

SOCIAL REGISTER OF CANADA  
1420 SHERBROOKE STREET WEST  
MONTREAL 25, CANADA

November 12, 1960.

PROGRESS REPORT

As Publisher of the Social Register, I have been in a unique position to see both the strenuous work of our editors and the interest and co-operation by the public at large. I thought that, as you are listed in the Register, you might be interested in some of the things that have happened behind the scenes.

As you can imagine, accuracy is of paramount importance in a publication such as the Social Register, and it is a most difficult objective to achieve. Just this year, the "Authors' and Writers' Who's Who", published by Burke's Peerage with 134 years experience, contained an unusually amusing hoax that had evidence of vulnerability in such an august body but have by no means lessened our own efforts for perfection.

One of our greatest tribulations is the incidence, in large cities, of two people with the same full name living on the same street. As you can imagine, some streets run for miles and one end may be in a residential section. The other in an industrial section. Such situations allow for very human errors to creep in and keep the editors very much on edge. They also increase the need for a large staff and services, which is probably one reason why the Social Register still hasn't broken even financially.

The practice of sending a proof page, showing how names will appear was introduced last year and was tremendously helpful. Almost all of them were returned, corrected where necessary, with any omissions filled in, and helpful comments included. Such information is particularly needed if the editors are to get correctly the names of children in the family. For this we thank you sincerely. Most everyone apparently realized that



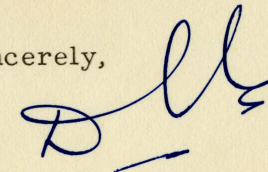
the Social Register was here to stay and that they might as well help to make it as interesting and accurate as possible. Thus, much of the preliminary work, with its inevitable errors and omissions, is behind us. Some ten thousand new names have been added this year, and there are undoubtedly more to be sorted out and included.

You may also be interested in knowing that stories in the press, no matter whether they were complimentary or derogatory, invariably helped the book. The publication of each edition of the Social Register is news. And just as in the publication of any book both good reviews and bad arouse interest in equal measure.

Apart from what appears in the press, we receive a great many personal letters ... most of which are helpful, and often congratulatory. The Register is rapidly becoming a popular reference book. One woman, for instance, wrote to tell us that "we have found the register particularly useful in helping us to locate old friends and acquaintances with whom we have lost contact over the years. Keep up the good work".

While the Third Edition, which runs over 900 pages, will be out shortly, work is already beginning on the Fourth. Each year we have received more help, in the matter of information, than the year before. We hope this year will be no exception. If you will bring to the attention of the Editors any errors or omissions we will all be truly grateful. It helps us to make the Social Register of Canada an authentic, accurate, and worthwhile publication.

Sincerely,



David B. Crombie  
Publisher



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