

## Developing a Preservation Plan for Veterinary House Organs

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### Introduction

In a previous study done by this author (1), it was found that there was a need to identify and create a list of veterinary house organs, specifically those published by veterinary pharmaceutical companies and feed/pet food companies. Several of the journals were substantive and contained much valuable information on the development of veterinary medicine in the United States and Canada. These journals were not indexed by any indexing service and are essentially an untapped resource for veterinary historians. Some titles are widely held and some are not recorded as being owned by any library. It is important that they be identified and preserved.

A house organ is generally defined as “a periodical issued by a business or other establishment for its employees, customers, and other interested readers, presenting news about the firm, its products and its personnel.”(2) House organs are a bane to librarians, because even though they are free, it is often difficult to find out that they exist and/or to get on the mailing list to receive them. The content can vary widely from merely touting the use of a company’s products to having the quality of a refereed journal containing full length scientific articles and other useful information. Even if a library is receiving a current house organ or a collection is being weeded, some librarians may feel that a house organ is not worth retaining. Yet if all librarians felt that way then the journals may be lost forever as this study will reveal.

For veterinary medicine in the United States, the development of house organs came about in the early half of the 20<sup>th</sup> century and played an important role in the distribution of new information to the practitioner until circa 1950’s. Dr. Louis A. Merillat in his book **Veterinary Military History of the United States** affirms that “house organs of the present era are an attempt to supply the link that federal and state governments have failed to forge between research and practice.” (3) Dr. Merillat felt house organs had value because they put new research information into the hands of the practitioner, yet he felt they should not try to usurp independent periodical literature and their presence might hurt the success of legitimate periodicals. Even in 1950, there were at least 9 major house organs which were helping to fill the void of the dearth of independent U.S. veterinary journals. (4)

Some house organs have been recognized for the importance of their scientific value by being indexed by leading indexing services. Lederman, in her article “House Organs of Chemical Interest,” cites the example of the **Chemist-Analyst**, a house organ, of ranking second of the

United States journals in the number of articles cited in the Analytical Section of **Chemical Abstracts**. Furthermore, two of the house organs of chemical interest in her list are veterinary titles (**Lab-Fax Veterinarian** and **Veterinary SnapShots**). (5). David Kronick, in his article "A Selected List of House-Organs for Bio-Medical Libraries," listed 38 house organs, one of which was a veterinary title (**Allied Veterinarian**). (6).

## Objective

The objective of this study was to create a list of veterinary house organs, specifically those published by pharmaceutical companies and feed/pet food manufacturers based (or have distributors) in the United States. Libraries with holdings for each title have been identified and it was determined if complete sets could be pulled together for preservation through digitization.

## Methodology

A major problem in accomplishing this study was to find a method of identifying the veterinary house organs published in the United States. As far as the author knows no list has been previously compiled. The following steps were followed to compile the veterinary house organ list:

1. A manual search was made of **Veterinary Serials; a union list of serial held in veterinary collections in Canada, Europe and the U.S.A.** produced in 1988 (7). Every title published by a pharmaceutical company or pet food company was identified.
2. The author examined his own library collection especially for those house organs which began publication after 1988.
3. A manual search was made of the **Dictionary Catalog of the National Agricultural Library, 1862-1965** (8) under the subject heading of "Veterinary Medicine."
4. A manual search was made of **The Printers' Ink Directory of House Organs** (9). This was time consuming as there is no subject approach to the directory and it only lists those house organs currently being published.
5. House organs mentioned in references 3 thru 6 were included.

Once a list was created, the next step was to determine how many libraries had holdings for each title. This was done by using OCLC since it is the most comprehensive online catalog of library holdings in the world. Because holdings of the National Agricultural Library held before 1970 are not included in OCLC, the printed **Dictionary Catalog of the National Agricultural Library, 1862-1965** and the National Agricultural Library Online Catalog were also consulted. This was especially useful for the older titles. While OCLC provides holdings for many libraries, it was still necessary to sometimes consult the local holding library's online catalog to obtain issue specific holdings. If a title had a title change, then the new title was counted as a unique title. This was done because the number of holding libraries frequently varied with the title changes.

After all of the holdings were gathered, each title was examined to see if a complete set amongst all of the holdings libraries could be put together. The number of holding libraries excluded holdings held by libraries outside of the United States since if digitization does occur it will be easiest to work with libraries within the United States.

## Results

The results of the study are summarized in the following table.

	TITLE	COMPANY	NO. OF HOLDING LIBRARIES	COMPLETE SET AVAILABLE	ONE OR SEVERAL LIBRARIES
1	Allied Veterinarian	Pitman Moore	22	Yes	1
2	American Veterinarian	American Veterinary Supply	0	No	
3	Animal Health Review	Parke Davis	1	Yes	1
4	Animal Health Solution	Butler Animal Health Supply	1	No	
5	Animal Nutrition Series	Kal Kan	4	Yes	1
6	Animalis Familiaris (Eng. Ed.)	Master Foods/Waltham	2	No	1
7	Blue Book for the Veterinary Profession (English edition)	Hoechst Behringwerke	23	Yes`	1
8	Blatchford's Chips	Blatchford Calf Meal	0	No	
9	Bovine Clinics	Bristol Lab.	4	Yes	1
10	Bovine Veterinary Forum	Norden Lab.	8	Yes	1
11	Breeder Forum	Kal Kan	9	No	
12	Bulletin. Ralston Purina	Ralston Purina	1	Yes	1
13	Carnation Research Digest	Friskies Pet Foods	14	Yes	1
14	Cattle Specialist	Dr. David Roberts	2	No	
15	Charles River Digest	Charles River	15	Yes	1
16	Charles River Technical Bulletin	Charles River	7	Yes	1
17	Checker Service Bull.	Purina Mills	1	No	
18	Checkerboard News	Ralston Purina	1	No	
19	Checkerboard Service	Ralston Purina	1	No	
20	Checkergraph	Ralston Purina	0	No	

21	Corn States Needle	Corn States Serum Co.	2	No	
22	Cyanamid International Veterinary Bulletin	Cyanamid International	5	Yes	1
23	Cyanamid International Veterinary News	Cyanamid International	2	No	
24	Dermatology Reports	Squibb	11	Yes	Several
25	Dr. Salsbury's Lab & Field Notes	Dr. Salsbury's Lab.	0	No	
26	Equine Medical Review	Haver/Bayer	11	Yes	1
27	Equine Sportsmedicine	Squibb	9	Yes	1
28	Feeder's Purinagraph	Purina Mills	1	Yes	1
29	Fort Dodge Biochemic Review	Fort Dodge Lab.	17	Yes	1
30	Forum	Kal Kan	12	Yes`	1
31	Friskies Pet Digest	Carnation Co.	4	Yes	1
32	Friskies Research Digest (1966)	Carnation Co.	15	Yes	1
33	Friskies Research Digest (1987)	Carnation Co.	10	Yes	1
34	Friskies Veterinary Journal	Friskies PetCare	5	Yes	1
35	Haver-Glover Messenger	Haver-Glover Lab.	9	Yes	1
36	Haver-Glover Monthly Messenger	Haver-Glover Lab.	5	No	
37	Haver-Lockhart Messenger	Haver-Lockhart Lab.	6	Yes	1
38	Helpful Hints for the Veterinarian	Abbott Akaloidal	1	No	
39	Jen-Sal Abstracts...	Jensen-Salsbery Lab	1	No	
40	Jen-Sal Journal	Jensen-Salsbery Lab.	15	No	
41	Jen-Sal Small Animal Topics	Jensen-Salsbery Lab.	6	Yes	1
42	Jen-Sal Therapy Bulletin	Jensen-Salsbery Lab.	2	Yes	1
43	Journal of Continuing	Squibb	0	No	

	Education in Veterinary Medicine				
44	Kal Kan Forum (1982)	Kal Kan	15	No	
45	Kal Kan Forum (1988)	Kal Kan	13	Yes	1
46	Kennel Doctor	Foster & Smith	3	Yes	1
47	Kennel Healthline	Dog World	1	Yes	1
48	Lab-Fax Veterinarian	Whitmoyer Lab.	0	No	
49	Labchows Digest	Ralston Purina	8	Yes	1
50	Laboratory Animal Digest	Ralston Purina	26	Yes	1
51	Larro Feeder	Larro Feeds	0	No	
52	Livestock Prosperity	Purina Mills	1	Yes	1
53	Livestock Service Bull.	Ralston Purina	1	No	
54	Merchants Checkergraph	Ralston Purina	1	No	
55	Messenger	Haver-Lockhart	7	Yes	1
56	Mulford Veterinary Bulletin	H. K. Mulford Co.	8	No	
57	Nestle Purina Square One	Nestle Purina	2	No	
58	Norden News	Norden Lab.	26	No	
59	Notebook	Ralston Purina	1	No	
60	Nutrena Nuggets	Nutrenea Mills	0	No	
61	Nutrition News Bulletin	Ralston Purina	3	No	
62	Nutritional Aids	Quaker Oats	1	Yes	1
63	Nutritional Research Review	Hill's Pet Nutrition	0	No	
64	Pedigree Digest	Pedigree Petfoods	2	Yes	1
65	Pedigree Forum	Kal Kan	14	Yes	Several
66	Practicing Veterinarian	Pitman Moore	47	Yes	1
67	Practitioners Bulletin	DeVine Lab.	0	No	
68	Prescription Bulletin Service (Dog Diet)	Hill Packing Co.	1	Yes	1
69	Prescription Diets	Hill Packing Co.	1	No	
70	Prescription Diets Bulletin	Hill Packing Co.	1	No	
71	Pro Veterinario	Upjohn	1	No	

	(English edition)				
72	Puppy Dog Tales	Warner Dog Food	0	No	
73	Purina Dairy Service Bulletin	Ralston Purina	1	No	
74	Purina Hog Service Bulletin	Ralston Purina	1	No	
75	Purina Kennel News	Ralston Purina	3	No	
76	Purina Livestock Prosperity	Purina Mills	1	Yes	1
77	Purina Poultry Service Bulletin	Ralston Purina	1	No	
78	Purina Research Report	Ralston Purina	1	No	
79	Purina Research Service Bulletin	Ralston Purina	1	No	
80	Purina Research & Service Digest	Ralston Purina	2	Yes	1
81	Purina Safety Guard	Ralston Purina	0	No	
82	Purina Square One	Ralston Purina	2	No	
83	Purina Turkey Service Bulletin	Ralston Purina	1	No	
84	Schering Veterinary Digest	Schering Corp.	1	No	
85	SureHealth	Merial	0	No	
86	Swine Consultant	Norden	2	No	
87	TechAmerica Talks	TechAmerica Group	0	No	
88	Today's Breeder	Ralston Purina	6	Yes	Several
89	Topics in Veterinary Medicine	SmithKline Beecham	24	Yes	1
90	Veterinarian	Pitman-Moore	2	Yes	1
91	Veterinary Advocate	Pitman-Moore	1	Yes	1
92	Veterinary Bulletin	American Cyanamid	5	Yes	1
93	Veterinary Bulletin Lederle	American Cyanamid	7	Yes	Several
94	Veterinary Clinical Gems	Armour Pharmaceutical	1	No	
95	Veterinary Digest	Squibb	12	Yes	1
96	Veterinary Dispatch	Schering	2	No	
97	Veterinary Excerpts	Winthrop	15	Yes	Several
98	Veterinary Focus	DermVet	12	Yes	1
99	Veterinary Focus	Royal Canin	17	Yes	1
100	Veterinary	Nestle Products	13	Yes	Several

	International				
101	Veterinary Lederle Bulletin	American Cyanamid	5	Yes	1
102	Veterinary Notes	Parke, Davis	0	No	
103	Veterinary Previews	Ralston Purina	9	Yes	1
104	Veterinary Review	Grand Lab.	6	Yes	1
105	Veterinary Scope (1953)	Upjohn	29	Yes	1
106	Veterinary Scope (1982)	Upjohn	14	Yes	1
107	Veterinary Scope/Beef	Upjohn	2	No	
108	Veterinary Scope/Dairy	Upjohn	2	No	
109	Veterinary Scope/Small Animal	Upjohn	2	No	
110	Veterinary Scope/Swine	Upjohn	2	No	
111	Veterinary Snaphots	Abbott Lab.	0	No	
112	Waltham Focus	Waltham	26	Yes	1
113	Waltham International Focus	Waltham	22	Yes	1
114	Wilkie Veterinary Journal	Wilkie Drug Co.	0	No	

A total of 114 veterinary house organs were identified although more probably exist. Of the 114 titles there were 17 titles (15%) for which no library could be identified for having copies. Of the remaining 97 titles there were 36 titles (37%) in which a complete set could not be put together from the holding libraries. It was astounding that complete set of a very well known house organ, **Norden News**, with 26 holding libraries, cannot be pieced together. In addition, no library could be found owning the two veterinary house organs that Lederman listed in her article. Thirty of the 97 titles (31%) were held by only one library. Of those titles in which a complete set could be put together there were 6 titles that would require the cooperation of several libraries to do it. Perhaps more of these titles exist in hidden collections.

## Conclusion

A list has been compiled of the United States veterinary house organs published by pharmaceutical companies or feed/pet food companies. The study revealed that 52% of these titles are either totally or partially lost; another 31% are owned by only one library. In other words, at least 83% of this veterinary scholarship and history is at high risk for loss. It is unclear exactly how scarce the remaining 17%, those titles found in multiple libraries, are in the present, or how at risk they may become. Steps should be undertaken to notify those sole holding libraries so that these titles will not be weeded from their collections. Further study needs to be

done to determine if any preservation or digitization efforts are already underway for any of these titles, to set priorities for which titles are the most critical to preserve, and to coordinate their digitization. Several of the journals were important in their day and contain substantive information on the development of veterinary medicine in the United States. To have these titles digitally available and accessible through OCR capability would be of immense value to veterinary historians. One such group to act upon this is V-Ags (Veterinary Archival and Grey Literature Steering Group) whose goal is the collection and preservation of the archival and grey literature of veterinary medicine. (10)

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