

the industry make this a proper time to get under way. With the experience of the last few months to draw upon, we have prepared a "sales" folder which tells sustaining members what the Society is doing, and can do, for them. Personalized letters of transmittal, dealing with the specific interests of each member and firm, have been drafted.

Public, Industry and Press Relations

The Society's Plan for the current year emphasized the numerous public relations activities necessary to meet our mounting obligations and to serve the industry under the conditions that will exist for some years to come.

For the first time in its history, the Society has embarked on a planned course of action in public relations. Briefly, these are the phases of the campaign:

- A Technical Information Service, starting as a minor matter of answering mailed and phoned questions, has mushroomed into a major activity, both in time consumed and in importance. Headquarters has become the clearinghouse for technical matters. Much of the time of the Executive Secretary and the Staff Engineer is devoted to this necessary and important task. When the advice requested exceeds our province, we of course recommend that the services of a consulting engineer be obtained.

- Another part of our public-relations effort is concerned with active participation with other technical societies and with trade and cultural groups with legitimate motion-picture and television interests.

- As mentioned above, under publications and under stereo, we are endeavoring by the numerous ethical means to publicize the services and activities of the Society. Through carefully prepared addresses and a series of reports and trade-

press releases, we are performing an essential job while building up public knowledge and esteem for the Society.

- The purpose behind this build-up is manifold. More information about the Society will attract new members. It will tend to arouse the interest of undergraduate engineers working in the industry. It acts to widen the influence, and therefore the value, of the Society. It bolsters prestige of individual members in their daily work. And already it has clearly strengthened the bond between the Society and the various segments of the motion-picture and television industry.

President Barnett's May 5th address at Minneapolis is another important step in the campaign, and still another Society Speaker is featured at the Central Atlantic Optometric Assembly of May 29. This is part of a joint campaign of the motion-picture and optometric fields to educate the public about viewing stereo films. Still another speaker will star at the Convention of the American Psychological Association in Cleveland in September.

As soon as is possible, the information available from the Convention will be integrated into the material already in preparation so that we can distribute the first booklets in nontechnical language on projection of stereo and wide-screen pictures. Another publication will follow on the production of these processes. Then will come the illustrated lectures on these systems.

These efforts, in short, are but highlights of our daily campaign to have the Society take its rightful place at the head of our industry's technical groups. In that high position, the next three or four years will provide the Society with a remarkable opportunity to prove its worth.—*Boyce Nemes.*

Central Section Meeting

An afternoon, dinner and evening meeting was held on Thursday, May 21, beginning at 3:00 P.M. at the Western Society of Engineers in Chicago. Attendance at this very successful meeting was: 125 in the afternoon, 65 for dinner and 135 in the evening.

Called "Applications of Magnetic Recording to Motion Pictures," the program had these features:

- "Magnesound Unit," Walter Vance, Victor Animatograph Corp., Chicago.
- "Movie Sound 8 Projector," Lloyd Thompson, The Calvin Co., Kansas City, Mo.

"Model 25B Portable Magnetic Film Recorder," Harold L. Powell, Hallen Corp., Burbank, Calif.
"Compacting a Field-Type Magnetic Film Sound Recorder," Otto Hangartner Jr., Magnasync, Chicago.
"Model 477 16mm Optical-Magnetic Recording Projector," J. J. Graven, Ampro Corp., Chicago.
"RCA Model 400 Magnetic Recorder Projector," W. G. Dwinell and R. T. Van Niman, RCA Victor Div., Camden, N.J.
"Bell & Howell Model 202 Optical-Magnetic Sound Projector," M. G. Townsley, Bell & Howell Co., Chicago.
"Simplified Stereophonic Sound," Richard

H. Ranger, Rangertone Inc., Newark, N.J.
"Fundamental Principles of Magnetic Recording," W. W. Wetzel, Minnesota Mining & Mfg. Co., St. Paul.
"Panel Discussion With Audience Participation," with a panel ready to answer questions: Marvin Camras, E. W. D'Arcy, R. H. Ranger, M. G. Townsley and W. W. Wetzel.

Comments received from members indicate that this type of meeting is wanted at least once a year.—James L. Wassell, Secretary-Treasurer, Central Section, 247 E. Ontario St., Chicago 11.

ASLIB

Aslib, formerly known as the Association of Special Libraries and Information Bureaux, was established in 1924 to facilitate the coordination and systematic use of information in commerce, industry and the academic world. It acts as an intelligence service for putting its members, who are all users of information, in touch with special and technical knowledge on every subject.

The scope of Aslib's activities is indicated by the services it offers to members: the Information Bureau undertakes to find the right source for any information that is required within a short time; an index of unpublished translations is maintained as well as a panel of specialist translators; help is given on all matters relating to documentation and many books, periodicals and reports may be borrowed from the library; the Document Reproduction Service supplies photocopies or microfilms of documents at reasonable rates; authoritative advice is given on establishing and developing information services and special libraries; an employment register of candidates and posts in information departments and special libraries is maintained for the use of members.

Apart from these day-to-day activities and as part of a long-term policy, Aslib encourages the use and expansion of information services and special libraries by arranging training courses, holding

meetings throughout the year, forming subject groups for workers in special fields and maintaining close and friendly contact with such bodies as UNESCO and the International Federation for Documentation, of which Aslib is the British member. Aslib publishes works of reference which include the forthcoming *British Scientific and Technical Books: a select bibliography* and the annual *Index to Theses Accepted for Higher Degrees in the Universities of Great Britain and Ireland*, but the principal means by which Aslib members are kept informed of the latest developments are by its three periodical publications. The Central Book Company, Inc., 261 Broadway, New York 7, N.Y., acts as agent for these in the U.S.A. The periodicals are: *The Journal of Documentation*, annual subscription \$6, is a scholarly quarterly devoted to the recording, organization and dissemination of specialized knowledge and everything that is meant by the term "documentation"; *Aslib Proceedings*, annual subscription \$6, also a quarterly, contains conference reports and papers given at Aslib meetings throughout the year; *Aslib Book-List*, annual subscription \$3.50, is a monthly list of technical and scientific publications in the English language selected and recommended by specialists in each subject field.

The offices of Aslib are at 4 Palace Gate, London, W.8, England.