

SPECIAL LIBRARIES

"PUTTING KNOWLEDGE TO WORK"

VOLUME 25

JANUARY, 1934

NUMBER 1

TRADE ASSOCIATIONS

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SPECIAL LIBRARIES

FLORENCE BRADLEY, *Editor*

JANUARY, 1934

Volume 25

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Number 1

What a Special Library Can Do for a Trade Association

By W. J. DONALD

Our readers will recognize this contributor as the author of the new book "Trade Associations," Editor-in-Chief "Handbook of Business Administration," Management Counsellor and Executive to Trade Associations, Vice-President, American Management Association.

HAVING had the use for years of the exceptionally fine business library of the American Management Association I can now speak from experience on the difficulties which one faces in undertaking to manage trade associations without a well-equipped library, consisting of books, magazines, trade press clippings, and full, well classified and properly filed information about business.

Every association executive who has been in the midst of acting as midwife to new trade associations and godmother to Codes of Fair Competition knows what difficulty is involved in keeping information regarding the N.R.A. policies, recently adopted codes, news releases regarding N.R.A. and all similar information in a form ready for high-pressure use under which they are all working.

But this is just the beginning. Today trade associations, new and old, are immersed in code affairs. Many of them think that hereafter the trade association will devote itself entirely to code administration and code enforcement.

But even the youngest of the trade associations are beginning to have demands made upon them for activities and for information which has nothing whatever to do with codes. A competent association executive quickly becomes the confidant of leading members of his association and the news soon spreads that his advice and counsel are good and that they should be sought.

After all, the basically sound job of a trade association is to teach a business or an industry or trade to do business profitably within the price level.

There will be no permanent salvation for American business even by the elimination of destructive price cutting. In the last two or three years that price cutting may have been due to extremely low wages or it may have been just bad business policy. Sometimes it was sound policy, but it was sound as a rule only when the reduction in prices was based on an economic reduction in costs. Hence everything in trade association work relates itself directly or indirectly to good management methods and modern management policies.

Heretofore many industries and trades have thought of their trade association activities in terms of specific techniques and procedures such as statistics or cost accounting or fair trade practices or sales promotion. In setting up codes of fair competition, business has begun to think in terms of business policies, and the majority

of policies about which they are thinking have to do with price merchandising, product merchandising, marketing, purchasing, production, finance, personnel and labor relations and industrial and economic planning. As a matter of fact, whatever else business gets out of the National Recovery Act, it will get an education in business policies such as would not have otherwise taken place within a decade or more.

When we now think of trade association statistics, we think of them as tools for determining price merchandising policies, product merchandising policies, marketing policies, purchasing policies, production policies, financial policies and labor policies, or as tools for future industrial and economic planning.

When we concern ourselves with cost accounting, we are interested in determining whether prices should be reduced or increased, determining where costs can be reduced so that prices can be reduced, determining what products should be eliminated from the sales portfolio because the production cost and selling cost is too high, determining where products can be economically sold and in what quantity, and so on, indefinitely.

In this new picture, the trade association executive must have at his command either in a special business library within the trade association offices or through the public business library or in the libraries of colleges and universities or of associations devoted to business management the best that a good business library can provide.

This need will spread rapidly in the next two or three years. Trade associations will take on vastly more importance than they have had in the past. Whereas many of them were heretofore ignored or regarded as ineffectual, the great majority will now be the focal point for the corresponding industry or trade, they will be manned by adequate, competent executives and the members of the industry or trade will naturally turn to them for guidance and information, in regard to business policies and practices.

Information which the special library serving trade associations must have on hand are: *The publications of the Chamber of Commerce of the United States; the leading business journals such as Business Week, Printers Ink, Management Methods, Factory Management and Maintenance, Sales Management, Management Review and Personnel.*

Among the business books the most useful which should be on hand are:

<i>Handbook of Business Administration</i>	<i>Corporate Minutes, Meetings and Resolutions</i>
<i>Management Handbook</i>	<i>Business Correspondence Handbook</i>
<i>Cost and Production Handbook</i>	<i>Handbook of Sales Management</i>
<i>Accountant's Handbook</i>	<i>Office Management and Procedure</i>
<i>Corporation Factory Guide</i>	<i>Financial Handbook</i>
<i>Corporation Treasurer and Controller's Guide</i>	<i>Handbook of Insurance</i>

In addition, every library serving a trade association ought to contain all the important reference books pertaining to the industry and trade as well as at least six months' current file of all of the trade magazines devoted to the industry or trade.

But this is just a beginning of what trade associations can use effectively if they know how to do it. One of the most important things is to assemble and file properly the various series of N.R.A. publications and Department of Commerce publications, as well as the publications of the other government departments.

In addition, the trade association library should be prepared to clip and file information of particular significance to the members. A very useful thing for trade as-

sociations to undertake is to furnish all members of the association a periodical abstract of current literature and publications particularly affecting the industry and trade. Business men are altogether too busy to read all the publications that come over their desks. They have been particularly busy during the last few months. Such an activity ought to be carried on by the trade association librarian. It can pay dividends in time saving to the business executive many times over.

The opportunity for special libraries in serving trade associations has just begun. It is my prediction that in the next two years there will be a perfect dearth of competent special librarians and that trade associations will have absorbed them all.

Trade Association Libraries A Summary of Illustrative Procedure

By MARIAN C. MANLEY

Business Branch of the Public Library, Newark, New Jersey

ASSOCIATION libraries are many kinds and sizes. The technique of management for the libraries of the learned societies and those of the legal and medical professions is more generally known than that of the newer libraries pertaining to trade associations and special service groups. Interesting libraries in the latter fields are those of the National Association of Real Estate Boards; the National Safety Council; American Transit Association; American Standards Association; Aeronautical Chamber of Commerce; Portland Cement Association; Direct Mail Advertising Association; and many others.

The variation in the work of these association libraries is indicated by the answers made by their librarians to certain general questions:

1. *How does your library serve your association? Is it mainly for use as an aid to research; for the development of publicity; as a source of marketing information; or for other features?*

Aeronautical Chamber of Commerce:

"It is used both as an aid to research and for the development of publicity."

National Automobile Chamber of Commerce:

"We are primarily organized as a patent library used in making validity and infringement searches. The greatest amount of our time is devoted to patent department work. However, we do assist the other departments of our association. These inquiries mostly are for informational and statistical or historical data."

Portland Cement Association:

"Our library is a highly technical one on cement, concrete, and reinforced concrete construction. It is mainly for the use of our engineers as an aid to research."

American Transit Association:

"Our library is a clearing house for the organization. Executives throughout the country, as well as the various department heads at association headquarters, are quick to realize its value as a general reference and information bureau. It is so situated as to be easily accessible to the entire staff at headquarters. It is equally available to the stenographer who wishes only the latest mailing address of an electric railway official or to the executive seeking technical information."

National Safety Council:

"The library is a working reference library, specializing in the literature of safety, industrial health and allied subjects, and is continually being added to by the cooperative interest of our members throughout the world and by the systematic checking of all government, state and city publications, the clipping of technical and industrial periodicals, and the collection of research reports issued by engineering and industrial associations.

"It is a very vital part of our organization, not only because it enables us to give service to our members, but it is used continually by our staff — every department in the organization depends on the library — the Executive, Editorial, Engineering, Art, Business, Statistical, etc., even the Stenographic department.

"On a quiet day about 60 staff requests are received. This does not include material requested to send out on inquiries."

National Association of Real Estate Boards:

"Our membership is composed of local real estate boards in about 500 cities of this country. Real estate brokers, subdividers, home builders, appraisers, property managers and loan men are members of their local real estate board and therefore indirectly members of the National Association. In general the Library of the National Association has two responsibilities: first, to give whatever service we can to the local board office, usually the secretary of the board; secondly, to take care of the individual members of the boards who write to us for help direct. A third field is self-evident, that of serving the national headquarters office, itself. Furthermore, we try to be of assistance to the general public, students, public and university libraries, etc. This library is used for research, for the development of publicity for real estate, as a source of marketing information, or for what have you. Specific research projects are frequently developed by the Library staff. A pamphlet on the development of real estate license laws, prepared by us, illustrates this point. Since we are considered to have the largest collection of material on real estate matters to be found anywhere, we provide valuable sources of information for those tackling research projects.

"We work closely with the Publicity Department. Material which is furnished by the Library forms the basis of every News Service issued (weekly news release to 1790 newspapers, magazines and others). Since *all* material clears through the Library in our office (not only printed material, books, pamphlets, etc., but all correspondence incoming and outgoing, etc.), we are expected to o.k. all studies and releases made for accuracy in interpretation, completeness of subject matter, etc. The collection and dissemination of all sorts of information affecting our business, including the marketing and selling angles is a part of our job, of course."

American Standards Association:

"Our library is regularly used by a majority of the 275 companies and associations that are members of the organization. It has been of occasional service to several hundred other companies also. This library's main task is the assembling of standards and specifications for all sorts of mechanical, electrical and other devices used by industry and for processes and products, including many of the commodities made for the ultimate consumer. These standards and specifications are gathered together from more than a hundred American organizations and from standards-making bodies in 23 foreign countries. In fact almost every important technical standard approved anywhere in the industrial world ultimately finds its way to the ASA library where it is made available to companies, associations and individuals. A conservative estimate places the number of technical standards and specifications available through this library at 15,000, covering practically every industrial field.

"Standards and specifications are used by many companies in preparing their own production standards, and in export trade. For example, a company manufacturing high grade tools was able to fill on time a foreign order for a product conforming to a German standard only because the ASA library had on file a copy of the draft of the standard. Four oil companies have standing orders for all foreign standards relating to petroleum. Several companies have standing orders for indexes issued periodically by some of the foreign bodies. One company maintains in the ASA library a list of the standards which it uses in its operations and is notified whenever any of these standards are revised.

"The library staff prepares bibliographies for committees working on ASA projects; with the assistance of the engineers on the ASA staff, research work on standardization questions is done for members; American and foreign standards are sold as well as standards issued by the Federal Government and several trade associations. Not only does the library take care of requests for definite standards, but it circulates foreign standards to industries known to be interested in them and acts generally as the central clearing house for standardization data arising in the 23 countries having national standardizing bodies similar to the ASA.

"The library routes to the staff engineers the large number of technical magazines received by the ASA which have a bearing on their special fields, and later clips, files and otherwise disposes of these magazines. Basic material for publicity use and for articles in the Association's monthly journal is supplied by the library. An indexed file of standards and specifications that are likely to be in use is maintained. The Dewey system of classification is used together with the LC list of subject headings. Necessary modifications have of course been made to cover special phases of standardization."

2. *What are illustrative questions that you receive? Are they from the association executives or from the members as a whole?*

Aeronautical Chamber of Commerce:

"Questions are from the members as a whole and also from the general public."

National Automobile Chamber of Commerce:

"The best illustrative question is: 'Have you any references pertaining to the carburetor of the such and such type? Our company has been threatened with suit by Mr. So and So, whose patent number is 1,141.' These inquiries come mainly from our members' executives, namely chief engineers and patent counsel, etc. At times the inquiries come singly and sometimes collectively, depending on the number of members who are interested in the subject."

Portland Cement Association:

"Illustrative questions which are answered in this library are as follows:

- "Long time temperature tests on concrete chimneys?
- The creep and flow of concrete under load?
- Shrinkage tests of concrete?
- The degree of skidding on various types of pavements?
- The vibration of concrete?
- The coefficient of friction for tar?
- The number of persons earning salaries of \$1,000, \$1,500, \$1,800 and \$2,000 per year?"

National Association of Real Estate Boards:

"These questions illustrate those received and answered. Most of them are from individual real estate men, but a number came from board offices.

- "Information on the amount of business property per person in communities surrounding Chicago?
- What have brokers done in the way of billboard advertising?
- Information on what proportion of the income from parking can be paid by a garage manager as rent?
- What states have excess condemnation laws?
- Information on how to take traffic counts?
- Material on height limitations of buildings?
- Names of firms who specialize in managing grocery departments in department stores?
- Name of first multiple listing bureau and date of organization?
- What is considered a normal vacancy for office buildings, flats, warehouses and industries?
- Material on combatting free lot schemes?

"These acknowledgments of services illustrate specific results of our library work:

"The information which you sent us on the percentage of gross sales paid by typical grocery

concerns for rent has been of inestimable value to us. Since the suggested figure was 1% higher than the figure offered us, we were able to close the deal at a higher rate which meant considerable additional revenue to our client. We are certainly pleased with the help you have given us.'

"As a result of the vast amount of valuable information submitted in your letter of June 15th, bearing upon the subject of "Distress for Rent," we have been able to revise our laws, tightening up considerably on the chronic "dead beats" in this state. The saving to our landlords and managers can in no way be estimated, but it is certainly enormous.'

"I am in receipt of your letter of February 25th, also the twenty-one pages of specially prepared type-written copy of tax decisions. When I asked for this data I did not realize the amount of work which would be necessary for you to furnish me with it. It certainly is another example of the splendid service which the National Association is rendering and I hasten to express my appreciation for your very kind attention in fulfilling my rather over-size request. We bound the reports in a permanent cover and referred to them constantly in preparing our brief. You may be interested in knowing that several of the points which we won came directly from the material you sent us.'"

American Standards Association:

"The general run of day to day requests for information include such questions as the following:

"What foreign standards are available on lubricating oil?

Are there any U. S. Government specifications for machine screws?

What are the tolerances on different sizes of pipe fittings given in the American Standard for 250-pound fittings?

What is the chemical composition of steel in A S.T.M. standard A95-33?

Is there a standard for milk cans?

Which American standard safety codes include provisions relating to the use of ladders?

Is there a British Standard on pipe flanges and how much does it cost?

"Requests for information are mostly received by mail although personal calls and telephone calls are also sources through which inquiries are received."

Direct Mail Advertising Association:

"Since Direct Mail Advertising is a coördinating medium, and is included in almost every selling campaign, our research and library facilities include material and information on the whole range of advertising. We can consequently give our members information which would not ordinarily be classed as direct mail information, such as:

"A Nicaraguan customer of one of our members wanted several sources of supply for electros on different products.

"Another member asked for help in planning a series of small space publication advertisements to be run in conjunction with a direct mail campaign.

"What publications could be used to reach a certain national but specialized group of readers?"

3. *Do you assist in the development of statistical resources of the association, and if so — in what way? What steps, if any, do you take to bring statistical information and other data of general reference use to the attention of other research bodies? How far do you feel you could cooperate in this way?*

Aeronautical Chamber of Commerce:

"No. Statistics are gathered and compiled by the statistician. Although we do extensive research for members, time would not permit us to cooperate to any great extent with non-members."

National Automobile Chamber of Commerce:

"Our association has a statistical department. However, the library assists somewhat in preparing these figures. The statistical department prepares a book which is called 'FACTS AND FIGURES OF THE AUTOMOBILE INDUSTRY.' This is distributed through the industry and to various libraries, public and special, thus making the statistics available to anyone."

American Transit Association :

"All of our cooperation with other organizations is carried on through committees appointed from association members. The Association's staff assists these committees in their studies and our library in turn assists the staff. The Association's statistical bulletins are for members only. It has been the policy of the Association however, to either donate or offer for sale certain published publications to libraries of other interested organizations."

National Safety Council :

"Our statistical reports are given wide circulation and distributed to the press as well as to members and any organizations interested. We are also glad to cooperate in any way possible with other associations."

National Association of Real Estate Boards :

"Part of the work of the Library is to develop and interpret the statistics of our trade. For example, it was my job to assemble the returns on the N.R.A. data questionnaire, estimate the total figures for our entire membership from the sampling which we did receive and prepare a brief which was presented to General Johnson, showing that we were an association representative of the real estate business.

"New information gathered is always written up in our current weekly News Service which brings it to the attention of all possibly interested parties. Many other research institutions are on our mailing list. We have a real job cut out for us to do in the matter of adequate publicity for real estate. We are therefore more than anxious to do what we can in sending our publicity broadcast."

4. (a) *When was your library established?* (b) *How much space does it take up, and what is the personnel?* (c) *What proportion of the association's funds go towards its maintenance?*

Aeronautical Chamber of Commerce :

- "a. Library established 1925.
 "b. About 250 square feet of space. One librarian.
 "c. Proportion varies. Not definitely determined."

National Automobile Chamber of Commerce :

- "a. 1914.
 "b. About 5,000 square feet. The personnel consists of one chief librarian, seven classifiers and searchers, two clerical and one miscellaneous."

Portland Cement Association :

"The library was established in 1918 and occupies approximately 1,200 square feet. The personnel at this time consists of one trained librarian and assistants as required. These assistants are available to the library through transfer from another department."

American Transit Association :

- "a. I do not have the exact date of the establishment of our library, but it was previous to 1916.
 "b. Starting with a few manuals, directories, handbooks, commission reports and magazines, it has grown until it now contains approximately 2,000 volumes in addition to an extensive periodical file. Twenty-seven statistical filing cabinets and an equal number of correspondence files contain carefully selected information to which reference is frequently made. . . . All correspondence, statistical data, in fact, every piece of literature received by the association is passed on to the library for classification. The members of the staff appreciate the library's fund of information; they realize the advantage of cooperating with the library and lose no opportunity to pass on to it all material or information which they have collected and which may be of value.
 "c. The library staff consists of a librarian, assistant librarian, and two correspondence file clerks, each of whom specializes in some certain phase of library work. The library staff is unable

to undertake extensive research work or bibliographies, but we feel it is fulfilling its purpose in producing leads, references and data for others who can do so "

Portland Cement Association:

- "a. Our library covers approximately 2,300 square feet.
- "b. \$11,000 is spent annually on its maintenance."

National Safety Council:

- "a. It was started almost as soon as the council was organized, in 1913. It began as the 'Information Bureau' and one of the pieces of literature sent out with the first weekly distribution in December 1913 was a description of the 'National Council's Central Information Bureau.'
- "b. At the present time there are six members on the library staff, three librarians and three assistants."

National Association of Real Estate Boards:

- "a. The Library was established at the beginning of 1925. We had a rather large office space which housed the books, bound magazines and a large reading table and chairs. Our files — about 71 drawers of pamphlet material, legal size — were just outside within easy reach. We had to take smaller space this spring, and at present our books are on the walls of the general office and the battery of files in the center of the general office. In the spring also I lost my library trained full time assistant as well as a file clerk.
- "b. At present I am the only full time person. I do have the facilities of the office for secretarial and filing help, mimeographing and mailing. When real estate gets in a better condition it will be reflected in our income to the extent that we can expand in help and resources. It is a satisfaction that in the drastic cuts that we have had in the elimination of whole departments and in the cutting down of the association staff from 28 to 8, that the Library continues to function as usual and has not once been considered as something that could be done without.
- "c. Did you know that at one time it was estimated that it would cost \$25,000 to replace our Library? Remember that the Library began its existence in the early part of 1925 without any collection of any kind, books, pamphlets or any other material. We have only about 1,500 books which probably would not represent over \$7,500. You can therefore see at what value they place our pamphlet file."

American Standards Association:

- "a. The library has been gradually developed since about 1926.
- "b. The most important step was the addition of a trained cataloger to the staff in 1930. The library occupies a small room with additional storage space for magazines. There are less than 500 volumes and more than 15,000 pamphlets on file. There are 32 legal size drawers of filing space and 12 drawers letter size, in addition to shelf space. The staff consists of the librarian, the cataloger and the half time services of a stenographer.
- "c. Approximately six percent of the total budget of the association is put into the library."

Shall Librarians Have a Code?

IN THE *Library Journal* for January 1st, Barbara Cowles brings up this question. After disclosing the lack of uniformity in the requirements of a librarian, and in the financial support of libraries as well as the lack of statistics on our unemployed, she concludes that an N.R.A. code would be inadvisable or of doubtful value at the present time. She then suggests a long range plan and a short range plan, but calls attention to the necessity of first defining "librarian." In the long range plan is included a statistical study of all libraries as to working hours, salaries and turnover for a period of about 20 years; a code embracing minimum training standards, maximum hour-week, salaries for all grades and provisions for promotion; a planned program regulating the training agencies; a body before whom unprofessional misconduct could be tried and finally provisions for unemployment insurance and compulsory retirement under an old age pension system. The short range plan is suggested to meet the present situation through registration of unemployed librarians, leaves of absence for library school training, and a share-the-work program which involves salary cuts and a shortening of hours. The subject deserves thoughtful consideration, whether or not we are headed toward social control.

PRESIDENT'S PAGE

IT IS a great satisfaction that just as this trade association number of our Magazine is going to press, I may make a brief announcement that an honor has come to our Association — an honor and a great responsibility. I quote from a letter bearing the heading of Carnegie Corporation of New York and signed by Dr. F. E. Keppel, President:

"We are glad to inform you that, at a meeting of the Executive Committee of the Corporation, held on December 19th, the following resolution was adopted: *Resolved*, That, from the balance available for appropriation, the sum of seven thousand five hundred dollars (\$7,500) be, and hereby is, appropriated to the Special Libraries Association toward support of a library project for Trade Associations."

This action by The Carnegie Corporation is the result of extended negotiations on the part of our Executive Board and the Ways and Means Committee. Our project aims to broaden the field for special library service among the trade associations of the country. These associations are being called upon under NRA to render greater service than ever before to their members and the industries they represent. S. L. A., with its varied informational resources and its specialists on many subjects, is well equipped to cooperate with associations that wish to enlarge or install library facilities.

We expect to prepare a brief manual on the operation of association libraries. We shall offer a research service pending the formation of a library; help find properly trained special librarians and advise on the organization of information departments. Details of the service are now being worked out but, needless to say, we shall need the interest and active support of the entire membership if this project is to succeed. Every national committee group and local chapter can contribute to this work, and I urge your whole-hearted cooperation. I am sure that each of you will welcome, as we do, this interesting opportunity to help S. L. A. play its part in the New Deal.

The Carnegie fund is, of course, to be used only for this project. Other S. L. A. activities are well organized for the year and ready in effect to add support all along the line. As I write this, the year-end financial statement has just been prepared and we are on a good, sound basis. I extend congratulations and thanks to every member for helping to make this possible.

May the year 1934 be one of fine accomplishment for the Special Libraries Association!

MARY LOUISE ALEXANDER

Committee on Coöperation with Trade, Commercial, and Professional Associations

THIS Committee was appointed in 1931. Its objectives are as follows:

1. To call to the attention of trade association executives the value of a business library.
 - a. Through publicity to trade papers and to official publications of trade associations.
 - b. Through exhibits at trade conventions.
2. To assist in organizing special libraries within trade associations and give other library assistance, such as the compilation of needed bibliographies.
3. To urge employment of trained people for library service.
4. To sponsor better indexing of trade, technical and professional associations' proceedings.
5. To sponsor a column in SPECIAL LIBRARIES on trade associations publications.

Items describing libraries have appeared in the trade press from time to time. Model library exhibits have been held in collaboration with The American Gas Association, The American Bankers' Association, The Investment Bankers of America, and the American Transit Association. Due to our period of "arrested progress," however, no exhibits have been held under the auspices of the Trade Association Committee.

The survey on activities of trade associations conducted by the Trade Association Department of the Chamber of Commerce of the United States revealed 119 libraries existing in trade associations. However, relatively few of these had trained library service. Notable among the exceptions were the following: The American Bankers Association, The American Institute of Banking, The American Institute of Meat Packing, The American Transit Association, The American Standards Association, and The National Safety Council.

Due to the economic crisis, constructive work in establishing trade association libraries came to a standstill. Then came the NRA and with it, renewed enthusiasm for the trade association. It has changed from a barely tolerated organization under the anti-trust laws to its present place as an authoritative arm of the government. In this new position it will be increasingly important for trade associations to plan their programs on facts.

Never was the importance of libraries within trade associations more apparent.

The Committee has prepared a leaflet entitled "How Business Information Bureaus Can Aid Trade Associations." This, we hope, will help advertise our "objective number two."

Through the work of the Committee, at least one technical association has made their proceedings infinitely more useful to research workers through a more comprehensive index than was formerly the case.

Members:

Mrs. Louise P. Dorn, Libr'n, Detroit Edison Company
 Carrie Maude Jones, Libr'n, National Association of Real Estate Boards, Chicago
 Marian C. Manley, Libr'n, Business Branch of the Public Library, Newark
 Mr. Guy E. Marion, Research Department, Los Angeles Chamber of Commerce
 Marion Mead, Research Division, Illinois Chamber of Commerce
 Linda H. Morley, Libr'n, Industrial Relations Counselors, Inc., New York City
 Mrs. Florence Fuller, American Standards Association, New York City

Chairman:

Rose Vormelker, Business Research Libr'n, Cleveland Public Library

We Begin to Feel a Pulse!

BERTA CRONE writes in *New Outlook* of July 1933 on "Occupations — Today and Tomorrow" from which we quote:

"Present conditions favor the development of the special library. Those who cannot get the books they want from the public libraries must turn to the special libraries. Both persons and organizations having large and varied interests require special sources of information. A few of such interests are art, music, medicine, industry, and commerce. The expansion of the Trade Associations of the various industries ought to foster the development of the special libraries. Heretofore many such libraries were established by private corporations but there is every reason to suppose that as sources of trade information become centralized special libraries in trade groups will have to be established. Librarians trained and interested in special subjects such as food products, textiles, drugs, furniture, etc. ought

to investigate the occupational possibilities within these trade groups for themselves."

At present, the slight movement toward the special library improvement is still with the private business corporations. Within the past few months, a special librarian has convinced a magazine publisher of the necessity of a special library to his organization; another new magazine has seen the possibilities in a special library for his weekly, a trade magazine in the retail field has started a research department which has become an institutional member of S. L. A., and a textile firm is reorganizing its information files while a lawyer's office secures the services of a special librarian for its firm. An industrial manufacturing company appoints one of its staff to investigate how best to establish a special library for its officers and they turn to S. L. A. for advice.

REBECCA B. RANKIN

Recent Books on Trade Associations

Donald, W. J. Trade associations: management policies, organization, personnel, services. McGraw-Hill, 1933. \$4.00.

Mr. Donald, as management counselor and executive to trade associations, and vice-president of the American Management Association, has reason to know this field well. His eminently readable book provides a first step in the study of fundamental association problems. It is as valuable as a measuring tool for professional organizations such as the S. L. A. and the A. L. A. as for any trade organization. It presents in lucid form the reasons for trade associations, their possible relation to government activities, the many opportunities for constructive action that face them. He deals clearly and effectively with such pressing problems as the relative duties of directors, officers and association executives. His discussion of a basis for adequate compensation for the association executives is particularly sound and illuminating.

Since the book is primarily a guide to the organization of trade associations, its treatment of all preliminary steps is especially full and clear, including in the appendix illustrative documents such as a certificate of incorporation, minutes of first meeting of board of directors, etc.

The last chapter dealing with association services is full of suggestions, not only for these activities, but for a later volume dealing with such services in greater detail. In such a study the conspicuous omission of reference to the value of libraries in trade associations could be rectified. This correction might be made easier by better publicized and more intensive development of their value by the libraries themselves.

Foth, J. H. Trade associations: their services to industry. Ronald, 1930. \$4.50.

"The rapidly increasing importance of the part played in our American industrial and business life by the trade associations of the country make Dr. Foth's book a timely and interesting addition to the rather scant literature on the subject. . . . A brief historical sketch shows the periods of development of trade associations and the chief influences which have been at work upon them. The various forms of organization used and the administration of associations are discussed. The major part of the volume is then occupied with a treatment of the activities of associations. Legislative work, trade relations committees and commercial arbitration, the trade practice conferences, scientific industrial research, industrial standardization and simplification, quality standardization, market research and trade extension, statistical activities, uniform cost accounting systems, and service activities are all treated in considerable detail, with a separate chapter given to the legal aspects of trade association work. . . . Dr. Foth's perspective on his subject makes his evaluations and conclusions suggestive and interesting." *American Economic Review*, December 1930.

Heermance, E. L. Can business govern itself? Harper, 1933. \$3.00.

"How the existing machinery of thousands of trade associations can be operated within the law in order to

secure many of the benefits which industrial planning contemplates is discussed in this book. . . .

"If production is to be stabilized, it will be by applying science to business management, Mr. Heermance believes. We have learned how to do that in individual companies. The next step is to extend scientific management to an entire trade.

"Of the 500 trade association of manufacturers in the United States, representing about 1,000 fairly distinct lines of product, only 50 are prepared for the budgeting of production in some form. If other trade associations are wise, they will lay out a preliminary program that will lead to industry budgeting at the end of a definite period. The really important thing, Mr. Heermance concludes, is to drive fact-finding and good management into the business man's consciousness." *Management Review*, June 1933.

Javits, B. A. Business and the public interest. Macmillan, 1932. \$2.50.

"A discussion of the trade association and its potentialities in relation to industrial planning. . . . It argues for a broadening of the present anti-trust legislation by the inclusion of a provision that where combinations are acting in the public interest, they shall be considered legal. What such action in the public interest involves is considered in detail and the plan includes, among other things, a provision for profit sharing with employes and guaranteed employment." *Bulletin of the Taylor Society*, August 1932.

Tead, Ordway, and H. C. Metcalf. Labor relations under the Recovery Act. McGraw-Hill Book Co., 1933. \$2.00.

This book aims to supply practical aid to trade associations and employers concerning improved methods of conducting present-day labor relations, utilizing the experience and conclusions of progressive corporations in the recent past. Regularization and stability of employment, a uniform accounting system to provide known costs as a basis for paying decent wages, national and local organization which will make possible a sound system of industrial government are some of the functions of trade associations which contribute to this end.

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RESOLUTIONS

As directed by the Executive Board of the Special Libraries Association, October 18, 1933, at Chicago.

WHEREAS, the economy program of the Federal Government threatens the curtailment of publication of important statistics in the United States Department of Commerce, and

WHEREAS, the discontinuance of certain statistical releases on such basic industries as textiles, foodstuffs, rubber, and machinery has already worked hardship on our members, and

WHEREAS, any further curtailment would be an irreparable loss, be it

Resolved, That the Special Libraries Association assembled in its Twenty-Fifth annual convention expresses its interest in and appreciation of the statistical reports and releases of the United States Department of Commerce, and be it further

Resolved, That the Special Libraries Association respectfully urge the continuance of all important statistical releases, and especially that there be no impairment in the quality or quantity of the Census of Manufactures, so that the information obtained may be kept properly comparable with that of previous censuses.

Mary Louise Alexander, President
Rebecca B. Rankin, Secretary

COMMITTEE ON GOVERNMENT STATISTICS AND
INFORMATION SERVICES

Sponsored by the American Statistical Association and the
Social Science Research Council, Washington, D. C.

November 20, 1933

To the members of the Special Libraries Association:

We wish to acknowledge receipt of a copy of your resolution addressed to the Secretary of Commerce, deploring the discontinuance of certain government statistical releases and urging the continuance of all important releases, with specific mention of the Census of Manufactures.

We are pleased to be able to state that we are informed that a recent restitution of a part of the Census appropriation makes possible the employment of a fairly adequate field force for the Census of Manufactures, 1933. The more important concerns will be canvassed on the regular schedules, but a briefer form than usual will be relied upon in the case of the smaller firms. While the number of special schedules has been reduced from 175 to 80, practically all the important industries will be covered in the regular way. These adjustments, it is believed, will make it possible to provide comprehensive statistical information on manufactures for 1933 and previous census years on a comparable basis. The form and extent of the publication of the 1933 data are not entirely settled at the present time. However, with the collection and compilation of basic data assured, it is hoped that expectations for reasonably adequate publication will not be disappointed. The resolution of the S. L. A. is particularly timely for this reason.

The Committee appreciates the interest taken by the S. L. A. in the maintenance and improvement of essential statistical activities properly falling within the jurisdiction of the federal government.

Sincerely yours,
Morris A. Copeland

DEPARTMENT OF COMMERCE

Office of the Secretary, Washington

November 25, 1933

My dear Miss Rankin:

The interest of the Special Libraries Association in the statistical reports of the Department of Commerce, as expressed in the Resolution passed at its twenty-fifth annual convention and transmitted with your letter of November 13, is noted with appreciation. It will be given careful attention.

With its reduced appropriations the Department is endeavoring to continue in some form its important statistical services. The reports of the Bureau of Foreign and Domestic Commerce referred to in the second paragraph of the Resolution will be continued on a subscription basis for important commodities

The reduction in the funds available for the next census of manufactures, which will relate to the year 1933, makes it necessary to curtail somewhat the amount of detailed information to be collected. It will probably not be necessary to reduce the coverage of this census, as expected. In order to provide for necessary field work, effort has been made to secure the restoration of a part of the funds cut from the appropriations for census work. This will make it possible to cover all classes of manufacturers included in the previous census and will insure the high quality of the statistics. Funds for the printing of a number of census reports have recently been secured.

Sincerely yours,

Daniel C. Roper
Secretary of Commerce

SNIPS and SNIPES

Granted. . . . On the surface, they're pretty calm, and except for the tendency of their mouths to have U curves at unexpected moments, you'd not suspect how momentous the News of the Month is to them. We're talking about all the lads and lasses who worked on the Carnegie Corporation request and were finally rewarded by a generous grant for the S. L. A. project on trade associations. Being a *plain member* with no official inhibitions or dignity to uphold, we can say it's pretty swell. We bet all the other *p.m.'s* will say it with us, realizing how many requests the Carnegie fund receives each year and how carefully "The idea [behind the request], its intrinsic importance, its timeliness, its place on the broad objectives" of the Association is all weighed; how carefully "the individual or group to carry out the work" is considered. Will the special committee of the Executive Board, President Alexander and Chairman Ruth Savord please rise and bow as we give 'em a great big hand? . . .

Correction. . . . Do you remember that last September we reported Frances Curtiss of the *Detroit News* motoring through the Adirondacks all in the best of health? Well, we were correct *in intent*, but wrong *in fact*. She started right enough, but fifty miles from home she and her sister cracked-up. Badly hurt, they spent their vacation in the hospital. We can see how our pleasantry added *i*, to *v*. . . .

Changes and Chances. . . . The *Library Journal* tells us that Emma C. Turner is librarian (a newly created position) of the Hardware Dealers Mutual Fire Insurance Co. of Stevens Point, Wis. We don't want to be plaintive, but we wish she'd tell us what relationship the H. D. M. F. I. Co. of S. P., is to the Hardware Mutual Casualty Co. of the same town. . . . F. A. Blossom is the new librarian of the very interesting Huntington Free Library, Westchester Square, the Bronx. . . . Hazel C. Benjamin is researching for Prof. D. C. Poole, of the School of Public and International Affairs, Princeton. . . . And Josephine Curry joined up with the New York Adjustment Service as their Cataloguer. . . . James W. Wells, for many years librarian of the *World Telegram*, has moved to the *Literary Digest*. . . . Helen Moore of San Francisco has been promoted and transferred to Washington (from what to what, we don't know). . . . Charlotte Noyes, librarian of the Du Pont de Nemours Co. laboratory at Wilmington, was married last July, and nobody told us till now, and then not to whom. . . .

Good News. . . . Lillian Scardefield, late of the Britannica Bookshop, has gone to the C. W. Young Investment Co., to organize and run their *new library*. . . . The International Business Machines Corp. has established a *new library*; B. L. Pritchard is the business reference librarian. . . . Pamela Harrison, who served her special library apprenticeship at Batten, Barton, Durstine and Osborn, is the *new librarian and indexer* at *News-Week*. . . . and the Atlas Corp'n has a *new library*, having taken over the books and librarian, Mildred C. Lee, of the Goldman Sachs Trading Corp'n. . . .

Ask Me Another. . . . We've read advance proof of Marion Manley's article on Trade Association Libraries in this issue. We can answer these questions. Can you? *What library has the largest collection on its subject in the world and says so? What library is asked about the standard of practise for ladders and doesn't think it's funny? What library has among its personnel "one miscellaneous"?* *What library has \$17,500 worth of pamphlets?* . . .

Free Publicity. . . . We're anxious to see the new "Business and Trade Dictionaries," which Alma C. Mitchell and her Committee have prepared. "The bi-lingual" section appeals to us. Perhaps at last we can understand the definition of the word so frequently used in our favorite business or trade — *pari mutuels*. . . .

Clinical Notes. . . . The Methods Clinic marches on! Pittsburgh wrote for Linda Morley's questions; San Francisco, says Margaret M. Millir, is anxious to try a clinic of its own; and Mrs. Bevan of Hartford had a round table on the questions. Miss Morley, not satisfied with the 653 — or was it 6053, we forget — questions she asked New York originally has thought up two more. *How does your library index periodicals: does it catalogue the important articles and keep the magazine permanently or does it clip and file the articles and discard the magazine? The other's a nice one: keep a list of 6 or 8 typical questions; trace them through from start to finish and then figure the time and cost involved.* . . .

Snippets. . . . Katherine Uehlin, librarian of the National Probation Association, presided over her Association's booth at the National Conference of Catholic Charities in October. She gave out literature and information so authoritatively that every one thought she was a probation officer. . . . Did you see and read Hollis Hering's "Important Religious Books, 1932-1933," in the December 1st *Library Journal*? It's a good article and we recommend the preamble

to any one preparing an evaluated list of books, especially her *what it is* and *what it isn't's*. . . . W. P. Cutter, in Bermuda, is making over "a dismal, dirty, oily, damp power house into a cheery, clean, warm and dry (sic) library." He promises us some *before and after* photographs. . . . A variant of special library is the new Federal Intelligence agency which Katherine C. Blackwell is running with a staff of seventeen; the agency is designed to keep the government informed on what the newspapers are saying about it. Miss Blackwell and her staff read 400 newspapers and send condensed versions of the comments to all officials from President Roosevelt down. . . . One of the best articles on New York libraries we ever saw appeared in — of all places — *Gas Age Logic* for November 1933, a house publication of Josephine Greenwood's Consolidated Gas Company. You really need it for your files. More than a column and a half is given to New York special libraries. . . . The Columbia Library school students went visiting several special libraries recently. . . . And speaking of the Columbia Library School Ruth Ferguson of last year's class and Mrs. Surry of California are getting first hand experience, the former is bound over to Mary Louise Alexander, the other to Ruth Savord at the Council on Foreign Relations. . . .

For Reasons Therein Stated. . . . We found the frankness of the nominating committee as reported in the last SPECIAL LIBRARIES delightful. The new officers know now exactly why they were chosen. . . .

Quotes. . . . "I was impressed by the desire for information on the part of business men in America, and found that a closer touch was maintained between the commercial firms and the librarian than was the case in this country," said Prof. R. S. Hutton at an A. S. L. I. B. meeting after his return from America.

Gratis. . . . H. O. Houghton and Company, Cambridge, Mass., are offering us a limited number of copies of "Grace Whitney Hoff; the story of an Abundant Life." Mrs. Hoff is the wife of the Paris representative of the Standard Oil Company. She has lived in Paris since 1900 and worked unceasingly for the welfare of young American women students of art and music. The famous Student Hostel was endowed by Mrs. Hoff. You'll want a copy of the book, and you'd

better send for it at once. But remember to tell the publisher to express it *collect*. . . .

As Others See Us. . . . From *Printers Ink Monthly*, December 1933: Mary Louise Alexander was recently re-elected president of S. L. A. She is thoroughly qualified to serve another term because of her splendid work in building the Batten, Barton, Durstine and Osborn library which was started in 1921. . . . Robert Smithly, on "Bookstores and Business Books" in the October 28th *Publishers Weekly* — "Especially valuable are the wonderfully intelligent lists prepared by the Business Branch of the Newark Public Library. They are a basis for recommendations. . . ."

Hobbies. . . . If we've one consuming curiosity it's to know how our fellow-librarians spend their unprofessional time. Are they librarians 24 hours a day, or do they collect stamps or butterflies, raise chickens, or sculp in their free time? After harboring this guilty passion for months, we breathed it to Florence Bradley. "Ask 'em," she said. We did. Here's answer number one: "Aside from an engrossing family ranging from some active ladies 78 and 80 down to puppies, kittens and canaries, I love exploring the countryside in a car. I usually try to read everything I can get about our general route and pass out interesting tidbits to my husband as we drive. One of the things I do, because I like to keep my recollections clear, is to make a written record of some things. We have a complete record of our trip to the Coast and others of shorter trips. One of my consistent practices is to avoid entanglements in things I don't care about, so as to keep my time free for those I do." — MARION MANLEY.

Twenty-one Guns. . . . *Boom, boom, boom, boom*, etc., for our retiring Secretary! We can't imagine anything much more satisfying than her experience, to have set afoot an ambitious and idealistic plan and then to have been instrumental in its becoming an actuality. We're speaking of her now famous "Future Program." Among the many things Rebecca B. Rankin has done for S. L. A., this is perhaps her major achievement to date. If she isn't pleased with herself, we're here to tell her she ought to be. Although we lose her as an officer, we know that her enthusiasm and loyalty to S. L. A. are our permanent possessions. . . . James Katsaros, who retires with her, also rates a *boom*, maybe even a *sis-boom*. . . .

CLASSIFICATION AND INDEXING

Editor: Emilie Mueser

Committee: Constance Beal, Florence Bradley, Grace O. Kelley, Harriet D. MacPherson, Elizabeth S. Radtke, Isabella K. Rhodes

THE RENAISSANCE OF "INDUSTRY AND STATE"

EVERY librarian dealing with commercial subjects doubtless discovered with consternation, about July 1st, that staid comfortable old heading "Industry and State" in violent eruption, and exploding all over the files.

In our library we very quickly decided that there was real danger of an NIRA panic if the flood was not at once distributed into channels. First, we decided it was an emergency; that a workable classification must be built quickly for the files, but that the subject was growing and changing too fast to hope to do a job with much hope of permanency. This relieved our minds of much academic worrying and striving.

The second pressing difficulty was the quantity of temporary material which must be filed. In the beginning, and still to a large extent, the newspaper clipping was the *only* source of information on many points. We decided to meet this by providing for an arbitrary separation of any material in permanent or semi-permanent form regardless of what it covered. Then to set up general folders into which miscellaneous material apparently of only current interest were put (NRA numbers 5 and 6), and to plan for analysis of this material once a month for discard or reclassification.

Finally, we selected from the hundred and one angles of the recovery program those which touched our interests most closely, and set up quite arbitrary headings for them. Discussion on other topics in which we had only a general interest were shunted at once to old established headings in the file—*i.e.*, the relief projects, CWA, PWA, etc., to Unemployment Relief; the Securities Act to headings under Corporation Finance; Taxation reform to Taxation; Grain market control to Grain, etc.

Our greatest sphere of interest lay naturally in the codes, and in the effect of such items as processing taxes on prices and business. This tied us particularly to the activities of two branches of the recovery administration, NRA and AAA.

Although our files are strictly alphabetical, and we are skeptical of numbered folders, we did for the first time, to secure speed in filing and reference, number the subheading folders instead of trying to keep an alphabetical arrangement.

Following is a rough outline of our results:

NRA

1. Official documents and complete authentic reprints of these.
 - 1a. NRA press releases.
2. Bibliography, Book Reviews, Description of services.
3. Personnel (all recovery departments)

Lists and announcements of appointment of officials and of advisory personnel. But trade association committees and industry code authorities go with their own code.
4. Speeches

By officials, advisory personnel and very important laymen.
5. Magazine articles — general.
6. Newspaper material — miscellaneous.
7. State laws and legislation.
8. Labor aspects.
9. Price control — pro and con.
10. Advertising and NRA.
11. Legal aspects — constitutionality, court decisions, bearing on contracts, etc.
12. Standard Brands

Our own circular letters and instruction notices to field.
13. Credit

Stimulation of bank loans, etc
14. Consumer propaganda and education.

CODES (both AAA and NRA)

1. Code texts — miscellaneous.
2. Official documents other than code texts.
3. Blanket code.
4. Special codes or group of codes of particular interest to the specific library.

AAA (for code texts see Codes 1; for Personnel see NRA 3)

1. Official documents.
 - 1a. Agriculture Department press releases.
 - 2 Processing taxes.
 - 3 General.

As various IRA services were subscribed for, these were filed at the end of this file, each in its own folder

It is our guess that this classification is about 98 per cent imperfect, and we know it is 99 per cent inconsistent and probably 100 per cent temporary. But we have found it more workable for these whirlwind 6 months than we had dared hope. It has at least kept the filing department out of a panic.

FLORENCE GRANT
Standard Brands

SOME NEWSPAPER TECHNIQUES

Newspaper libraries are laboratories for the development of swift methods for filing information material. Consideration of their treatment of special problems is advisable for any library handling ephemeral material. The methods in use in several newspaper libraries for handling the mass of material produced by the NRA are as follows:

Christian Science Monitor Library

"Like all newspaper libraries, material on trade associations and codes has descended upon us in avalanches. It would seem that every one, everywhere wishes to be heard on the subject . . . some to the effect that by codes business climbs out of the present morass, others that by codes business sinks out of sight. From the librarian's point of view this material is divided into three groups: first, that which is valueless for reference and goes into the waste basket at once, second, that which is of value for a short time only and goes into file marked with a large 'T' (for temporary); and third, that which is of historical value and goes into file in the regular way.

"Our filing of newspaper and magazine articles on 'trade associations in connection with codes and other aspects' has been as simple as we could make it. First each industry is filed by subject, *i.e.*, Stores, retail . . . Stores, chain . . . Stores, wholesale. These again have as many subdivisions as necessary for direct filing. For instance, Stores, chain (taxes) . . . Stores, chain (labor), etc. Invariably a complete file of clippings is kept under each industry. When an industry forms a trade association the original clipping will be filed under the industry, *i.e.*, Stores, retail (trade associations), and a duplicate clipping filed under Trade Association, as will be all general clippings on trade associations.

"Codes are handled in the same way as trade associations, *i.e.*, Stores, retail (code), and a duplicate clipping filed under Codes. We have found it important to keep the clippings on the working out of the different codes, also the controversies about them. The *United States News*, formerly the *United States Daily*, has been especially helpful with weekly articles on Progress of Industrial Codes. This is excellent file material.

"The important clippings on NRA are filed B & I G C (Business and Industry, Government Control). Rather formidable sounding, but it keeps all clippings on business in one place in the file. A complete file, always being kept under the specific industry.

"Speed in assembling clippings on any given topic being of major importance on a newspaper, we find it necessary to cross-file quite extensively. Oftentimes we file four or more duplicate clippings under four or more different headings in order that each subject in the article may be adequately covered.

Detroit News Library

"We file our clippings having to do with the NRA under the heading INDUSTRY: CONTROL, subdivided according to the numerous ramifications of the administration. There is a subdivision for CODES, and this is divided into:

CONTRACTS
DETROIT
EXEMPTIONS
MICHIGAN
QUESTIONS AND ANSWERS
REVISION
VIOLATIONS
 Detroit
 Michigan
 New York
 Miscellaneous
MISCELLANEOUS

"The miscellaneous division has grown to two full envelopes, and we must go through them and break them down further, as is the policy here.

"In the clipping file, under the same classification, we have put the pamphlets and mimeographed sheets of the NRA containing each code, filed alphabetically by industry. Also, under the name of the industry we have made a division for CODES and a duplicate copy is filed there.

"The library has purchased the Prentice-Hall Federal Trade and Industry Service and keeps the pamphlets from that service in a loose-leaf binder, which makes it possible to keep the industrial record up to date as the changes come in.

"We treat trade associations as any organization, filing them under the general head ORGANIZATION, using the word in the official title which most nearly describes the organization as the key for alphabetical filing and repeat the full official title after the key word thus, ORGANIZATIONS, DRY GOODS, NATIONAL RETAIL DRY GOODS ASSOCIATION. Use of the title for straight alphabetical filing didn't work out so well because so often reporters either use the wrong name or only part of the full name and it caused no end of trouble."

Time-Fortune Library

"Our Time-Fortune rule, roughly, putting everything under the name of the trade associations unless they are part of unimportant, or rather, unpublicized industries. In that case the material goes into the industry folder, and a card goes into the cross reference file saying 'such and such association see such and such industry.'

"Codes are INDUSTRIAL CODES until approved, because our material is nearly all newspaper clippings and the press stories usually lump so many codes into a few paragraphs. After approval each code goes under its own heading—STEEL CODE, etc., with the cumulated material previously filed under INDUSTRIAL CODES added to it, so we have the various manoeuvres leading up to its final shape together. Then the STEEL CODE AUTHORITY folder includes what they do with the code after its being applied to the industry. Any departure means a cross reference card has to go in, detailing the exception."

Milwaukee Journal Library

"Our trade association's material is filed with the code for which it was organized. If there is a possibility that it may become a permanent organization in Milwaukee, a duplicate clipping is filed under the name of the organization. We have had no difficulty filing our trade organizations with specific codes, in fact it speeds up our work. Headings compiled for use with this material follow:

ACT—TEXT
ROOSEVELT
 Speeches (Dup)
 Statements
 Comments
JOHNSON
 Speeches (Dup.)
 Statements
 Comments
ADVERTISING CARRIED BY THE MILWAU-
KEE JOURNAL

- ADMINISTRATION — BOARDS
 ADMINISTRATION — COMMITTEES
 ANALYSIS
 ATTACKS — SEE COMMENTS
 BANKS — SEE LOANS
 BOYCOTT
 CHILD LABOR
 CODES (By Subjects)
 COMMENTS
 Attacks
 Foreign comment
 Support
 COMMENTS OF INDUSTRIAL LEADERS
 Local
 State
 National
 COMMENTS OF LABOR LEADERS
 CONTRACTS
 COURT ACTIONS
 Suite
 Rulings
 CREDIT — SEE LOANS
 EMBLEMS — SEE STAMPS
 LABOR — (MISCELLANEOUS)
 LABOR — CORPORATION UNIONS
 LABOR — BOARDS
 LABOR — REGULATIONS FOR WOMEN
- LABOR — RULINGS
 Johnson
 Collective bargaining
 Open shop
 LOANS
 MARKING CODE GOODS
 MILWAUKEE AND MILWAUKEE COUNTY
 NEGROES
 PICTURES
 POEMS
 PRICE CONTROL BOARD
 PRICE SETTING
 PUBLICITY
 QUESTIONS AND ANSWERS ON NRA
 RACKETS
 RADIO PROGRAMS
 RIOTS
 RULINGS
 STAMPS
 STRIKES
 Local
 State
 National
 SUPPORT
 SURVEYS
 TAXATION
 UNIONS — FORMATION OF
 VIOLENCE

JOSEPH F. KWAPIL

He Blazed the Trail

The passing of Joseph F. Kwapil, librarian of the Philadelphia *Public Ledger* for almost twenty years, on December 24, 1933, was a profound shock to newspaper librarians throughout the country, and particularly, to members of The Newspaper Group of our Association. It was this Group which he organized in 1923 and to which he gave most of his time. With tireless and unceasing efforts he devoted himself to its welfare.

It is not so long ago that newspaper libraries had no general system to follow. The methods of one newspaper differed considerably from those of another. Filing and sub-dividing of material had no special order. Mr. Kwapil foresaw the tower of confusion resulting from such haphazard procedure and worked out a modern plan for a systematic method of filing pictures, clippings and cuts, which he would always show and demonstrate to other newspaper librarians. He gained a vast amount of knowledge and experience during his thirty-one years of newspaper service in the principal cities of the United States.

Mr. Kwapil began his career in 1902. He was an ambitious worker, active as the day was long and making many quick decisions. Fortunately, his employers gave him full control of his department. By the purchase of many "morgues" as their papers went out of business, he built up the *Ledger's* reference department to one which is now a model for other newspapers to follow. He was always looking for time-saving devices, being a great believer in maximum results with mini-

imum effort. With these ideals established, his staff found methods of operation much easier in giving service.

It was the result of his foresight early in 1923, that newspaper libraries of today are so modernized. Hearing that S. L. A. was to hold its Convention at Atlantic City, in the spring of that year, he sent out more than 200 letters to heads of newspaper libraries throughout the country inviting them to a meeting where they could get together and become acquainted. Only five responded with their presence, but that was the start of the Newspaper Group, which today has become one of the most active of the Association.

He gave of his time and money to the promotion of this Group and was its first chairman. When membership began to falter during depression years, he again took over the reins and brought the Group up to a level where it has ever since retained leadership. In addition, his interest in all Philadelphia library activities helped to bring about the affiliation of the Council with the national Association which he was also serving as a Director. During the past year, Mr. Kwapil traveled extensively, lecturing to colleges and university students on library problems. Thus did he make for himself and S. L. A. a rich and full life. He made the road much easier for others to travel for many many years to come. We shall miss the leader who blazed the trail.

MAURICE SYMONDS, Libr'n
Daily News, New York

EVENTS and PUBLICATIONS

Editor: Margaret Bonnell

IF YOU missed Publishers' Weekly for October 28th, it is worth going back to read Robert L. Smitley's Dixie Book Shop list of business books for popular reading Again on December 2nd, there was a timely list — "Points of View on N.R.A."

* * *

The Library of the Bureau of Agricultural Economics has prepared a very informing annotated list of "Measures of Major Importance Enacted by 73d Congress, 1st session, March 9 to June 16, 1933." Available from the Bureau in the Department of Agriculture, Washington, D C.

* * *

"The World Adrift," a 38-page pamphlet by Raymond Leslie Buell, research director of the Foreign Policy Association, provides a brief summary of developments since 1929. The author traces briefly the major forces of the present-day world: the quest for "Peace and Security," Fascism, Communism and Hitlerism, the World Depression, the Roosevelt Program, and the conflict between National Self-Sufficiency and World Planning. "The World Adrift" is the first and Soviet Russia 1917-1933, the second of a monthly series of World Affairs Pamphlets published jointly by the World Peace Foundation of Boston and the Foreign Policy Association of New York, designed to acquaint the layman with the results of research in international relations. The annual subscription to the paper bound edition is \$2.00. Separate pamphlets, 25 cents.

* * *

"Business and Trade Dictionaries, a Classified Guide to the Sources of Business Terminology and Definitions" is now available, compiled by a Special Committee, Alma C. Mitchill, Chairman. Arranged under 40 trade headings, many of the entries refer to "hard-to-find" lists of definitions in books not themselves dictionaries. Includes lists of general and bi-lingual business and economic dictionaries. Approximately 50 pages. Price \$1.50 from our Headquarters, 345 Hudson St., New York.

* * *

In *The Sportsman*, for September, is a classified list of the most important books on sport, some dating back a hundred years. *The Sportsman* is published at 68 Batterymarch St., Boston, Mass. Price 50 cents.

The U. S. Bureau of Mines has been forced to relinquish the publishing of the Petroleum Bibliography due to economy measures of the Federal Government. Mr. D. F. Brown, chairman of the Petroleum Section of the Commercial-Technical Group, has worked hard to have this Bibliography continued, and S. L. A. finally completed an arrangement with the Oildom Publishing Company, Bayonne, N. J., whereby a new magazine in the field is to contain our Petroleum Bibliography, beginning this month. S. L. A. has requested all its former 75 contributors to forward their annotations and abstracts to Mr. Klinger, of the Oildom Publishing Company. Each contributor is to receive one free subscription, and all other S. L. A. members may subscribe as to any other monthly magazine.

* * *

"Locating and Developing New Construction Leads" illustrates what may be accomplished in the way of a research publication by the local chapter of a non-profit organization. This report which shows "how to find new business tips and develop them into orders" was the work of the Research Committee of a local chapter of National Industrial Advertisers Association, 537 South Dearborn St., Chicago. Price 50 cents.

Another recent report of this association is "Visual Presentations for Industrial Salesmen" It describes in detail sales helps prepared by some 26 companies for salesmen to use during interviews with prospects.

* * *

What is happening to research under recent business conditions is analyzed in a mimeographed report on "Research in Hard Times" made by Maurice Holland and W. Spraragen of the National Research Council of Washington and New York. There seems to be no material difference between large and small companies in regard to their attitude toward the value of research in future technical progress. Translating the amount spent on research into percentage of sales, it appears that of the 178 companies reporting, 75% actually increased the percentage of sales devoted to research, 15% made no great change, and only 9% decreased relative expenditures for research in 1931 as compared with 1929. Emphasis during recent years seems to have shifted from investigations directed mainly toward lowering of production costs to research directed to the de-

velopment of new products and better quality.

These surveys indicate that industry recognizes in research a tool which brings as satisfactory a return as does its program of manufacturing, distribution, or advertising.

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Review of Economic Studies, a London journal, aims to supplement the existing magazines in publishing new work on theoretical and applied economics, particularly by younger writers. Price 7s 6d.

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Insurance Examiner is a new monthly insurance publication. R. M. Telfer, Jr., formerly examiner of mutual benefit associations in the Illinois insurance department, is editor. Offices are at 189 West Madison St., Chicago.

* * *

"The Fact," a news digesting service edited by Gerhard Hirschfeld of Yorktown Heights, N. Y., is just three months old in December. Digests of each week's news through Saturday are in the mail every Monday. Topics are in alphabetical arrangement with cross references, back references to previous reports, and source references. Contents are 34% economics, 29% geographical, 25% social, and 12% political. Price of the service including a quarterly cumulative index is \$10.

* * *

A little book originally published in 1896 on "Fiat Money Inflation in France, How It Came, What It Brought, and How It Ended," by Andrew Dickson White, has been reissued by Appleton and is also being distributed in pamphlet form by the Duke Endowment in the interests of philanthropic funds, and with the compliments of the Insurance Company of North America.

* * *

The Bureau of Public Administration of the University of California at Berkeley issued in October a mimeographed bibliography on "Inflation," compiled by Dorothy C. Culver and Viola Rohrs. Price 25 cents.

* * *

"Ambassadors to Business, to Industry, to Factseekers Everywhere" is the title of an interpretive article about special libraries written by Margaret Reynolds and published in *Library Journal* during the week of the A. L. A. Convention, October 15th.

* * *

Student-Aid, published monthly by International Student Aid, Inc., Lakeville, Conn., contains data on scholarships and loan funds in 1,000

colleges and universities in this country and abroad. The April 1933 issue, for example, completed a list of student loan funds in the U. S., and contained a survey of educational opportunities in Virginia and a descriptive list of schools of architecture in America. Subscription \$3 a year.

* * *

The Minerals Yearbook of the U. S. Bureau of Mines makes its appearance with the 1932-33 issue. This new volume takes the place of various former publications, including "Mineral Resources of the U. S." No Minerals Resources volume for 1932 will be issued. The yearbook is to be issued in August of each year, relatively soon after the close of the year with which it deals, and presents concisely all essential data on commercially important minerals. Librarians would be glad to have an index added.

A small number of copies will be available for free distribution through the Bureau of Mines to reference libraries and educational institutions. Copies will be sold by the Superintendent of Documents for \$1 25.

* * *

Guides to sources of marketing information and pamphlets of value in a study of distribution are listed and described in the October issue of Marian Manley's "Business Literature" published by the Business Branch of the Newark Public Library.

* * *

The National Retail Dry Goods Association, 225 West 34th St., New York City, of which Agnes Review is librarian, has printed the report of a study made at its suggestion by Ralph S. Charles of the Bureau of Foreign and Domestic Commerce, on "Retail Parcel Delivery in Department Stores, Dry Goods and Specialty Stores." Some interesting comparisons of operation and costs between consolidated systems and stores operating their own systems are made.

* * *

"The Society of Industrial Engineers, Buffalo Chapter are believers in research and have a Research Committee. This Committee has compiled a 'Bibliography of Time Study Engineering.' The subtitle further defines the scope of the bibliography — 'time study, motion study, wage incentives and fatigue in industry.' The sections on time study proper are devoted to general practice in making and using time studies, with useful subdivisions; time studies as applied in specific instances, with subdivisions for twenty-three industries; applications of time study information to production planning, costs, inventory control and management functions."

Business Book Review Digest

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

Baker, E. F. Displacement of men by machines. Columbia Univ. Press, 1933. \$3.50.

A study of labor displacement in the printing industry together with economic history of the men displaced. The period covered is from 1913 through 1929, with two chapters dealing with the present depression. Selected bibliography included. Favorably spoken of as a painstaking study, soundly handled, and while not of technical help to printers, may prove useful in settling wage scales, etc.

- *Boston Transcript*, June 24, 1933. p. 3. 280 words.
- Factory*, June 1933. p. 34. 30 words
- * *Industrial Arts*, May 1933. p. V. 120 words. Leona Kohn.
- *Inland Printer*, August 1933. p. 56. 150 words. S. J. Brandenburg
- † *Personnel Journal*, August 1933 p. 128. 850 words

Hoagland, H. E. Corporation finance. McGraw-Hill, 1933. \$3.50.

A textbook dealing with the principles of corporation finance. Discusses the corporate concept, corporate securities, promotion, internal financial control, expansion failure and reconstruction and social control. According to the reviews, the book is readable and differs in scope and method from the traditional text on corporation finance, although possibly too much has been attempted, resulting in too brief a treatment of important problems.

- * *American Accountant*, September 1933 p. 284. 600 words.
- *-*American Economic Review*, December 1933. p. 731. 275 words. W. L. Bishop.
- * *Barron's*, July 7, 1933 p. 12. 175 words.
- Industrial Arts*, June 1933. p. III. 45 words. Leona Kohn.
- * *Mid-Western Banker*, October 1933. p. 10. 160 words. Margaret Reynolds.
- *System*, September 1933. p. 410. 75 words. Tom Thackery.

Hurst, Edward. Technical man sells his services. McGraw-Hill, 1933. \$2.00.

Analyzes the job-finding problem and discusses the technique of applying for a job. Ten hypothetical cases based on actual experience are discussed, illustrating the methods suggested. Reviews were most favorable. The book contains many valuable as well as practical suggestions.

- * *Engineering News-Record*, May 25, 1933 p. 692. 150 words.
- Factory*, June 1933 p. 34. 40 words.
- Industrial Arts*, June 1933. p. III. 35 words. Leona Kohn.
- * *Management Review*, September 1933. p. 286. 150 words.
- * *Personnel Journal*, August 1933. p. 130. 500 words. H. L. Davis.
- Springfield Republican*, May 7, 1933. p. 7-e. 350 words.
- * *Steel*, July 17, 1933. p. 32. 150 words

* Favorable review.

*- Favorable review with some adverse comment

- Adverse criticism.

Knoeppel, C. E. Profit engineering. McGraw-Hill, 1933. \$3.00.

Describes the engineering approach to profit making, illustrated with charts and discusses the following: losses and their reasons, importance of financial records in profit making; the use of graphics in profit making; profit planning analogous to production planning; calculating the profit requirement, budgeting for required profits; predetermining and budgeting allowable costs; control to assure profits, economic factors governing profit making. The Profitgraph invented by the author is used to clarify and facilitate the presentation of the information. Reviewers indicate that the appeal lies in the emphasis given to the necessity for profit making rather than the novelty of the means and methods described. It presents a comprehensive and humanistic philosophy of business and treats the problem from a highly technical standpoint.

- American Bankers Association Journal*, November 1933. p. 74. 18 words
- * *Bankers Magazine*, June 1933. p. 627. 600 words.
- Business Week*, May 31, 1933. p. 21. 25 words.
- * *Factory*, April 1933. p. 39. 60 words
- * *Industrial Arts*, April 1933 p. III. 40 words. Leona Kohn.
- Management Review*, December 1933. p. 384. 140 words
- *Metal Industry*, June 1933. p. 214. 175 words
- *Mid-Western Banker*, June 1933. p. 12. 160 words. Margaret Reynolds.
- Monthly Bulletin of the Association of Leather Goods Manufacturers*, April 1933. p. 28. 450 words
- *-*N A C A. Bulletin*, June 13, 1933. p. 1526. 475 words. R. B. Bruster.
- * *Steel*, December 18, 1933. p. 33. 150 words.

Lewis, H. T. Industrial purchasing. Prentice-Hall, 1933. \$5.00.

Published under the auspices of the National Association of Purchasing Agents, this book sets forth the technique of purchasing and explains some of its legal aspects. Contains a bibliography of over a hundred pages classified by subjects. It is recommended by reviewers for its detailed, authoritative information and clear discussion.

- * *American Accountant*, September 1933 p. 286. 390 words.
- * *Boston Transcript*, August 2, 1933. p. 9. 450 words.
- Factory*, July 1933. p. 30. 30 words.
- * *Industrial Arts*, July 1933 p. III. 90 words. Leona Kohn.
- * *Journal of Retailing*, October 1933. p. 93. 150 words.
- * *New York Times*, September 24, 1933. p. 3. 350 words.
- News Bulletin of the University of Chicago*, September 12, 1933. p. 9. 75 words.
- * *Steel*, October 2, 1933. p. 42. 125 words.

McCracken, H. L. Value theory and business cycles. Falcon Press, 1933. \$4.00.

Economics of the business cycle, from a technical standpoint. Discusses money and credit, demand, and monetary instability, including the view of Irving Fisher and J. M. Keynes. Includes an analysis of the theories of other econ-

omists such as Marx, etc., in connection with price movements. According to the reviews, this book will be of real value to those interested in the theory of economics and their application

- * *American Bankers Association Journal*, December 1933. p. 67. 30 words.
- * *Business Week*, July 22, 1933. p. 19. 12 words.
- * *Credit and Financial Management*, July 1933. p. 22. 90 words.
- * *Food Industries*, July 1933. p. 274. 100 words.
- * *Industrial Arts*, June 1933. p. III. 85 words. Leona Kohn.
- * *Industrial Digest*, June 1933. p. 18. 130 words.
- * *Journal of Accountancy*, October 1933. p. 308. 1100 words. W. H. Lawton.
- * *Management Review*, September 1933. p. 288. 245 words.

* *Mid-Western Banker*, October 1933. p. 10. 350 words. Margaret Reynolds.

Neifeld, M. R. Personal finance business. Harper, 1933. \$5.00.

This book gives the historical growth of the loan business and discusses it from the legal, economic and social aspects. The technique of conducting the business is included in the second part of the book as well as legal methods used by certain companies, cost factors, public relations, etc. The criticism is made by one reviewer that brief mention is made of the activities of loan sharks but no recognition is made of abuses which have arisen in regulated companies. Others state that it is an accurate and unbiased statement of the roles of personal finance which is useful and informative.

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