

actually will call for 150 cards. The reason for this is that our catalogue must be prepared for the non-technical user, leading him to whatever book will help him by whatever personal mental channel he may be following at the start. Furthermore, to use technical phraseology, we have to catalogue books as if they were periodicals. For instance, the best description of Abyssinian cotton may be buried in a book of travels, so that we will have to index that chapter. Other books of travels contain chapters relating to trade conditions in various cities and countries and are of a nature to be important, so that each of these chapters will call for cataloguing and cross-cataloguing.

Take, for instance, any department store: We anticipate a day not far distant when advertising men, buyers, and even executives, from all over the country, will turn to the business collection for facts from which to develop sound theories. Such practical students will need as complete as possible a record of changes in styles, which will include, for instance, Court memoirs, sermons in condemnations of fashions, and all sorts of matter which today would be regarded as "literary" and extraneous; yet which will be vital to the formulation of a sound theory of cycles of fashions.

This little organization of my own has just completed a research for advertising use by a trust company. That company was supposed to know more about a certain subject, from its 25 years of advertising, than could be found at any other single place in the country; yet the great fields of philosophy, history, sociology, and literature, including prose, poetry, and drama, had never been considered for source material. Today it may seem startling to use such material. A few years hence, it will