"Viewpoint Shift" in Reference Work—I. H. Shera ........................ 235
Reference Work—Some Phases ........................................ 237
Publication Activities and Special Libraries ....................... 237
Pre-Publication Notes ............................................. 239
Current Trends in Business Reading—Robert L. Smitley ......... 240
President's Page ..................................................... 242
Special Library Survey
  Art Museum Libraries—Ethelred Abbott ........................... 243
Libraries in Art Museums: Bibliographical Notes ................. 249
Snips and Snipes .................................................................. 251
Business Book Review Digest ...................................... 253
New Books Received .................................................... 255
Publications of Special Interest ..................................... 255
Duplicate Exchange List .............................................. 257

Indexed in Industrial Arts Index and Public Affairs Information Service

SPECIAL LIBRARIES published monthly September to April, with bi-monthly issues May to August, by The Special Libraries Association at 10 Ferry Street, Concord, N. H. Subscription Offices, 10 Ferry Street, Concord, N. H., or 345 Hudson Street, New York, N. Y. Editorial and Advertising Offices at 345 Hudson Street, New York, N. Y. Subscription price: $5.00 a year, foreign $5.50; single copies, 50 cents.

Entered as second-class matter at the Post Office at Concord, N. H., under the act of March 3, 1879
"Viewpoint Shift" in Reference Work

By J. H. SHERA

Bibliographer, Scripps Foundation for Research in Population Problems, Miami University, Oxford, Ohio

The teaching profession has long been puzzled by a particular psychological phenomenon that manifests itself as a shifting standard in the marking of examination papers. Beginning with a pre-determined set of criteria the instructor soon finds that, influenced by the quality of the answers given by the students in response to a particular group of questions, unconsciously he has raised or lowered his original standard and at the end is measuring the achievements of his pupils on a totally different basis. Thus the results of the examination present about as true a picture of the accomplishments of the class, as would the measurements of an engineer be of value had he performed his calculations with the aid of an elastic slide rule. Such a predicament does not necessarily reflect unfavorably upon the ability of the teacher, but rather it is a more or less inevitable result of the responses set up in any active mind when influenced by a varying series of stimuli.

Essentially the same reaction is to be observed in the mental processes of the reference librarian, though here it reveals itself as a definite, yet frequently an unconscious shift in viewpoint. Assuming categorically a situation wherein an investigator is engaged in the collection of materials relative to a given dominant generalization, the supporting evidence for which, as will be explained later, is not specific factual data, and that it is discovered that such is not available in the particular form originally desired; it will accordingly be found that the investigator's entire outlook toward the problem is colored by and shifted in the direction of the materials that are available, and at the end he may find himself at a point quite remote from that established as his objective at the beginning. Assuming further that the investigator in the above is a reference librarian in search of materials for a research worker, or "client," the problem is further complicated by the introduction of an additional element: the mental processes and reactions of the research worker for whom these sources are being assembled, and who, in turn, may react quite differently to the available data. Thus the problem that immediately arises is the prevention of this divergence of viewpoint, and the keeping of the objectives of the reference librarian and his client constantly in focus.

For purposes of clarification let us analyze a specific example. Suppose a reference librarian has in hand the preparation of a bibliography dealing with the social influences of the Industrial Revolution upon a given population. In this connection it may be particularly advantageous to obtain any biographical material which presents the mental reactions of the individual to the growth of industrialization, either in England or America. Singularly enough, the literature of social and industrial history is largely destitute of anything touching these important influences. Even the ubiquitous "Grandmother Brown" seemed utterly oblivious to the revolutionary social
changes that went on during her "hundred years." Thus the search being but ill productive, the mind of the librarian turns inadvertently toward the lines of development suggested by De Tocqueville who comes the nearest to giving that which is sought, but whose emphasis is upon the political aspects rather than the economic and industrial. Or, again, the more obvious sources of Hawthorne or Thoreau and their respective revolts against the new industrialism may hold the attention. Further complications arise when the research worker, for whose use the bibliography is being prepared, brings to the problem a totally different set of mental reactions, and may, perhaps, become involved in the social philosophies of Carlyle and Ruskin, or perhaps in the biographical writings of labor leaders such as Gompers, Debs, or Mitchell. So the trail ends — far from the original goal.

This hypothetical illustration has been sketched in the broadest general outlines, and with a corresponding over-emphasis upon the element of digression. In actual practice the whole process is far more subtle. Superficially the problem seems to resolve itself into one of slovenly thinking on the part of the librarian, and this would be undoubtedly true if we were here concerned with specific factual information. There would be little to excuse one for digression when on the search for the per capita wealth of the British Isles, or the rice exports from China in a given decade. To go astray on reference questions such as these would most certainly savor of the naïve ambitious young librarian who, when asked for a copy of one of Molière's plays, and finding no copy available, brings forth a different one in the hope that it "may do just as well." Nor are we here concerned with the struggles of an immature mind laboring to master the intricacies of reference work. We have not here to do with incompetency or dilettantism.

Reduced to its most elemental form "viewpoint shift," arises from the overt facts that active mature minds attack the same problem from different angles, react dissimilarly to identical stimuli, arrive, therefore, at divergent conclusions. All of which may be productive of a thoroughly unsatisfactory relation between the librarian and his patron, and, what is far more serious from the standpoint of our present concern, works to destroy that close harmony of collaboration which it is so essential to establish between the special librarian and his particular clientele.

There are as we have seen, then, several factors contributing to the increment of "viewpoint shift," all of which are more or less inherent in many specific situations. Above all, the condition can arise only when the type of materials desired is not available, or at least is considered to be such by the individuals concerned. Again the situation develops not with reference to concrete factual data, but rather with regard to abstract generalizations and broad theories where specific quantities are much less conspicuous and lines of demarcation less distinctly drawn. Fundamental, too, is the psychological aspect of the inquiring mind of the librarian attempting unconsciously to adapt itself to the substitute materials that are available; obviously akin to which is that innate desire to "find something," the refusal to admit defeat, the antipathy to returning to the client empty-handed. Finally, the whole is further complicated through the reactions of the client himself.

It is useless to attack the problem by any one of its several horns. Librarians cannot control the type of questions that are placed before them, nor the amount of material that is available. Even their mental processes are not always guided by their own volitions, and certainly they can not be held responsible for the psychological reactions of those for whom they work. All of these elements are indigenous, and while any solution of the problem must take them into account they cannot themselves be used in a remedial capacity.

Obviously the first essential is a thorough mental grasp of all the factors of the job in hand, for not only will complete clarity and understanding at the beginning do much to prevent later "viewpoint shift," it will also save future embarrassment. Yet despite the overt importance of this single element, how frequently one hears, at the end of a fruitless search, the librarian's half plaintive, half apologetic exclamation, "Oh, then this isn't what you wanted? I guess I didn't understand."

Of assistance too in preventing this deviation from the essential task to be performed is a frequent mental review of the problem in
question. For not only is it a valid psychological principle that frequency of recall is one of the major aids to memory, but it further gives the worker a panoramic survey of the situation and enables him to fit into their relative places the materials that he has been able to find.

But more important than either of these, and here the special librarian is at a distinct advantage because he serves a more or less fixed clientele, is the development between librarian and patron of a thorough understanding of each other's point of view. Here the collaboration cannot be too close, for in so far as the librarian sees the problem through the eyes of him whom he serves, by so much will his usefulness and efficiency be increased. That in such matters the special librarian must know his particular field thoroughly is so palpably true as to need no exposition. But the really successful special librarian must know much more than the mere literature of his subject; he must know the minds of his patrons, understand their peculiar mental reactions, develop sympathetic and parallel mental associations.

By this it is not meant that a tangential excursion from the particular point in hand is not beneficial, it may as a matter of fact do much to clarify the whole, so long as such deviations are subordinated to the central idea. Certainly in the preceding paragraph it was not the intention to imply that one should cultivate the viewpoint of one's patrons as a policy of sheer diplomacy. The kotow is degrading both to master and slave, and the librarian who subordinates his own personality and convictions to those of his client is indeed a lost soul. But the growth of a healthy relationship and collaborative spirit between the two, when based on a common bond of mutual respect and integrity will do much to simplify major difficulties in reference work, and obviate that all too frequently iterated criticism on the part of the patron that the librarian has "completely missed the point."

REFERENCE WORK—SOME PHASES

Some Special Libraries References
Day, Mary B. Answering and analyzing special requests for information. April 1929, p. 112–114.

Publication Activities and Special Libraries

IN THE October issue of Special Libraries Miss Morley discussed the publication problems of Industrial Relation Counselors as they affected the library of that organization. Since such problems are an important feature in many special libraries, others contribute, in this issue, a note on their methods of cooperation.

LIFE INSURANCE SALES RESEARCH BUREAU

According to Miss Hutchison, "In the Life Insurance Sales Research Bureau, the library is maintained by the Reference Department, but the main function of the department is not the care of books, periodicals and file material. The department really has three distinct functions or jobs, all closely related and dependent on each other.

1. The care of the library and normal duties of a business librarian.
2. Dispensing information to the 121 life insurance member companies.
3. Writing reports on subjects of current interest to the agency officials of member companies.

The library of the Research Bureau, therefore, is a central spot where data on all matters concerning agency officials is pooled and incidentally a store house from which information on trends and practices can be drawn both by the staff of the Bureau for use in various ways and by member companies.
"The second and third functions of the department, that is, dispensing information and writing reports are, of course, the most important functions and the most interesting work for the four members of the department. This part of the work requires an ability to learn rapidly a great deal about the details of operation of a life insurance company, particularly the sales department, and an ability to ferret out information and analyze data and to combine it into summary or report form. Knowing of the existence of a central file on agency and all allied problems, the member companies naturally turn to us for information. Unless the question is one on which some officer or member of the staff has put some time and study, the question is answered by the Reference Department. The answer may require only a few minutes, or it may require extensive search through file material and books. The length of the answer will vary from a few lines to a special summary several pages in length. About 800 inquiries from member life insurance companies will be handled in 1934 by the Reference Department and an additional 100 from concerns outside of the life insurance field.

"This inquiry service naturally brings to light various subjects in which there is a great deal of interest and on which available data is not adequate or up-to-date. On these subjects new data is obtained or a thorough analysis of file material is made and a report written. The Reference Department turns out six or eight such reports in the course of a year and many summaries which are shorter and on subjects of less general interest. The Department and the library and file which it maintains are also called upon constantly to aid in shaping the publication program of the Bureau and to contribute data of various kind for the regular publications and for special reports."

INDUSTRIAL RELATION SECTION: PRINCETON UNIVERSITY

According to Miss Baker, "The Industrial Relations Section is a clearing house of information on labor problems and personnel management. It obtains typewritten and pamphlet material directly from companies, trade unions, state and federal governments, and follows closely all publications in this field. The accumulated material is available to anyone coming to the Section, and is also used by the Section’s staff in answering special requests and in preparing reports and bibliographies for publication. Here, as is probably true for most special libraries, the librarian’s job is a combination of collecting, cataloging and research. The librarian assembles the material and in turn uses the collection extensively.

"The most important publications of the Section are memoranda dealing with some particular phase of industrial relations. These studies, varying in length from ten to sixty pages, are planned to be as compact a presentation of the subject as is consistent with accuracy and completeness of coverage. They are intended principally for executives and students, and in most cases are summaries of current experience and practices, rather than historical studies. Bibliographies, short summaries and lists are prepared by the librarian in response to specific requests. Usually the data are sent out in typewritten form, but, if requests are numerous in a certain subject, a bibliography may be prepared for mimeographing as the most feasible way of taking care of so many requests. If the demand for information on this subject continues, typewritten supplements are made from time to time, and about once a year combined and mimeographed. In the case of one printed bibliography, three supplements were printed during a three years’ period, and then these were combined into one supplement with table of contents and author index as in the original publication. The aim is to keep current information as available as possible for general use, but there is no attempt to issue either bibliographies or memoranda at regular intervals.

"The staff member beginning a new report uses as a base for the study material on the subject already in the library and in addition secures more recent and complete information by special questionnaires and interviews. Because of the size of the staff as well as the limited space, cooperation between the research workers and the librarian is very close and informal. If the librarian knows a subject is being considered for a report, she calls to the
attention of the research worker any new material relevant to it. The documents and information collected by the person writing the report are given to the librarian for cataloging as they come in or after the report is completed.

"Copies of the memoranda and printed bibliographies are sent out immediately after publication to a select group of cooperating organizations, and to individuals who may be particularly interested in the subject. For publicity, copies are sent to newspapers, trade journals, and periodicals. The number of copies distributed varies with the publications and has ranged from 150 to 1100.

RUSSELL SAGE FOUNDATION

Mrs. Hulserman writes, "The books published by the Russell Sage Foundation represent for the most part the results of original research in the direction of the Foundation's charter obligation 'to improve social and living conditions.' With these volumes the library has little direct connection.

"The special publication of the Library is a four-page bi-monthly bulletin. Each issue of this bulletin is a bibliography on some social subject, chosen because of its timeliness or in response to numerous requests. It is usually annotated, although in several recent instances the annotations have been omitted to allow a greater number of entries. This was the case with the bibliography on Unemployment Relief in the United States and Canada, which was a double-sized bulletin.

"The bibliographies are compiled with the idea of providing a ready reference tool. The references are selected because of their particular interest or importance in the field and are as up-to-date as possible. Before publication the list is submitted for criticism and advice to an authority in the field. It has lately become the practice to have a different member of the staff responsible for each bulletin.

"These bulletins are not issued free, but a nominal price — usually ten cents a copy, or fifty cents for an annual subscription — is placed upon them. They are put into use through a variety of channels. There is a considerable standing order list of paid subscribers, consisting of libraries, organizations, and individuals, who receive each bulletin as it appears. Through reviews and special notices, word of a particular bibliography is brought to the group of people interested in that field. Many large public, special, and college libraries maintain complete files. Individual bibliographies are frequently used by the Russell Sage Foundation Library and the various departments of the Foundation in answer to inquiries.

"The Library issues also an occasional publication not in its regular numbered series. One is on 'American Foundations for Social Welfare' and another is a list of 'Directories of Social Agencies.' Both have been revised from time to time."

PRE-PUBLICATION NOTES

ON ACCOUNT of important late material received, the publication date for "Special Libraries Directory of the United States and Canada" has been changed to January 1935 instead of December 1934. Active and associate members of the S. L. A. and others have another month's grace for the special price. The closing date for pre-publication discount of 25% has been changed to orders postmarked before midnight December 15, 1934. Institutional members get this volume without cost as part of their regular annual service.

A new Dictionary of Pronunciation of Artist Names with their schools and dates is in process of compilation by Miss G. E. Kaltenbach, one of the museum staff of the Art Institute of Chicago. This is to be published at 50¢ plus postage if enough subscriptions are received in advance. The dictionary will solve many painful problems that arise in connection with fine points of pronunciation.

An interesting project under way is the preparation by the Worden Laboratory and Library at Millburn, N. J., of a technical dictionary of chemistry. Volume I is in the press. The work is to contain the synonyms, definitions, formulas, constants and properties of the inorganic, organic, pharmaceutical, medicinal, biological and mineralogical products of interest to chemists in general, the completed work containing over one-fourth million separate headings.
A TREND is defined as having or taking a general course or direction. It is providential that the definition is not a particular course or direction. The trend of business reading appears to be in all directions. Yet, beneath this apparent chaos, there is a purpose and a particular direction. Possibly Frank Townshend, in his wonderful book, "Earth," gives us the meaning:

"People came to me saying: This is fatalism, and that materialism — here are romanticism, classicism, socialism and so forth.
I answered:
To you it may be so; but to me it is as if you were classifying water, saying: Here is an eddy, there a whirlpool — here calm, there turbulence.
Yet even while you speak, the breaking waves turn to smoothness;
And under still waters, hidden currents flow.
Life is not a static thing;
But perpetual, dynamic change."

The mob — the average person — is changed dynamically through the subconsciousness of its group mind. The trend of mob reading affects only the conscious mind and consists of the ephemeral suggestions of the newspapers, the popular magazines, and the radio. The mob does not read economics.

Unless a book is sponsored by a clique — for example, Prof. Irving Fisher's new book, "Stable Money," which is endorsed by the Committee for the Nation—an especially good book, by a capable writer and student on the subject of factual economics, usually has only fifteen hundred to six thousand sales. A large majority of good economic books never reach fifteen hundred in sales. Why?

There are comparatively few thousands of people who are able to read ten pages of a book on money, banking, or an economic problem without going to sleep or switching to the movies. College graduates, having finished a text in one of "those awful economic courses," never hope to see a book on the same subject again. The populace, as a whole, has no interest in doing its own thinking. The job is left to the professionals, and later in this investigation we will peek at what lies on their library tables.

Once in a while a writer whose command of words is exceptional writes a book on the general subject of economics. If the book is romantic, plays up to the passions, and promises the Utopia, or the EPIC desired, it commands a tremendous sale. Such a book is really a fairy story, but the fairy story is received by many as reality. It is an escape for them from the rigors of life into the imaginary future of Utopia.

It has been rumored that Stuart Chase's audience consists of over twenty-five thousand readers. Mr. Henry Hazlitt, critic, in his New York Times review of Chase's "The Economy of Abundance," made a bull's eye when he wrote:

"Mr. Chase is not, strictly speaking, an economist, and it is unfair to judge him as one. He is much closer to the writers of economic romance, like Edward Bellamy and H. G. Wells. Such writers are stimulating and have an important influence as effervescents if not as practical guides. They are the economists of those who would otherwise not be interested in economics."

In England, young John Strachey is as popular as is Stuart Chase in the United States. Interestingly enough, Strachey's book, "The Coming Struggle for Power," has gone through several editions in this country. Strachey writes:

"The capitalist system is dying and cannot be revived. That is the conclusion to which any honest investigator of the actual facts and possibilities of the present situation must be driven."

Strachey is followed by Lewis Corey's "The Decline of American Capitalism," and John T. Flynn's heavily biased "Security Speculation." All these discussions of capitalistic destruction are, of course, a delight to the dreamers. But capitalism, being inherent and
indefeasible in \textit{tota}, goes on whether under the
guise of Liberalism, Toryism, Communism, 
Naziism, or Fascism.

The elite of the esoteric circle of thinkers
are roughly divided into two camps—Tories
and Brain Trusters. Just at present each side is
reading only what it believes in and considers
the other side as simply childish.

On Mr. Tory's library table are:
\begin{itemize}
  \item LAWRENCE — Beyond the New Deal
  \item ROBBY — Roosevelt versus Recovery
  \item MACGREGOR — Enterprise Purpose and Profit
  \item HOOVER — The Challenge of Liberty
  \item PITKIN — Capitalism Carries On
\end{itemize}

Mr. Brain Truster's table is loaded down
with:
\begin{itemize}
  \item STRACHEY — The Nature of Capitalist Crisis
  \item LIPPMANN — The Method of Freedom
  \item SAVAGE — America Goes Socialistic
  \item SYMPOSIUM — Challenge to the New Deal
  \item SINCLAIR
  \item WALLACE — New Frontiers
  \item COLE — Studies in World Economics
  \item HOLTZER — The A B C of Social Credit
  \item TUGWELL — All of his books
  \item MOLEY — Bound volumes of "Today"
\end{itemize}

However, both library tables contain copies
of George Soule's "The Coming American
Revolution" because it is a scholarly, keen,
and honest analysis of the past formulae for
revolutions and suggests how our dynamic
change may possibly fit into the composite
formula for revolution. Also both tables have
copies of Frank Kent's "Without Gloves,
since Mr. Kent is honored by both sides.

The trend of books dealing with the philoso-
phy of money follows like partisan lines. Books
by James R. Warburg, books issued by the
National Industrial Conference Board, and
those by L. Currie of Harvard and their ilk
oppose the determined Irving Fisher, the
bimetallism of T. O. Abbott and the extremist,
Mr. Anon, who advocates "moneyless Gov-
ernment." It is the same old discussion which
started during Lycurgus' reign in Greece about
840 B.C. and which has kept a continuous
barrage of argument pro and con right up to
this very moment.

The entire personnel of the esoteric group
irrespective of types, kinds, colors, races, and
creeds are wildly clamoring for books about
inflation. Here are samples of what is being read:
PRESIDENT’S PAGE

At our Convention last June, attention was forcibly called to one of the distinctive features of our Association — our Group Organization. At this meeting, members working in three widely different fields applied to the Executive Board for approval of the organization of three new groups — Biological Sciences, Public Business Librarians and University and College Departmental Librarians.

In dealing with the larger phases of our professional advancement, we must have union, but for intimate contacts, for furthering common interests and for solving common problems, some more compact grouping is requisite. This is provided by our Groups which are made up of those working in the same field. We now have ten. In addition to those mentioned, there are the Civic-Social, Commerce, Financial, Insurance, Museum, Newspaper, and Science-Technology.

Every member should affiliate with one or more of these Groups for it is through Group action that the interests of the Association most often reach concrete expression. While every Group is of equal importance in promoting a well-rounded program for the Association, necessarily the standing of the Group depends entirely on the value of the work done by the Group itself and by the willingness of its members to contribute time, thought and work to its problems.

Since the Group meets only once a year and hence all its active and constructive work must be carried on through correspondence, it is of vital importance that Group officers be chosen with care and if possible, with some view to continuity. A strong Chairman, who is capable of organizing worth-while projects, of directing their progress, and of bringing them to completion is imperative if the Group is to hold its members. A Chairman should have a national viewpoint, organizing and directing ability, and the power to inspire her co-workers. With such a leader, a Group can contribute much to its own members and to the prestige of the Association.

It is to the Groups that we must look for the inauguration of our publications which are our greatest asset in promoting our profession and making its value known to the outside world. Unfortunately all our Groups have not been equally represented in our publication program.

There are two projects which I feel should be inaugurated by every Group which has not yet done so. First, the writing and publication of a manual setting forth approved methods of organization and administration of libraries in the field, giving a source list of required material and other kindred data. Second, every Group should compile a model list of subject headings for material in its field.

There are innumerable tools which are needed and which lend themselves to work by Groups. Some of these are:

- List of proceedings of associations and where they appear
- Union list of documents published as continuations
- List of magazines having information departments
- Book reviews
- Abstracts
- Indexes

Another activity which should be aided and promoted through the Groups is membership. It has been found repeatedly that one of the greatest inducements to join the Association is the opportunity that the Groups offer for community of interest. In this connection, the Newspaper and Science-Technology Groups have set an example that might well be emulated by all others. To aid in this, we are hoping this year to have every Group represented on our national Membership Committee.

Looking to the future, there is a field in which Groups could do the profession a great service — that is, in locating corporations, associations and all types of organizations in their field which might be candidates for library service. If such a list were compiled and sent to headquarters, contacts could be made and information on library service provided which might eventually lead to the establishment of new libraries and the placement of our members in new positions thus created. This is a long-time proposition and would prove our forward-looking attitude.

Ruth Savord
The purpose of a well-developed library in an art museum is thus defined by a trustee, Mr. Lewis B. Williams of Cleveland: "To my lay mind the library is the greatest supplement of any museum. Without its intelligent direction the usefulness of the museum is restricted and incomplete. Museums are but storehouses except the recorded knowledge of its specialized library is available to help man toward the interpretations and meaning of collections."

This is indeed both a challenge and a recognition of the essential place of books in an art museum. Mr. Williams shows as well the necessity for expert librarians to organize and make quickly available the knowledge often concealed in books. Art museums have flourished in this country since 1876, and since 1900 the number has increased rapidly. The larger museums early recognized the value of books, and their libraries have grown and developed with them. The plans of most buildings designed since 1900 have included a separate library room.

On the other hand, it cannot be said that in general book collection has kept pace with art museum development; this need is only now being strongly and generally felt.

This is quite reasonable when the origin and financial support of such museums is fully understood. The factors vary with each individual museum and in each library. Museums have been organized as the result of the generosity of one donor or through a group of public-spirited citizens. The funds may come wholly from private sources as in Boston, or may be a municipal responsibility as in Detroit; more often a combination of public and private money keeps a museum running. Many private collections have been left to a community with only a small endowment. The works of art and their proper display have necessarily been the first consideration. It was inevitable that the book collection should lag behind; only those libraries with an endowment of their own have been able to forge ahead, or to keep up with the needs of the museum staff. The point of view and the work of the museum curator have changed and developed strikingly in recent times. The question of exhibiting the museum's treasures and properly describing them is no longer his only occupation. In addition to making a more elaborate study of critical, literary and documentary sources, a new type of physical examination of all art objects has rapidly developed; this new method is purely scientific and has a corresponding literature.

The educational value and purpose of a museum has been given in comparatively recent years a new interpretation by trustees and directors. By this is not meant an art school, in the usual sense of the term, associated with a museum; such schools are not increasing rapidly in number, and in the past have not as a rule made much use of books. The present educational programs of museums are for the benefit of the general public, or for specialists, students and teachers; these courses make access to a special library necessary for the instructors; those who come to learn about objects in the museum, to an increasing extent, wish to study further about them in books.

HISTORY

The history of many museum libraries is vague or lost in obscurity; a large number no doubt began as a few reference books in the Director's Office. It is certain that the period 1875-1880 marked the beginning of four important collections. How the largest of these grew to its present estate is thus described by the Secretary of the Metropolitan Museum: "The Library may be said to have begun with a modest collection of books and pamphlets which were accumulated in the Museum's second temporary home, 128 West 14th Street. Soon after the removal of the works of..."
art to Central Park in 1879-1880, a room in the basement of the new building was set apart as a library, and a small fund was appropriated for its first year's support. The first librarian was William Loring Andrews, a Trustee of the Museum, a well-known collector, and one of the founders of the Grolier Club. In their Annual Report for the year ending May 1, 1881, the Trustees called attention to the need for a more representative and systematic collection of books for the use both of the Museum staff and of visitors. The total number of books and pamphlets was then 447, and the Report stated that the Library was 'in daily need of encyclopedias, dictionaries, works on painting, history, sculpture, archaeology, and art in general.' Before the end of the year an endowment of $2,000 had been received, and in 1883 the amount was increased. During the next few years scattered gifts began to come to the Library in larger numbers, though not in sufficient amounts to warrant rapid extension. In 1888 the Library was removed to a room on the second floor of the newly completed south wing of the Museum, and in 1910 it was housed in an extension to the building specially constructed to meet its requirements, in which it still remains. Considerable additions to this building were completed in 1931. The present needs of the Library are provided for by appropriations made in the annual Budget and by gifts and bequests made for this purpose. The Church's resources today, including over 76,000 books, 546 current periodicals, over 132,000 photographs, and a file of clippings, are used both for research by the Museum staff and for reference by visitors. The books relate chiefly, of course, to archaeology and the fine and decorative arts, with special emphasis on those classes and periods best represented in the Museum's collections, although they also include certain fields essential to the understanding of the other arts, such as architecture. A fine group of sales catalogs and pamphlets, which are circulated at a nominal fee throughout the country.

In Boston the Trustees were mindful of the necessity for a reference library as early as 1875, when $1,000 was appropriated for the purpose, and a room was set aside for it in the Copley Square building. In planning for the present museum the importance of the library was duly recognized; well-lighted rooms on the second floor were provided. A system of departmental collections, under control of the central library, was adopted. Today this is the second largest such library, with a special collection of 34,750 books in Chinese and Japanese.

The Library of the Pennsylvania Museum of Art, Philadelphia, began its history with the museum in 1876. For various reasons the collection, now numbering some 15,000, has been developed almost exclusively for the use of the staff, and has specialized in such subjects as the decorative arts, American ceramics, American and foreign silver, bibliographies of the fine arts. The location of the museum on the Parkway and the excellence of the art department of the Philadelphia Free Library make the latter more convenient and satisfactory for public use.

In Illinois at about this same date, there was the beginning of a museum, The Chicago Academy of Fine Arts (later the Art Institute). An art school, as was usual at this period, was associated with the Academy. In 1879 students were charged $2.00 each for the privilege of using the Library. The money thus received was spent in buying books. At first there was only a shelf or two in the Director's office for the use of the school. A separate room was assigned in 1887. The first substantial gift of money came from a friend, Mrs. A. M. H. Ellis; this made possible the addition of impor-
tant books of reference. There were now over 500 volumes in charge of the Secretary to the Director; subscriptions were placed for the best art journals and the room was thrown open to all visitors. After the Fair of 1893 the Art Institute moved to its present location, and by 1900 the space available for the Library was proving so inadequate that the Director appealed to the Trustees for $50,000 to provide new quarters.

Martin A. Ryerson, during his lifetime a constant donor to the Library, provided funds for a separate building, within a court of the museum; additional space has twice been added, and further extension is necessary. The Library of Architecture, endowed by Mr. Daniel H. Burnham in 1912, occupies an adjoining room; the two libraries are administered together.

The books once forming the library of Fontaine, architect to Napoleon, the drawings and writings of Louis Sullivan, some in manuscript form, may be especially noted. There is a printed Catalog of the Japanese and Chinese illustrated books, numbering over 3,000 volumes. These were largely the gift of Mr. Ryerson, chosen from the collection of Fenollosa and from other sources. Recently the Walter S. Brewster collection of Whistleriana, second only to that in the Library of Congress, has been given to the Art Institute. This with the Print Department library, of which it forms a section, is under the care of the Ryerson Library.

The Art Institute School and the Armour School of Architecture, with their additional summer sessions, Saturday and evening classes, numbering together well over 3,000 students and 100 faculty, make heavy demands upon the Library; students are required to use it systematically.

The Library is equally for the service of the museum staff, and is also open to the public. Those who use the art department of the nearby Public Library find additional sources at the Art Institute and also take advantage of the circulating section of photographs and slides. This material is also sent to a large number of borrowers in more than half of the 48 states.

LIBRARY FLOOR SPACE OCTOBER 1934

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>sq. ft.</td>
<td>1,524</td>
<td>7,420</td>
<td>In all about 3,250</td>
<td>3,077</td>
<td>4,000</td>
<td>2,600</td>
<td>2,500</td>
</tr>
<tr>
<td>Office</td>
<td>250</td>
<td>350</td>
<td></td>
<td>26,300</td>
<td>4,000</td>
<td>350</td>
<td></td>
</tr>
<tr>
<td>Stacks</td>
<td>3,760</td>
<td>3,250</td>
<td></td>
<td>7414</td>
<td>2,000</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Vaults</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Departmental studies</td>
<td>3,600</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Work room and storage</td>
<td></td>
<td>2,300</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Photographs and reproduc.</td>
<td>1,860</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Slides</td>
<td>360</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total sq. ft.</td>
<td>10,414</td>
<td>14,035</td>
<td>31,340</td>
<td>3,818</td>
<td>4,000</td>
<td>3,250</td>
<td>8,700</td>
</tr>
</tbody>
</table>

* Slides in Department of Education.
* 131 ft. of shelving no floor space.
* Circulating photographs and slides in Extension Department.
* Fire-proof rooms for valuable books.
* New library plans 9,000 sq. ft. for reading room, rare book room, photograph and slide department, stacks, offices.
* Not satisfactory for library purposes
Even during the years since 1929 new art museums have been built and opened, necessarily with funds accumulated earlier. Such museums as the William Rockhill Nelson in Kansas City, 1934; Springfield, Mass., Museum of Fine Arts, 1933; New London, Conn., Lyman Allyn Museum, 1932 have provided library rooms, but are hampered in developing a collection of books, or in providing a staff to care for them. The Albright Art Gallery, Buffalo, has a delightful new room furnished in the modern mode. Brooklyn has just added a new room for the books on Egyptian art and archaeology; Cincinnati is planning for larger quarters; the Frick Art Reference Library will soon move to a new building with every convenience both for the staff and for scholarly research.

A census of art museum libraries would seem to be an easy matter. Without the comprehensive “Handbook” provided by Laurence V. Coleman for the American Association of Museums, no accurate estimate could be made. All figures in this article are based on this careful guide. However, complications arise as to what constitutes an art museum. Art and archaeology are often quite logically associated, but both are at times combined with ethnology, history or cultural collections, making any precise figures difficult. It is not desirable to omit the Brooklyn Museum, with its collections and books covering various fields, nor that of the Hispanic Society, which is concerned with Spanish and Portuguese art, literature and culture. About fifteen libraries covering more than one field have been included in the statistics here given. The Frick Art Reference Library is in no sense a museum library, though housed next door to the Frick Art Gallery (not yet open); it is too valuable through its large collections of books and annotated files of photographs to be left out.

About 27 college or university art museums now have organized libraries and collections of photographs, slides and other illustrative material, such as the Fogg Museum and the Germanic Museum at Harvard; the Farnsworth Museum at Wellesley; the Oriental Institute, University of Chicago; The Memorial Art Gallery, Rochester, N. Y., etc. These collections may be a part of the main university library, permanently deposited in the Museum, or a special gift from the donor of the building. A museum which should be known because of its size and unusual field is that of St. Louis Public School Educational Museum, which circulates books, slides, films and photographs relating to natural science, geography, history, literature, art and music.

The Handbook of the Special Libraries Association, to be issued shortly, gives much information about art and other museum libraries. As no comprehensive account has yet been written, this publication and the one by the Association of Museums remain the chief sources of general information.

As is to be expected, the three middle-Atlantic states have the largest number of libraries; Ohio brings the East north-central group next; Massachusetts has 10, and California has 8 libraries. Of the 8 libraries having over 25,000 volumes, three are in New York City, the Metropolitan Museum, the Hispanic Society Museum and the Frick Art Reference Library; one in Boston, one in Philadelphia, one in Chicago, one in Baltimore and one in San Marino, Cal. A statistical table showing the geographical distribution by size of these libraries is on file at the headquarters of the Special Libraries Association.

FUTURE GROWTH

The strong movement in favor of educational programs, lectures, guidance through the exhibits, special Sunday services, etc., as exemplified by the elaborate announcement for the coming season, just issued by the Metropolitan Museum, the work done in Cleveland under the Curator of Education, Thomas Monro, also in Worcester and in many other museums, clearly indicate the growing need of well-equipped and organized collections of books, periodicals, photographs, slides and other types of reproductions. The art schools which are now associated with museums tend to make increased use of the library. The one at the Art Institute of Chicago offers a regular four-year course and has now definitely affiliated its work with the University of Chicago.

Present influences are, therefore, all in favor of more and better museum libraries; considering, however, the difficult conditions under which almost all libraries are now facing increased demands and larger opportunities for
usefulness with restricted budgets and personnel, it is not easy to predict the immediate future of those in museums. The need and the opportunity exist, if funds can be found to make possible the library's full share in the educational work of the museum.

DUTIES OF THE LIBRARIAN

The duties of the librarian vary according to the size and type of the museum, the fields of art in which the museum specializes, the presence or absence of an affiliated art school, the purposes or interests of the Director and staff, etc. The relation of the library to the other departments of a museum is in some respects similar to that of a library in a college or university. The needs of the curators in charge of various departments are of primary importance; the art school may have a small working collection of books for its students, but in any case will use the main library for reference; popular works must and should be left to the public library.

The curators will constantly ask for books old and new, but the librarian must be watchful for announcements and reviews of new publications; perhaps it is even more necessary to hunt for bargains in second-hand lists, and to keep a list of titles which should be added. In contrast to the needs of a business library, the older books are quite as essential, often more so, than the newest treatise. For historical and comparative purposes, works written on a subject or artist at different dates and in different countries are needed. A large proportion of the books will be in foreign languages. This is particularly true of periodical and serial publications, as witness the list currently taken by the Metropolitan Museum. To build up a well-selected series of magazines requires not only large funds, but also continuous effort.

Catalogs of public art sales, as carried on by established firms both abroad and in the United States, form another important, expensive and rather vexatious field in which the librarian may show enterprise and efficiency. These catalogs, frequently well illustrated, annotated and priced, are on occasion received free by the Director, but must often be paid for. A survey of the methods used by various libraries in preserving and indexing this necessary material was made by Miss Sill of the Cleveland Museum in 1933, the results are on file for reference at Special Libraries Association Headquarters. There is a vast amount of pamphlet material, to be had free or through exchange, but no general agency for acquiring it has been organized.

The smaller the museum and the funds, the slower the growth of the library, but the wide-awake librarian will be looking ahead and certainly collecting and preserving much invaluable pamphlet material which may be unobtainable a few years later.

Practice varies with regard to the buying and care of slides, photographs, color prints, etc. In some cases, either some or all of this supplementary material is in the department of education.

The acquisition, classifying, cataloging and care of such material is a very special problem in itself, which requires too elaborate description to be included here. Well-selected and indexed files of such reproductions are essential for present-day museum work, a knowledge of the history of art, scholarly and accurate methods of identification are requisite in order to make the material available and to assure trustworthy and informative labels.

WORK ARRANGEMENT

The work in a medium-sized library of 10,000 volumes with a staff of four has been thus outlined by Miss Eugenia Raymond of the Cincinnati Art Museum:

Organization and duties of staff:


Cataloger: Cataloging and preparation of books. Assists with reference work.
Typist: Types catalog cards for books, slides, photographs and color prints, correspondence. Pastes plates in books.


Student assistant: Marks backs of books. Pastes clippings of museum publicity.

Some typical questions answered by the Cincinnati and the Chicago museums follow.

Asked by:

Staff: Was the Campanile at Venice restored exactly, or was it changed when rebuilt? Identify a church in a painting by Corot. (Found to be a Church of Saint-Salvi of Albi.) All material about recent German museums, including plans. Air-conditioning of museums. Every illustration available of the work of an artist. Prices paid in recent sales for the work of an artist or a piece of Stiegel glass. Pictures as background for still-life studies. Animal and plant forms in woodcuts. Roman brick construction. Mansard roofs. Arcuated architecture. Paintings with architectural backgrounds.


General Public: All available material on State capitols, including plans, construction data, etc. Wayside stands suitable for a cheese factory to display and sell its products. Pictorial effects in poetry. How many Vermeers in the United States. List of artists considered insane. Effect of the world war on the fine arts. What has the American negro contributed to the art of this country? Suggestions for improvement of design in household necessities. Examples of representations in painting of the modern mechanical and scientific age. Symbolism of designs in Chinese and Oriental rugs. Modern bars (for a competition). Versions of "Christ as the Good Shepherd." Origin of the legend of the hundred Virgins. Industrial murals. Illustrations in paintings, etc. Wedding dresses of late 19th century. Famous roads. Progress of athletics. History of shoes.

PERSONNEL

The number of the library staff varies from one to 28, and the status of the librarian from Secretary to the Director, who does what time permits for the library, to a fully responsible head comparable with other executive positions in the museum.

It is evident from the demands made upon the staff, that the more education, background, travel abroad and knowledge of languages the better; a year of library training seems essential. The general question of "The training of the special librarian" was discussed very fully by Mr. J. I. Wyer in 1932, most of his conclusions apply to museum librarianship.

In the largest museums the tendency is to have men as librarians, sometimes this position is combined with another; the librarian of the Brooklyn Museum is also head of the Print Department, in Boston the librarian is also secretary to the museum.

Since museums are almost entirely private institutions, and since their income and budgets often vary considerably from year to year, no published figures are available as to salaries, and this information is not given out. In her account of "The Museum Librarian" given by Miss Sill in "Careers for Women," edited by Catherine Filene 1934, the statement is made that salaries range from $100 to $5,000. No definite opinion can be expressed here, but it is probably safe to assume that the majority of librarians receive less than half the maximum given. The range of salaries in each museum will be the chief governing factor.

As far as figures are available, about thirty-eight art museum libraries are provided with full-time or part-time librarians; the numbers of the complete staffs cannot, at present, be estimated. The Survey of art and science museum libraries, undertaken in 1931-33 by a committee, has gathered important data which are available for reference.

ORGANIZATION

As a rule the Library is directly under the authority of the Director; in a large museum, its position is similar to that of any other department of the Museum. A Committee of the Trustees is usually chosen to promote and care for the library's welfare.

The salaries and running expenses must usually be appropriated annually from the museum budget. The library is fortunate which has an endowment to cover the cost of books and expensive periodicals in order to build up a comprehensive collection on the subjects covered by the museum itself. Dependable funds are also needed for binding, a heavy
item, and for the purchase of photographs, color prints, slides, etc.

In an article on The Museum Library, Miss E. Louise Lucas wrote:

"Museum libraries today, oftentimes . . . are in cramped quarters and cramped for funds, but nearly all of them, if they will only look out, have an unlimited view of future possibilities. . . ."

"The solid foundation upon which any library must build is vital service, not the service it would like to offer but the service which it actually does offer. If it does give service to the very limit of its present resources, the support will rarely be lacking for the further development of those resources. . . ."

Among the many types of special library work, that in an art museum has its peculiar advantages and value. No other type offers greater opportunities or rewards.


Special thanks are due to those librarians and others who have so kindly supplied the information which has made possible this article.

Libraries in Art Museums: Bibliographical Notes

BIBLIOGRAPHIES
Smith, R. C. A bibliography of museums and museum work. American association of museums. 1928.

GENERAL
American art annual, 1898-date. American federation of arts.
American association of museums. Index to publications. 1927.
Jackson, M. T. The museum, a manual of the care of art collections. 1917. p. 42.


INDIVIDUAL LIBRARIES
Boston. Museum of fine arts.
Brooklyn. Museum.
What has the museum library to offer the reading public? S. A. Hutchinson. Museum news 7: 97–100, April 1912.
The periodical room of the library. Museum news 8: 23–24, November 1912.
Buffalo. Albright art gallery.
Opening of the new reference library of art books and periodicals: the Knox gift. Gallery notes 1 [no. 1] October 1, 1933.
Reference library at Albright gallery in modern manner. Art news 32: 22, November 25, 1933.
Chicago. Art Institute.
Chicago. Art Institute.
Cincinnati. Art museum.
Cleveland. Museum of art.
Detroit Institute of arts.

Frick art reference library.
Growth of the Frick library. Connoisseur 91: 280, April 1933.
$1,000,000 Frick library. Art digest 7: 14, July 1933.
New library building. Art digest 8: 14, August 1934.
Newark museum.
New York. Metropolitan museum of art.

CLASSIFICATION
New York. Metropolitan museum of art.
Classification systems used in the library of the Metropolitan museum of art. 1911.
Snips and Snipes

Apologia. . . . Well here we are where we said we wouldn't be and, if we appear a trifle lost, put it down to four grand SNIPLESS and SNIFELESS months. And while we're being personal, will someone please tell both Mary Jane and Sue that we haven't auburn curls or a white dress trimmed with red, but that we're thrilled to tears that someone thinks we're "dashing." . . .

Snippets. . . . For her vacation Mildred Burke, librarian of the Chicago Tribune, went junketing through England, Scotland, and Ireland. She visited cathedrals, old bookshops, and the newspaper library of the British Museum. She dined with such interesting people as Lady Rosslyn, Bruce Lockhart, Lady Sackville West and met De Valera. . . . Autumn surgeons with state library meetings. New Jersey State Library Association met on October 8, and the Jersey Specials were present in full feather. . . . Miss Potter and Miss Cruikshank went to the Connecticut State meeting. . . . And the New York Library Association meeting at Lake Mohonk late in September called out a flock of New York Specials. (Aren't we ornithological?) Rebecca Rankin, Alice Bunting, Elizabeth Wray, Eleanor Cavanaugh, Mary Louise Alexander, Ruth Savord, Joseph McGlynn, Marguerite Burnett, Adelaide Macrum, Miss Deneen and Margaret Meier were there, and how many others we don't know. President Savord conducted a Special Libraries Round Table, and Miss Macrum, Miss Deneen and Miss Meier assisted. . . .

Conjugally Married. . . . We think it was Minnie White Taylor who started it. On June 23, she married Mr. Harlan Harvey York. Then on August 31, Mildred E. Robie of Standard Statistics married Mr. Francis Smith Wagner. Lella G. Forbes is now Mrs. Clark. We hear that Dorothy Lilliston, who used to be at Headquarters, is about to marry a professor at the University of Michigan. . . . And while we're on the subject of the felicity of unbounded domesticity, Mrs. J. B. Charimi (Miss Bayne to us) and Esther Wright Carlin both have brand-new daughters. . . .

Not So Good Department. . . . Mary Jane Henderson of the Sun Life Assurance Co. is away on sick leave. She'll be back in January. . . . Marion Mead got herself and her car cracked up in an automobile accident not so long ago. . . . And did you hear what happened to Elizabeth Wray's er, ah, — limbs and ankles? . . .

Changes and Chances. . . . Edythe G. Williams is the new librarian of the Cleveland Museum of Natural History. . . . And Ivy Jackson will be the librarian of the Newark Museum after November. . . . Hazel Ohman is organizing a library for the New York State Employment Service. . . . Elsa de Boudell has been appointed librarian of the interesting French Institute in New York City. . . . Hester A. Bradbury is the File Executive in the Dean's Office of the College of Physicians and Surgeons, Columbia University. . . . Augusta Boal moves from the Pratt Institute Library to the Library of the Institute of Public Administration, and Sue Molleson Foster left the Missionary Research Library to be in charge of the Reference Department of the Union Theological Seminary Library. . . .

Vocal and Oral. . . . Special Librarians have gone in for lecturing in a big way. . . . Rose Vormelker is teaching sources of business information in the Business Administration Department of Cleveland College. . . . Granville Meixel is lecturing to engineering students at Columbia. . . . And Dorothy Benis is "giving lectures," but to whom on what, we don't know. . . .

Group Gossip. . . . The Civic-Social Group is going to prepare a list of subject headings for social welfare material. Constance Beal of the Russell Sage Foundation is chairman of the committee. . . . The Public Administration Libraries Manual of Practice is being exhibited at State Library Association meetings, but no one has shown it to us. . . . The Biological Science Group is having a good time getting organized. They recently had a dinner meeting in New York. Mr. Ballard of the Boston Medical Library and Miss Macrum of Albany
came from their respective cities to partake in both plans and meal. . . The Committee for the Technical Book Review Index is in action again, and what with Mrs. Fertig and Mrs. Pugley, the Misses Greenwood, Jean Taylor, Cole and Winslow as the Committee, we wager we’ll be seeing things soon. . . .

TAB. . . . Admiral Alexander’s Trade Association Bureau has published two pamphlets: “Trade Associations in the U. S. — A Reading and Reference List” and “Trade Associations in the U. S. — A Finding List of Directories.” September 20 and 21, — in the middle of her vacation! — Miss Alexander spent in Washington at the American Trade Associations Executives Annual Convention. With the two TAB Dorothy, she had an exhibit of S. L. A. Publications and told the A. T. A. E.’s what library service can mean to a Trade Association. . . .

S. L. A. in Print. . . . Catherine Filene’s “Careers for Women” contains articles by Frances Sprague, librarian of the National Broadcasting Co., and by Nell G. Sill, of the Cleveland Museum of Art. . . . Mary Ethel Jameson, National Industrial Conference Board, has done a comprehensive bibliography on the “Obsolescence of Building” for the National Association of Real Estate Boards, and Carrie Maude Jones, librarian of the National Association of Real Estate Boards, is contributing a series of annotated lists on “Articles Worth Reading” to the Journal of Real Estate Management. . . .

For Immediate Release. . . . Dr. John A. Lapp, editor of Special Libraries, 1909-1917, secretary-treasurer, 1916-1917, vice-president, 1917-1918, one of our most distinguished members, has been appointed to the Petroleum Labor Policy Board by Secretary of the Interior Ickes. . . .

Budgets, Attention. . . . Institutional members of S. L. A. are going to be quite a bit ahead of the game with publications next year. The swanky new directory goes to all institutional members without additional charge. . . . We did hear that some members were going in on the institutional basis in January. A word to the wise!

Chapter Chat. . . . Philadelphia got off to a flying start with its first meeting on October 5. President Savord drove down and tells of an interesting evening with about 50 of the Council present. . . . Boston met on September 24 at the Library of the Christian Science Publishing Society and heard reports of the June Convention from Miss Burrage and Miss Eaton, and a description of the Library League of the Christian Science Monitor by Miss Davenport. (Miss D., please what is the L. L.? S. & S.). . . . New York’s first meeting on October 23 will have been held when you read this. Adelaide Kight, take a bow for the N. Y. S. L. A. News. It’s swell to have it back in its old form, and we like the list of new members. Incidentally, Adelaide Kight as vice-president of the New York S. L. A. was responsible for the “Convention Clatter.” . . .

ASLIB. . . . W. C. Dalgoutte of the British Library of Information writes an interesting letter on the ASLIB Conference at Oxford, September 21-24, which he attended as the representative of S. L. A. We wish we could quote his letter in full. Here are bits: “Miss Morley had prepared a paper on ‘Discovery of Business Information Material,’ but unfortunately it arrived too late for printing. I was asked to present a summary of the paper at the session on book selection. When I was introduced as the representative of S. L. A., I received an exceptionally warm welcome, and the summary was given full attention.” Sir Richard Gregory of the British Science Guild, Professor Hutton of Cambridge, and Mr. Nowell, Chief Librarian of Manchester Public Libraries, were all keenly interested in Miss Morley’s paper. “It was a very interesting conference and well attended. It is most revealing of the strength of ASLIB to glance down the list of delegates noting the institutions they represented. . . . Perhaps the most interesting of all was the fact that two-thirds of the delegates were men.” . . .

In Closing. . . . We leave this quotation from Advertising Age with you: “Lillian Scardefield, Lord & Thomas’ [new] librarian looks more cinematic than bookish.” . . .
Business Book Review Digest

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

While space limitations permit only the more important books to be covered in these pages, the Business Branch maintains an index to business book reviews. This index covers approximately 5,000 titles, running from 1922 to date. This index may be consulted by special librarians either in person or by correspondence.


Reprint of a pamphlet published in London, July 1934, which has aroused unusual interest and discussion. The reasoning presented is shallow, in the opinion of one reviewer, and contains the sort of easy rationalization which the author terms unattractive. Another states that the author believes in Keynes' theory of spending our way out of the depression. Others consider that this will be an extremely interesting contribution to present monetary discussion and that the attempted explanation of the President's monetary policies alone make it of exceptional interest.

+ Bankers M., September 1934, p. 349. 400 words.
+ Barron's, August 27, 1934, p. 4. 725 words

Commer. and Fin., August 29, 1934, p. 707. 500 words.


A study of business cycles in general, not mainly devoted to the current depression. Covers typical cycle patterns and special features of the last cycle, and meaning and requirements of balance and strategic factors. The appendix contains valuable material for comparative purposes. Highly spoken of as a well written, careful study and an admirable example of profound analysis and probing logic.

+ Am. Econ. R., June 1934, p. 306. 1,100 words.
+ Ind. Arts Index, June 1934 p. vii.


A complete revision of the earlier edition, discussing every problem of a financial nature with which the modern corporation is concerned. New material covering valuations, current capital and the industrial cycle has been added and the section dealing with investments omitted. Favorably spoken of as an outstanding contribution, well documented, in easy-to-read style

+ Accounting R., September 1934, p. 269. 500 words.
Bankers M., September 1934, p. 300. 135 words.
Certified Pub. Accountant, August 1934, p. 508. 100 words.
Credit and Fin. Management, August 1934, p. 26. 100 words.
+ N. A. C. A. Bk., August 15, 1934, p. 1427. 225 words.


This book has been spoken of as the first comprehensive analysis made showing the mixed results of security speculation to our whole economic society — to business, industry, banks, workers, credit, money, and to the millions of people in this country who never speculate. The author concludes that regulation is necessary and suggests definite remedies. Included is an analysis of the Securities Act of 1934 and also a seven-page bibliography. The appendix contains statistical material and a useful addition in the brief history of exchanges aloud.

+ Am. Bankers Assn. J., September 1934, p. 73. 300 words.
+ Bankers M., September 1934, p. 349. 125 words.
+ Ind. Arts Index, August 1934, p. 11. 80 words
Management R., September 1934, p. 287. 150 words.
+ N. Y. Times Bk. R., August 26, 1934, p. 3. 1,000 words.


Current problems of advertising discussed and surveyed. Subjects covered include psychology in advertising, testing, radio advertising, copy writing, space buying, consumer research, etc., with suggestions and ideas on how to make advertising pay. Highly recommended by all reviewers and spoken of as constructive, stimulating, thought-provoking, logical and sound, of practical value not only to advertising men, but to students and business men as well.

+ Bankers M., August 1934, p. 231. 75 words.
+ Ind. Arts Index, May 1934, p. 111. 75 words.
+ J. Retailing, July 1934, p. 82. 275 words.
+ N. Y. Times Bk. R., July 15, 1934, p. 5. 700 words.
+ W. Advertising, June 1934, p. 72. 400 words.


A study of the general principles of selection and protection of security holdings, showing how to analyze individual issues, and how to establish tests of safety and attractiveness. Includes an extensive survey of income-account and balance sheet analysis. Emphasis is laid on present day conditions. Notes and statistics included in the appendix. All reviews were favorable. Recommended as a well-arranged scholarly presentation that will be a valuable addition to the literature in this field.

Bankers M., September 1934, p. 349. 100 words.
+ Commer. and Fin., July 25, 1934, p. 627. 100 words.
+ Ind. Arts Index, July 1934, p. v. 75 words.
+ Savings Bank J., September 1934, p. 60. 325 words.

Hubbard, J. B. Banks, the budget and business. Macmillan, 1934. 147 p. $1.75.

"Deals with the changing position of the banks, the European panic of 1931 as it affected our domestic banking position, and the fiscal measures of the government as they were believed to have influenced the economic
November, 1934

SPECIAL LIBRARIES

situation." The recovery program is reviewed, which includes the monetary measures adopted up to October 1933. In the opinion of one reviewer, the book would present a truer picture if some account of the mismanagement of the gold standard had been included. Favourably spoken of as adhering strictly to facts, unbiased, and by far the most important book dealing with this subject yet published.

Amer Econ. R., September 1934, p. 517. 800 words.

Asn., February 1934, p. 229 21 words.

Bankers M., April 11, 1934, p. 323. 80 words

Bankers M., February 1934, p. 229 21 words.

Barron's, May 1, 1934, p. 8. 700 words.


+ Ind. Arts Indus., March 1934, p. 52. 85 words.

+ Ind. Arts Indus., March 1934, p. 52. 85 words.

+ Ind. Arts Indus., May 1934, p. 40. 85 words.

+ Ind. Arts Indus., May 1934, p. 40. 85 words.

+ N. Y. Times Br. R., May 13, 1934, p. 6. 1,000 words.

+ Savings Bank J., March 1934, p. 52. 300 words.

+ Lyons, C. K. Retail accounting, Prentice-Hall, 1934, 590 p. $5.00.

A textbook analyzing the various accounting systems used in retail stores of various types and sizes. Contains many charts and forms illustrating the points brought out in the text. One reviewer states that the background of general accounting provided is rather meagre and for that reason it will be more valuable to students who have completed at least one semester of introductory accounting. Highly recommended by all reviewers as practical, complete, easy to understand, and especially valuable as a reference volume and manual for active workers as well as students.


+ Engineering, August 1934, p. 6. 300 words.

+ J. Accountancy, September 1934, p. 311. 200 words.

+ Ind. Arts Indus., July 1934, p. 40. 85 words.

+ N. A. C. A. Bull., September 15, 1934, p. 113. 215 words.

Nourse, E. G. America's capacity to produce. Brookings Institute, 1934, 525 p. $3.50.

The first in a series of four volumes in a Brookings study dealing with the distribution of wealth and income in relation to economic programs. The present volume shows the real facts as to the productive capacity in the United States from 1900 to 1930. According to reviewers, this provides to be one of the most significant additions to the literature on this subject, and because of its clear and simple style, is one of the most accessible and absorbing studies of this type. The same reviewer states that the chief value lies in the realistic appraisal of the productive capacity of our economic organization as distinguished from the wild estimates of technological enthusiasts.


+ Barron's, July 9, 1934, p. 10. 215 words.

+ Bus. Week, July 7, 1934, p. 33. 60 words.

+ Coal Age, August 1934, p. 319. 300 words.

+ Management R., August 1934, p. 255. 275 words.

+ Metal Ind., September 1934, p. 314. 250 words.


+ N. Y. Times Br. R., July 8, 1934, p. 15. 1,400 words.


A discussion of current monetary problems by a banker of international reputation. Though spoken of as extremely instructive, presented in a forcible style, easy to read and understand; it is nevertheless in the opinion of one reviewer, a severe indictment of the economic policies underlying the New Deal. Another reviewer says that the errors are plentiful, and the book would certainly not require more than a brief notice if it were not for the fact that the author occupied last year the position of financial adviser to the United States delegation to the World Economic Conference.

+ Amer Econ. R., September 1934, p. 515. 400 words.


+ Bankers M., August 1934, p. 239. 175 words.

+ Barron's, May 7, 1934, p. 9. 700 words.

+ Dau and Brodstrip Mo R., August 1934, p. 32. 175 words.

+ Ind. Arts Indus., May 1934, p. 70. 85 words.

+ N. Y. Times Br. R., May 13, 1934, p. 6. 1,000 words.

+ Savings Bank J., September 1934, p. 61. 210 words.


A complete account of the currency and monetary legislation of Congress, an up-to-date discussion of existing bank conditions, and a study of the factors which are tending to transform the banking structure of the United States. Illustrated with charts and tables. Spoken of by reviewers as the most important and significant of recent books on the subject; valuable as a reference source, comprehensive and authoritative. One of the most valuable features of this work, in the opinion of one reviewer, is the description of the hearings and of the methods of construction of the Glass bill, which became the Banking Act of 1933.

+ Amer Bankers Assn. J., August 1934, p. 77. 600 words.

+ Bankers M., August 1934, p. 239. 175 words.

+ Barron's, July 9, 1934, p. 10. 115 words.

+ Ind. Arts Indus., July 1934, p. 1. 125 words.


+ Asn., Consulting Management Engineers News Bull., August 1934, p. 32. 600 words.


An analysis of the fundamental principles of industry control under the N. R. A., with a description of trade associations and their methods of control. The experiences of eight important associations are analysed. Although all reviewers do not agree with the author on many points, yet it has been favourably spoken of as clearly organized, instructive, and completely objective. One reviewer feels that the arguments pertaining to "sales below costs" are weak but the criticism is worth reading. Another says that the best part of the book is the discussion on the "Stabilization Program" and that the analysis of the need for and the difficulties inherent in a control of new investments is an excellent piece of work.

+ Accounting R., June 1934, p. 196. 1,050 words.

+ Amer Econ. R., September 1934, p. 515. 400 words.


+ N. A. C. A. Bul., February 15, 1934, p. 194. 300 words.


+ Favorable review.

+ Adverse criticism.

+ Favorable review with some adverse comment.
November, 1934

SPECIAL LIBRARIES

NEW BOOKS RECEIVED


Publications of Special Interest


The annual selection, useful as a summary of the year's literature most freely added to public libraries.


A philosophical discussion planned to turn the librarian's attention "from process to function" through consideration of the broad fields of development of which the library is a part. As an introduction to library science it does not even remotely consider library technique. Well and clearly written, it may help to bring more thought to the abstract rather than the concrete phases of library development.


In these days of propaganda, this is an interesting study and an excellent guide book to the machinery of opinion control. The bibliographical references have been assembled with care and discrimination. In the unusual fields of lobbying, management of public opinion dissemination by the press, radio and motion pictures, with a discussion of the factors which enter into the management of public opinion — human traits and psychology. The references are chiefly by American and English authors with a dividing preamble for each of the twenty-two topics covered.


A diagrammatic presentation of the votes of the 73rd Congress on 22 important bills. The information was taken from the Congressional Record, by Congressional Intelligence, Inc., for its subscribers.


Completely revised and much enlarged, this book is an excellent handbook. Most of the discussions cover descriptions of occupations, training necessary, financial return, opportunities for advancement, desirable qualifications, advantages and disadvantages, supply and demand, and suggested reading. The articles vary in comprehensiveness with some extremely interesting inclusions. As a whole the book provides data for many valuable studies. Because of its otherwise general excellence, it is particularly unfortunate that its treatment of the special library field should be entirely inadequate.


This little book presents in systematic form the recent findings of psychology to its subject. Out of the mass of literature, the author presents a simplified and coherent approach to various adolescent problems. Descriptions are, for the most part, in non-technical language. There are questions on each chapter, and suggested readings.


These two pamphlets show the large amount of money that has been set apart by many individuals and organizations for scientific research, the number of institutions administering the funds, and their relative success in stimulating such interests. The pamphlets provide an outline of the study of social tendencies as well as indicates possibilities for the support of special studies. The pamphlets are printed in an attractive format and comprehensive indices.


Results of a detailed study of the procedure in various states, including tables showing fees for various types of medical and dental service.
Mailing list sources. Dartnell Corporation, Chicago. 1934. 88 p. $1.50.

Manley, M. C. Business directories: a key to their use. Public Library, Newark, N. J. 1934. 63 p. $2.00.

Both these pamphlets are comprehensive lists of trade and professional directories grouped by general subject and giving date of edition, address of publisher and price, with an annotation describing the contents of each publication. The Dartnell publication adds the number of names covered in each division of the directory. The Newark guide gives the date of edition of each directory wherever possible. Both have a close subject index with the Newark publication covering more subjects in greater detail. In indexing "Purchasing Agents," for example, Dartnell refers to 11 directories where Newark lists 41. Both publications are valuable guides to one of the most useful files of reference data and can each supplement the other in a well-rounded collection.


A discussion of social psychology under three divisions — general, vocersal and the family. Clearly written. Includes both subject and author index and bibliographies for each chapter.


Includes besides every imaginable variety of statistical information, the directory of code authorities for motor and allied industries.


References listed alphabetically by author, grouped by books or pamphlets and by periodicals. A rather general index by subject is included as well as a list of magazines dealing with municipal accounting.


Discussion of the use of pictorial and graphic aids, museum contacts, excursions and field trips, radio, motion pictures. Each division is followed by a list of reference material. Illustrating in its indication of a wide range of stimulating contacts for school work.


A loose-leaf simplified guide to federal activities frequently revised. An essential tool for general information calls. An answer form being used for Information.


An alphabetical list of codes and supplements approved to April 16, 1934, together with the approval numbers of each.


A simple, readable explanation of the general wholesaling or distributing trade code, clarifying its several provisions.


To bring up to date their similar study of 1923, the publishers have gone to no little time and expense in collecting these brief histories of 500 successful trade-marks. Good reproductions in black and white illustrate each company entry and usually the extent to which magazine advertising has been used is expressed in dollar value.


Considering the variety and expanding nature of this phase of psychology, this book is of special value since each topic has been treated by men specializing in that particular research. This has resulted, in many instances, in a stimulating difference of opinion on controversial matters. Included among the contributors are Thorndike, Waters, Stone, Faust, Tryon, Tolman and Tinkham, among others. Each study is thorough documented, and general indices are included.


An engrossing biography of one who plunged ardently into many battles for reform and who, a hundred years ago, fought for the welfare of India, the improvement of social conditions, the introduction of city planning, and many other problems that confront our organizations today. As early as 1810 he established a library for the use of the editorial staff and subscribers of the Calcutta Journal. The book is a life-like portrayal of a fascinating character and distinctly worth consideration for its relation to current problems. Includes an extensive bibliography.


A new compilation giving monthly figures in dollars.


A map showing the average annual mineral production of each state for the period 1923-1932. Good reproduction of great coal and petroleum regions, etc.


Gives 1933 figures on net sales by product; full-time employees and payroll. Useful addition to monthly retail employment figures by states and large cities. Microphotographed information not to be included in future state reports.
November, 1934  SPECIAL  LIBRARIES  257


Penalties, compensation, allowances, and other methods of relief for persons in the military and naval services in all wars and during peace-time residuals are described in detail. The history of relief legislation is discussed, followed by an account of the developments from 1921 to 1933. A topical account of this vast form of relief is followed by a description of the administrative machinery.

Weber, G. M. and Altsberg, C. L. American vegetable-shortening industry. Food Research Institute, Stanford University. 1934. 359 p. $3.50.

A carefully prepared history of a leading American industry with many statistical tables. A glossary and a list of trade marks are included.


With property owners and those who have shopped for house bargains trying every means to economically preserve their property, this fills a definite need. Clear, concise, well arranged, it is a satisfying tool and of value to tenants as well as landlords.

S. L. A. Duplicate Exchange Committee List of Free Material

The publications listed here can be secured free, except for transportation charge, by communicating with Mrs. Mildred C. Chadlin, Chairman of the S. L. A. Duplicate Exchange Committee, Business Branch of the Newark Public Library, 34 Commerce Street, Newark, N. J. Requests will be filled in the order in which they are received.

Agriultural index. 1928, 1929, 1931, 1932
Amer. Gas. Assoc. classified directory, 1928, 1932
American yearbook, 1926
Assn. Reserve City Bankers - Guaranty of bank deposits
Berlin Stock Exchange members, 1921
Brookings Institute - A B C of the N. R. A., 1933
Buckley Dairy Co. - Mailing list catalog, 1924
Buy facts, 1934
Chem. engineering catalog buyer's guide, 1933
Chem. Foundation - Deserted village
Chicago Motor Coach Company exhibits, 1934
Closedness Institute - 50-day brilliant test
Colo. Fuel Co. - Service retirement plan, 1930
Commerce and navigation, 1930
Com. on Cost of Medical Care - Survey
Delineator Institute - Misc. pamphlets
Direct advertising guide, 1929
Drug market catalog, 1931
duPont Company and munitions, 1934
Duke Endowment - Engineer looks at inflation
Fast or figures of automobile industry, 1930, '32, '33
First Nat. Bank - Inflation and your money
Hardware Age - Who makes it, 1933
Industrial Arts Index 1928, 1930 (bound)
International Labour Conference publications, 1934

Positions Wanted

For librarians well qualified for any branch of library work.

Write immediately to Dept. C

The American Librarians' Agency
WINDSOR, CONNECTICUT

Positions Supplied

For positions of any type in any part of the country. This service is free.