

A Selected List of House-Organs for Bio-Medical Libraries

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HOUSE-ORGANS include a multitude of company publications ranging from the small ephemeral leaflet, which does no more than describe the company's latest product, to the beautifully illustrated and printed publications, which are of permanent interest to the library collection. In distinction to the trade journal, which is independently published for the members of a certain line of work or specialty and which would by definition, I suppose, include even such publications as *Industrial and Engineering Chemistry* or *Human Fertility*, the House-organ is published by the manufacturer himself as a part of his advertising or public relations program.

They are for the most part of ephemeral interest only, and publish little more than brief reviews of literature which appear in other media. The library may not wish to preserve or bind many of them, but they do provide a colorful and attractive supplement to any library collection, and may sometimes have the additional advantage of providing a browsing library patron with a reference he may not have gotten otherwise. Some of them, like *Ciba Symposia* which publishes essays on medical history and medical curiosa deserving a permanent place in any medical library collection, provide authoritative articles.

Printer's Ink in its list classifies the House-organ in three different categories (1) the *internal* which is published principally for the employees and sales staff and consists largely of shop and employee news and promotional material. (2) The *external* which is published for the trade or specialty, and is like the radio program in the sense that we have to pay for our information by listening to the commercial, but which in many cases is most unobtrusive, and (3) the *combined*.

The accompanying list of house-organs is by no means exhaustive, but it does include many of these publications which may be of interest in the bio-medical library.

1. Brief summaries and abstracts from current literature. Review articles, unsigned. Many color illustrations.
2. Addressed to veterinarian. Short articles on small animal practice. Abstracts from recent papers.
3. Short articles about chemical news, laboratory devices.

4. Published since 1910. Signed articles on ophthalmological subjects. Illustrated in color.
5. Abstracts of papers on endocrinological subjects appearing in current journals.
6. Signed articles on topics of chemical and biochemical interest. Laboratory techniques and procedures.
7. Use of Bausch and Lomb equipment in teaching. Some signed articles.
8. Articles by staff members dealing with optics and optical instruments.
9. Reviews and summaries of research information concerning nutrition and foods. Bibliographies.
10. Biographical sketches of scientists. Articles on laboratory equipment and supplies.
11. Lengthy articles on history of medicine, medical curiosia, each issue devoted to one topic. Illustrated.
12. Review articles on clinical subjects, illustrated in color.
13. New developments of interest to agriculture. Some food and nutrition news.
14. Signed articles on dental pathology, use of radiographic and photographic equipment in dentistry. Illustrated in color.
15. Signed articles on radiographic and photographic techniques and equipment in medicine. Book reviews.
16. Biographical and historical sketches related to medicine and chemistry. Laboratory equipment and supplies.
17. For the biology teacher and naturalist. Biological laboratory procedures and supplies. Methods of teaching. Natural science essays.
18. On specific topics for the naturalist and biology teacher.
19. News of interest in science and medicine.
20. Abstracts from the current medical literature relating to radiology, electrotherapeutics, physical medicine.
21. Unsigned reviews of nutritional studies and problems.
22. A mimeographed news letter. Abstracts selected articles in nutrition, medicine, and biochemistry.
23. Original articles in medicine, therapeutics, illustrated in color. Bibliographies, book reviews, abstracts.
24. Published for the American Diabetes Association. Extensive abstracts of current diabetes literature.
25. Reviews of chemotherapeutic agents, bibliographies. Abstracts from recent literature.
26. Signed articles in medicine, pharmacology. Book reviews.
27. Signed reviews of therapeutics, articles of general interest. Biographical and historical sketches.
28. Vital statistics summaries, analysis of trends.
29. Book notes and short articles on nutritional subjects.
30. Short reviews of medical articles in recent literature.
31. Addressed to pharmacists, articles on drugs, chemotherapy, sales advice.
32. Review articles on medical topics, chemotherapeutics, unsigned. Short reviews of new therapeutic agents. Short abstracts.
33. Each issue devoted to review of literature in one specific topic in endocrinology.
34. Review articles, each devoted to one subject. Illustrated in color. Bibliographies.
35. Clinical notes, medical abstracts, unsigned reviews.
36. Signed articles on physical subjects related to laboratory instruments.
37. Laboratory equipment for use of radioactive elements, description, specifications, discussions.
38. Reviews of medical subjects, chemotherapy. Illustrated.
39. For the pharmacist. Short articles on drugs and therapeutics.

A CHECK LIST OF SELECTED HOUSE-ORGANS FOR BIO-MEDICAL LIBRARIES

<i>Company</i>	<i>Name</i>	<i>Address</i>	<i>Size*</i>	<i>Frequency</i>	<i>Indexed In**</i>
1. Abbott Laboratories.	x What's new.	Medical Dept. North Chicago, Ill.	30	Monthly	
2. Allied Laboratories Inc.	x The allied veterinarian.	1200 Madison Ave. Indianapolis, Ind.	25		
3. American Instrument Co.	Aminco news.	8030 Georgia Ave. Silver Spring, Md.	15	Bi-monthly	
4. American Optical Co.	x American optical vision.	Southbridge, Mass.	20		S
5. Armour Laboratories.	x Armour index of endocrinology.	1425 W. 42nd St. Chicago, Ill.	5	Bi-monthly	
6. J. T. Baker Chemical Co.	x The chemist analyst.	North Phillipsburgh, N.J.	25	Quarterly	CA S
7. Bausch and Lomb Optical Co.	c The educational focus.	626 St. Paul St. Rochester 2, N.Y.	30	Quarterly	S
8. " "	Bausch and Lomb magazine.	" "	20		
9. Borden Co.	c Borden's review of nutrition research.	Dept. WE1 350 Madison Ave. New York 17, N.Y.	15	Monthly	S
10. Central Scientific Co.	x Cenco news chats.	1720 Irving Park Rd. Chicago 13, Ill.	20	Quarterly	
11. Ciba Pharmaceutical Products Inc.	x Ciba symposia.	Summit, New Jersey	30	Monthly	CA S
12. " "	x Clinical symposia.	" "	30	Quarterly	
13. Dupont de Nemours and Co., Inc.	c Agricultural news letter.	Wilmington 98, Delaware	20	Bi-monthly	CA S
14. Eastman Kodak Co.	x Dental radiography and photography.	343 State St. Rochester 4, N.Y.	20		S
15. Eastman Kodak Co.	x Medical radiography and photography.	343 State St. Rochester 4, N.Y.	30		
16. Fischer Scientific Co.	x Laboratory.	717 Forbes St. Pittsburgh 19, Pa.	25		S
17. General Biological Supply House Inc.	x Turtox news.	E. 69th Place Chicago, Ill.	30	Monthly	
18. " "	x Turtox service leaflets.	" "	4	"	
19. General Electric X-ray Corp.	x X-ray news.	2012 W. Jackson Blvd. Chicago, Newark, New Jersey	8	Monthly	
20. Hanovia Chemical and Manufacturing Co.	x The quartz lamp.		15	Quarterly	

21. H. J. Heinz Co.	x	Nutritional observatory.	1062 Progress St. Pittsburgh, Pa.	20	Quarterly	S
22. Interchemical Corp. Biochemical Div.	c	Essentially yours.	Union, New Jersey	10		
23. Lederle Laboratories.	x	Bulletin.	30 Rockefeller Plaza, New York 20, N.Y.	50		
24. Lilly Co.	x	Diabetes abstracts.	740 S. Alabama St. Indianapolis, Ind.	60	Quarterly	S
25. " "	x	Physicians bulletin.	" "	25	"	S
26. Menley & James Ltd.	x	Pharmaceutical advance.	70 N. 40th St. New York 18, N.Y.	25		CA S
27. Merck & Co., Inc.	x	Merck reports.	Lincoln Ave. Rahway, N.J.	30		S Q
28. Metropolitan Life Insurance Co.	x	Statistical bulletin.	1 Madison Ave. New York 10, N.Y.	10	Monthly	
29. National Dairy Council	c	Nutrition news.	Chicago, Illinois	4	Quarterly	S
30. Od Peacock Sultan Co.	x	The doctor and od quarterly.	4500 Parkview Place St. Louis 10, Mo.	25	Quarterly	S
31. Parke, Davis & Co.	x	Modern pharmacy.	Detroit 32, Mich.	30	Bi-monthly	S
32. " "	x	Therapeutic notes.	" "	25	Monthly	S
33. Roche-Organon Inc.	x	Trends in endocrinology.	Nutley 10, N.J.			
34. Searle & Co.	x	Research in the service of medicine.	P.O. Box 5110 Chicago 80, Ill.	30		
35. Sharpe & Dohme Inc.	c	Seminar.	Broad & Wallace St. Philadelphia, Pa.	25	Quarterly	S
36. Statham Laboratories.		Instrument notes.	Beverly Blvd. & Harper Ave. Los Angeles 36, Calif.	8	Bi-monthly	
37. Tracerlab Inc.		Tracerlog.	55 Oliver St. Boston 10, Mass.	15	Monthly	
38. Upjohn Co.	x	Scope.	301 Henrietta St. Kalamazoo, Mich.	15		S
39. Wyeth Inc.	x	Pulse of pharmacy.	1600 Arch St. Philadelphia 3, Pa.	20		

* Approximate no. of pp. each issue.

** S—Index catalogue.

CA—Chemical abstracts.

Q—Quarterly cumulative index medicus.

x—External

c—Combined