Division Highlights

Advertising


ON JUNE 30, 1942, AT A SLA EXECUTIVE BOARD MEETING IN DETROIT, THE PETITION WAS PRESENTED. IT WAS THEN REFERRED TO A COMMITTEE ON SPECIAL LIBRARIES ORGANIZATION FOR STUDY AND RECOMMENDATION. LETTERS FROM THE "PETITIONERS" TO THE "PETITIONED" FLOW RAPIDLY BACK AND FORTH, AND THE CAUSE OF THE ADVERTISING LIBRARIANS GAINED MOMENTUM. UNDER THE VIGOROUS LEADERSHIP OF CHAIRMAN DELPHINE HAMPTON, WHO WOULDN'T TAKE "NO" OR "LATER" FOR AN ANSWER, THE ADVERTISING LIBRARIANS EXTRACTED A PROMISE FROM THE EXECUTIVE BOARD TO GIVE CONSIDERATION TO THE MATTER AT ITS FALL MEETING IN OCTOBER 1942.

"THERE IS OCCASIONS AND CAUSES, WHY AND WHEREFORE IN ALL THINGS," SAID THE BARD. THE WHYS AND WHEREFORS OF THE ADVERTISING LIBRARIANS' PETITION COMPILED A LIST THAT WAS TRULY FAMILIAR. THE FORMATION IN THE ASSOCIATION OF AN ADVERTISING GROUP, DISTINCT FROM THE COMMERCE GROUP, WAS JUSTIFIED.

THE REASONS ADVANCED WERE TOO LOGICAL AND WELL-FORMED FOR THE SLA BOARD TO REMAIN UNCONVINCED. IN THE FALL OF 1942 THE ADVERTISING GROUP WAS ESTABLISHED WITH A MEMBERSHIP OF 35. THE FIRST ORGANIZATIONAL MEETING WAS HELD IN NEW YORK CITY. IN 1950-51, THE NAME OF THE ADVERTISING GROUP WAS CHANGED TO THE ADVERTISING DIVISION.

THE PUBLICATION PROGRAM OF THE ADVERTISING DIVISION IS DIRECTED TOWARD THE ISSUING OF INFORMATIVE AND USEFUL MATERIAL FOR THE MEMBERSHIP. ITS BULLETIN WAS FIRST PUBLISHED IN JUNE 1943 AND WAS EDITED BY EDITH E. BECKER. THIS PUBLICATION HAS SERVED AS THE DIVISION CHAIRMAN'S CORNER OF COMMUNICATION WITH THE MEMBERSHIP, SINCE HE OR SHE AUTOMATICALLY BECOMES EDITOR WHEN ASSUMING THE CHAIRMANSHIP.

FUTURE PLANS INCLUDE SOLICITING COPY FROM THE MEMBERSHIP IN AN EFFORT TO MAKE THE BULLETIN A STRONGER ORGAN OF COMMUNICATION FOR THE ENTIRE BODY. IN ITS PAGES THE BULLETIN TAKES EVERY OPPORTUNITY TO WELCOME NEW MEMBERS. A SEPARATE YEARLY MEMBERSHIP ROSTER IS ALSO DISTRIBUTED. THE 1957-58 EDITION OF THE DIRECTORY INDEXED MEMBERS BY BOTH PERSONAL AND INSTITUTIONAL MEMBERSHIP.

ANOTHER OFFICIAL PUBLICATION OF THE ADVERTISING DIVISION IS WHAT'S NEW IN ADVERTISING AND MARKETING, FIRST PUBLISHED IN JULY 1946 AND ISSUED TEN TIMES A YEAR.

Chapter Membership on December 31, 1958

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TOTAL MEMBERSHIP = 9593
Several worthwhile projects have been carried out under the aegis of the Advertising Division, "Advertising Sources," a course sponsored by the New York Chapter, was begun in 1949. The teachers were volunteers who gave lectures in their own libraries. In 1958 the "Advertising Sources" course was again given, and 37 students attended the nine lectures. Diplomas were awarded to the students at the completion of the course. In 1960 a collection of library forms and publicity material was started. Source lists, special advertising classifications and individual library bulletins are made available to all Division members for possible utilization in their libraries. Exchange of material between advertising librarians follows an "all for one and one for all" pattern of cooperation.

The most significant achievement of the Advertising Division, and one which supremely justified its founding, was visible at the 1951 Eastern Annual Conference of the American Association of Advertising Agencies. Material on the growth, function and operation of agency libraries constituted an entire panel session at the conference. It was the first session ever given on this subject by the 4-A's, and the transcripts of the meeting are probably the first literature ever published on the value of the agency library. Delphine Humphrey of McCann-Erickson presided over the planning as well as over the actual session. How the agency library functions was detailed by Katherine D. Frankenstein of Batten, Barton, Durstine & Osborne's Library Research Department. A panel of executives from management, research, media, merchandising, copy, art, TV and radio, public relations, client contact and new-business outlined the relation of the agency library to their individual departments. Here was finally a verbal recognition of the value of the advertising library in the total agency picture.

Articles on "Why We Value Our Agency Library" are now found regularly in the trade publications, but this was not always the case. For this type of agency effort, as one speaker said at the 4-A's, "until recently has been stowed away in the lower left-hand drawer of desk desks." Thanks to the wise, energetic and purposeful labors of unnumbered members of the Advertising Division, the agency library is no longer a "hard-working stepchild of fortune." It has found praise, encouragement and a real home at last. The members believe that some of this good fortune was engendered by the emphatic letter, written back in 1949, that said, "We, the undersigned, respectfully petition the Executive Board to form a national Group in the Association to be known as the Advertising Group." The Advertising Division of Special Libraries had in December 1958 326 members in 21 states, the District of Columbia, Alaska and three Canadian provinces. Mary Margaret Rehan

Biological Sciences

In 1958, during the Annual SLA Convention in New York, a group of medical librarians gathered together for a luncheon at the Town Hall Club to discuss the advisability of petitioning the Executive Board to establish a Group in which they would be actively interested. Medical librarians wishing to attend SLA Conventions felt somewhat out of place without a Group within the organization into which they fitted. A petition was drawn up and signed by 18 of those present, who further petitioned that they be recognized as charter members.

The first regular meeting was held September 28, 1953, at the San Carlos Hotel in New York City. Following dinner the discussion centered around the new venture. It was voted to appoint a five member committee to promote Association membership in the Group. Ethel Wigenore accepted the chairmanship; Janet Doe represented New York and others represented Boston, Philadelphia and Chicago.

James P. Ballard of the Boston Medical Library announced that he was forming a Biological Group in the Boston Chapter. After adjournment of this initial meeting, a discussion followed about the formation of the New York Group as part of the New York Chapter. In those early formative years the emphasis was on local groups, with reports of activities during the year given at the Group's annual meetings.

In 1955, under the chairmanship of Frank Place, the question of a name was discussed. In the petition it was Biological Science Group, but it was felt that the word "Science" should be plural, thus making the Group somewhat broader in scope.

In May 1956, the Group invited doctors, nurses and librarians interested in medical, hospital and nursing libraries to meet at the American Foundation for the Blind. Eleanor Fair led the discussion as to the need for a Hospital-Nursing Section within the Biological Sciences Group. The first meeting of this Section was held in November 1956, at the Nurses Residence of the New York Hospital, School of Nursing, with 22 members present. During the year, Dr. J. A. Curran, one of the charter members, offered to write to hospital officials about the advantages of institutional membership.

The membership for this Section was 50 for the first year. In 1957 the first bulletin was issued and included a list of books and periodicals available to those desiring them. The Hospital and Nursing Section, in cooperation with the National League of Nursing, made a study of the cost of administration of nursing school libraries. In 1958 it voted to become an independent Group.

During Anna C. Holmes' chairmanship, 1957-58, the Southern California Biological Sciences Group became an active unit.

In 1959 the Biological Sciences Division published the first issue of the Group Newsletter, which was distributed by the chairman, Mrs. Irene Strieby. Thereafter it became customary for the chairman to send out a bulletin two to four times a year with information about the next Annual Convention, news of members and their publications. One issue annually, in the later years of its publication, was devoted either to abstracts of the important papers or to the complete papers given at the Annual Meeting.

Volume 9, number 2 the name was changed to The Reminder.

After five years of growth and development, the membership consisted of over 300 members. It was decided, therefore, to undertake a Group project. The first was the compilation of Special Collections and Services in Biological Science Libraries, published in 1962. This was followed by the preparation of a Group directory which was incorporated in Special Libraries Resources.

At this time a need for a more organized Group was felt. The suggestion was made that in order to have more continuity, the elected officers should progress upward and that there should be an Information Advisory Committee, consisting of
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two past-chairmen and two past-secretaries to advise the chairman whenever he requested their services.

During the early 1940's the influence of the war was evident. A roundtable at the Convention of 1941-42 was on "War Materials, Their Sources and Methods of Handling," while Dr. Carl Pfeifer of Parke Davis, spoke on "Ideas Concerning the Relationship of the Library in Pharmacology to War Medicine." In 1942-43, Dr. Charles Fox of Columbia University, College of Physicians and Surgeons, gave a talk on "New Developments in the Treatment of Wounds and Burns." John Guilford of the American Standards Association discussed "Industrial Standardization During and After the War." This lecture was singled out by CBS to be broadcast and was later published in Teller volume 8, number 3, of the company's journal.

The Group's second project developed at this time, when the War Department of the United States asked its assistance in compiling a supplement to the John Cotton List of Abbreviations by Initial Letters. This supplement contained over 2000 additional abbreviations.

In 1945-46, cooperation in the following SLA projects was undertaken:
1. Preparation of organizational charts to show the set-up of typical libraries within the Group, under the able chairmanship of Winifred Sellier.
2. A Standards Committee for the Formulation of Tentative Standards for Libraries and Librarians. Estelle Brodman was chairman, while Marion Kappe was chairman of the subgroup — "Medical, Hospital and Nursing Libraries." Later Alice Purinton became the chairman, with Marion Kappe and Jennie Greenbaum on the committee. Still later new members were added, and the committee worked on a "Bibliography on Standards ... 1925-1945," which was published in a special Biological Sciences issue of Social Libraries, March 1946.
3. A third project, undertaken jointly with the Science-Technology Group, was compiling a library manual under the chairmanship of Jennie Greenbaum, librarian of Joseph Breman Library, Chicago.

From 1945-50 there was very little activity in the Group due largely to insufficient funds to carry on even the simplest routine management. The local Groups were active, particularly the newly established one in Washington, D.C. It was the members of this Group who in 1950 came to the Convention and reactivated the Association Division under the able leadership of Mrs. Florence Cooksey, Washington Institute of Medicine. Mrs. Strieby read a brief history of the Division at this meeting.

A glance at the membership statistics shows a drop from 209 members in 1946 to 233 at mid-century, 1950 was the turning point in the Division's activities and interest. From then on emphasis was placed on preparing a good program for each SLA Annual Convention and seeing that advance information and publicity for it was disseminated, through the Division's bulletin, The Reminder, to local Biological Sciences Groups along with frequent news items concerning individual members and meetings of the local Groups.

Due to the efforts of Florence Cooksey, "Mayo Day" was the outstanding event at the Convention held in St. Paul in 1957. Dr. Joseph Bergson spoke on "How Statistics Came to Biology." Dr. Howard P. Rome gave an entertaining talk entitled "Analepta Psychiatrica." Thomas Keyes, librarian of the Mayo Clinic, was host.

In 1952 the Science-Technology Division joined in a pre-convention trip to Brookhaven National Laboratories in Upton, Long Island, New York, where members visited the cyclotron, the "hot pile" and the Gamma fields, learning much about fission material and its uses. A second day's trip was taken to the Boyce Thompson Laboratories in Yorktown, where movies of time-lapse studies of growth and movement in plants and the effect of hormone-like chemicals on them were shown. This was followed by a luncheon at which a mock radio program was held.

In 1953, under the chairmanship of Valborg Jacoby, the Division had a lively meeting in Toronto, Ontario, Canada, where it was entertained by the Cosmograph Laboratories with Ruth Briggs as hostess.

In 1954, during the chairmanship of Eva Hawkins, two minor projects were undertaken, both under the chairmanship of Marjorie Henderson — the inclusion of addresses and the preparation of the Division Manual of Procedure, designed to aid officers in the effective performance of their duties. At this time the need of an Advisory Committee was again felt. Such a committee was organized.

In 1955 the chairmen, Marian Patterson, arranged a special panel discussion on "Indexing and Abstracting for the Biological Sciences" with Dr. G. Miles Conrad, Director of Biological Abstracts, as moderator and with representatives from each of the important indexes present — Biological Abstracts, Bibliography of Agriculture, Current List of Medical Literature and Psychological Abstracts.

In 1956 and 1957, under the leadership of Karl Bae and Irene Campbell, the emphasis was on an effort to broaden membership to include ancillary sciences such as botany and zoology as well as general biology. Under Karl Bae's leadership a Committee on Scope and Planning was organized. This Committee has laid down foundations for active work in the future. In 1957-58, under the guidance of chairman Lilian Hannrick, the Division became more active in developing its membership on a broader scale. At present the Division is the fourth largest in SLA with a membership in December 1958 of 410.

At the 1958 Annual Convention an interesting panel discussion was held on "The Effects of Radiation" while the dinner speaker, Dr. Morris C. Lankford, medical historian and archivist of the Armed Forces Institute of Pathology, spoke on "The Contribution to the Development of Medicine by the Army Medical Museum and Armed Forces Institute of Pathology."

The Hospital and Nursing Section, which became the independent Hospital Division in June 1944, frequently holds joint sessions with the Biological Sciences Division at Annual Conventions. While these two Divisions have minor differences in approach, their major interests are similar, and there has been discussion that they may reunite sometime in the future.

Marjorie Henderson

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**Business**

June 1934 marked the inception of the Public Business Librarians Group, forerunner of the present Business Division, when 17 SLA members replied favorably to a letter suggesting the formation of this Group. The letter stated "As public li-
two past-chairmen and two past secretaries to advise the chairman whenever he requested their services.

During the early 1940’s the influence of the war was evident. A roundtable at the Convention of 1941-42 was on “War Materials, Their Sources and Methods of Handling,” while Dr. Carl Pfleger of Parke Davis, spoke on “Ideas Concerning the Relationship of the Library in Pharmacology to War Medicine.” In 1943-45 Dr. Charles Fisk of Columbia University, College of Physicians and Surgeons, gave a talk on “New Developments in the Treatment of Wound and Burns.” John Guilford of the American Standards Association discussed “Industrial Standardization During and After the War.” This lecture was singlet out by CBS to be broadcast and was later published in Tatters volume 8, number 3, of the company’s journal.

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brarians we have problems that differ from those of special librarians, and as special public librarians we have problems not like any others in our systems."

The Bedlington group started timidly but by 1935-36 had attracted additional members to its ranks and, with 45 members, enthusiastically began an investigation of the use of books and other business material by business men. This activity encompassed contacts with trade association executives, a study of the inclusion of business courses in college curricula and correspondence with representatives of leading industrial corporations. Marian G. Manley, librarian, Business Branch, Newark Public Library, was instrumental in starting a series of public meetings stressing the use of business information by the business community. Key businessen were encouraged to attend these meetings.

By the second year of the Group's life, the Business Information Study Committee, under the chairmanship of Marian Manley, reported that considerable progress had been made and that data on the use of business information had been collected from approximately 900 companies. At the same time Margaret Meier, Rochester Public Library, reported the results of her work as chairman of the Committee on Results of a Survey of a Questionnaire to Improve Information Service to Businessmen. This survey revealed a great increase in the need for information on economic problems and for information relating to current government legislation affecting business interests. Miss Meier stated that steps were being taken in a cooperative effort to develop and improve information service.

Progress was also made by Laura Eades and her committee, which was compiling an industrial and manufacturers directory. This venture, which included directory lists issued as part of periodicals as well as separate publications, came to a successful conclusion with its publication in 1938 by SLA as Directories for the Businessmen.

This same year witnessed the production of another reference tool, a list of statistical, directory and other special issues of periodicals. This compilation, based on work that had been in preparation for a number of years at the Business Information Bureau of the Cleveland Public Library, was edited by Mrs. Camille Rehor of the Business Information Bureau staff. In addition to its work in compiling reference sources, the Group had also been actively cooperating with the United States Department of Commerce participation by participation in weekly radio talks on American industry.

At the Pittsburgh Convention in 1938, the Group advocated the compilation of a manual on service for businessmen in public libraries. This work came to fruition in 1939 when Business and the Public Library, edited by Marian Manley, was published by Special Libraries Association. This manual, representing the contributions of 11 members of the Group, was well received according to the many favorable book reviews appearing in both library and business journals. The ABA Bulletin in its April issue said, "This book fills a niche all its own; complete up-to-the-minute information about business libraries is here for the first time brought between covers. Suggestive publicity methods that will keep the library constantly before the business men and women of the community and encourage them to make use of the resources are included.

At the Indianapolis Convention, Rose Vornkruth, then head of the Business Information Bureau, Cleveland Public Library, continued the trend, begun earlier by Marian Manley, of organizing meetings with businessmen. Again invitations were issued to local business executives to attend a symposium on cooperation in business library service.

The following years were quiet ones as testified by a complete lack of reports concerning any Group activities. In fact, during the year 1943-44 correspondence on the advisibility of continuing the Group abounded. Replies indicated that some interest still existed. Some members suggested that the Group emphasize public library service to business in the postwar world. Accordingly, at the 1944 SLA Annual Business Meeting, the Group passed a resolution recommending to the Committee for Economic Development the appointment of a Committee for Library Service with the purpose of "finding ways to cooperate with libraries and other educational institutions in the promotion of better economic understanding through collections and activities directed toward this end." The Group passed an additional resolution offering its services as a cooperating agency for business information service to business groups in general. In March 1945 the CED appointed such a committee, with Marian Manley as chairman. Miss Manley sent check lists of business resources, including selected business periodical directories and other publications, to 1000 libraries in cities of over 10,000 population. The results of this survey were published by Miss Manley as an article in the October 1945 issue of Success, London.

During 1945 much of the cooperative activity with business interests, which formerly was carried on by the Public Business Librarians Group, was being conducted by the Committee on Cooperation with Business Groups of the American Library Association; therefore, at the Boston Convention in 1946 the Public Business Librarians Group felt that the time had arrived to review its purposes. A recommendation was made to survey the membership in order to establish a future course of action. In June 1947, at the suggestion of the Committee of Five of the Special Libraries Association, the Group voted to change its name to the Business Group with the object of wider library representation and a broader base for group activity. This change permitted general librarians in cooperation and collegiate schools of business to have a specific place in Special Libraries Association.

After this reorganization the Group was greatly concerned with its objectives and goals, and this concern was reflected in its new publication, Business Group Bulletin, begun in 1948. In an effort to crystallize the Group's objectives, Isabella Frost, manager of the Lansing Library Service, Safeway Stores, Inc., Oakland, California, published an article in the May 1949 issue of the Bulletin entitled "Taking Our Bearings and Planting Our Course: The Business Group as I See It." She outlined the objectives as follows: 1) To unite professional library personnel serving business into a smooth working team; 2) To effect officers with experience, understanding and vision to direct and coordinate the Group as an integral part of the Association; 3) To encourage and promote leadership in Group activities, as preparation for assuming greater responsibility in the Association; 4) To work together on worthwhile projects that will help to provide better service at lower cost to our organization; 5) To provide a bulletin-a "roundtable in print" where ideas, experience and tools will be pooled and shared for the purpose of reporting Association meetings and problems, maintaining Group interest and morale and keeping our members currently informed; 6) To plan practical shop-talk meetings for developing better ways of doing things; 7) To develop a professional spirit among business li-
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The Bodgiling group started timidly but by 1935-36 had attracted additional members to its ranks and, with 45 members, enthusiastically began an investigation of the use of books and other business material by businessmen. This activity encompassed contacts with trade association executives, a study of the inclusion of business courses in college curricula and correspondence with representatives of leading industrial corporations. Marian C. Manley, librarian, Business Branch, Newark Public Library, was instrumental in starting a series of public meetings stressing the use of business information by the business community. Key businessmen were encouraged to attend these meetings.

By the second year of the Group's life, the Business Information Study Committee, under the chairmanship of Marian Manley, reported that considerable progress had been made and that data on the use of business information had been collected from approximately 900 companies. At the same time Margaret Meier, Rochester Public Library, reported the results of her work as chairman of the Committee on Results of a Survey of a Questionnaire to Improve Information Service to Businessmen. This survey revealed a great increase in the need for information on economic problems and for information relating to current government legislation affecting business interests. Miss Meier stated that steps were being taken in a cooperative effort to develop and improve information services.

Progress was also made by Laura Eades and her committee, which was compiling an industrial and manufacturers directory. This venture, which included directory lists issued as part of periodicals as well as separate publications, came to a successful conclusion with its publication in 1938 by SLA as Directories for the Businessman.

This same year witnessed the production of another reference tool, a list of statistical, directory, and other special issues of periodicals. This compilation, based on work that had been in preparation for a number of years at the Business Information Bureau of the Cleveland Public Library, was edited by Mrs. Camille Rehor of the Business Information Bureau staff. In addition to its work in compiling reference sources, the group had also been actively cooperating with the United States Department of Commerce by participation in weekly radio talks on American industry.

At the Pittsburgh Convention in 1938, the group advocated the compilation of a manual on service for businessmen in public libraries. This work came to fruition in 1940 when Business and the Public Library, edited by Marian Manley, was published by Special Libraries Association. This manual, representing the contributions of 115 members of the group, was well received according to the many favorable book reviews appearing both in library and business journals. The AEA Bulletin in its April issue said "This book fills a niche all its own; complete up-to-the-minute information about business libraries is here for the first time brought between covers. Suggestive publicity methods that will keep the library constantly before the businessmen and women of the community and encourage them to make use of the resources are included."

At the Indianapolis Convention, Rose Vreemker, then head of the Business Information Bureau, Cleveland Public Library, continued the trend, begun earlier by Marian Manley, of organizing meetings with businessmen. Again invitations were issued to local business executives to attend a symposium on cooperation in business library service.

The following year was quiescent as testified by a complete lack of reports concerning any Group activities. In fact, during the year 1943-44 correspondence on the advisability of continuing the Group abounded. Replies indicated that some interest still existed. Some members suggested that the Group emphasize public library service to business in the postwar world. Accordingly, at the 1944 SLA Annual Business Meeting, the Group passed a resolution recommending to the Committee for Economic Development the appointment of a Committee for Library Service with the purpose of "finding ways to cooperate with libraries and other educational institutions in the promotion of better economic understanding through collections and activities directed toward this end."

The Group passed an additional resolution offering its services as a cooperating agency for business information service to business groups in general. In March 1945 the CED appointed such a committee, with Marian Manley as chairman. Miss Manley sent check lists of business resources, including selected business periodical directories and other publications, to 100 libraries in cities of over 50,000 population. The results of this survey were published by Miss Manley as an article in the October 1945 issue of Success, Lancaster.

During 1945 much of the cooperative activity with business interests, which formerly was carried on by the Public Business Librarians Group, was being conducted by the Committee on Cooperation with Business Groups of the American Library Association; therefore, at the Boston Convention in 1946 the Public Business Librarians Group felt that the time had arrived to review its purposes. A recommendation was made to survey the membership in order to establish a future course of action. In June 1947, at the suggestion of the Committee of Five of the Special Libraries Association, the Group voted to change its name to the Business Group with the objective of wider library representation and a broader base for group activity. This change permitted general librarians in cooperation and college schools of business to have a specific place in Special Libraries Association.

After this reorganization the Group was greatly concerned with its objectives and goals, and this concern was reflected in its new publication, Business Group Bulletin, begun in 1948. In an effort to crystallize the Group's objectives, Isabella Frost, manager of the Lending Library Service, Safeway Stores, Inc., Oakland, California, published an article in the May 1949 issue of the Bulletin entitled "Taking Our Bearings and Planting Our Course: The Business Group As I See It." She outlined the objectives as follows: 1) To unite professional library personnel serving business into a smooth working team; 2) To elect officers with experience, understanding and vision to direct and coordinate the Group as an integral part of the Association; 3) To encourage and promote leadership in Group activities, as preparation for assuming greater responsibility in the Association; 4) To work together on worthwhile projects that will help to provide better service at lower cost to our organizations; 5) To provide a bulletin—a "roundable in print"—where ideas, experience and tools will be pooled and shared—pour the purpose of reporting Association meetings and problems, maintaining Group interest and morale and keeping our members currently informed; 6) To plan practical shop-talk meetings for developing better ways of doing things; 7) To develop a professional spirit among business li-
brarians, thus creating a strong Association embodying principles and objectives to which all may subscribe."

In 1938 the Business Group nominated Edwin T. Cooven, Jr., director of the Library of the Graduate School of Business Administration, Stanford University, for the Special Libraries Association Professional Award. For his Sources of Business Information (Pretice-Hall, 1949), Mr. Cooven received the first SLA Professional Award at the 1949 Convention.

In the same year, the Business Group began to publish evaluations of business services as a special and regular feature of its Bulletin. Previously, no regular serial publication had concerned itself with this interest, although the Association had considered such a project at the Convention in 1947. At first the evaluations were made by the editor of the Bulletin; however, in 1953 the evaluations ceased as a special feature but were included sporadically thereafter.

By 1952 a formal constitution seemed necessary; therefore, a committee was appointed with Edward H. Fenner, head, Business and Economics Department, Enoch Pratt Free Library, Baltimore, as chairman. This committee submitted a constitution, which was adopted at the Annual Business Meeting in June 1953. This constitution established the name of the Group as the Business Division, since all Groups had become Divisions in 1951. It stated that the objective of the Division was to provide for the exchange of ideas and experience, to improve and extend special library services, to stimulate professional growth and to cooperate with other library groups in the promotion of library service. It also included provisions for membership and dues, officers and duties, meetings, committees, nominations and elections, amendment and parliamentary procedures.

Another committee was hard at work at this time. It was the Business and Trade Papers Index Committee under the chairmanship of Alice Carter of the Business and Industrial Department, Public Library, South Bend, Indiana. This committee was instructed to investigate the feasibility of the Business Division's issuing an index to business periodicals not currently included in the printed indexes, to offer suggestions on titles to be included in the list of periodicals for proposed indexing and to recommend methods to be employed in this endeavor. During the year following their appointment, the members of the committee had compiled a list of titles, which they brought to the attention of the H. W. Wilson Company. About the same time several members of the Business and Technology Division of the American Library Association wrote to the Wilson Company emphasizing the need for increasing the number of titles indexed in the Industrial Arts Index. After a careful study of the proposed list, the H. W. Wilson Company requested the formation of a joint committee of librarians (Combined Committees on the Wilson Index) to advise it in planning for a proposed revision of the Industrial Arts Index. The present creation of the Business Periodicals Index as one of two new indexes replacing Industrial Arts Index is due in part to the early efforts of the librarians interested in enlarging and improving the coverage of the indexing in the business subject fields.

1955 was an eventful year bringing honors to several members of the Division. Rose Vormelker received the Special Libraries Association Professional Award for an unique and outstanding contribution to the library profession, and Marian Manley was presented the American Library Association Lippincott Award for signifi-
cant achievement in professional librarianship. Agnes Hansen of the Business Information Bureau of the Cleveland Public Library was elected Secretary of Special Libraries Association. The following year the Business Division contributed $20 to the SLA Scholarship Fund in recognition of Rose Vormelker’s important contribution to the work and development of the Division.

From 1953 through 1957 the membership of the Division grew, and interest in Division activities was strong, but many members were concerned with the lack of Division projects. In June 1956 at the Annual Business Meeting a project to revise Price Sources was outlined by Paul Watersman, associate professor and librarian, Graduate School of Business and Public Administration, Cornell University. Price Sources was originally published in 1931 under the editorship of Elizabeth M. Carmack of the United States Department of Commerce. Mr. Watersman agreed to edit a revision, and a corps of members representing various geographic areas volunteered to assist him. During 1956-57 the Committee on Price Sources gathered data for its projected publication. At the 1958 Convention the Non-Specials Publication Committee recommended that the title be changed to Sources of Commercial Prices. This change was approved, and on September 26, 1958, the SLA Executive Board granted preliminary approval and allocated funds for collecting and typing. Members of the committee are currently engaged in completing work on this publication; the target date for issuance has been set for 1959.

A proposal for a merger of the Business Division and the Financial Division was approved at the Annual Business Meetings of both divisions during the 1958 Convention. This merger was officially approved by the SLA Executive Board at its meeting on June 15, 1958. These proposals stated that the new Division be called the Business and Finance Division; that the merger become effective on the day of ratification by the Executive Board; that funds be merged into one general fund; that projects in progress be completed by the respective committees; and that the officers elected by each Division serve jointly for the year 1959-60. The membership of the new Division was 652 at the close of 1958.

ELEANOR B. ALLEN

Documentation

The Documentation Division is unique in a number of ways: 1) its activities cut across the lines of all SLA Divisions; 2) its activities have been carried on for a much longer time as a committee than as a Division; 3) it almost went out of existence three times before it was organized; and 4) it received the required number of signatures on a petition twice before it was formed. It is, therefore, interesting to trace the course of events that led to the delayed formation of this Division.

Mrs. Ruth Honker, in 1949, appointed Dr. Mortimer Talmud chairman of the first Documentation Committee. This committee worked for almost two years and, on March 3, 1951, reported to the SLA Executive Board at its meeting in New York City. At that time it submitted a definition of documentation and 13 recom-
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In 1948 the Business Group nominated Edwin T. Cooney, Jr., director of the Library of the Graduate School of Business Administration, Stanford University, for the Special Libraries Association Professional Award. For his Sources of Business Information (Penton-Hall, 1949), Mr. Coman received the first SLA Professional Award at the 1949 Convention.

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From 1953 through 1957 the membership of the Division grew, and interest in Division activities was strong, but many members were concerned with the lack of Division projects. In June 1956 at the Annual Business Meeting a project to revise Price Sources was outlined by Paul Wasserman, associate professor and librarian, Graduate School of Business and Public Administration, Cornell University. Price Sources was originally published in 1931 under the editorship of Elizabeth M. Carmack of the United States Department of Commerce. Mr. Wasserman agreed to edit a revision, and a corps of members representing various geographic areas volunteered to assist him. During 1956-57 the Committee on Price Sources gathered data for its projected publication. At the 1958 Convention the Non-Serials Publication Committee recommended that the title be changed to Sources of Commodity Prices. This change was approved, and on September 26, 1958, the SLA Executive Board granted preliminary approval and allocated funds for collating and typing. Members of the committee are currently engaged in completing work on this publication; the target date for issuance has been set at 1959.

A proposal for a merger of the Business Division and the Financial Division was approved at the Annual Business Meetings of both divisions during the 1958 Convention. This merger was officially approved by the SLA Executive Board at its meeting on June 13, 1958. These proposals stated that the new Division be called the Business and Finance Division; that the merger become effective on the day of ratification by the Executive Board; that funds be merged into one general fund; that projects in progress be completed by the respective committees; and that the officers elected by each Division serve jointly for the year 1959-60. The membership of the new Division was 652 at the close of 1958.

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mendations for a course of action. On June 23, 1951, the Executive Board accepted the definition which read, "Documentation is the art comprised of (a) document reproduction, (b) document distribution and (c) document utilization."

Some of the recommendations which had (and still have) considerable merit were: (1) to encourage research in the field; (2) to give to parts (a) and (b) of the definition the attention given to part (c); (3) to change the name of SLA to something comparable to ASLIB; (4) to encourage actively information officers to join SLA; (5) to advocate and practice standardization in bibliographical items; and (6) to encourage the preparation of needed reference tools and services. The SLA Executive Board accepted items 1, 4, and 5 and the committee worked on these over the next years.

During 1952-54 the committee held four meetings in conjunction with the Education Committee of the American Documentation Institute and certain other experts of non-SLA organizations. The main topic of discussion was the identification and description of certain areas of special librarianship in the field of documentation. The study was oriented toward the comparison of these areas with the function described in the Library Series of the United States Civil Service Commission. After discussion with the Commission it was decided that, with certain revisions and additions, the series could cover special librarianship and documentation.

Three times during the year 1955 the committee recommended that it be abolished. On March 4 the committee asked that a permanent roundtable be set up in its place. The SLA Executive Board moved that an exploratory meeting be held at the Annual Convention to ascertain if there was sufficient interest to form a Division. On June 12 the committee again asked for dissolution; on June 15, 30 members of SLA at a roundtable luncheon signed a petition to form a Division. To further confuse the issue, on November 5 the committee recommended that a Division not be formed and again asked to be dissolved.

After much discussion the SLA Executive Board voted not to set up a roundtable but to delve the idea of a Division and to continue the committee as a standing committee. During this period, also, exploratory talks were held with the American Documentation Institute concerning a possible merger. However, the hesitation of the Executive Board, coupled with a reorganization of ADI, halted this project.

In spite of all these events, in 1955 a very successful PostConvention Institute was held in Detroit on June 8, 1955, which was co-sponsored with American Documentation Institute, Association of Technical Writers and Editors and the National Microfilm Association. During this meeting, at which Bernard Fry presided, 56 members signed a petition to form a Documentation Division. In forwarding the petition to SLA Headquarters, Mr. Fry made the following statement: "I believe it was the feeling of most of us that the formation of a Division would be for the better and to the advantage of both SLA and ADI. It was our conviction that a Division would furnish the necessary vehicle within SLA to undertake studies, investigations and programs which could establish the breadth and scope of the interest of SLA's membership in the field of documentation."

On November 1, 1956, the Executive Board, in the affirmative to establish a Documentation Division with Bernard Fry as the acting chairman, and as a cordially voted to dissolve the committee.

After seven years of bickering, the baby among the SLA Divisions became alive. On June 28, 1957, the Division took its first step—an organizational meeting was held in the Hotel Statler in Boston. I. A. Wertheim served as chairman in the absence of Bernard Fry. Walter A. Kee was elected the first chairman.

Only nine persons had taken out membership by December 31, 1956, but the number had grown to 78 by June 30, 1957. The Division in December 1958 had a membership of 576, an increase of almost 100 per cent in a year.

The first year of operation was spent solely in organizing the Division, trying to determine its philosophy and goals and preparing for the first Convention program. The two primary accomplishments of the year were: it issued a directory of members in May 1958 and prepared a set of bylaws. These bylaws were discussed and approved by the membership at the 1958 Convention.

The first Convention program was planned with two main objectives in mind: (1) to provide for the members of SLA a review of what is involved in documentation and (2) to show the members that documentation is not restricted to the science-technology field but is an art or technique that should be used in all fields.

The future of the Division and indeed of SLA depends on the role we as librarians make for ourselves in the process of documentation. We must take an active part in the fast-growing information field or history will pass us by.

Walter A. Kee

Financial

FINANCIAL LIBRARIANS HELD THEIR FIRST SESSION AT THE 1923 CONVENTION, although as early as 1920-21 two members had been elected to a SLA Council representing subject interests. Their petition for SLA Group affiliation, dated November 1922 and signed by 23 financial librarians in ten cities, was granted by the SLA Executive Board on January 5, 1925. A Group charter was submitted on July 7, 1925.

The Financial Group elected its first chairman in 1922 and, two years later, its first vice-chairman and secretary-treasurer. In 1924, committees on bibliography and classification were appointed, the first of a long line of hard-working committees. Since 1928 the vice-chairman has served as bulletin editor. An Advisory Committee was appointed in 1924 for the duration of the war to act for the Group in any emergency. When the 1945 Convention was cancelled, this Committee appointed the officers for 1946-47. The name of the Group was changed to Financial Division in 1950, to conform with revised Association practice. The Group designation now identifies the Division's only organized "local" that in New York.

The core of the Financial Division membership consists of librarians and libraries in the fields of corporate and public finance, banking and allied activities, but its broad interests and outstanding program have attracted members from other fields as well. At March 31, 1958, its membership totalled 365.

Financial Division Convention sessions have been characterized by lively discussion of ideas, problems, methods and techniques and by a notable sense of group unity, as well as by programs of current interest which have been varied in subject and form. A continuing forum and clearinghouse for ideas and information has been provided by the Financial Division Bulletin. It first appeared in March 1938.
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