is and What It Can Do for Business and Industry

by Louise Lefebvre,

Librarian, Pulp and Paper Research Institute of Canada

*Originally appeared in the February 1958 issue of Special Libraries. Paper presented before the Reference Section of the Canadian Library Association, June 14, 1957, and at the 12th Annual Conference in Victoria, British Columbia.*

*La croissance des connaissances spécialisées est accompagnée du besoin de bibliothécaires spécialisés. La vitesse de la recherche et les publications qui en résultent nécessitent un spécialiste qualifié qui les suivra et les organisera de façon cohérente. Par conséquent, le bibliothécaire spécialisé se voit appelé à venir à la rescousse pour mettre de l'ordre là où règne le chaos et fournir ainsi un service de premier ordre à la science et à l'humanité. L'auteur Louise Lefebvre attire l'attention sur ces points dans cet article centré sur la croissance et les applications de la profession d'information.*

*Con la ampliación de conocimientos especializados se aproxima la carencia de los bibliotecarios especiales. La rapidéz de la investigación y las publicaciones resultantes exigen un especialista competente que los vigile y los organice lógicamente. Por consiguiente, se llama al rescate al bibliotecario especial par ordenar el desorden y, en fin, ofrecer un servicio de primera categoría a la ciencia y a la humanidad. La autora Louise Lefebvre va al grano en este artículo con estos particulares y enfoca sobre el desarrollo y las ubicaciones de la profesión informativa.*

**With the growth of specialized knowledge comes the need for special librarians. The speed of research and resulting publications necessitates a qualified specialist to keep track of them and organize them coherently. As a result, the special librarian is called to the rescue to bring order out of chaos and consequently render a first-class service to science and humanity. Author Louise Lefebvre hits these points home in this article focusing on the growth and applications of the information profession.**

**F**antastic as it may appear today, there was a period in the history of science when a man could claim to master all knowledge and know all the books of his time and age. These sages lived and flourished at the famous library in Alexandria, founded about 250 BC.<sup>1</sup> Until three centuries ago, it was still possible for a specialist to know all the significant books pertaining to his field. Moreover, he was able to read all the scientific journals, which at that time were, in effect, the *Journal des Savants* and the *Philosophical Transactions* of the Royal Society of London.

## **Growth of Specialized Knowledge**

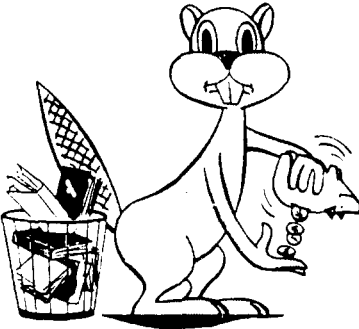
**I**ntense specialization in all fields of knowledge which occurred at the turn of the century was reflected in an increase in the number of journals. These multiplied with such speed and contained such a wide range of material that a contemporary bibliographer could truly declare: "the periodical has added a new terror to research."<sup>2, 3</sup>

It is commonly recognized that since 1939 there has been a very marked increase in research activity in all fields of knowledge. It has been estimated that the United States now spends more money on research in one year than it spent in all the years prior to this date. To give some idea of the enormous sum spent on research annually in the United States, here are the figures for 1956: five billion dollars were spent on research, three billion of it in industrial laboratories. It is estimated that five to 20 billion will be invested as capital to take advantage of each one billion expended in industrial research.<sup>4</sup> Research is now really big business!


Since there is a relation between the money spent on research and the number of publications which record the results, it is evident that there will continue to be an enormous increase in the output of technical literature. The following comments of two authorities in the field of scientific publications help give an idea of this growth.

Dr. Vagtborg, president of the Southwest Research Institute, presented the problem graphically in terms of billions of dollars. He described the problem as follows: "It is reported that approximately 60 million pages of technical literature are currently published every year throughout the world. This is equal to 100,000 volumes of 600 pages each, which at the rate of 10 volumes per foot, would require new book shelving of 10,000 feet or just short of two miles."<sup>5</sup>

Charles L. Bernier, associate editor of *Chemical Abstracts*, put the problem in this manner: "Today's scientific literature is so large, that one person can no longer read the output in one great branch of it, such as chemistry. If a chemist, who could read about 30 languages fluently, were to start reading in January of 1955 all the papers of chemical interest which were published during that year, and if he were to read at the rate of four papers per hour and for 40 hours per week, by the end of the first year, he would be more than 10 years behind in his reading."<sup>6</sup>



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These figures illustrate sufficiently, it seems, the practical impossibility of the average businessman or specialist being able to read all that pertains to his field of interest, much less his ability to keep track of it and organize it coherently. It is at this point that the special librarian is called to the rescue to bring order out of chaos, and thereby render a first-class service to science and even to humanity in general.

### Role of the Special Library

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**W**hat is a special librarian? Most important, he is what his name implies—a specialist in literature organization. He operates as a sort of “research memory,” being a repository of the sources of information that his company or organization might be expected to explore.

use and benefit of the organization it serves.

### Growth and Value of Special Libraries

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**S**pecial libraries tend to increase in number as the swelling tide of technical literature invades new areas. This trend will not be reversed in the foreseeable future, even in the event of an economic recession because it is during such times that research enters new areas, and efforts are intensified to produce new products. Today, more and more companies are organizing their own libraries, and there are very few examples of companies failing to continue this service once it is established. A library quickly becomes an indispensable source of information, and companies would no more think of doing without it than they would typewriters or calculating machines.

The *Directory of Special Libraries*, 1953

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***It is evident that research or specialized libraries represent a worthwhile investment in time and money. In fact, management has come to realize that such libraries are a necessity and will pay for themselves a hundredfold.***

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What is a special library? The special library provides a service; that is, it makes available to an organization whatever knowledge and experience it can muster to further that organization's activities.<sup>7</sup> Its staff must not only be experienced in the practices and techniques of library science, but must also be well versed in the subject in which the library specializes, for the function of a special library is to secure, assemble, and present all information, published or unpublished, in a specific field.

The backbone of any library, of course, is an adequate collection of books, periodicals, reports, pamphlets, government publications, and various other items, but the tools of the librarian are the methods he uses to systemize and make readily available this material, i.e. classifying, cataloging, abstracting, and indexing. These are the means by which the information contained in the library is made available for use in the easiest and most efficient manner.

The special library is, in short, a particularized information service which correlates, interprets, and utilizes the material at hand for the constant

edition, records 2,489 affiliated libraries, mostly in the United States. At present, three million documents of importance are received by United States libraries every year. It must be remembered that special libraries grow not only in numbers, but also in size; they tend to double every 16 years.<sup>8</sup>

Though figures for Canada are modest, they are none the less significant. According to the Dominion Bureau of Statistics' latest *Survey of Libraries*, There are a total of 131 libraries, 51 are located in Quebec, chiefly in Montreal, and 52 in Ontario. British Columbia and Manitoba come next with seven special libraries each.

Circulation figures for these libraries are high. In Quebec, of 24 libraries reporting with a combined stock of 275,355 books, a total of 222, 870 loans were made. Figures are still more striking for Ontario, where of 17 libraries reporting with a combined stock of 186,369 books, 627,464 loans were made.<sup>9</sup> This shows that no matter how extensive holdings are in these libraries, their collections are used intensively and do not gather dust.

It is evident that research or specialized libraries represent a worthwhile investment in time and money. In fact, management has come to realize that such libraries are a necessity and will pay for themselves a hundredfold.

Put two research teams on the same problem, one with access to a good library, the other without; the latter group will be at a disadvantage. As Mr. J.E.L. Farradane, of Tate and Lyle Ltd., points out: "The finding of one valuable item of information could more than repay the remainder of the year's work on more routine inquiries;" and further, "A definite negative reply to an inquiry might be much more useful than a limited amount of information on a given subject, as it would be the green light for research to go ahead."<sup>10</sup>

As a result of the growth in size of industrial units and the corresponding increase in the degree of specialization of personnel, some authorities think the days of discoveries or solutions in science based on a "hunch" or "flash of genius" are ended. Others, to the contrary, assert that "basic scientific discoveries still depend upon the creative processes that take place in the brains of individuals."<sup>11</sup> But no one disputes the fact that team, as well as individuals, research requires the mental stimulation which is a result of access to a well-stocked and well-serviced library.

### Setting Up a Special Library

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**A** company may very well be aware of the usefulness of a library and yet be uncertain as to what the establishment of one would entail. Usually, a small collection exists in a more or less organized state somewhere in every company. Sometimes books and periodicals accumulate in various departments, and then someone is put in charge of this diverse material to centralize it and carry on all routine and administrative jobs. But a library is in a better position if management recognizes from the first that it is a necessary service.

Before the library is set up, preliminary steps should be taken as follows: 1) An analysis should be made of the particular needs of the organization it will serve; 2) Outsiders should be consulted who have professional

experience; 3) Libraries already functioning in similar institutions should be visited. The next step is to select a qualified librarian. This is a choice of primary importance for the future of the library within the company.

The special librarian of the future, the one for whom industry is already clamoring and ready to pay a high salary, is a specialist with a degree in library science and a reading knowledge, if possible, of languages such as French, German, and even Russian. Such a combination of talents today is painfully scarce. But at least the young B.Sc. graduate with an interest in the bibliographical aspects of science can, through vocational guidance, be made aware that a career combing his interest has developed to the extent that the demand now far exceeds the supply.

Along with other professions in Canada, librarians have a recruitment problem. Industry could help in the recruitment and training of the kind of librarians it needs badly by giving the position the same status and remuneration as is given to technical and engineering positions at the same level of education and ability. Otherwise, if "anyone" can be a librarian, if "anyone" will be promoted because *he is not* a librarian, young people who might be attracted to library work will, instead, study chemistry or engineering where opportunities are much great.<sup>13, 16</sup>

So, if librarians have a duty to meet the challenge of new conditions and new requirements, industry must also recognize that it has a stake in the recruitment, training, and placement of individuals who will be best equipped to fulfill industry's particular needs.

Now, supposing that a company has succeeded in the difficult task of appointing a competent librarian, what will the librarian do for the company and how much will library services cost? The librarian's work, as we have seen, consists essentially in providing recorded factual information. The records he uses must be acquired, organized, and publicized.

### Services Rendered by Special Librarians

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company. This activity requires an extensive knowledge of sources. Buying books is simple enough, but it is more complicated to obtain pamphlets, technical reports, government documents, microfilms, patents, and the like and to keep track of subscriptions, serials, exchanges, and free material which cannot be obtained through ordinary book trade channels. In a science-technology library, *quality*, not quantity, is the objective. The most valuable and most up-to-date information will be found more often in journals and reports than in textbooks.

The material must be promptly organized for efficient housekeeping and for quick and easy access. To answer the question, "where can I find it?" various methods have been devised, and many other are invented and tried every day. This is work where library technique is indispensable. Whatever method is adopted, two fundamental operations are necessary. One is *classification*, or the systematic grouping of material on shelves or in files, and the other is *cataloging*, or the description of each item of information contained in the library. The selection and permanent recording of factual information from current publications is a most important activity in a special library.

The problem of keeping abreast of scientific literature, even in a small field of interest, is almost staggering. It is met by various methods such as cooperative cataloging with other libraries, subscriptions to abstract services and indexing journals, the maintenance of subject indexes, or a combination of all these methods.

To provide a successful reference service is the ultimate goal of the library organization. Depending on circumstances, the reference service may be limited to answering miscellaneous questions of a scientific nature, or requests for single facts, or it may be a very important service requiring a full-time staff to carry out literature surveys and compile comprehensive bibliographical reports.

Dissemination of information necessitates publicity on the resources of the library in the form of abstracts, resumes, bulletins, reports, and short bibliographies, as well as answering questions over the telephone and helping readers who come to the library. Some people may

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not be familiar even with elementary library practice; they must be helped to find what they want, and if necessary, the librarian must find it for them.

**A**nother important function of the library is to ensure liaison with other libraries. No matter how large and complete a library is (and usually libraries are short of space), there comes a time when some item must be borrowed from another library. In such cases a library service will be invaluable, first in locating the wanted article or book elsewhere, and secondly, in negotiating the loan of it.

It has been said that a competent librarian could run a library with nothing but a desk and a telephone. This may hold at the beginning, when one's colleagues realize that the library is in the organizational stage, but borrowing from other companies and using their facilities cannot continue indefinitely unless one's own company can reciprocate courtesies by lending out its own source material.

A company library is sometimes part of a more highly developed unit often called a "Technical Information Division." Besides the functions of a library proper, this service also carries two additional activities. The first is the interpretation of the information collected in the light of a company's particular problem; the second is the provision of an advisory service on policy matters made on the basis of the interpretation.

By its very nature, a library does not normally engage in such work. A technical literature reference service for research and other technical workers is essentially concerned with the vast body of relatively well-organized knowledge in the relevant technical field, and it normally supplies facts only as facts. And, no

matter how intelligent, capable and competent management advisers are, they themselves are powerless unless they have at their disposal a well-organized and well-serviced library.

## Cost of Library Service

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**A**t this point, one may think, "This is all very well and good, but how much does a library cost?" It is desirable that the library should have an operating budget and live within it like any other department. Amounts spent yearly on salaries, books, periodicals, and supplies should be recorded so that facts and figures relating to costs can be produced when necessary.

But what is an adequate budget for a special library? Some authors say that it should be two percent of total sales—or average \$250 per technical man."<sup>14</sup>

In *Aslib Proceedings* for November 1956, Dr. Risk, Comptroller of Accounts at Brush Group Ltd., stated that "management is often recruited among accountants. They tend to be uncertain about the value of 'returns' from an information service. However, scientists and technologists do not doubt it, and the more their voices are heard at the top level of management, the more the value of information services is known."<sup>15</sup>

At the Pulp and Paper Research Institute of Canada, we in the library are never so happy as when we succeed in helping the industry which supports us. When some mill official solves a problem, or saves time, effort, and money through the use of the very fine library that the Institute has collected and managed since 1927, we enjoy that sense of achievement which is familiar to any librarian who likes his work.

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# John Cotton Dana and the Special Libraries Association

by *Mrs. Marian Manley Winser,*  
*Formerly Head Librarian, Newark Business Library, Newark, NJ*

*Originally appeared in the May/June 1959 issue of Special Libraries.*

*A cause du don extraordinaire qu'avait John Cotton Dana de voir bien au-delà des limites acceptées et de réunir ceux qui n'étaient pas entravés par les conventions des bibliothèques, l'Association des bibliothèques spécialisées a été formée cinquante ans avant que cet article ne soit imprimé. Dana, homme aux intérêts divers et ne connaissant aucune limite, contemplait une bibliothèque qui répondrait aux demandes spécifiques du moment et serait prête à rejeter des restrictions surannées. Découvrant le nombre de plus en plus élevé de personnes qui remplissaient des fonctions de ce genre dans les bibliothèques, l'idée d'une association qui servirait d'organe était née.*

*Por el regalo extraordinario de ver más allá de los límites aceptados y juntar a otros que estaban libres de convenios de bibliotecas, la Asociación de Bibliotecas Especiales nació 50 años antes de la edición de este artículo. Dana, con sus variados y amplios intereses y escasez de límites, imaginó una biblioteca que satisficiera las exigencias específicas de hoy día y está preparada para deshacerse de las restricciones que se han quedado deficientes. Descubriendo el número incrementado de personas ocupadas en tal tipo de actividad en la biblioteca, nació la idea de una asociación para servir como ese medio.*

**Because of John Cotton Dana's extraordinary gift for seeing far beyond accepted limits and drawing together others who were free from library conventions, the Special Libraries Association came into being 50 years prior to the printing of this article. Dana, with his widely ranging interests and freedom from limitations, envisioned a library responsive to specific present-day demands and ready to shed outgrown restrictions. Discovering the increasing number of people engaged in such types of library activity, the idea of an association to serve as the medium was born.**

**T**he use of print as a tool, the gathering of all forms of published data, and the organization and application of such materials to the everyday problems of commerce and industry are 20th century developments that, for many, have completely changed the meaning of the word "library." The Special Libraries Association, in its 50 years of activity, has been greatly instrumental in bringing about this change. That the association came into being early in the century is due to John Cotton Dana and his gift for seeing far beyond accepted limits and drawing together others who, in varying degrees, were free from the bondage of library conventions.

Like many of the librarians of the late 90s, Mr. Dana found his way into the library profession from a varied background. A boyhood spent in the village of Woodstock, Vermont, and college days at Dartmouth preceded legal training. Before he began to practice as a lawyer, how-

ever, his health failed somewhat and, like many other young men of that era, he turned west where he spent some time associated with an engineering group as a surveyor. Experience in these two exacting fields, law and engineering, coupled with a passionate interest in reading and in the classics and combined with his creative use of all that his brilliant mind assimilated, made the library field, when he found it, his perfect metier.

Through months spent in and near Denver, Mr. Dana had made many pleasant associa-

the collections. Recognizing the great current value of much ephemeral printed matter, he was constantly seeking sound discarding methods so that collections might be kept free from dead wood. His widely ranging interests and his freedom from conventional limitations made his conception of library service fluid and living, responsive to the demands of the present and ready to shed outgrown restrictions.

Along with Mr. Dana's illuminating approach to the library world, his extraordinary capacity for drawing out the latent abilities of

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***...his extraordinary capacity for drawing out the latent abilities of those with whom he worked and for responding to and stimulating the creative interest of those whom he encountered, resulted in an ever-widening circle of progressive librarians and of all others interested in the application of recorded experience to the problems of daily life.***

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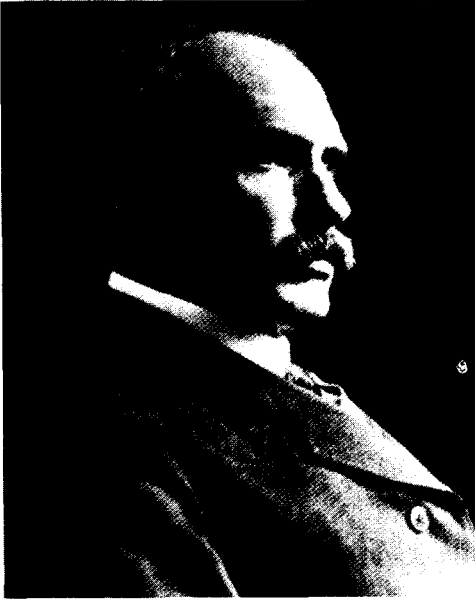
tions with new and old friends already established there. When a librarian was sought for the city, the widely read and gifted man was a natural selection. Once in that position, a whole new world opened up. He brought to the appointment a different conception of what libraries could mean in a community. With his restless, inquiring mind and his perpetual willingness to rearrange the *status quo*, the breaking down of barriers was an inevitable result.

Where books had been kept on shelves carefully closed to the public, John Cotton Dana opened the doors so that readers could browse at will. Children were welcomed, and space and books for their special interests were provided. Relations with the schools were developed so that supplementary reading could become an enriching experience. In Denver and later in Springfield, Massachusetts, the picture collection became an established feature of library growth. The use of all elements of the graphic arts in education, formal and informal, was explored as never before.

Mr. Dana's administration was notable not only in the collection of materials. Even greater was his interest in the speedy organization *for use* of library resources. Throughout his library career, he sought for methods to simplify the procedures by which materials were added to

those with whom he worked and for responding to and stimulating the creative interest of those whom he encountered, resulted in an ever-widening circle of progressive librarians and of all others interested in the application of recorded experience to the problems of daily life. Soon after accepting the Denver position, Mr. Dana became a stimulating member of the comparatively young American Library Association. With his college friend, Frank P. Hill, he was one of its most active and influential participants, serving as president and on many important committee assignments. With the turn of the century, the public library had become more truly *public*. The closed shelf system was rapidly becoming a thing of the past. Work with schools and children was expanding. The membership of the American Library Association had grown from the small organization of the 1890s to one of several thousand members. The papers at its conference and the articles in the library press were emphasizing the library in its popular aspects, both for children and adults.

**I**n contrast to the nationwide movement for *popularizing the public library*, the wave of municipal reform and legislative activity that marked this period had brought with it a trend



*John Cotton Dana*

toward collecting legislative and municipal reports and related publications which resulted in legislative reference bureaus and similar developments. Even in his Denver days, Mr. Dana had seen that many types of publications could be of great use as a basis for business planning. In Newark, conditions were ripe for an experiment along such lines so, in 1904, the first library devoted to the service of business was established. With his rare gift for finding those who could see the potentialities in a developing idea and join with him in bringing it to fruition, Mr. Dana installed Sarah Ball as business branch librarian, and from the contacts she made and the materials she gathered, the foundation was laid for one of the major library developments.

The search for materials that could be of service to business was a never ceasing one and one in which correspondence played an important part. Government officials, the editors of the growing number of trade journals, directory publishers, and experts in special fields all found John Cotton Dana one keenly interested in their efforts and ready with fruitful suggestions for the greater use of their publications. In Sarah Ball, Mr. Dana had found an assiduous investigator, not only of all types of publications and their possible useful-

ness, but also of the methods by which they might be used. Through her efforts were discovered here and there kindred souls who, in one field or another, were seeking solutions to similar problems.

It was in the contacts made by Miss Ball that the first steps were taken toward what is now the Special Libraries Association. She found in Anna Sears of the Merchants' Association of New York, a friend with allied concerns. Through their reading and correspondence, they discovered other special collections and, in talking with Mr. Dana about the increasing number of people engaged in such types of library activity, the idea of an association that could serve as a medium for the exchange was born.

Before the American Library Association held its 1909 conference at Bretton Woods, Mr. Dana suggested that Miss Ball and Miss Sears send invitations, over their joint signatures, to a meeting there for those with allied interests. At a general session of ALA, Mr. Dana made a brief address on the development of special collections under the title of "Municipal, Legislative and Reference, Commercial, Technical, and Public Welfare Libraries." In indicating the increasing number of special libraries and talking of the Newark experiment in business service, he focused attention on the need felt by their librarians for mutual consideration of the problems of acquisition and selection that were arising. He suggested that those present who were interested in an association concerned with their solution should meet, following the session, in an adjoining room. And so, on July 2, 1909, the Special Libraries Association came into being.

The records of attendance at that meeting are meager, but Herbert O. Brigham, one of the fathers of SLA, has written delightfully of this session in the issues of *Special Libraries* for May-June 1932 and April 1949. The association was formally organized then with John Cotton Dana as president; Robert H. Whitten, librarian of the Public Service Commission of New York as vice-president; Anna Sears of the Merchants' Association of New York as secretary-treasurer; and George Winthrop Lee of Stone & Webster, Boston, and Herbert O.



Bingham, Rhode Island State Librarian, Providence, as members of the executive board. John A. Lapp of the Bureau of Legislative Reference, Indiana State Library; Guy Marion, then of the Arthur D. Little Company of Boston; Daniel N. Handy of the Insurance Library Association of Boston; Joseph L. Wheeler, then of the Useful Arts (Technology) Department of the Washington, DC Public Library; and, of course, Sarah Ball of the Newark Business Branch were ardent members. R.R. Bowker, distinguished publisher of the *Library Journal*, had dropped in at this first meeting, and SLA always remained of special interest to him. Clement W. Andrews, librarian of the John Crerar Library, Chicago, and Herman H.B. Meyer of the Library of Congress were also among those who early gave special attention and support to the infant organization.

**B**ecause of his willingness to break established patterns in order to seek new and improved methods, John Cotton Dana was always a somewhat controversial figure, and the Special Libraries Association, under his aegis, attracted many of the librarians who realized that flexible methods of library administrations were essential in the application of the flood of printed matter to daily needs. Because of the great emphasis in ALA on popularizing the public library, an essential step at that period, and the contrasting emphasis in SLA on the selection and application of special materials, there was sometimes a lack of sympathy between the two organizations. Time has shown, however, the great wisdom in the establishment of the two separate organizations that, through their contributions in different areas of library service, have done so much to make the use of recorded experience an integral part of American life.

In an article by John Cotton Dana in *Special Libraries* for May 1914, he stated more effectively than anyone writing today could, what lay behind the development of the Special Libraries Association. He wrote:

“The character of libraries, their scope and the methods of managing them depend ultimately on the character and quantity of

things intended to be read.... The increase of print is marked in new book production; is far more marked in periodical literature; perhaps still more in the publications of public institutions and private associations; still more again in the field of advertising by poster, circular, picture, and pamphlet; and perhaps most of all in the meager commercial wrapper....

The amazing growth of the printing industry is overturning the old standards of value of things printed and the old methods of use, has indeed already done it, though few as yet realize that this is so....

The proper view of printed things is that the stream thereof need not be anywhere completely stored behind the dikes and dams formed by the shelves of any library or of any group of libraries; but that from that stream as it rushes by expert observers should select what is pertinent each to his own constituency, to his own organization, to his own community, hold it as long as it continues to have value to those for whom he selects it, make it easily accessible by some simple process, and then let it go....

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

In recent years has arisen an organization called the Special Libraries Association. It came into being in this way:

A few large enterprises, private, public, and quasi-public discovered that it paid to employ a skilled person and ask him to devote all his time to gathering and arranging printed materials out of which he could supply the leaders of the enterprise, on demand or at stated intervals, with the latest information on their work....

At that time the public library of Newark was developing what it called a library

for men of affairs, a business branch. The question naturally arose, are others attempting work at all similar to this of ours? Inquiry soon brought to light a few librarians of private corporations, public service institutions, and city and state

governments which, as already noted, were also working on the new line. Correspondence and conference followed; an organization for mutual aid promised to be helpful and the Special Libraries Association was formed.”

# Editorial Comment

by **F.E. McKenna,**  
**Former Editor, Special Libraries**

**Originally appeared in the January 1969 issue of Special Libraries.**

*Nous sommes en 1969. Un nouveau numéro de Special Libraries est sur le point de sortir. Le journal est réexaminé afin de mieux adapter Special Libraries aux besoins de l'association et de ses membres. Nous espérons que la publication périodique deviendra plus interactive et deviendra la voix véritable des membres de la SLA.*

*El año es 1969 y un nuevo Special Libraries está a punto de aparecer. Una nueva inspección del diario se efectúa para procurar que Special Libraries tenga más conexión con los requisitos de la asociación y sus miembros. Se espera que la publicación del periódico se haga más interactiva y también se haga una voz auténtica para los miembros de SLA.*

**The year is 1969 and a new *Special Libraries* is about to emerge. A re-examination of the journal is taking place in order to make *Special Libraries* more relevant to the needs of the association and its members. It is hoped that the periodic publication will become more interactive and become a true voice for the members of SLA.**

**D**uring 1968 there have been many changes in the incumbents of the editorial chairs of major publications in our world of libraries, information, and knowledge. Many of the new editors have stated their intentions and philosophies. For *Special Libraries* there is need for more than a declaration of intent. Can *Special Libraries* respond adequately to the seemingly divergent demands of its readers?

Vigorous editorials appeared in *Special Libraries* during its early years. Editorial comment focused on the positions of *Special Libraries* and of the association in their relation to the world of librarianship at large as well as to the world of business, government, and technology. Such comment was later replaced by reports on current activities of the association's president, but this page also disappeared in the mid-1950s.

With the appearance of a new volume number on our masthead, it is appropriate to begin an examination of the purposes of SLA's "official journal." More directly than indirectly this examination must also relate itself to the purposes of the association itself—purposes that are germane to our 60th year.

In recent past years, dissatisfactions have been expressed by readers that *Special Libraries* is not "professional enough." Reports on simple labor-saving techniques are criticized as being old fashioned, but a trend toward mathematically oriented papers is feared. Some critics feel that too many papers are rejected each year, while others think that too many come from annual conferences. (No critic seems to have noticed that some of the more stimulating conference papers were published elsewhere. Nor has there been criticism of the sequestering of conference papers by some division publications.) The gauntlet continues with: too many/few bibliographies; too much/little news; too much association business affairs; too little....

**C**an *Special Libraries* answer the critics? Emphatically, yes, it can—even though one publication cannot be all things to all men. In my opinion, these are not separate criticisms; the "too little/too much" aspects are attributes of the totality that is SLA. Acceptable balances can be established by a willingness to seek answers, and by the reader's willingness to seek answers, and by the reader's willingness to recognize that each "special" is not uniquely "special." "Too little" and "too much" also mirror the ferments in our world of knowledge where some members are more fleet of foot and mind than others. Editorial elasticity should be able to accommodate the achievements of the front runners and should also generate professional inquisitiveness in those whose continuing education evolves more slowly.

Diverse "subject" interest from ancient his-

tory to aerospace all have common denominators. Crevices can be filled that still separate the best of traditional librarianship from the best of the newer information techniques. The experiences of a new generation gap can be shared by the newer information techniques. The experiences of a generation gap can be shared by the new graduate and the experienced veteran. A tyro sophisticated in the new jargon but inexperienced in special library service can be constructively related to the experienced veteran with his acute professional intuition (but who may still feel uncomfortably naive in the company of computer-niks). Interaction of all these backgrounds can invigorate us all.

A real criticism, although not loudly voiced, is that *Special Libraries* is too introverted—that it does not take note of activities outside our own borders, fuzzy though these borders may be. "Controversy is not shunned." In spite of this sentence in our statement of purpose, there has been little evidence of discussion of controversial topics in these pages. Are our readers so disinterested? Or do they think that their publication is not interested?

An editor's concerns can be with style and grammar, and with paper and ink; visual and tactile images are important. Above all else, however, the intellectual content must have impact. The editor should induce authors—or even seduce them intellectually, if necessary—into enhancing the image and reputation of *their* publication.

A periodic publication is a living organism. It can evolve. It can be responsive or as inflexible as its publisher, its editor, and its readers wish it to be.

# Toward Professionalism

by **Herbert S. White**,  
*Former President, Special Libraries Association*

*Originally appeared in the February 1969 issue of Special Libraries.*

*Au moment où l'auteur et ancien président de la SLA Herbert White écrit cet article, la profession de bibliothécaire est une profession en transition. La route de la profession de bibliothécaire bifurque et pour réussir, les membres doivent bien regarder les deux voies afin d'être le mieux préparé à ce qui les attend. Les nouveaux rôles et responsabilités du professionnel de l'information doivent être assumés pour faire réaliser aux utilisateurs la valeur et le mérite de la bibliothèque. White se concentre sur les manières de réaliser ces objectifs afin d'assurer la place des bibliothécaires dans les effectifs.*

*Como autor y previo presidente de la SLA Herbert White escribe este artículo, ser bibliotecario es una profesión en transición. El camino de ser bibliotecario especial está ramificándose, y para tener éxito, los miembros tienen que mirar por ambas vías para estar mejor preparados en el porvenir. Los nuevos papeles y responsabilidades del profesional de la información deben de ser aceptados para que los consumidores efectúen el valor y el provecho de la biblioteca. White enfoca las maneras de lograr estas metas para asegurar el ámbito del bibliotecario en el trabajo.*

**As author and former SLA President Herbert White pens this article, librarianship is a profession in transition. The road of special librarianship is branching, and in order to succeed, members must look down both forks in order to be best prepared the the future ahead. The new roles and responsibilities of the information professional must be embraced to make users realize the library's value and worth. White focuses on ways to accomplish these goals in order to secure the librarian's place in the workforce.**

**I**n the broad consideration of the Special Libraries Association and its future, it is appropriate to think in terms of the outlook for special librarianship itself. Much of our energy is devoted to a consideration of the pros and cons of professional standards, of membership requirements, and of the place or absence of a place for library technicians. All such considerations occur without any clear discussion or definition of what it really takes to be a special librarian—except for the general assumption that you certainly cannot go wrong with a library degree.

We are much preoccupied with the shortage of librarians in general and of special librarians in particular. Our own staff vacancies give ample evidence that the shortage is real. At the same time some of us are nagged by the suspicion that the shortage might not be as great if we did not squander professional talent on non-professional tasks; and that the problem is really more one of logistics, of moving available professionals into professional assignments.

Librarianship, and special librarianship in particular, is a profession in transition. There is no profession more dynamically involved in change; and the end results will depend on us. This is challenging and exciting.

The road of special librarianship is branching, and we must look down both forks of the road. Our dilemma arises from the fact that, quite suddenly, we have competition in the information business. Until quite recently, the acquisition, storage, analysis, and dissemination of information were our business; and our customers were stuck with us whether they liked our approach or not. We made the rules, and we enforced them. Information service has become a big business and a lucrative one. In part this has occurred because expanding technology places a high premium on complete, timely, up-to-date information; in part because scientific management is supposed to be based on facts rather than intuition; and in part because new sophisticated pieces of hardware make so much of this increased manipulation and sophistication feasible.

### Service or Self-Service

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**T**here has always been something of a conflict between the two functions of a library: as a part of the educational process and as a service institution. At least part of our problem comes from the fact that library service—as special library customers have a right to expect it—really conflicts with the emphasis on librarianship as an educational adjunct, which still dominates our profession. In school librarianship and in much of public librarianship, the emphasis is on teaching the client how to help himself. We tend to make value judgements about our customers on the basis of their understanding of bibliographic tools and their ability to serve themselves; and we strive to improve that understanding and that ability. It is difficult to realize that, in a special library setting, this standard may have no meaning. For a particular customer, his ideal library service may be one in which he need know nothing (or do nothing) about the way in which we handle material or secure answers. He has a problem, he needs a solu-

tion—and no moral judgements, please. (You will notice that I insist on using the word, *customer*, although many may find it more irritating than patron.)

There are many indications that we do not function as well in the service area as we should or, perhaps, as we think we do. Traditionally, the responsibilities of the librarian have been directed toward a strong program in acquisitions, a professional effort in making materials ready and available through their preparation for use, the preparation of tools to assist in their location, and finally, in assistance to the user in finding the information he needed. *Assistance* to the user? Yes, but the responsibility was still basically that of the customer. In fact, the “morality standards” of the library profession were and still are largely based on the assumption that knowledgeable, educated, cultured, worthwhile people are the ones who know how to use a library. We have, in various shadings, all of the subtle little devices for showing disapproval of those who do not measure up to our expectations, from outright shock to friendly paternalistic condescension. “Oh, you mean you’ve never used *Engineering Index*? Well, come, let me show you how it’s arranged.” Such an approach hurts only the librarian. If the would-be user now feels foolish and inadequate, he will find reasons not to use the library at all. It then follows that “Since I never use the library anyway, why does it need such a big budget? We need to cut expenses!”

**G**lib generalizations may be very unfair on an individual basis to many, or most, of us. Nevertheless, part of our problems of importance, status, and recognition have come from an insistence on providing service on our own terms; by giving the user what we feel he ought to get, and by making him do for himself what we think he ought to do himself—with no concern as to his opinion on the subject.

This sort of an attitude cannot succeed in a service organization. The special library—whether it be in an industrial, nonprofit, government, or university environment—does not produce or market a product. The library will have difficulty proving its impact on sales vol-

ume or production costs. What can be easily established from the accounting ledgers is that the library is not insignificant overhead expense, and that it therefore dilutes the operating profit. It is perfectly natural and understandable reaction on the part of operating managers to question and challenge the validity of the library operation in terms of their own needs. As executive director of Leasco's NASA Facility, I have operated a direct contract project with profit objectives, and have supported, from my operating profit, the corporate library. Even though I am a librarian, I have also questioned its costs and the cost impact in terms of the services it provides to our operation.

Our problems in this area are caused largely by our own stubborn refusal to admit that, to any appreciable extent, we are a service and not only an educational organization, and by our insistence in providing information services as we think the customer ought to be

receiving them. When I emphasize the necessity for providing information services as we think the customer needs them, I am not saying that they should be provided as *he says* he needs them. I am emphatically not stating that the internal techniques for information manipulation can be directed by the user. The librarian has management responsibilities which he cannot delegate to his customers.

Some libraries have developed well in such an environment while others have just continued to exist. Nevertheless, these conditions might have continued indefinitely, with the library supervisor finding his own place in the organization by his ability to manipulate and maneuver, but for one rather recent innovation: the development of information centers. Many of our libraries have simply become information centers, and the library managers are now managers of these information centers. There is nothing particularly wrong with this, unless you feel an attachment to the historic nomenclature. The manager of the information center (formerly the librarian) can probably command a new job description with a comparably higher salary.

Our areas of deep concern come in situations in which an existing special library has been *supplemented* by the formation of a new information center with no connection to the existing library organization. Inevitably such information centers have been formed to provide information to the users in easy-to-digest, packaged forms—frequently, though not always, through the use of computerized equipment. What such information centers—with their computerized search, their SDI services, their annotated bibliographies, and their competitive product evaluations—are providing, or promising to provide, is *information*, not materials and not procedures for obtaining materials.

## Pioneering Techniques

**T**here is irony in this development. Much if not most of the early experimentation with such information techniques as SDI service was pioneered by librarians, frequently through the necessity of overcoming reluctance and apathy of management. Is it sad,

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indeed, to find that our own tools have been turned to use by others, while much of the library profession has hidden behind the endless refrain: "We know machines are coming, and we know they will have applications in the library, but nobody has proven their usefulness yet." Apparently, others do not agree.

It now becomes fairly obvious that the reason for the instant success of these programs is the fact that they provide or promise to provide a kind of service which the customer has wanted all along and for which, despite the protestations of corporate poverty, he would gladly have been willing to pay.

There is no service performed by an "in-addition-to-the-library" information center which should not legitimately be performed by the library. If our concerns are information and all of the intermediate processes necessary for the full, proper, and successful utilization of this information, then the business of the information center is part of the business of the library. I cannot visualize the continued co-existence of the two concepts as separates in the same organization, without eventually relegating the library to the status of a high level stock room.

### Staff Services

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**W**ithout doubt, the special library staff will need the assistance of subject specialists, of translators, of system analysts. These individuals, however, must provide staff services to the special librarian. When full-time assistance is required, these subject specialists, analysts, and programmers must be members of the library's staff, reporting to the special librarian.

All librarianship, but particularly special librarianship, must change to meet the expanding desires and interests of the user community, or be relegated to a supply room function. Certainly the advent of computer processing, with greater and more rapid access to large information stores, rapid large-scale printing, and reprographic processes, has had considerable impact on the philosophy of information service. Our customers simply cannot keep up with the developments in their fields—scien-

tific and humanistic alike—without assistance.

An additional area of significant change with impact on the library profession is directly related to computer technology, and, through it, to the interchange of information between library locations.

When I speak of the developing application of computer technology to library operations, I am not talking about its pertinence to library housekeeping functions, to such tasks as ordering, check-in, routing, circulation control, etc. Machine applications here have been feasible and practicable for at least a half-dozen years, despite the never-ending pleas for more study and for more time. Such library functions are very like similar tasks in insurance companies, banks, mail order forms, and warehousing operations. Techniques and principles long established fit our needs quite nicely with only minor adaptation, I am addressing myself to the far more significant and far more difficult questions involved in computer assistance to the library in the performance of intellectual functions within the library.

The NASA Information Program has been distributing computer tapes to NASA Centers and selected major contractors for over five years. The National Library of Medicine has been active in the program for about four years, and the Library of Congress and the Defense Documentation Center also have programs in being or in preparation for the distribution of machine readable information. These programs of centralized processing, as they affect libraries, are being tremendously accelerated through the development both of remote access consoles for input and output to computers at distant locations, and through the feasibility and practical economic necessity for computer time sharing. To a greater extent, today's computers have excess processing capacity. They can handle more manipulations within a time span than any one input device can demand. It therefore becomes both economically and technically practical to make one central computer location *the* information reference store for a large number of libraries, with each of these libraries querying the information store in what to the machine is sequential but to the user appears to be a simultaneous manner. This



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development, accompanied in turn by greater sophistication in microstorage and blowback and by cathode ray tube projections of computer information, changes all of the economics of computer storage of library information.

It also changes all of the ground rules for the library itself. It simultaneously multiplies the reference resources of the participating organizations and places greater emphasis on the use of this material through professional reference work, through bibliographic search and through selective dissemination, while at the same time considerably de-emphasizing the local requirement for technical processing. Because, in this kind of cooperative organization, processing can only be done once within the system, and that processing must be accepted by all of the other members. I doubt that

a profession, and how well this association, or any other, responds to meet the needs which are generated.

Our concerns with recruitment, our concerns with the continuing questions about what kind of people we ought to permit to become members of the Special Libraries Association are valid and topical, and I am not suggesting that they be side-tracked. I have already expressed my own personal opinion, in other forums, that I consider the library degree by far the most suitable training for work in special librarianship and information science, but that I consider the degree as neither an exclusive qualification nor an automatic one.

What I am suggesting is that the question of formal educational qualifications becomes secondary when compared to the total need for

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***Special librarianship will not be a profession for the faint of heart, for those lacking in intellectual stimulation, for those unwilling to commit themselves to continued self-education and improvement, and for those looking for a nice quiet place to retire immediately upon graduation.***

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we will have difficulty adapting to this, once we realize its inevitability.

### **Intraprofessional Relations**

**W**e worry about our relationship to other professional associations which seem, in large part, interested in the same kinds of programs and ideals in which we are interested. A quick glance at the American Society for Information Science membership roster discloses the names of some of the most active members of SLA. The American Library Association has now established a formal division for systems studies and mechanization, an area we tended to consider our private domain. But such concerns are an inversion of the real problem. People will affiliate with groups which best satisfy their needs and interests, regardless of what those groups or associations are called. SLA's decision—whether to be completely independent, to cooperate closely, or eventually to merge—will follow as a natural result of which path we choose as

all special librarians to continue their education and preparation—no matter what their original training. Those of you who attended library school a decade or two ago, as I did, know how ill prepared you would be for coping with the operational problems you face today if you had to rely exclusively on that training. It is safe to say that this year's graduates, if they put their minds into the deep freeze, will be just as unqualified and ill prepared ten years from now.

This is not the fault of the educational institutions, much as we like to blame them for many of our problems. A library school, or any other school, can only prepare its students with the information available at that time, no matter how well it orients its curriculum to special library needs. A physician who attended medical school twenty years ago and who has learned nothing since graduation is not someone I would like to have treat my illnesses. A special librarian who has learned nothing since graduation 20 years ago is a poor bet to run a special library.

**T**here is no one single simple solution to the problem of continued updating, and it is certainly not unique to us. Technical obsolescence or, to be genteel, technical erosion affects many professions. Some of the solutions can and must come from our educational institutions, and some library schools are aware of their responsibilities. Others, of course, are still turning out masses of graduates with cookie cutter uniformity.

However, not all of the activity in this area can come from library schools, and even when it does, it will require your support and assistance. It is the exponents and developers of new ideas and new technologies who must teach about them. Much of the activity must come through your own participation and initiative; much of this activity should be channeled through the framework of your professional association.

Special librarianship will not be a profession for the faint of heart, for those lacking in intellectual stimulation, for those unwilling to commit themselves to continued self-education and improvement, and for those looking for a nice quiet place to retire immediately upon graduation.

We need not do it. We can quietly step aside and let the ranks be filled by the scientific informationists, logicians, behavioralists, philosophical empiricists, empirical philosophers, and the thousand-and-one others, who can see the expanding frontier and who want their piece of real estate. Even these people, in their projected scheme of things, have a place for us. The need somebody to run their information stock room.

### **The Answers Are Crucial**

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**O**ur consideration of these questions is not just germane but it is crucial for the future and growth of librarianship, specifically spe-

cial librarianship, and even more specifically the Special Libraries Association.

The task of information analysis, information dissemination, and information packaging will be performed, whether we do it or not. We still have the option of being the ones to do this. We have the head start in the fact that we are the incumbents, and that we have the education and training for the handling of information. But we rapidly throw that advantage away when we refuse to recognize all the signs which indicate what management and the customer really want—when we insist on talking about back-orders, filing backlogs, lack of cooperation in returning overdue material, crises in binding because of missing issues, by insisting on talking to our management about tools and mechanics in which nobody but us is remotely interested, and by failing to translate our needs into the concepts which management does understand.

We can fight to retain what was ours by default at a time when it was too mundane to interest others, and has now become a challenge of tremendous scope which has attracted many outsiders—some earnest and qualified, some quacks and charlatans. We can fight to demonstrate to others what we so clearly know, that the management of information services is properly ours by training, experience and attitude. Or we can nestle securely in our fortress, ordering material only on demand, indicating its location in the system once it arrives—through an intricate cabala of symbols and keeping accurate records of who borrowed what. This is a job even our newly arrived competitors in the information business are willing to concede to us. After all, who wants to spend his life running a stock room?

We still have the opportunity to do something about it. But it must be soon.

# Information Brokers

by **James B. Dodd,**  
**Georgia Institute of Technology,**  
**Price Gilbert Memorial Library, Atlanta, GA**

*Originally appeared in the May/June 1976 issue of Special Libraries.*

« Les personnes qui utilisent les grandes bibliothèques fournissent des services personnalisés aux entreprises. Les photocopies, les prêts par procuration et les recherches dans la documentation sont les services principaux. La légitimité et l'objectif des travailleurs indépendants sont sévèrement mis en question par certains et loués par d'autres. Quels sont l'éthique, les obligations et les droits des bibliothèques, des indépendants et de leurs clients? », remarqua Dodd, auteur de cet article, dans l'abrégé original. Une grande curiosité et une certaine controverse ont entouré la naissance du courtier en information. Cet article examine certaines des préoccupations et avantages de l'utilisation des courtiers en information qui ont fait surface dans les années 70.

"Individuos que usan grandes bibliotecas ofrecen servicios personales al comercio. Fotocópias, préstamos por poder, e investigación de documentos son los servicios principales. La autenticidad y el propósito de los operadores independientes se hacen seriamente sospechosos por unos y alabados por otros. ¿Cuales son las éticas, obligaciones, y derechos de las bibliotecas, los independientes, y sus clientes?" declaró Dodd, autor de este artículo, del sumario original. Mucha de la curiosidad y alguna controversia rodeaba el origen del corredor de información. Este artículo da un vistazo a algunos de los intereses y beneficios sobre el uso de los corredores de información que surgían en los años setenta.

**"Individuals using large libraries provide custom services to business. Photocopies, proxy loans, and literature searches are the main services. Legitimacy and purpose of free-lance operators are seriously questioned by some and lauded by others. What are the ethics, obligations, and rights of the libraries, the freelancers, and their clients?"** stated Dodd, author of this article, in the original abstract. Much curiosity and some controversy surrounded the birth of the information broker. This article takes a look at some of the concerns and benefits regarding the use of information brokers that were surfacing in the 1970s.

In the early 1970s, there surfaced in the world of libraries and information handling a method of operation that may ultimately have more impact on the profession than its present scope would indicate. This phenomenon is the growing number of independent information brokers who operate primarily as an interface between one or more libraries and paying information users. Their primary purpose is to make a profit.

Many of the users of today's information brokers are special libraries. However, most of their clients are firms and individuals who do not have their own special library or do not use it.

This paper is an attempt to explore the problems and opportunities that exist and the ethics that need to be considered concerning the relationships that are develop-

ing among: 1) libraries, 2) information brokers, and 3) the clients of either or both.

The study grew out of extensive interviews with several information brokers, the staff of many of the libraries that they use, and industrial and business users of both the libraries and the information brokers.

By means of extensive interviews and conversation or written questionnaires, 32 more or less viable information brokers have been contacted in the U.S. and Canada. Eighteen of them have made considerable contribution to this effort.

As for how many others there might be, this 32 may be of the same ratio as the tip is to the iceberg. My experience, along with statements from library staff members and from some of the brokers, indicate that many companies have some arrangement with an outside individual that works with that company only. But these individuals are difficult to identify.<sup>1</sup>

## An Overview

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**A**n indication of the recency of this development is Davis's bibliography in which the earliest entry is 1969.<sup>2</sup>

Andrew Garvin, founder of Information Clearing House in New York with its better known subsidiary, FIND/SVP,<sup>3,4,5</sup> estimates that the total private sector of information brokers is now a \$5-\$10 million dollar industry and that it will grow to 10 times that size in 10 years.<sup>6</sup>

There are several terms, none totally accurate or satisfactory, which are used to try to label the group which is the best subject of this study. Some of the terms are freelance librarians, information consultants, information specialists, and information-on-demand companies.

One practitioner said at a recent meeting that the designation, "Information-on-demand companies," is not very appropriate because clients do not demand much from them; they beat the bushes for clients.<sup>7</sup> Too, information-on-demand services is what every library should be ready to provide. One of the features that makes special libraries special is that they are information-on-demand organizations. Gaffner predicts that within 10 years every

library worthy of the name—special, public, academic—will be operating in an information-on-demand mode.<sup>8</sup>

There are at least nine major academic and public libraries which have been operating active information-on-demand services as a regular part of the library for at least seven years. All of them certainly began as far back as the State Technical Services Act of 1965 and are continuing in operation on their own since the demise of that federal program.<sup>9,10,11,12</sup>

The designation, "Independent Information Specialist," comes close to identifying the individual practitioner if not the service, except for one factor which is the source of many complaints and much friction: Some of the practitioners are not actually information specialists.

The term information broker (one who collects a fee for acting as an intermediary) will be used here as more nearly adequate to describe a service that they all have in common. However, this term incompletely describes most of the practitioners who bring considerably more professionalism and intellect to bear on their work than the simple transmission of information from one point to another.

The search for identity is also illustrated by the names under which the services operate. Note the permutations and combinations in their names of a group of common keywords: INFORM, Information Access, Information for Business, Information Specialists, Inc., Information Unlimited, International Information Service, Library and Information Service, Library Reports & Research Service, Inc., reference, FIND/SVP, Editec, Inc., Document Transmission, Data Search Company, B.I. Associates, Telico.

Four recent articles<sup>13,14,15,16</sup> give detailed descriptions of the activities of different brokers. Here it will be sufficient to describe the various types briefly in order to establish the limits of the discussion.

## How They Operate

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**T**he simplest operation of the information broker is the single function of document delivery. The broker uses bibliographic exper-

tise and bibliographic tools (his own or someone else's) to locate and obtain an original, or a copy, of an item and deliver it to a user. Some brokers limit themselves to the use of a single large library, more frequently a university library. Others make use of any information resource accessible to them in a large metropolitan area. Some deal exclusively with government documents. They differ from the wholesalers and jobbers who must maintain massive operations within allowable discounts. These brokers deal in small quantities, usually single copies of an item; offer rapid, custom service; and charge a fee for their services above their cost for the document and out-of-pocket expenses. These document deliverers may be individuals operating independently, individuals working under the auspices of a

involvement they have in their work. It is possible to work profitably as an independent information broker having made little or no investment in the business except for out-of-pocket expenses.

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### How They Began

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**S**ome brokers began in simple opportunistic situations. For instance, one began a document delivery service as a means of adding to the family income at least long enough to help put a child through college. Another started a business as a moonlighting operation while employed as an industrial special librarian. Other individuals have been identified as doing literature searches on a moonlighting basis while employed in an academic library which

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***Three issues need to be resolved, or at least considered, in proper operation of the information broker in the information network: 1) conflict of interest, 2) fees to be charged and fees to be paid, and 3) the representation of someone else's work and expertise as one's own.***

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large company in another sector of the information industry, or a group of independent operators who are pooling their resources of time, know-how, and mobility.

At the other extreme are individuals, partnerships, and formally organized small corporations which undertake any project or assignment in the general field of information services. Many of these services go far beyond services offered by the most advanced special libraries. Some of the known services offered are document delivery (purchase, photocopy, or proxy loan); preparation of bibliographies, and literature searches, manual and computerized; state-of-the-art reviews; handbook preparation; translations; library organization, development, and collection maintenance; information systems development, technical writing and editing; data collection and interpretation; location and referral to experts; assistance in the selection and hiring of library and information personnel; speech writing; indexing.

Paralleling the variety and scope of services offered by different brokers is the amount of

operated an information-on-demand service to off-campus users.

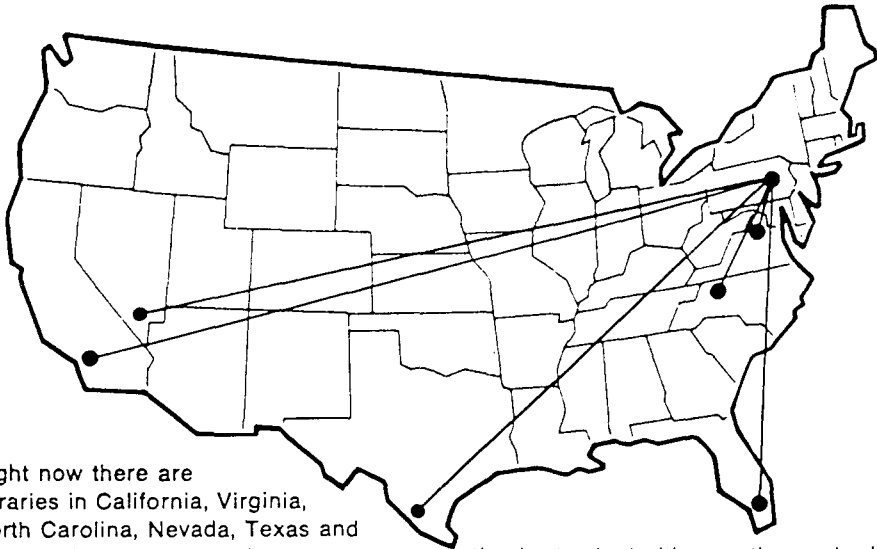
Others have started into the business in a more forthright and direct manner after considerable thought and planning and, in some cases, with considerable investment and a willingness to take some risk.

One partnership began as the way out of unemployment in an area oversupplied with trained librarians. At the time, the librarian of the partnership could not locate a professional position, and the spouse of the other partner was suddenly out of work.

Another organization developed out of an acquaintance that began in graduate library school. By graduation, the two students had decided to set up their own business in the information field and have gone on to a quite successful undertaking.<sup>13</sup>

Some of the more aggressive information brokerage companies were not started by professional librarians. These companies tend to develop more specialized databases inhouse, to have made sizeable capital investments, and to have large staffs. Partly because of their

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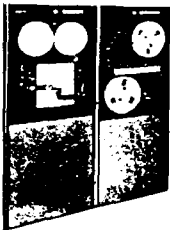
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size, visibility, and aggressiveness, and partly because of their use of untrained individuals, they also tend to be more frequently criticized by others in the library and information field.

Three issues need to be resolved, or at least considered, in proper operation of the information broker in the information network: 1) conflict of interest, 2) fees to be charged and fees to be paid, and 3) the representation of someone else's work and expertise as one's own.

### **Conflict of Interest**

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**C**onflict of interest is the least difficult of these problems to face, but the possibility does exist. In some cases, the brokers themselves can be suspect of not being clear of conflict of interest. Examples are the industrial librarian who was moonlighting as a freelancer and the literature searcher working privately on the side instead of through the employer's literature search service.

In other cases, the brokers may be encouraging conflict of interest problems in others. Some brokers maintain liaison with staff members at libraries who provide photocopies or loans from those libraries for the information broker. There are at least two possibilities for less than satisfactory activities: 1) the staff member may not limit the work provided to the broker to time outside the staff member's working hours, and 2) the staff member may pass along special privileges to the broker and his client in the way of reduced photocopy fees, special loan privileges, or other special treatment not generally available to outsiders.

### **Fees**

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**S**ince De Gennaro and others<sup>17,22</sup> cover the general topic of user fees for libraries and information services, these remarks will be limited to the fees paid by and to the information broker, specifically.

Many academic libraries charge outsiders a fee for borrowing privileges. When the broker, acting as agent for a number of companies, provides all those companies with the needed access to the library's collection by paying

only one fee, the broker is depriving the library of some income and at the same time, putting an additional burden on the library.

Especially in the public libraries, there may be resentment because the broker is charging a fee for something that the client could have obtained free if the client had contacted the library directly. The broker's response, of course, is that the client is paying for information that he did not have: the client did not know to contact the public library directly. It is not the broker's fault that the client did not know where to go get the information free. But is it proper for the broker to withhold that knowledge from his client? Many of the sample search questions on the brokers' advertising lists would have been answered without cost by the reference department of the public library in any medium-sized city.

Many of the brokers list private corporate libraries and privately supported special libraries among the resource centers they use. The spirit of special librarianship is built upon the willingness to cooperate in depth with other librarians with almost no questions asked. But many of these special libraries, as indeed many public libraries and many academic libraries, depend upon broad industrial support in order to maintain their collections and offer special services. Can one really expect the staff and administrators of these libraries to be happy when potential supporters are charged a fee for resources of a library when none, or very little, of the fees accrue to the library?

### **Misrepresentation**

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**A**nother criticism of some of the brokers is lack of know-how or the selling of someone else's know-how or someone else's work as their own. Many cases were reported of individuals obtaining considerable reference assistance (not just directional guidance) from the professional staff of a library, and then charging a client a consultant-type fee for providing the information. The truth is that if the individual has not received help from the reference staff, he might never have found the information.

As indicated earlier, some of the brokers are



not information specialists. The reference librarians and the public service staff of some of the libraries they use are the real specialists. The fact that fees are charged is not the real source of resentment. It is that the fee does not contribute to the development of the basic resources. The proper fees are not collected by the library which hires the real specialists.

### A Healthy Phenomenon

The foregoing many seem a bit harsh on the information brokers; however, it is not the intent here to condemn all the brokers for all their activities. There is little subterfuge, and there is certainly nothing illegal about obtaining all the free service one can from the public library. Who gets what kind of service is a problem for the for the administrator and not for the broker. Stated more positively, the burgeoning of successful information brokers is a healthy occurrence. They are showing

what can be done with innovation, creative thinking, and publicity or advertising.<sup>18,19</sup> They will also help to bury the incorrect concept that library service is free. It is not free—"There's no such things as a free lunch."<sup>20</sup>

Chanaud<sup>14</sup> and Klement<sup>21</sup> state the source of the cost differently, saying that information is free, but that access to it is not free. In either case, the availability of information need not be expensive. What is expensive is the lack of information or at least of the correct information. Both the well-informed business person and the poorly informed, frightened businessperson are willing to pay well to avoid the greater expense of doing without needed information.

There are several positive factors about the operations of the information broker. First, most of them are capable of, and usually do give, good service. One of their critics said, "Of course they give good service. That is all they have." But, in the information business, if you

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have something else and do not give good service, you are not in the information business.

It is essential to the survival of the broker that he be able to respond quickly and effectively. One of the brokers said that if the client were not satisfied with what he received from the broker, he would not return for additional service. On the other hand, the staff member of a public or academic library can afford an occasional unhappy client, for there is the certainty that there will be new clients tomorrow. (This is true only within limits, as library users become more sophisticated and demanding.) But the results of poor service will more quickly affect the broker than they will the institutional staff member who will likely get paid at the end of the month, regardless of the service he supplies.

### Keys to Good Service

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**T**he brokers have the ability to give good service because they can be flexible. They do not have to make a large capital investment that needs to be used to be justified. Someone else has made the capital investment in the resources in the libraries to which they have access.

This flexibility is based on mobility. They are able to move from source to source. In the institutional library, on the other hand, the staff is usually confined to the limits of the institution. Such types of resource sharing as interlibrary loan do exist. But how frequently can or will a library staff member travel across town or even across campus to use a bibliographic tool not in his own library? To ask the other library to use that tool for him is almost unthinkable.

The broker can reply with a speed that is hard for the institutional library staff member to muster on a continuing basis. The broker knows what speed his client requires and responds accordingly. The broker also knows that the client is willing to pay for the cost of the speedy service, whether it is a long distance telephone call, special air freight delivery service, or a special trip across town or flight across the country to obtain the information.

While one possible negative factor about

brokers could be their lack of know-how or their willingness to take advantage of someone else's know-how, the opposite is also true. Many are experts at locating and using information. They are inquisitive and flexible of mind as well as of movement. They are open minded and alert to new ideas and opportunities.

Their flexibility and speed also derives from their lack of encumbrance with institutional and governmental red tape.

### Whose View?

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**H**ow do the brokers view themselves, and how do others see them? As one might expect, the brokers, like most of us, view themselves quite favorably. None of those interviewed or who responded to the written inquiry was the least bit critical of their means of operation. Their view, simplified, is that they are performing a needed service, doing it well, and are having little difficulty with the libraries and other sources that they use.

But all is not happy in the relationships between the brokers and the libraries that they use. Some hints of discord have appeared in the literature recently.<sup>14</sup>

The situations vary from: 1) a near symbiotic relationship between the library and the broker, 2) to impositions and intrusions by the brokers on the libraries, 3) to the "let somebody else do it, we don't want to be bothered" attitude, and 4) to the incapacities of some libraries to do the job no matter how sincerely they would like to. Comments from the librarians on the staff of some of the libraries that the brokers use indicate some approval and some disapproval of the brokers' operations.

Some libraries welcome the presence of the broker in the library because it keeps many nuisance clients out of the library. In other situations, the library staff members are unhappy, resentful, or perhaps even jealous or envious of the brokers using their facilities. Some brokers do demand free professional help from the staff. Some of them provide less than satisfactory service. Some of them may be careless about their use of the collecting and may be inconsiderate of the rights and needs of others users of the library.

In one area where there is a cluster of independent brokers, one of them remarked that they, "are operating in the face of a great institution that cannot bet itself together." That institution, a major university library, is so departmentalized and its collection so scattered that the most effective network operating among the departments and branches is made up of the independent brokers who move freely from one collection to another to use the reference tools or to make photocopies with a speed and versatility that the giant library system cannot accomplish by itself. In this type of case, part of the normally internal circuitry of the information network has been externalized with a sort of bypass valve.

### What Would You Do If...?

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**I**n an effort to place the work of the independent brokers in perspective, consider these questions:

- Would you, as a company librarian, use the services of a freelance operator to obtain photocopies of material which you know to be located in a specific library? Why should you? Why shouldn't you? Why not go directly to the library?
- Would you, as a special librarian, utilize the services of an independent operator to locate material for you when you have no way of determining the location of the material on your own? Why should you? Why shouldn't you?
- Would you, as the interlibrary loan librarian in an academic library, utilize the service of a freelance operator to obtain copies of materials known to be in another university library when you know that the other interlibrary loan service is very slow or when the only way to verify, and thereby sanctify, the reference is to go look at the volume itself?
- How would you respond, as a reference librarian on the staff of a college library, to a lawyer friend who offers to pay you to spend an evening or two of your weekend locating some articles to

strengthen one of his cases? Would you recognize the opportunity and would you initiate the suggestion that you should be paid for your professional know-how?

- Consider the same situation, except that you are in the cataloging department of that college library. Next, promote yourself to head librarian and judge if your reaction might be different. What would you do in the same situation if you were on the staff of a public library?
- Suppose you are the research librarian in a medium-sized manufacturing firm or in an advertising agency and a neighbor—an engineer or a salesman—tells you that he needs to use a library once in a while but just does not have the time to do it. What would you tell him?

### Filling a Need

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**N**o one disagrees with the basic need for libraries and for the development of library services. But if libraries are not capable, or not adequately supported with funds, or do not wish to deliver these special services, then some other agency needs to step in and do it. That is basically what the information brokers are doing.

There exists a partial vacuum, an unnatural phenomenon, and the pressure is being somewhat relieved by a new type of service. In the spirit of entrepreneurship or with a need to make a living, some enterprising spirits have recognized a need and an opportunity and are making efforts to fill that need.

Nobody should interfere with a person's right and capability to make a profit (or a living) selling a product in a free market in this country. Perhaps it has already been recognized that information is a marketable product, and that tax-supported libraries have been relegated to the level of a welfare agency which doles out information at no cost to those who cannot afford to pay for it.

The information brokers, along with other network participants, need to give themselves close scrutiny and must work to find each one's proper place in the overall information network

so that the cost of the network is supported in proper proportion by all who use it, so that it works equally well for all those who need it, and so that it not be short-circuited.

Only one thing is certain. This is an area of librarianship in which the rules, regulations, and codes have not been established. The profession is breaking away from concepts and methods of operation to which unquestioning adherence has become a manacle.

While iron-clad rules and regulations for the information brokers to follow are not necessary, there is a need for something more than the *caveat emptor* approach. Using the guidance, support, and discussion that can take

place within a profession organization, there is an opportunity for the Special Libraries Association to foster the development of standards against which the information-on-demand organizations, both private and institutional, academic and public libraries included, can measure their performance and the quality of their services.

### **Acknowledgements**

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The author especially wishes to thank the information brokers who have talked to him and have written openly and frankly about their operations.

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# The Influence of Technology on Library Networking

by Pat Molholt

*Originally appeared in the spring 1989 issue of Special Libraries.*

*Le réseautage — le partage des sources d'information — s'est dramatiquement amélioré grâce aux réseaux de télécommunications. Nous examinons ici l'application de la technologie au réseautage et comment elle était vue dans les années 80, époque où le pays était au milieu d'une explosion de technologie. Nos précurseurs immédiats savaient que l'apport d'une nouvelle technologie comporte des avantages aussi bien que des ennuis. Dans l'abrégé original, l'auteur Molholt précise : « Pour continuer leur succès historique dans le partage des sources, les libraires doivent reconnaître à la fois le potentiel et les problèmes qui en découlent quand les concepts classiques et modernes du réseautage se mêlent. Une coopération réussie est liée de près à l'adhésion aux normes. Dans l'environnement électronique, cela est deux fois plus vrai ».*

*Networking, el compartir con otros los recursos informativos, ha sido dramáticamente intensificado por las redes de telecomunicación. Aquí inspeccionamos la aplicación de la tecnología al networking y como fué visto en los años 1980 - una época cuando el país entero estaba en medio de una explosión tecnológica. Nuestros precursores más cercanos sabían que la introducción de nueva tecnología trae beneficios a la vez que posibles preocupaciones. En el resumen original, el autor Molholt afirma, "Al continuar su éxito en compartir los recursos, los bibliotecarios deben reconocer ambos el futuro y los problemas que surgen cuando los conceptos clásicos y modernos del networking se incorporan. La cooperación exitosa está directamente relacionada a la observación de las normas. En el ambiente electrónico, esta verdad se duplica".*

**Networking, the sharing of information resources, has been dramatically enhanced by telecommunications networks. Here, we take a look at the application of technology to networking and how it was viewed in the 1980s—a time when the entire country was in the middle of a technology explosion. Our immediate forerunners knew that the introduction of new technology brings benefits as well as potential concerns. In the original abstract, author Molholt states, "To continue their historic success in resource sharing, librarians must recognize both potential and problems that result when the classic and modern concepts of networking merge. Successful cooperation is closely related to adherence to standards. In the electronic environment this is doubly true."**

## Introduction

**L**ibrarians have been familiar with the concept of networking for decades. They have predicated a portion of their service goals on networking—the ability to obtain needed materials from other libraries. What has changed in the 1980s is the ability to carry out such resource sharing more efficiently with the use of telecommunications networks. Such progress is not without cost, however. In addition to the hard dollars associated with network connections, there is perhaps a greater cost in the form of adherence to standards. Successful cooperation is directly related to librarians' willingness to conform to

cataloging standards, interlibrary loan standards, and the like. As the technology of electronic communications pervades increasing amounts of our work, the questions of cooperation is seen to rest on shaky ground. Technology changes networking. To continue their historic success in resource sharing, librarians must recognize both the potential and the problems resulting when the classic and the modern concepts of networking merge.

## A Bit of History

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**L**ibrarians were drawn into telecommunications systems at a remarkably early stage, and for the most part, remained quite unaware of the development itself. From the start, telecommunications services were folded into the access and use agreements of OCLC and RLG. Libraries purchased such services with little knowledge or understanding of their capabilities or potential. Had the deregulation of the telephone company not occurred, librarians would have lived in well-served, but ignorant bliss several years longer than they did. Deregulation, coupled with the need to move increasing amounts of information ever faster, threw librarians into a marketplace unprepared to handle librarians' demands for systems that were both reliable and easy to use. The standard by which librarians measured their telecommunications options was, and remains, far above that accepted in the computer world. Library administrators may be ignorant of how OCLC, for example, delivers a product to their catalogers desks, but they do know it is reliable enough to base an entire operation on with little fear of serious technical failure. In computer jargon, that is known as a production system and is rare in the telecommunications world at large.

A second factor comes into play when we look at the merger of networking and telecommunications, namely standards. As the library community and the computing/programming community cross paths, there is genuine wonder in the latter about the existence and use of the MARC record. In a world with a consistent lack of conformity (note the multiple variations of programming languages and the vari-

ety of electronic mail address formats), the notion that thousands of libraries conduct their daily business along well-defined norms is a marvel. As one looks back over the history of library standards, it is truly remarkable that libraries cooperated in adhering to the MARC format, with all its fields, subfields, and codes, often with little or no idea of the eventual benefits to be reaped years down the road. The immediate benefit of receiving catalog cards in sorted and alphabetized order used only a small portion of what was required to catalog a book in full MARC format. It was labor saving enough, and future use of the rest of the record was apparently accepted on faith. The profession owes the creators of MARC an incredible debt of thanks, yet we must now ask, "Where do we go from here?" Thought is currently being given to merging all record types, creating a single MARC record, and to devising a record for classification access. These are exciting ideas requiring even further cooperation on the part of librarians.

## Technology and Networks

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**F**undamental economic principles govern the behavior of libraries. Although we do not often speak of cost/benefit ratios, they are, in fact, at work in the decisions we make. We have gone so far as to embed them in some of the regulations governing our resource sharing; for example, the "rule of five," which governs borrowing activity is written into the copyright law and limits our borrowing a given title to no more than five times in a year. The rationale is that we should then purchase the title because borrowing is costly and deprives the publisher of rightful profit from another sale.

Technology in the form of photocopying has complicated more than our borrowing and lending of materials. Technologies such as microcomputers and CD-ROMs have given libraries a kind of independence not experienced since the isolation of medieval times. This odd juxtaposition reflects back to a time when independence was a by-product of the isolation brought on by physical distance between libraries and the inability of most to read or write. Today's independence is one of choice,



and it causes isolationism in place of an independence forced by isolation. Technology has given libraries choices and made life more complicated. It no longer suffices to ask, "Do we provide a particular service or not?"; if the answer is yes, there are further choices as to how it will be provided. An easy example is found in access to indexing and abstracting information. Initially the question was, "could we afford a particular index?" "Yes" meant you bought it and shelved it, "no" meant you spent your money on something else. Today a "yes" leads to questions of format with trade-offs between speed and cost. There may be a CD-based product, a tape service, or dial-up access to a remote computer file. In the case of selecting the last-mentioned, additional questions arise regarding the vendor and the methods of access to that vendor. In any of the yes scenarios, the library patron is served to the best of the library's ability. There is no reason for the concern for the patrons of other libraries in these matters.

Let us look at another example where networking in both the classic and modern sense comes into play and where the responsibilities of the players change—union catalogs. Librarians are often finding it more costly to catalog using a shared catalog file such as RLIN or OCLC than to purchase records from vendors. The vendor usually has a single purpose—providing cataloging data. Vendors have no interest in creating a national database of cataloging records and item location information. In such cases, records are purchased from a vendor and loaded into local, stand-alone systems. Nowhere is information recorded in a shared, openly accessible file to indicate that library X owns item A. Library X inadvertently, but nonetheless effectively, is limiting access to its resources to local use, rendering such resources unavailable for sharing across the state and the nation. This is a case of technology opening up cost-saving possibilities for the individual library that results in a narrowing of the library's focus to its own immediate patron community. Although it can be appropriate for the library to focus on its immediate patron community, not sharing holdings information with the larger library

community is an inappropriate limitation. Each time this scenario is repeated, the library community, as a whole, loses the ability to rely on its members for interlibrary lending of materials. This negative side of technology reminds us how flexible technology is, its effects not inherently good or bad, but dependent on use and interpretation.

Networks enable librarians, faced with clients' information needs beyond their local resources, to identify and obtain materials and services for those clients. Network access is an enfranchising mechanism that can not be viewed as a luxury. As long as we operate with print-on-paper collections we need to share those collections. As we move increasingly into electronic-based information we can see technology and networks working together to reduce the physical movement of materials.

## Libraries as Vendors

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**T**elecommunications networks are already blurring the distinctions between what's in a library and what's accessible to library patrons. Ownership is becoming a secondary issue as we develop enduser services accessing remote databases, and eventually full-text files. An interesting possibility, enabled by desktop publishing and telecommunications, is developing. Libraries have vast amounts of material in common—if not identical items at least similar coverage of core topics. There are, however, unique collections built up over decades that distinguish particular libraries from each other. It is possible to develop specialized access tools, much like archival finding aids, that offer users detailed information about the content of a unique collection. The usual publishing mechanisms will take profitable responsibility for devising tools to handle that information held in common by libraries. It has been suggested, however, that the libraries themselves will need, and want, to take responsibility for the remainder of the scholarly material.

In August 1988, the Council on Library Resources (CLR) hosted a meeting at UCLA on the future of the research library. Attendees were "graduates" of the Senior Fellows pro-

gram, sponsored annually by CLR. From those meetings several models of the library in 2000 emerged. The concept of libraries providing indepth access to their unique collections emerged as a natural result of wanting to improve access to existing print-based collections. It is likely that these tools will be in electronic form and, with the aid of telecommunications technology, the library could also provide access to individuals entirely outside their primary user population, most likely on some form of cost-recovery basis. Creating something profitable as the result of a necessary process appears to be a good deal for all concerned.

### **Challenges Ahead**

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**W**ith this and other examples, one can see the potential for technology not only changing how libraries operate, but opening up new possibilities for future activities. The problems, however, are longstanding. For all

the adeptness librarians have demonstrated in adapting technologies to the needs of information handling, telecommunications is a different animal. First, librarians have already taken a leadership role in directing its development. The work of individuals like development. The work of individuals like Henriette Avram, and her staff at the Library of Congress, is in the forefront of the Open Systems Interconnect network protocol standards activity. This represents a departure from the norm of following technologies. Second, libraries represent a major segment of telecommunications users. In some instances, the participation of the library community is critical to the success or viability of regional telecommunications networks. Yet the players, those who operate networks as well as librarians, while they are certainly not enemies, are likewise not usually seen as allies. With new ground rules, the game is open and if the winner is to be the library patron, there must be leadership in the library community and cooperation on both sides.

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**Pat Molholt was associate director of libraries and affirmative action advisor to the president at Rensselaer Polytechnic Institute. She was SLA president in 1984, and is a Fellow of the association.**

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# On the Scene

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## **IFLA 1996—The Challenge of Change: Libraries and Economic Development**

*by Dorothy McGarry*

Many favorable comments were heard about the 62nd IFLA General Conference, held in Beijing, China, from August 23-31, 1996, with the theme "The Challenge of Change: Libraries and Economic Development." The venue, the Beijing International Convention Center, was convenient for most people, and the meeting rooms and exhibit areas were very good. Registration went well, and paper handling for the conference was excellent. The programmes and business meetings also received very positive comments.

Two hundred Chinese volunteers from 15 universities, library schools, and colleges were present, helping to interpret for non-Chinese speaking people. Simultaneous translation was provided for a number of the sessions, and volunteers provided consecutive translation, summaries, or translations of questions and answers for a number of other sessions.

The conference organizers and the IFLA headquarters staff worked together to ensure a successful conference, with convenient access to the conference center itself and to the various events which are a highlight of each IFLA. Conference registration figures as of August 29 included 1376 international delegates, 14 one-day registrations, 194 accompanying persons, and 800 Chinese delegates for a total of 2,384 delegates from 91 countries. Apart from the Chinese, the United States had the most

participants with 234 delegates, followed by Japan with 135, Russia with 117, France with 98, and Korea rounding out the top five with 84. There were more than 150 professional sessions, 140 journalists, and as of August 25, 103 exhibits—including 54 from outside China. At one exhibit, the National Library of China distributed videotapes containing an introduction to that library for delegates from other countries.

There were welcomes from a number of dignitaries at the opening session. Chinese Premier Li Peng spoke, as did Robert Wedgeworth (University of Illinois at Urbana-Champaign, USA), President of IFLA. A short report of the Premier's speech appears later in this article. In President Wedgeworth's speech, he discussed the gap that continues to grow between the most and least developed library communities. Some people spend more time on computers, others are frustrated about access to information. He asked if we are prepared to assume responsibility for electronic publications, for bringing the same kind of order to the information on the Internet. There are deficiencies in funding, equipment, and training. Where expectations are low, so are the priorities for funding libraries, and vice versa. Information is the most valuable currency we have to exchange. The quality and variety of user services is likely to be the

distinguishing factor in the future. How will our technology improve our ability to serve users? We will need to develop capable users rather than assume they are knowledgeable. Resources to assist developing countries establish libraries are inadequate. There are plans to expand technology assistance and information via IFLANet. Connectivity and related training programs will be announced at the 1997 conference.

The Plenary Session keynote speech, given by Professor Fei Xiaotong (professor of sociology at Peking University and vice-chairman of the Standing Committee of the National People's Congress, China), was on "Libraries oriented to the new pluralistic and integrated world order." Professor Fei said that the theme of the conference "conforms with the main trend of our times, for economic development is a problem of common concern throughout the world and a major issue for today's libraries: how to enable libraries to serve economic development more effectively." He spoke of the history of libraries in China, as well as the future of libraries, with new technology forcing libraries into a new stage of global cooperation and networking. He said that information access will be greatly expanded in tomorrow's libraries, along with people's knowledge, providing unlimited opportunities for people to learn at a greatly accelerated rate.

Several countries held caucuses during the conference, including the U.S., which held a caucus on October 25. A packet of information was available on the "Digital Future Coalition" (which includes SLA). Another handout titled "Intellectual Property: An Assessment of International Implications," prepared by Mary E. Jackson (Association of Research Libraries), was distributed and discussed. Language included in the National Information Infrastructure bills in the House and Senate and in the Database Investment and Intellectual Property Antipiracy Act of 1996 will likely be considered by the World Intellectual Property Organization (WIPO) in a diplomatic conference to amend the Berne Convention planned for December 1996. "The U.S. delegate to WIPO has taken forward the language included in the domestic bills despite continu-



*IFLA conference attendees converged the Beijing International Convention Center August 23-31, 1996.*

ing and significant disagreement over many of these provisions in the U.S. There is a growing concern that there could be international adoption of some of either or both of the U.S. and EC proposals without full and complete domestic consideration ...", stated Jackson. Further information on this topic can be found under the Government Relations section of SLA's Web page (<http://www.sla.org>).

A position paper on "Copyright in the Electronic Environment" was approved by IFLA's Executive and Professional Boards. A copy of the full paper appears on the IFLA Web site (see address at the end of this article).

Among the cultural events was a reception arranged by the Municipal Government of Beijing. There was also a special performance which was arranged by the Ministry of Culture. During the performance, Chinese actors and actresses staged various Chinese art performances, including Peking opera, acrobatics, and music played on traditional Chinese instruments. Another exceptional reception was held at the Great Hall of the People, sponsored by the China Organizing Committee.

SLA Executive Director David Bender and several SLA representatives to IFLA standing committees have provided reports of the conference which are included below. Two other people provided reports also. Some of these people will present fuller reports in SLA unit publications. Copies of many of the papers delivered at the open sessions of the sections, round tables, and workshops are available. For copies of some of the papers, or for more

information, please contact the author of this article by e-mail at: [dmcgarry@library.ucla.edu](mailto:dmcgarry@library.ucla.edu), or at the UCLA Science & Engineering Library, 8251 Boelter Hall, Los Angeles, CA 90095-1958; tel: 1-310-825-3438; fax: 1-310-206-3908.

The standing committees of the various sections discussed development of their new Medium Term Programmes for 1998-2001. This topic is not included in the individual reports below because it was a topic for all sections.

Last year, Monica Ertel was appointed U.S. representative on the Committee on the Access to Information and Freedom of Expression (CAIFE). The committee has been charged with recommending a policy to IFLA regarding these important issues. There are 35 members of this committee representing almost as many countries, including China, Cuba, Russia, Chile, Sierra Leone, and France. Ertel reported, "We held several meetings, including an open forum to solicit feedback from IFLA membership on this sensitive topic. Given that we were holding the meeting in China, which is not known for embracing this type of philosophy, we were a little nervous about how this would work out. However, we had over 100 people attend the meeting and we received a lot of insightful input. We spent a great deal of time debating exactly what the committee should be focusing on and decided the following main points: IFLA has expertise in how people need, use, and access information. Our expertise is NOT in political issues. Emphasis should be on access to information and freedom of expression as they relate to libraries and not other political areas. The committee should be concerned with the impact on libraries in carrying out their responsibilities. The committee also agreed that we should work through library associations in various countries. We must respect the cultural background of other countries as well. We will be hashing all of this out via fax and the Internet over the next couple of months and will present our final report at the IFLA meeting in Denmark next August."

Ertel also called attention to an article she had seen after the conference in the *Wall Street*

*Journal*, (Sept. 5, 1996, B-12) titled, "China Screens Out 'Spiritual Pollution' on the Net." The Beijing government has begun blocking as many as 100 Internet sites that offer material that the government deems unsuitable for its citizens—including sites with dissident viewpoints from Hong Kong and Taiwan, sites sponsored by U.S. major media organizations such as CNN and the *Washington Post*, and sexually explicit sites such as *Playboy* and *Penthouse*. An official described the blocked sites as suspected purveyors of "spiritual pollution."

In addition, Ertel provided some general comments on the conference. She wrote that the Chinese rolled out the red carpet for conference attendees and made us all feel very welcome in this most fascinating city. "One of the most unforgettable memories of this trip has to be the evening when conference attendees were treated to a military escort as traffic was brought to a standstill throughout Beijing so that our caravan of 80 buses could get us to dinner at the Great Hall of the People on Tiananmen Square," she recalled.

Illustrating the importance that the Chinese gave to hosting this conference, the Premier of China, Li Peng, personally opened the conference by stating, "Libraries are the treasure chests of our knowledge and have played an irreplaceable role in promoting civilization. China is a country with an ancient civilization which is now engaging in modern cultural construction. I believe the conference will be of great significance to the development of librarianship and information science in China and to other countries throughout the world. I am confident the conference will promote further cultural exchange and friendly cooperation between the library and information profession in China and the profession in the rest of the world."

Much emphasis was placed on the role of libraries in the economic development of countries. Information technology is recognized as a critical part of stimulating strong economies and libraries are seen as a very important part of this process. To emphasize this, China has made a commitment to put a library in every town by the year 2010.

## Jean Adelman reported on the Section of Art Libraries:

The section held an open session, an all-day workshop, and standing committee meetings at the conference.

At the open session, three papers were presented on the theme of "Chinese Libraries and Collections Within and Outside of China." Hartmut Walravens (Bibliographic Services, Berlin State Library, Germany) documented how copper engraving, a European art form, was adopted in 18th century China. The second paper addressed the range of resources for the study of Chinese art in libraries and collections in London, England. Haiyao Zeng (National Art Library, Victoria and Albert Museum, London, England) spoke of Western interest in China and Chinese art dating back to the time of Marco Polo. The third paper, by Dai Shujuan (Director of the Reference Library, Chinese Academy of Arts, Beijing) was titled "Chinese Art Library, Towards the 21st Century: An Overview of the Development of the Reference Library of the Chinese Academy of Arts." (As a bonus, on the last day of the conference, members of the Section of Art Libraries Standing Committee were able to visit the academy library.)

The section's workshop theme was "Pay or Profit: Fee or Free?" There were six papers which addressed practices in Ireland, Romania, Russia, Spain, and the United States. In the absence of facilities for simultaneous translation, Haiyao Zeng provided summaries of the papers in Chinese and translated the questions and answers following each paper. The following are descriptions of each paper:

- Cecelia Chen (librarian, National Museum of American Art/National Portrait Gallery, Smithsonian Institution, Washington, DC, USA) and her co-author, Ildiko Deangeles (assistant general counsel, Smithsonian Institution, Washington, DC, USA), described the Smithsonian guidelines for charging fees and handling permission requests for the use of photographs of items in the Smithsonian Museums' collections.



Photo by Marcia Lei Zeng

*The IFLA opening ceremony at the Beijing International Convention Center*

- Karen Latimer (deputy science librarian, Queens University, Belfast, Northern Ireland) described a fee-based service the university began implementing in 1991 to provide architectural and environmental information to local professionals in those fields.
- The paper, "Self-Financing Services in Libraries: A Method of Increasing Limited Library Budgets in Post-Communist Romania" was presented by both Sally Wood-Lamont (Central Library of the University of Medicine and Pharmacy, Cluj-Napoca, Romania) and Ioanna Robu (director, Central Library of the University of Medicine and Pharmacy, Cluj-Napoca, Romania). This was a case study of a structurally difficult situation in which both the law and custom preclude charging fees for any library service and in which funds are nearly nonexistent for equipment and consumables such as photocopy paper.
- Javier Docampo (Biblioteca Nacional de Madrid, Spain) spoke on "Tariffing Digital Images: the Spanish Background." The National Library of Spain has a large project, MEMORIA HISPANICA, underway, which is "to make accessible its collections in digital format."
- Olga Sinitsyna (head, Arts and Children's Library Department, M. I. Rudomino State Library for Foreign Literature, Moscow, Russia), de-

scribed "Paid Services at the Library for Foreign Literature: New Objectives, Experience, Perspectives."

- Ted Goodman (editor, *Avery Index*) presented the paper prepared by Angela Giral (librarian, Avery Architecture Library, Columbia University, New York, NY, USA) and Joseph A. Busch (Getty Information Institute, Santa Monica, CA, USA) titled, "Subsidizing End-user Access to Research Databases: From Card File to World Wide Web," which reviewed work carried out over the past decade by the Getty Art History Information Program (AHIP, which has just been renamed the Getty Information Institute) to subsidize enduser online access to scholarly research databases.

The standing committee agenda included discussion of section publications and related publications such as *Inspel*. A working group was appointed to consider additional, especially geographically diverse, content of the section newsletter. The future of the newly published *Multilingual Glossary for Art Librarians* (IFLA publications 95. Saur, 1996) which is soon to be available on the IFLANet site was discussed. The section also plans to expand the glossary to include coverage of terms in Japanese, Portuguese, and Russian. Thomas Hill reported on the *International Directory of Art Libraries*, which is available online in provisional form. The hard copy is expected to be published in 1997. The chair reported on his contact with archivists and the plan for the ICA/CLA *International Guide to Literature and Art Archives in Museums, Libraries and Archives*—a project which is moving forward, albeit slowly. The U.K. and U.S. survey on education programs and materials for art librarians had mixed results, as was confirmed by two surveys, one done in France and one in Russia. Although there was a gratifyingly large number of responses to the surveys, it was decided that the work should not continue at this time because few libraries have such programs or materials and most respondents wanted to receive such information from other sources. Strategies for increas-

ing membership in the Section of Art Libraries were also discussed.

Another agenda item was about future IFLA general conferences, especially the plans for next year's conference in Copenhagen with the theme "Libraries and Information for Human Development." ARLIS/NORDEN has plans well in hand—their annual conference will be held in Copenhagen immediately preceding IFLA so that their members can attend the all-day Section of Art Libraries workshop to be held on the Saturday at the beginning of IFLA's conference week. Museum and architectural tours, as well as a visit to the Royal Library, are already scheduled. A call for papers has also been issued.

### **Sharon Gause reported on the Section on Buildings and Equipment:**

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The section's scope is to consider all matters concerning the design and construction of all types of libraries in all parts of the world, as well as their furnishings and equipment. The section aims to collect and disseminate knowledge about buildings and equipment in order to increase this knowledge among librarians. It also aims to establish better contacts between librarians and architects by promoting an exchange of experiences between the two groups, thereby creating the conditions that will enable each of them to understand the other's language.

During the IFLA conference, the section held two standing committee meetings and a programme session with two people speaking about new library construction in China. A third person spoke about the construction of the National Library in Iran. For the first time in several years, a half-day workshop was also held. The topic was "Architectural Competitions." Perspectives from both the librarian's and architect's points of view were addressed. Everyone in attendance came away with a better understanding of how and why such competitions take place.

It was decided that preceding the 1997 conference in Copenhagen, a seminar on library buildings will be held in The Hague, The Netherlands. The emphasis of the seminar will be on remodeling and incorporating the old structure

into the new. With so much remodeling taking place internationally, there should be many speakers from around the world who have experience in this area. Also, as part of the Medium Term Programme, the committee will continue to work on guidelines for buildings and equipment, especially on recommendations for remodeling construction, as well as guidelines for librarians in the planning and preparation of building program documents for architects. The committee will publish three more publications in its successful pamphlet series.

### **Dorothy McGarry reported on the Section on Cataloguing:**

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The section has been very active, with a number of projects. The Study Group on Functional Requirements for Bibliographic Records finished its draft for worldwide review in June. The group will meet in Washington, DC in February 1997 to discuss comments received from the worldwide review, to prepare a final version, and to transmit it to the UBCIM Programme Office for publication. A major outcome of this study will be identifying essential elements to appear in national bibliographic records. It may also provide input for improving cataloguing rules. Olivia Madison (Iowa State University, USA) is chair of the study group; Dorothy McGarry is one of the members.

From the 500 copies of *International Standard Bibliographic Description (Computer Files)* ISBD(CF) which were distributed, 30 responses were received. This resulted in about 110 pages of comments. A final version will be prepared by December 15. It will then go to the IBSD Maintenance Group. Marie-France Plassard (IFLA UBCIM programme officer, Frankfurt, Germany) will then send copies to members of the two standing committees for ballot, with a deadline of March 31, 1997. John Byrum (Library of Congress, Washington, DC, USA) is chair of the IBSD Maintenance Group; Dorothy McGarry is one of the members.

A revised edition of *Names of Persons* will be published soon by Saur as *UBCIM publications*, new series, no. 16. A selection of papers from the "International Seminar on the Cre-

ation and Use of Authority Files," held in St. Petersburg, Russia, from October 4-6, 1995, has been published in *International Cataloguing and Bibliographic Control*, 1996, no. 3 and 4.

A project on guidelines for OPAC displays was suggested at the last IFLA meeting, but no funding was allocated by the Professional Board for the project. A small group from the section (with Dorothy McGarry as chair) will revise the proposal previously submitted to determine if a smaller amount of funding might be granted.

It was announced that a new group has been established to work on minimal level authority records and an International Standard Authority Data Number (ISADN), as well as the transnational exchange of authority data. Barbara Tillett (Library of Congress, Washington, DC, USA), serves as chair. The working group is identifying essential data elements that will be in shared authority records.

The International Conference on National Bibliographic Services which was originally scheduled for November 1997, will instead be held November 25-27, 1998, in Copenhagen.

The publication *Form and Structure of Corporate Headings* is being reviewed to determine what changes may be needed. Barbara Tillett (Library of Congress, Washington, DC, USA) is chair of the working group. The working group is looking at conference names, corporate names with geographic terms or jurisdictions as the first word, the language of the qualifier, cross references for variations, and other issues. A draft will be sent to the section's standing committee by June, 1997, and an open working group meeting will be held in Copenhagen.

Another group is revising the publication *Anonymous Classics* for information dealing with European literatures. Another phase of the project will include work on Asian and Latin American literatures. Nadine Boddart (Bibliothèque nationale de France) is chair of this group.

The section's programme for Beijing was on the theme "Cooperative Cataloguing Projects: Economic Benefits Through Resource Sharing." The three papers presented were "The



Commencement and Advancement of China's Cataloguing in Publication," by Hao Zhiping (Archives Library of Chinese Publications, China); "Cooperative Cataloguing: Supply and Exchange of Data Through a European Project and a European Union Feasibility Study: The Italian Experience," by Isa de Pinedo and Cristina Magliano (Istituto Centrale per il Catalogo Unico delle Biblioteche Italiane e per le informazioni Bibliografiche, Rome, Italy); and "The Program for Cooperative Cataloging: Mission, Goals, and Potential for International Cooperation," by Winston Tabb (Library of Congress, Washington, DC, USA).

The section's workshop was on the theme "Retrospective Conversion: Lessons Learned and New Trends." Papers included information on conversion at Harvard University, the University of Hong Kong, the Bibliothèque nationale de France, and the British Library.

Ideas for a programme at next year's conference in Copenhagen include a follow-up report on the Functional Requirements for Bibliographic Records, information on the Danish union catalogue effort and a Danish retrospective conversion project, a paper on cataloguing trends and what catalogers will be doing, or possibly a paper on cataloguing documents on the Web. A workshop dealing with communication formats and the impact on our cataloguing standards is also planned.

### **Dorothy McGarry also reported on the Section on Classification and Indexing:**

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The standing committee conducted the first phase in a state-of-the-art survey on subject heading languages. Letters were sent to more than 120 national libraries with 45 responses.

The Working Group on Principles Underlying Subject Heading Languages, with Maria Inês Lopes (National Library of Portugal, chair), held a discussion meeting with an opportunity for people to ask questions. It also gave the working group a chance to resolve some outstanding questions. Lopes will revise the document and send it to the UBCIM Programme Office for distribution and worldwide review, probably by the beginning of February 1997. Responses can then be consid-

ered at the 1997 IFLA conference, and a final version prepared for publication.

The Joint Working Group on Classification Format (comprised of members appointed by the Sections on Classification and Indexing and Information Technology) has prepared a document on "Requirements for a Format for Classification Data." The document will be available on IFLANet. Joan Mitchell (OCLC Forest Press, USA) is chair of the working group. The working group looked at possible extensions to the USMARC classification format and the documentation needed to turn it into a UNIMARC-compatible format.

The programme for Beijing included "Decomposing DDC Synthesized Numbers," by Songqiao Liu (Getty Trust, Santa Monica, CA, USA); "National Problems and International Cooperation in Classification," by Friedrich Geisselmann (Universitätsbibliothek Regensburg, Germany); and "Contemporary Classification Systems and Thesaurus in China," by Zhang Qiyu (Air Force Political College, Shanghai, China), Liu Xiangsheng (China Society for Library Science, Beijing, China), and Wang Dongbo (National Library of China).

Ideas for the Copenhagen programme include a paper on the DDC at the Bibliothèque nationale de France, new uses of classification in the online environment, and a paper on some activities in Denmark. A workshop on the Universal Decimal Classification will be held in Amsterdam in 1998. The open programme there may include a paper on classification and indexing in The Netherlands (possibly dealing with cooperative subject indexing), a paper by someone from the UK on implementation of LCC and LCSH in a non-North American environment, or a paper on development and prospects for the Russian edition of the DDC.

The section sponsored one full-day workshop and cosponsored a second. The first was a workshop on "Dewey Decimal Classification: Edition 21 and International Perspectives." In addition to general information on the new edition and on "Dewey for Windows," papers were presented on DDC in national bibliographies, the Asia-Pacific Region, and China.

Another paper was presented on the translation of the DDC into Spanish. The second workshop, cosponsored with the Section on Library Services to Multicultural Populations, was on the theme "Serving Multicultural Populations in the 21st Century: Universal Standardized Subject Headings—Present Status and Future Prospects." Among the papers presented were some on adaptations of a universal standardized subject heading system in the CJK (Chinese-Japanese-Korean) environment, papers on Chinese multi-language document cataloguing and Chinese thesauri, the development of Korean subject headings, and the use of standardized subject headings in Thailand, Malaysia, and the Philippines. Papers were also presented on a history of the Library of Congress subject headings and current cooperative projects, modern technology and the digitization of subject headings in a multiscrypt/multicultural environment, and pros and cons of access to multilingual databases through universal standardized subject headings.

### **Una Gourlay reported on the Section on Document Delivery and Interlending:**

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The section continues to work very closely with the IFLA Universal Availability of Publications (UAP) Core Programme. Prime topics of discussion with the committee were developments in the IFLA Voucher Scheme, the Danish and Norwegian document delivery projects in Ghana and Kenya, and the creation of a world directory of union catalogues.

The section presented a program, "Copyright Questions in Document Delivery and Interlending," and held a workshop discussing charging issues from many perspectives.

There will be a 5th International Interlending & Document Delivery Conference in Denmark in August 1997, just before the IFLA conference.

### **Martha McPhail reported on the Section on Education and Training:**

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The section explored "Change and Innovation in Library and Information Science Education" at its open forum, hearing of developments

in curricula in the U.K., New Zealand, the U.S., and China. Information technology has expanded course offerings, and library and information science faculty increasingly focus on emerging electronic media as they prepare students for positions in the 21st century. All of the presenters noted that many students expect to work in special libraries, principally in business and industry, or perhaps not in a "traditional" library at all. Although where and how library and information science (LIS) may be performed is changing, the basic foundation of teaching information storage, retrieval, and access remains constant.

The section's all-day workshop continued the examination of changing curricula, with overviews of recent trends in LIS education in Europe, the US, and China. Ole Harbo (Dean of the Royal School of Librarianship in Copenhagen, Denmark), noted the greatest challenge to LIS schools in Eastern Europe and the former Soviet Union has been the rapid transition from state control to a market economy. LIS programs have struggled for limited resources, resulting in problems with salaries, computers, and materials, although some stronger LIS programs are emerging. EUCLID, the European Association for Library and Information Education and Research, founded in 1991 with 53 institutional members from 24 countries, is playing a leading role in coordination of LIS programs. Chinese LIS educators also spoke about revising curricula to educate students in their 50 LIS programmes regarding information management, dissemination, and administration. Special libraries now employ 25 percent of new LIS graduates as China strengthens its financial, industrial, and technological sectors.

The section is revising the scope and goals of its Medium Term Programme to reflect the increased emphasis on continually updating educational curricula for LIS programs and providing professional development opportunities for library and information practitioners. It will maintain a current directory of international LIS programs through future editions of the *World Guide to Library, Archive, and Information Science Education* recently published by Saur.

The Continuing Professional Education

Round Table invites participation at the Third International Conference on Continuing Professional Education to be held August 27-29, 1997, as an IFLA preconference. Its theme is "Human Development: Competencies for the Twenty-first Century." User education and training for trainers will be important subthemes. The Section on Education and Training will further explore LIS curricula innovations at its forum and workshop in Copenhagen.

### **David McQuillan reported on the Section of Geography and Map Libraries:**

The highlights of our meeting included:

- an *Inspel* editorial board meeting to promote this international journal of special librarianship on Friday, August 23;
- the IFLA Officers Reception at the "Prince Gong Mansion" Saturday evening, August 24;
- the USA Caucus, which focused on "copyright," and included a reception and the opening of the IFLA Exhibition on Sunday, August 25;
- a visit and lecture on "Historical Geography of China" at the Department of Urban and Environmental Studies, Peking University, hosted by Dr. Xiaofeng Tang and Professor Xiacong Li on Monday, August 26;
- a Geography & Map Paper Session with the following papers: "Developing Map Library Services for the Business User: Experiences from a State University Library," by Patrick McGlamery (University of Connecticut, USA); "Who Needs Maps of China? The Western Australian Experience of Map Demand and Availability—a Case Study," by William Lamble (Library and Information Service of Western Australia); and, "Politiques d'acquisition, de conservation et de diffusion e la cartothèque de l'Institut géographique national," by Pierre Planques (Institut géographique national, France);
- a visit to the China Cartographic Pub-

lishing House which included a talk by Senior Editor Yongsen Lu and a tour of their library, composition, and production facilities on Tuesday, August 27;

- a tour of the National Library of China and meeting with librarians responsible for their map collections on Wednesday, August 28;
- a morning workshop on "World Mapping" and an afternoon tour and reception at Peking University Library on Thursday, August 29;
- concluding meetings of the Special Libraries Division Coordinating Board and the Section of Geography and Map Libraries Standing Committee on Friday, August 30;
- and finally, a visit to "The Great Wall," Pinggu County Library, and a cloisonne factory, all part of IFLA's Saturday field trips on August 31.

### **Monica Ertel and Wilda Newman reported on the Section on Information Technology:**

**Monica Ertel:** the mission of the Section on Information Technology (IT) is to foster, develop, and promote information technologies relevant to modern library service. This includes policies and technologies for the creation, storage, retrieval, and transfer of information for all types of libraries and information services. A fundamental aspect of this includes the development and application of a range of international standards. One specific project being developed in this standing committee is a standard for bibliographic icons which would be used in systems which employ graphical user interfaces (more on this follows). Another project is to work with several other IFLA groups in putting together a beginner's Internet kit for developing countries. Finally, this standing committee also held an all-day workshop on Internet basics which was heavily attended by Chinese librarians.

**Wilda Newman:** Information Technology programme offerings this year included an open session on "Digital Libraries, Technologies and Organizational Impacts," with Serge

Salomon (Bibliothèque nationale de France) speaking on "La BNF: une nouvelle bibliothèque, un nouveau système d'information"; Kenji Uetsuki (National Diet Library, Tokyo, Japan), speaking on "Digital Library Projects in the NDL"; Terry Kuny (Global Village Research, IFLANet Administration, National Library of Canada, Ottawa, Canada), speaking on "Myths and Challenges for Digital Library Development"; and Art Pasquenelli (Sun Micro-Systems, USA), speaking on "Digital Libraries." The IT joint workshop with the Universal Dataflow and Telecommunications (UDT) Core Programme, was "Connections and Collaborations: Using the Internet in Libraries." Topics were introduced to the Internet, effective use of Internet e-mail, design of Web pages, and making information available through IFLANet.

The IT Section has completed and distributed its brochure in the five IFLA official languages. Wilda Newman wrote the original brochure which was in English. Someone from Malaysia translated the brochure into Malay, distributing it to all of the libraries in Malaysia. She will also distribute the brochure to Indonesian libraries. Newman will update the brochure as information changes with the new MTP 1998-2001, and coordinate the translations, production, and distribution.

A number of different topics, programmes, and projects are under consideration for the future. Among these projects is a preconference for next year on "Bridging Gaps through Information Technology," aimed at people from developing countries. It will cover topics such as connectivity and information technology, Internet and IFLANet, country-specific reports, and upgrading the technical infrastructure of the library. Other topics include a session with public libraries on Internet resources as mainstream library information resources, and library and information statistics and use in electronic resources. The Finnish Library Association is proposing a satellite meeting in Helsinki in 1997 on "the planning of campus libraries, including physical facilities, as well as virtual or electronic libraries." IT and several other sections will sponsor a workshop on the "Impact of Preservation of

Digital Material." Another topic, "Library Standards—Protocol Standard in Interlibrary Loan in the Electronic Environment," has been proposed by the Association of Research Libraries and the Section on Interlending and Document Delivery. A presentation is also being considered on Z39.50. The 1998 program will include topics on the creation of access to digitized information, Z39.50 with ILL standards, and perhaps a programme for addressing Internet use and association topics by region. The programme could then travel to the different regions.

New projects for IT will include phase III of the "Graphical User Interface Standards Project—Bibliographic Database Applications Icons," with Wilda Newman as project head. The project will work through the Internet Engineering Task Force (IETF), ISO, and ANSI, to begin formalizing the adoption of the set of icons as standards. The project will also continue to work with vendors and services within the library and information communities to encourage the use of these icons. The report of phases I and II will be available on IFLANet in both English and French.

Monica Ertel also organized and moderated an Internet Discussion Group meeting. This group provides a forum for idea and information exchange regarding the introduction and support for Internet use in libraries and by library users to increase access to the Internet around the world, especially in developing countries; to find ways for librarians to be more active in the development of the Internet; and to develop ideas for programs and projects related to this topic.

This informal discussion group was the brainchild of Ed Valauskas and Nancy John (University of Illinois at Chicago, USA) who held the first meeting at the IFLA conference in Istanbul in 1995. About 25 people attended the meeting last year. Ertel said, "I was expecting about the same number, perhaps a few more, this year. I was a few minutes late for the meeting due to the fact that I couldn't find the room. I was stunned to find that I could barely squeeze into the room and found more than 100 people perched on window sills, sitting on the floor, and standing around the edges of the

room. In order to make the two hour session productive for everyone, I broke the larger group into smaller discussion groups dealing with topics of interest to attendees including:

- The use of the Internet as a reference tool, and user education (led by a U.S. librarian);
- Design of Web sites, with emphasis on Web sites for developing countries (led by a U.K. librarian);
- Public libraries and the Internet (led by a Flemish librarian);
- Copyright and the Internet (led by a Canadian librarian);
- K-12 libraries and the Internet (led by a U.S. librarian);
- Libraries as Information Service Providers (led by a Russian librarian); and
- Librarians role in digital data (led by a Swedish librarian).

It was a diverse cross-section of topics and people and it was very difficult to break up the groups at the end of the two hours. People wanted to continue to share information. This is a topic of great interest to all librarians and there is an urgent need to talk to one another.”

### **David Bender reported on the Round Table for the Management of Library Associations (RTMLA):**

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David R. Bender is chair of the round table and Christina Stenberg (Sweden) is secretary. The round table's recruitment brochure has been finalized and distributed to members for use in recruitment efforts. As a result, three new members were presented and approved for membership. They are the Pacific Islands Association of Libraries and Archives, the Malawi Library Association, and the Botswana Library Association.

The committee explored several ideas on ways library associations in Third World countries can be supported, i.e., providing guidelines in local languages, conducting “how to” seminars for establishing library associations, and collecting and disseminating resource information on establishing library associations. The *Guidelines for Library Associations* is currently being published in Vietnamese.

The round table is preparing a directory of international library associations to facilitate networking among members and to serve as a resource for librarians seeking contacts worldwide. Karen Muller (Executive Director, Association for Library Collections and Technical Services, ALA, Chicago, IL, USA) is currently completing an analysis of the data she has received. It will be distributed via an electronic database.

The 1995-97 Executive Committee includes David Bender as chair as well as representatives from 13 countries, including 6 representatives from U.S. library associations.

The RTMLA will host an open meeting in Copenhagen in 1997 focusing on information service and how library associations can influence policy-makers and manage change more effectively. Preparations are also underway for developing a workshop in Copenhagen.

Two members of the RTMLA have agreed to develop an outline for a set of guidelines on political advocacy. Following this process, the Executive Committee may engage a consultant who will further develop the guidelines into a publication.

The round table held an open meeting titled “How to Develop a Library Association.” It focused on library associations that have already reached a level of success and how further development can be achieved. Following presentations by two speakers, members of the round table discussed policy development, advocacy, membership benefits, and communications with audience participants.

Discussions were held on international copyright issues that are affecting information professionals worldwide. The discussions centered around the May 1996 meeting of the Committee of Experts on the Berne Protocol and New Instrument (WIPO Summary) which is currently under development.

The Round Table for the Management of Library Associations also sponsored a workshop on the theme “How to Run a Library Association.” David Bender provided an overview of library association leadership. The overview was followed by sessions on library associations in underdeveloped regions and their impact on library development, program

and member services, and administration and finance. This half-day programme concluded with a group discussion session with participation from all attendees.

### **Martin Kesselman reported on the Section of Science and Technology Libraries:**

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Kesselman is not an SLA member, but very kindly sent me a report of the activities of this section, which addresses the interests of many SLA members.

This has been a busy year for the standing committee (SC) of the IFLA Section of Science and Technology Libraries. The SC has been particularly active in programmes dealing with electronic publishing. Last year's programme, "Archiving the Electronic Journal," spawned the idea for a special issue of the *IFLA Journal*, titled "Libraries and the Electronic Journal in Science" and edited by Patricia Yocum, the SC secretary. This year's program continued the dialogue with the topic, "Management of Sci-Tech Journals in a Time of Change." Papers included the availability of electronic journals, by Oili Kokkonen (Jyväskylä University Library, Finland); the use of the Internet for sharing electronic sci-tech information between Asia and the West, by Newton X. Liu (Bridge to Asia, Oakland, CA, USA); and management, document delivery, and cooperative purchase of both print and electronic journals in China and the U.S., by Xu Hong-Ying (Library of the Chinese Academy of Sciences, Beijing, China), Navjit Brar (Trenton State College Library, USA), and Suzanne Fedunok (New York University, USA). Arnould de Kemp of Springer provided the perspective of the publisher. Next year's program continues these themes with the topic, "Improving Access to Science and Technical Information."

The SC workshop on grey literature included presentations on an IFLA funded project on work in grey literature in the former Soviet Union, by Andrei Zemskov (Russian Sci-Tech Library); one on patents, by Connie Wu (Rutgers University, New Brunswick, NJ, USA); and one on projects in Greece, by Katerina Toraki. The project, "Survey on the

Content and Structure of Information on WWW/Gopher" was completed this year at Helsinki University of Technology by Irma Pasanen-Tuomainen. A new project was approved, "Manual for Cooperation of Sci-Tech Libraries," which will be carried out by Martin Kesselman (Rutgers University, USA) during the coming year.

### **Jean Porter reported on the Section of Social Science Libraries:**

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The section held two standing committee meetings during the conference. Discussions at the meetings were about the sessions to be held later in the week and the sessions for IFLA in Copenhagen. Mary Noel Gouke (Ohio State University, USA) and Porter are in charge of planning the workshop for the next conference. In addition, the SC held an open session and a workshop. The open session was well-attended and had simultaneous translation. The theme was "The Impact of New Technology on Social Science Libraries." Speakers from Boston, MA; Cambridge, MA; Singapore; Berlin; Germany; Beijing; and China presented their thoughts on the theme. The workshop "Seeking Information for Development Studies" was held at Renmin University—the "Peoples" university—on Thursday afternoon August 29, 1996. Our hosts were very hospitable, providing us with mid-afternoon tea and supper before we returned to our hotels. In addition to the conference attendees, many staff and students from Renmin University attended the session. In deference to the foreign contingent, all the papers were read in English. This was especially gracious because simultaneous translation was not available. After the workshop, the attendees were treated to a tour of the university library. School was not in session, so the library was closed. The library was relatively new. They did have an online catalog, but only a few other automated capabilities. There were two computers with CD-ROM players set up in one reading room, however, the choice of CDs was very limited. They did have a large media area for viewing videos and a large lab for listening to audio tapes.

Stanley Kalkus also sent a report on the

section. He mentioned that part of the discussion at the standing committee meeting dealt with the future of the section in general. The section has 77 members and possibilities of a merger with another group were aired. No immediate action is planned however. A preconference is planned for Copenhagen to be held jointly with the Section of Government Libraries. The workshop session in Copenhagen will have the theme "Access to Statistical Information in Social Science Libraries." As a new project, the decision was made to have the "SOC-LIB LIST" converted to a Web site.

### **Barbara Perry reported on the Section on Statistics:**

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The section held two standing committee meetings and sponsored two events: a browsing session on national-level statistics for public libraries and an open session featuring four papers dealing with statistics for library management.

At the browsing session, samples of public library statistics from France, Norway, Portugal, the United Kingdom, and the United States were available for review. Brief explanations of activities related to gathering these statistics, and their subsequent publication output, were made by representatives from each country.

Papers at the open session included:

- an analysis of requirements to implement a standardized method of tabulation for Chinese library statistics,
- a comparison of Chinese national-level public library statistics with those maintained in the United States,
- an explanation of preconstruction planning for a new French municipal library taking into account the need for statistical measurements of usage and activity, and
- a proposed management support system based on a case study of German university library statistics.

At the standing committee meetings, reports were given on the status of various committee projects. The directory of national library statistical agencies is close to being finished. It

was decided that the current draft of the directory would be posted on IFLANet so that national contributors can review the data and make final corrections and updates. After a review period, the directory will be published as a Professional Board paper. Committee members are finalizing a French translation of the recent IFLA publication on performance measures. G.K. Saur will publish this French version when it is completed. Finally, it was agreed that the 1997 Copenhagen open session will focus on compilation of statistics related to electronic information services, and the browsing session will be on university library statistical publications.

Perry has been appointed the "information coordinator" for the Section on Statistics. She will be working with the two officers of the section, and also with information gatherers/coordinators at IFLA headquarters.

Monica Ertel was asked to make a presentation to the Women's Issues Round Table on her impressions about the U.N. Women's Conference she attended in Beijing last year. She said "This was a good opportunity for me to reflect on the issues brought forth last year and the progress to date, which has been fairly significant."

Delegates to IFLA could choose to visit any one or two of 16 libraries, and had the option of choosing between two different times and days. Some visits were followed by receptions, held either in the library itself or, as was the case for visitors to the National Library of China, in a nearby hotel. Speeches, tours, and in some cases, gifts, were part of the library visits.

An Internet room with a number of terminals was available for people at the conference. Although response time was slow, the facility was very useful and many people took advantage of it.

Among the many other papers presented at the conference were several papers on copyright, use of the Internet and digital technology, multilingual and multiscript issues, women's issues, conservation, library history, and library research. Papers were presented covering all types of libraries.

The address of the IFLA World Wide Web Site is <http://www.nlc-bnc.ca/ifla/>. An IFLA

listserv (IFLA-L) is also available. To subscribe, contact [listserv@infoserv.nlc-bnc.ca](mailto:listserv@infoserv.nlc-bnc.ca).

## **IFLA 1997**

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The 63rd IFLA Council and General Conference will take place at the Copenhagen Congress Center in Copenhagen, Denmark, August 31-September 5, 1997. The theme of the conference will be "Libraries and Information for Human Development." Subthemes will include: libraries and information for education, libraries bridging the information gaps, libraries and the 'right to know'/democratic development, libraries and cultural priorities, libraries promoting access to the Arts and to artistic innovation, and libraries—the memory of the world.

The IFLA Council meets biennially to vote on officers and perform other business. In 1997, voting will take place for the president

and Executive Board members, as well as for the Standing Committee, Coordinating Board, Round Table, and Professional Board officers. President Wedgeworth's term is ending, as are the terms of several members of the Executive Board. Members of standing committees are also elected biennially, prior to the conference. The standing committees are working bodies of IFLA, and an individual can stand for election if nominated by one association or two institutions which belong to the section of interest.

SLA is a member of a number of IFLA sections. One nomination for each of these sections can be made by SLA for the 1997-2001 term. To obtain more information and/or to express an interest in the standing committee of a particular section, please contact Ernie Robinson at SLA headquarters at 1-202-234-4700, ext. 616; fax: 1-202-265-9317; Internet: [ernie@sla.org](mailto:ernie@sla.org).



# Building International Relations via the "Adopt a Library School" Project

by *Marydee Ojala*

Normally it takes a long time for good ideas to be realized and get through the obstacles imposed by real life practicalities. Therefore, it is a pleasure to report that the idea of donating personal copies of professional journals to colleagues in library science institutions in other countries who can't purchase subscriptions to these international journals has come to fruition. Through cooperation with the International Federation for Information and Documentation (FID), it became the FID/SLA Adopt a Library School program. Not only is this program beneficial to the library schools involved, it is also extraordinarily fulfilling for the SLA members who participate.

The concept for the Adopt a Library School project originated early in 1993 by some members of SLA's International Relations Committee, notably Ruth Pagell. As a first step, the committee compiled names of library and information science schools needing materials. However, the committee found that other projects were taking priority over the Adopt a Library School idea and the project was temporarily put on hold.

The project was resurrected when Irene Wormell, chair of the FID Education and Training (FID/ET) Committee, convinced that the idea of special librarians donating journals had great merit, joined with Marydee Ojala, the

International Relations Committee liaison for SLA's Business & Finance Division, to push the project forward again. "It would have been a shame to see such a worthwhile project wither away," Wormell commented. In late 1994, the FID/ET Clearinghouse joined the Adopt a Library School project, giving the program the support it needed to get it up and running. The clearinghouse volunteered to provide management assistance by marketing the idea, collecting data on donors and receivers, and matching the SLA members with their Library and Information School colleagues. The clearinghouse tried to minimize any bureaucracy associated with the project by simply arranging the initial contacts. After that, donations proceeded at the initiative of the participants. The arrangement reminded Helen Hohman, of the McNeill Consumer Products Company, of early People to People programs in the health field. "When I first heard of the Adopt a Library School program, I thought it was a great idea. What it needed was a formal plan to make it successful." That is just what SLA and FID/ET did—they created a structure for a good idea. Today there are over 60 members of the Special Libraries Association who see the joint FID/SLA Adopt a Library School project as a marvelous opportunity to share resources and improve professional international relationships.

Most of the library schools enrolled in the project are from Eastern Europe and Asia. For example, I am sending copies of *American Libraries* to China and *Library Journal* to Poland. Next on the agenda is signing up library schools in Africa and Latin America. SLA members donating journals are primarily from the United States, although a few European and Canadian members have also volunteered. At least one SLA member from Australia is contributing to the project by sending journals to India.

Some SLA members are sending materials published by SLA, while others are sending ALA publications and commercial journals such as *Online*, *Database*, and *Internet World*. Stacy Reasor, of the ITT Technical Institute in Tampa, even sent a copy of her chapter's bulletin to China. She thought the local angle might be of interest to them. Articles about the Adopt a Library School project have been published in SLA's official newsletter, *Specialist* (December 1995), and in many of SLA's chapter and division publications.

SLA members find the program has many benefits. The overwhelming appreciation of the recipients is heartwarming. Additionally, the professional relationships fostered by the project lead to increased networking opportunities and the chance for U.S. special librarians to get to know librarians in other countries. As the world moves toward a global economy with worldwide information needs, having personal contacts in other countries proves to be invaluable. On the other side of the transaction, the donated journals allow library school students and professional librarians and educators in less developed countries to stay aware of current developments in the profession and become a force in the modern information society. In many Eastern European countries, collection policies for the past 50 years were dictated by politics rather than the realities of information science, resulting in collections that are very weak in some areas. The contributions from SLA members helps to fill these gaps.

Through my involvement with the program,

I have made friends in both China and Poland. I received a beautiful New Year's card from China last December, making my holiday brighter (and a stamp collector friend of mine exceedingly happy, given the postage stamps adorning the envelope). When a library professor at a school in Poland was putting together a curriculum for a course in business research, I was able to send her some articles I had written and suggest materials for the course. As we corresponded, we realized we knew some of the same people within the library world.

Not every SLA volunteer has had such positive experiences. Several librarians told me that they had not heard back from the library schools to which they were sending donations. That doesn't mean they are going to stop sending materials, however, they *are* worried that the mail might not be getting through, particularly to countries such as China. My suggestion was to enclose a personal note with their next package and providing an e-mail address. Librarians in countries with censorship and erratic Customs personnel often rely on e-mail for contact outside the country. E-mail to and from these countries seems to be reliable and definitely more effective than any government's postal service.

When you have a good idea, word spreads. The FID/ET Clearinghouse is hearing from many library schools who want to be on the receiving end of the SLA/FID Adopt a Library School Program. There is still time for SLA members to sign up to donate professional journals. By sending the materials contained in the journals, SLA members can help librarians in these countries discover new ways of doing things; new attitudes towards information retrieval, dissemination, and storage; and new perspectives on their working environment. It helps them to "catapult ahead," as one SLA member told me. To join the program and be matched with a library school, send an Internet message to Irene Wormell via the Internet at iw@db.dk; or by telephone at +45-3158-6066.

# Information

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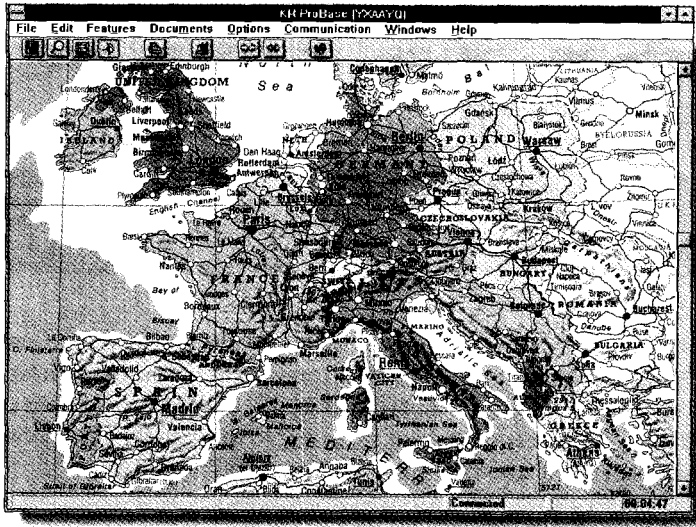
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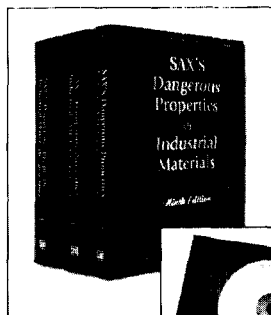
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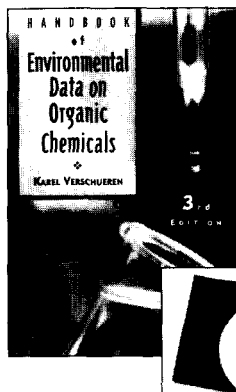
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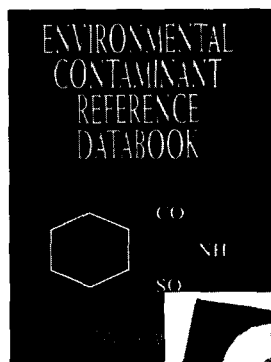


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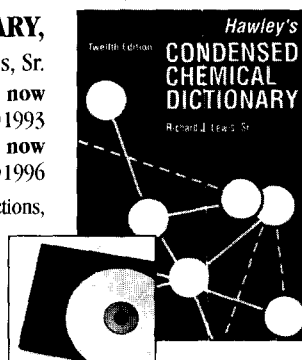
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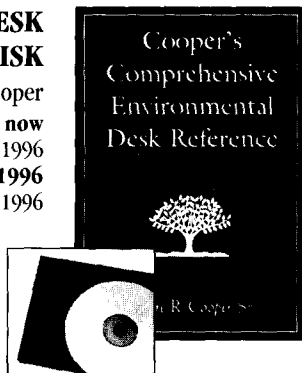
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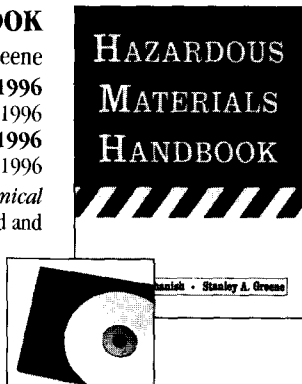
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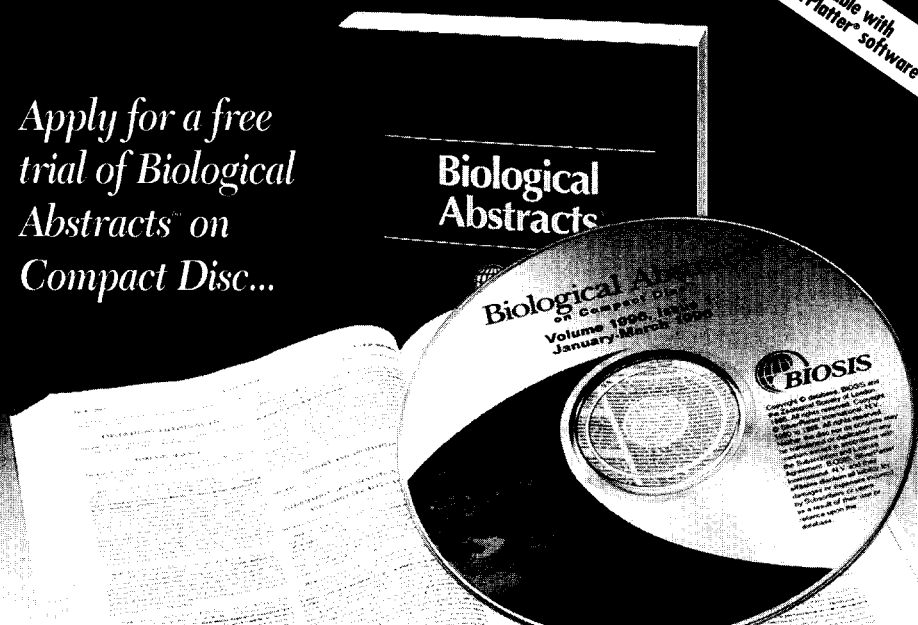
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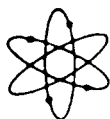
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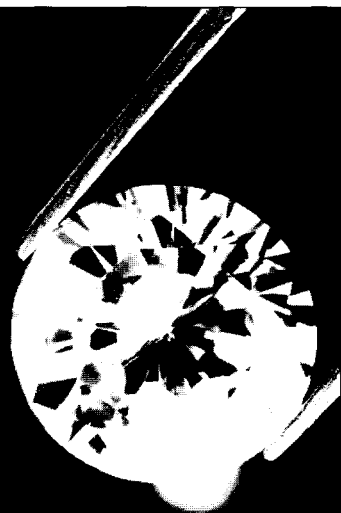
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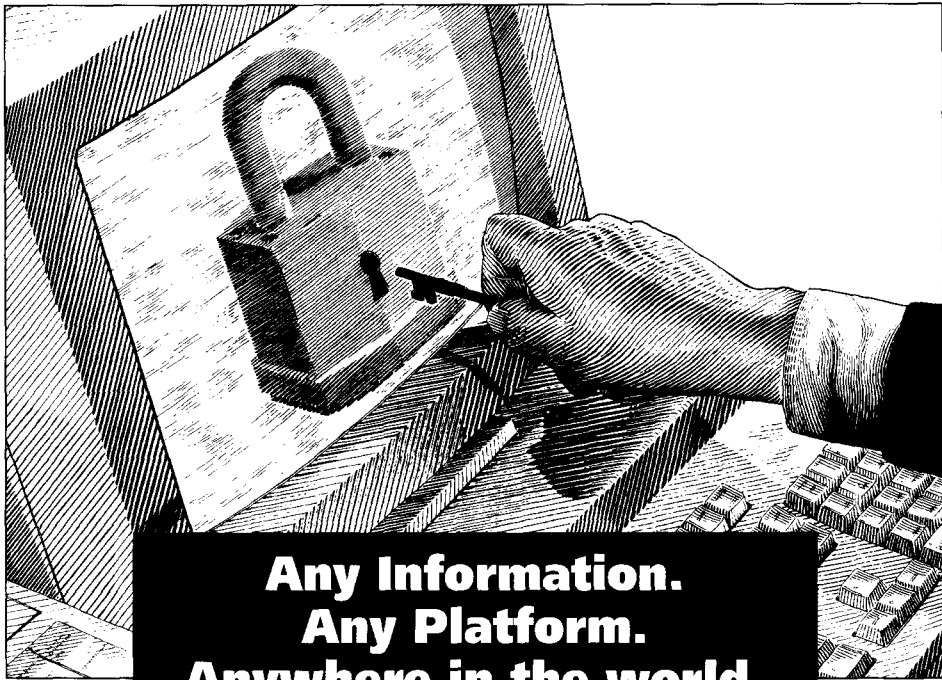
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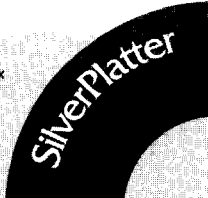
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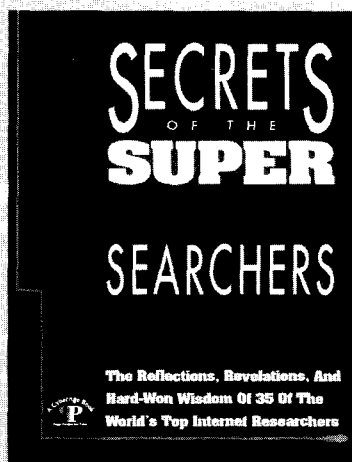
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