

Developing a Preservation Plan for Veterinary House Organs

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HOUSE ORGAN DEFINED

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.

IMPORTANCE

- ❖ House organs pertaining to veterinary medicine came into existence circa 1900.
- ❖ Played an important role in the distribution of new information to the practitioner.
- ❖ As late as 1950 there were at least 9 major house organs filling the void of the dearth of U.S. veterinary journals.
- ❖ Quality varied.
- ❖ Not indexed by abstracting/indexing services.

OBJECTIVE

- ❖ To create a list of veterinary house organs published by pharmaceutical companies & feed/pet food manufacturers based (or have distributors) in the United States.
- ❖ Locate library holdings for each title.
- ❖ Determine if complete sets could be pulled together for preservation thru digitization.

Methodology

- ❖ 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. Every title published by a pharmaceutical company or pet food company was identified.
- ❖ A manual search was made of the **Dictionary Catalog of the National Agricultural Library, 1862-1965** under the subject heading of “**Veterinary Medicine.**”

Methodology (con't.)

- ❖ A manual search was made of **The Printers' Ink Directory of House Organs** (1944 edition).
- ❖ Veterinary house organs mentioned in the published literature were included.
- ❖ The author examined his own library collection especially for those house organs which began publication after 1988.

DETERMINING HOLDINGS

- ❖ Searched **WorldCat** (OCLC Online Union Catalog).
- ❖ Searched **Dictionary Catalog of the National Agricultural Library, 1862-1966.**
- ❖ Searched the **National Agricultural Library Online Catalog.**
- ❖ If a title had a title change then the new title was counted as a unique title. The library holdings frequently varied with the title changes.
- ❖ After the holdings were gathered each title was examined to see if a complete set amongst all of the holding libraries could be pulled together.

| | 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 | |

RESULTS

- ❖ 114 veterinary house organs were identified although more probably exist.
- ❖ No holdings were found for 17 titles (15%).
- ❖ Of the remaining 97 titles there were 36 titles (37%) for which a complete set could not be pieced together.
- ❖ 30 of the 97 titles (31%) were held by only one library
- ❖ 6 titles would require the cooperation of several libraries to pull together a complete set.
- ❖ 52% of the titles are either totally or partially lost.
- ❖ At least 83% of this veterinary scholarship & history is at high risk for loss.

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Some State Association Presidents

ACTION PLAN

- ❖ Notify sole holding libraries not to weed these titles from their collections.
- ❖ Set priorities for which titles are most critical to preserve.
- ❖ Those titles which were very important in their day & contained much substantive material should be among the first to be digitized and the text made accessible through OCR. This would be of immense value to veterinary historians & genealogists.

ACTION PLAN (con't.)

- ❖ One such group to act upon this study is V-Ags (Veterinary Archival & Grey Literature Steering Group) whose goal is the collection and preservation of the archival and gray literature of veterinary medicine.