
This study describes the use of paid advertisements in the periodical, Library Journal. The survey was conducted to determine the quantity of ads over time, identify categories of advertisers, and note changes in presentation of ads in order to provide an a historical perspective on advertisements for the library market.

Covering a century, advertisements were taken from two issues of Library Journal per year in five-year increments. Over the 100 year period, the amount of advertising space tended to increase, nearing a 50:50 ratio of advertising pages to content pages. The advertising also changed, increasingly featuring more publishers’ advertisements and more classified advertising.

Headings:

LJ
Advertising - Evaluation
Publisher and Publishing - History
100 YEARS OF ADVERTISING IN LIBRARY JOURNAL:
1876–1976, A BRIEF SURVEY

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Introduction

Founded in September 1876, Library Journal (LJ) is the oldest continuously published journal serving the library community. In October of 1876, LJ became the official publication of the new American Library Association under its then title, American Library Journal. The following year American Library Journal was adopted by the Library Association of the United Kingdom and changed its name to Library Journal.¹

Library Journal was the result of the collaboration of three men: publishers Frederick Leypoldt and R.R. Bowker, and social reformer, Melvil Dewey. Each saw the potential of the growing library movement in America, although from different perspectives. Leypoldt and Bowker, active in publishing and bibliography saw libraries as a key market in the book industry. Dewey wanted to revolutionize the library world, recreating the profession of librarian as that of an educator offering the public tools for their enlightenment.² They all agreed that if the library movement were to succeed, efforts must be made to establish librarianship as a profession with a national presence and a journal. To that effect, the three men circulated a letter calling for a conference for American librarians, suggesting as its theme the establishment of a national organization. They also began work on the first issue of American Library Journal, which would be available to the conference attendees.³
Despite the enthusiasm of Dewey and the increasing numbers of new public libraries, Library Journal’s success was far from guaranteed. If losses were not anticipated from the beginning, they would be apparent at the end of the first year of publication. As noted in the Publishers Weekly column Library Corner, “… it is by no means certain that the Journal can yet be made to cover expenses, but the experiment will be tried.”

In the first year, managed financially by Leypoldt, the Journal lost $1,800, which was carried by Leypoldt and his other publications. The next year, under the tighter eye of Bowker, it made a slender profit of $207. These problems were in part due to financial mismanagement by Dewey, whose other interests, metric and spelling reform, continued to pull him away from his duties. Dewey also possessed a tendency to view all funds under his management as being available to all of his various causes. With continued losses and conflict amid Dewey, Leypoldt, and Bowker, Library Journal was set to discontinue in June of 1880, the library content to be merged into Bowker’s Publishers Weekly. However, Leypoldt, acting alone, decided to continue publication. LJ resumed publication in August of 1880 and by the mid 1890s it was financially stable.

In 1907, the ALA began publishing its own journal, the Bulletin of the American Library Association, and Library Journal became an important independent barometer on library issues around the world. In its first one hundred years, Library Journal grew from one issue, twelve times per year at approximately thirty-six pages per issue, to being published twenty-two times per year with more than 140 pages per issue. During this
time, the advertisers supporting the journal have also changed, as have the ways in which they advertise to the specialized market of libraries.
Literature Review

As the journal for the ALA and later as an independent resources for professionals of the library profession, *Library Journal* can be seen as both a bell weather of library interest and as a tool for marketing directly to librarians. As noted earlier, *Library Journal* struggled to be self-sufficient. Modern guides to publishing magazines and journals often note that publishers of such journals should know their audience and have an understanding of income sources.\(^1\) The major sources of income for a journal are sales of issues, to subscribers and as individual copies, and the sales of advertising space.

However, advertising space is itself not without cost. Beyond the cost of staff to solicit advertisements, there is the cost involved in fitting advertisements into the editorial content of the magazine. According to Earl J. Scherago, advertisers prefer thicker magazines, a circulation that covers the advertiser’s area of interest, frequent publications to advertise the latest product in a timely manner, and a ratio of editorial to advertising quantity at or near 50:50. Additionally, advertising attracts additional advertising, as advertisers tend to advertise where their competitors do. Companies are more likely to advertise in the top journal of its field, and are reassured if a sizeable publisher backs the journal or the journal is represented by a larger advertising agency.\(^1\)

In *Journal Publishing*, Page, Campbell, and Meadows note that advertisers prefer a national audience, and that the most active advertisers in scholarly journals are often other publishers.\(^1\)
Advertisements are often sold in predetermined shapes or sizes made to fit into a predetermined ratio of advertising to editorial content. These shapes and the articles slated for the journal will need to be lined out in a workable order. Any color content will need to be noted and prepared for. Changes or delays can cause serious problems. Magazines with a classified advertising section will also often leave this section open longer, as to accommodate as many late coming advertisers as possible.

This classified section is especially important because one of the major attractions of professional journals is to the jobseeker. Studies of such behavior have been done showing job advertisements are often one of the first sections of a journal to be read, before the majority of the editorial content.

The editors of Cambridge’s Journal Publication note that the major mistake publishers of journals make is not to charge enough for advertising space. They suggest the cost of an advertisement should be a minimum of 2.5 times the cost to publish an average page in the journal. If advertising cannot be obtained without turning a reasonable profit, it is better not to attempt it.

Cost of advertisements can be determined by location. Premium ad locations have been determined based on western reading habits, so that the left edge of text and the tops of pages are preferred advertising space. Practically, advertisers prefer to be placed beside content of a similar nature; for example, book advertisements are often found amid book reviews.

Perhaps the largest market of advertisers for a publication servicing the library community is publishers of books. Through the years, the publishers and marketers of books have had one, unifying message. Advertising is a waste of resources. A short
study of text and articles on marketing books turns up a strange mixture of reasons that publishers advertise anyway.

A 1908 publication of Houghton, Mifflin & Company entitled _Books & Publicity_ indicates how books for publication were marketed. Beyond Houghton, Mifflin’s yearly catalogs, book reviews, and publication materials available to bookstores, the company also acknowledged the desires of authors for newspaper and periodical advertisements. Although careful to note that this kind of advertising generally was not “to the best interest of either of our authors or of ourselves,” Houghton, Mifflin included _Library Journal_ on a list of publications in which a “true conception of the contents and values” of their books would be accessible to readers.\(^\text{20}\)

In the 1938, _Publishing and Bookselling_, Harold Raymond of the publishing house Chatto and Windus noted that the interest of authors and publishers were not the same, as “the author is concerned solely in sales totals, whereas the publisher must inevitably keep his eye on the profit and loss account of a book.”\(^\text{21}\) Raymond also notes other changes in the book industry that have had impact on profit margins, such as an increase in libel cases, better cooperation among publishers within new associations, agreed upon discounts to libraries, book-of-the month clubs, and trade paperbacks.\(^\text{22}\)

Published in 1939, _Best-Sellers: Are they Born or made?_ includes three essays on advertising books. In the first essay, Stanley Unwin lists some of the reasons most books cannot be given a full advertising treatment. He notes few books have a wide-spread national appeal, few publishers can afford the necessary repetitive advertising needed to attain consumer attention, and finally, once the book is sold very seldom is a second copy of that same title sold to the same person. Unlike soap or cornflakes, books do not
generally gain repeat customers. When this is coupled with the volume of books a publisher needs to market within any given year, advertising every title is impossible. On the other hand, Unwin does give a few instances in which advertising books can be profitable. The major instance is that of a book already benefiting from word-of-mouth advertising.

This train of thought is continued in the book’s next essay by George Stevens. Stevens’s essay looks at several best-selling books to see what part advertising played in their creation. He cites pre-publication activity as greatly important in laying a good foundation for how a best seller will be presented to the public. In addition, he notes use of trade advertising as a matter of course, as well as gaining the attention of book clubs. Once a book has the attention of the public, he believes that additional advertising can keep people buying the book.

The last essay, “Authors and Advertising,” repeats that publishers advertise because authors demand it and that word of mouth is the best publicity books can receive. Swinnerton notes that book advertisements serve the purpose of helping to support media that review books, a service essential to the publishing world. However, he adds one more insight into why publishers advertise. The ads for the books also serve the purpose of keeping the publisher’s name in the public eye. Every good book he publishes and advertises is an advertisement for all the other books in his collection.

In Sales on a Shoestring: How to Advertise Books, published in 1956, many of the same themes are repeated. Sydney Hyde argues that there is a saturation point for book sales, although he disagrees with the argument that advertising is a waste of money.
He argues that better copywriting and increased originality could increase sales by as much as twenty-five percent.\textsuperscript{27}

More recent studies done by Lila Freilicher in 1984 and by Robert A. Carter in 1988 note the continued uncertainty among book publishers about the usefulness of various types of advertising. These two articles distinguish between strategies for publishing hardback and paperback books. A traditional hardcover ad contains an illustration of the book’s cover, several quotations, use of heavy typeset, and basic publication information. It is placed mainly in newspapers and periodicals that are known for their book reviews.\textsuperscript{28} Paperback book advertisements favor flashier ads, more graphics with less text, and tend by their look and their placement to be more like any other consumer advertisement.\textsuperscript{29} The tendency for a traditional type of book ad can be found as a result of the volume of books produced per year, as well as the limited space and budget for advertising. In her 1984 article, Freilicher notes there is a controversy over the use of quotations in book advertisements, one side believing that quotes are overused and ineffective, the other that “Quotes are the equivalent of word of mouth,” an important selling point for any product.\textsuperscript{30}

Book advertising is distinguished from many other types of advertisements for the simple reason of their short running period. Where an advertising agency often runs two to three ads for a product over a long period of time, a publishing company’s budget covers multiple items. These advertisements have short runs, or even run just a single time. This, Freilicher notes, means that contracts to advertise for publishers often involve a large amount of work (spread over many books) for a relatively low profit to the advertising company.\textsuperscript{31} In the 1988 article, Carter notes that in spite of these limited
budgets, book advertisements are becoming more graphically oriented and appearing more frequently outside of the traditional review literature.\textsuperscript{32}

There are indications that the publishing world still has a ways to go. A recent article by Natalie Danford notes that there is a still a traditional book advertising style which publishers stick with, in spite of reader feedback requesting changes. The major complaint of readers is lack of detail concerning the plot. An online study noted 83.1 percent of respondents wanted plot information before any other information about the book.\textsuperscript{33}

How do libraries fit in? Two surveys done by the American Library Association with the Association of American Publishers do much to describe the library market and its importance to publishers. The 1987 survey noted that “well over 40\% of the publishers who responded to the survey do over 70\% of their business with libraries.”\textsuperscript{34} It also noted more than half of companies surveyed have a staff position devoted to marketing to libraries. Libraries in turn make good use of the review literature to determine their possible purchases. Both the 1975 and 1987 surveys found that librarians favored the use of reviews as a tool in book selection, particularly mentioning that, “\textit{Library Journal, Book Review, Choice, School Library Journal} and \textit{Booklist}, and the book trade review media such as the \textit{PW} Forecasts, are the most popular and influential….”\textsuperscript{35} Highest use of these materials was noted among public libraries, but every library sector surveyed had over three quarters of respondents mentioning these sources as important in the book selection process.\textsuperscript{36}

Use of \textit{Library Journal} for its review content is also noted in guides to book selection. However, \textit{LJ} did not begin to offer reviews of books until 1940 when the new
section, called “New Books Appraised” debuted under the guidance of Frederic G. Melcher. It reviewed 270 books that year. In 1946, Margaret Cooley, then Margaret Eliason, joined LJ, and worked to increase both the number of books reviewed as well as the amount of advertising revenue gained for the journal. As such, Library Journal is not mentioned in Francis K.W. Drury’s 1930 title, Book Selection, but does appear in such works as Mary Duncan Carter’s 1964 Building Library Collections.

Unfortunately for this and many other studies, Library Journal was one of many journals in which the advertising content was not always viewed as important. Social historian Ellen Gruber Garvey noted most bound sets of turn of the century magazines have had their ads removed. This was possible due to “bunching,” placing all the advertising material together at the front or back of an issue. This made the ads very removable, especially when they were numbered separately from the magazine reading content. Such ads, when removed, left no trace, leading some later historians and librarians to wrongly conclude no ads were present in these materials. This may have been done in libraries to preserve space or because no future use could be seen for such ephemeral information as advertisements. Whatever the case, the issue was still being mentioned in Tony Stankus’ 1996 article. He notes, “I well remember some of my colleagues who used to excise ads from their journals, or pay extra for their binders to do the job.” Again, the reasons cited were shelf space or, as some suggested, that advertising material was not worth saving.

A prior content analysis of Library Journal was done by Herbert Goldhor, covering the years 1958–1980. An issue was taken every two years from a rotating selection of months from which data was measured on length, number and content of
articles, amount of additional editorial text, book reviews, and advertisements.\textsuperscript{43} Goldhor found that approximately 37.2\% of \textit{Library Journal}'s pages were devoted to advertising, further breaking it down to 88\% for display ads and 12\% for classified advertising. The majority of display ads were for library materials, while the majority of classified ads were job advertisements.\textsuperscript{44} Goldhor's conclusion was that \textit{Library Journal} was increasingly devoted to reviews and advertisements, especially those for adult books.\textsuperscript{45}

Overall, for the one hundred years of advertising in LJ covered in the study, quantity, quality and placement of advertisements have all changed and evolved. Reflecting changes both in advertising and the understood purpose of \textit{Library Journal} in the growing field of library science, these advertisements illustrate changes in focus as well as changes in culture.
Methodology

This study looks at advertising in Library Journal from the first issue in September of 1876 through September of 1976. During this time the journal changed paper sizes, publications schedules, and had a variety of editors who put their own stamp on the journal. Printing techniques improved, popular layouts changed, and color and photographs became a vital part of the reading process. In addition to these changes to the Journal itself, changes of opinion in the matter of storage of journals occurred in the library community, including a debate over whether the advertising content of magazines had any importance to future generations. Each of these changes effected the methods taken to study LJ over a hundred-year period.

First, a five-year period was selected as an appropriate and manageable period between samples. This study looks at two issues per sample year, generally the March and the September issue, in order to compensate for any major differences produced by special issues or conferences. Any issue that deviates greatly will be noted as to the increase or decrease of advertising included. In cases where such deviation is noted a second issue may be selected to offer a more balanced picture of the time period. Deviations from this five-year, two-issue standard occurred only when large portions of the advertising of LJ are clearly absent, indicated by a run of page numbers missing at the beginning or ending of an issue. These will be clearly indicated in charts and text. Issues are expected to increase in both number of pages and in volume of advertising content.
Advertising content will be counted in two ways. The total page space devoted to advertising and the page space used for articles and other needed material will be tallied and compared. Also, the number of advertisers per issue will be counted. In addition, note will be made of the size of advertisement selected, using the following increments: full page, three-fourths page, two-thirds page, half page, one-thirds page, quarter page, one-sixths page, with the blanket “small” indicating any advertisement smaller than one-sixth of a page. Advertisements that are multiple pages will also be noted. Advertising totals and examples of advertisements will be available in the appendices.46

Additional surveys of the advertising content will note the company placing the ad, the type of item(s) or service(s) being presented, the way the company presents its advertising, and any graphical component of the advertisement. For the purpose of grouping advertisers, a limited number of product categories have been selected based on a survey of the material, and have grown to encompass all groups listed here.

1. Publishers, Booksellers, and Literary Agents
2. Book Binding
3. Items Wanted or Items for Sale
4. Furniture, Equipment, or Supplies
5. Employment Advertisements
6. Educational Opportunities
7. Other

Where a company’s advertisement crosses content lines it will be counted as one advertisement, but recorded in multiple categories. A common example found is that of a bookseller who also offers binding services. In this case the totals given in the categories
will reflect the dual ad content, and the sum of their totals will be greater than the listed number of advertisements in that issue.

The presentation of advertisements looks at such features as whether publishers, booksellers, and literary agents advertise a single title, a list of titles, or just a general description of the services they offer. In addition, a list of ads with graphical components will be developed, distinguishing between images and logos. As printing techniques improve, it is expected more ads will offer pictures or photographs. Any use of color in advertisements will be noted.
Results

The results of this survey of Library Journal have been divided into five time periods, which roughly correspond with changes in LJ and in the publishing world as a whole. The first division covers the period from the first issue in September 1876 up through the 1890s where Bowker noted that LJ finally became self-sufficient. The second period covers 1900 to 1919, as Library Journal changed format in 1920, moving from a monthly magazine to one being issued twenty-two times per year. This set up a pattern of covering twenty to twenty-five years per segment, which continued to be a productive way to divide the material.

1876- 1900: The Beginning

The issues of LJ studied for the period of September 1876 to December 1881 were all bound reprints made from a University Microfilms master. As such, they were sized at 13.3 cm by 19.3 cm. In addition, two following years were also reprinted from microfilm, 1889 and 1891. The issues starting with 1882 seemed to be pre-bound, but of original issues. These issues through to the December 1919 issue were sized at 16.5 cm by 23.2 cm. The microfilm issues did present some problems with studying advertisements as the advertisements for the September 1876 issue were not paginated, and one advertisement was printed twice (both on the microfilm and printed editions.)

Library Journal editors for this period include Melvil Dewey, C. A. Cutter, F. Leypoldt, and Paul Ford. Cost for a subscription to Library Journal increased from three dollars for a yearly subscription and thirty cents per issue to five dollars for a yearly
subscription or fifty cents per issue. Advertisements were consistently bunched at the front and back of the journal. With the exception of the September 1876 issue, all other issues sampled had paginated ads.

The average number of pages in the nine-issue sample for this time period was fifty-three pages, skewed high by the August-September 1886 issue featuring the Milwaukee Conference. A closer average, excluding the 204-page issue, would be at 34.1 pages per issue. The number of pages of advertising per issue floated between three and eleven pages, with an average of 6.6 pages of ads in each issue. The number of advertisements in each issue ranged between four and eighteen ads with an average of 11.4 advertisements per issue. Of these, the vast majority were for publishers, booksellers, and literary agents (80.6%); a small amount were for furniture, equipment, and supplies (9.7%); or binders (6.8%); while ads for jobs (2.9%), items wanted or for sale (1.9), and a random notice for the German Public Library Movement (1%) were few and far between.

One section of classified advertisements was not included. A two-page supplement to the March 1886 issue was bound with the series which included a list of ninety-two titles “For Exchange or Sale,” from the Astor Library, NY; Young Men’s Christian Association, NY; and the Long Island Historical Society, Brooklyn, NY. The introduction to the supplement states, “The BULLETIN will be continued only in case the use made of it by librarians in the first few months show it to be of practical value. It is not intended to bind up permanently with the Library Journal.” To list titles, five cent per line was charged of subscribers, ten cents per line to non-subscribers.
Only 14.6% of the ads used any form of images in their advertisements. Of these, the most impressive was a four-page, dual color, olive and red-inked inserted advertisement for Fenton Metallic Manufacturing Company, a company selling library furniture, particularly library shelving. This advertisement also included a picture of the interior of the Rogers Memorial Library, photographic in quality. It was determined to be an insert, as the paper is of differing quality than the rest of the paper used in the issue.

The other images were used mostly to illustrate various products for library use. These include the Bicycle Step-Ladder, Higgins Inks and Adhesives, the Klip (for binding), the Rudolph Indexer, Hill’s Revolving Newspaper File, the Common-Sense Binder, the Supplemental Cyclopedia, and Library Numbers. Three publishers’ advertisements included images, two of books, one presumably a sketch of the publishers’ headquarters. A single bindery used their company logo in their advertisement. With the possible exception of the image of the Rogers Memorial Library, all the images are artistic renderings.

As noted, the largest advertiser had a four-page advertisement. Thirty-five full page ads were used, followed by twenty-four small advertisements (less than a sixth-page), twenty-two half page advertisements, eighteen quarter page advertisements, one three-quarters page advertisement, and 1 one-thirds page advertisement. Single or double rules were also used. Rules, according to ABC for Book Collectors are “a continuous line, thick or thin (or both)” printed from a metal strip of the same name. These rules, vertical and horizontal, were used to separate ads of various sizes occurring on the same page.
The type of ad depended mostly on what was being advertised. Advertisements for furniture, equipment, and supplies nearly always concentrated on describing their product, while ads for binders tended to focus on describing their companies. The category with the widest amount of different ads was publishers, booksellers, and literary agents. The majority (44.6%) of publisher ads focused on a description of their company. 33.7 percent of the ads included a list of titles, while 21.7 percent mentioned only a single title.

**1901-1919: Post ALA**

The issues of *Library Journal* studied from 1901 to 1919 were sized at 16.5 cm by 23.2 cm as mentioned previously. Numerous problems with sections of missing advertisements cause some deviation from the five-year standard. The preferred issues from 1906, 1911, and 1916 were missing all or parts of their advertisements. As seen in the 1909 issues *Library Journal* began paginating advertising separately from the magazine’s main content. This makes removing the advertising material for binding almost invisible. It is possible to determine who advertised in particular issues of *Library Journal* during this time period thanks to a new section in the table of contents, “Index to Advertisers.” Several ads that are not seen, especially those on covers that were removed before the issues were bound could be included based upon references from the index to advertisers.49

The most prominent editor for *Library Journal* during this period was R. R. Bowker.50 Cost for a subscription to *Library Journal* decreased from five dollars for a yearly subscription and fifty cents per issue to four dollars for a yearly subscription or thirty-five cents per issue. During this time period *Library Journal* faced increasing competition from other new library-oriented publications.
In January of 1907, the American Library Association started a publication of its own, Bulletin of the American Library Association, which replaced Library Journal as official organ for the national organization. Previously, Library Journal had faced competition from Melvil Dewey’s Library Notes (1886-1898) and a new journal focused on the needs of small libraries, Public Libraries that started publication in May of 1898. Library Journal was considered by some to be both too expensive and out of touch with the needs of the new community libraries springing up in the west.

The average number of pages in the eight-issue sample for this time period was 61.5 pages, 8.5 pages more than the pre-1900 average including the August/September 1886 issue, and 27.4 pages greater than the average excluding that unusual issue. The number of pages of advertising per issue floated between nine and fifteen, with an average of twelve pages of ads in each issue. The number of advertisements in each issue ranged between twenty-five and forty ads with an average of 31.1 advertisements per issue, up almost twenty ads from the previous time-period’s average.

Two-thirds of these advertisements were for publishers, booksellers, and literary agents (67.1%). Almost another third were for furniture, equipment, and supplies (16.5%); or binders (13.7%). A small fraction of advertisements were ads for jobs (2.4%), items wanted or for sale (2.8), or other various advertisements (2.4 %) containing mainly special notices, such as offers of research services.

In addition to an index of advertisers on the table of contents, the 1905 issues of Library Journal also introduced a short running advertising section, “Directory of Library Supplies.” This section, listed with broad headings including binding, book stacks, catalog cards, typewriters, etc., simply notes the company providing the service and their
postal address. It varied in size over the issues studied from a quarter of a page to a page and a half. Not all of the providers listed advertised in *Library Journal*. In the binding section, only two of the six binders listed advertised in that particular issue, although one of the others listed was a frequent advertiser and one binder advertising in that issue was not listed.

The percentage of advertisements featuring any form of images remained low at 14.9 percent. These images were used primarily in advertisements for furniture, equipment and supplies, such as Higgins’ eternal ink, the Stevens newspaper file, Snead & Co. Iron Works book stacks, Art Metal book stacks, Johnston’s book stand, the Library Bureau’s charging desk, Keyless lock binders, and the Baldwin magazine holder.

Publisher’s ads continued to heavily favor company descriptions (80.2%). Single titles overtook lists of titles by a small margin. Several publishers also begin showing actual photographic representations of their books for sale. The creative Hugo Conrad Company used an image of a ship to promote their import and export service of European titles. One binder, the Neumann brothers, continued to use the exact same advertisement featuring a bound book, in the both 1901 and 1905 issues surveyed.

The largest advertiser in the issues surveyed for this time frame had a two-page advertisement. The most popular ad size was the quarter page ad, of which there were eighty-one ads (32.5%). Seventy small advertisements were used (less than one-sixth page), followed by fifty-nine half page advertisements. Thirty-seven full page ads were used, and in addition to the one two page spread, one ad ran for a page and a half. Single or double rules, vertical and horizontal, continued to be used to separate ads of various
sizes occurring on the same page. In addition, many ads began to be framed with single
or multi-line borders to distinguish them from the material surrounding them.


The issues of Library Journal studied from 1920 to 1945 were sized at 18.3 cm by
25.3 cm. In 1920, Library Journal changed from being a monthly magazine, to
publishing twenty-two issues per year, two per month with single issues in July and
August. The subscription price remained constant over this period at five dollars for a
yearly subscription and twenty-five cents per issue. Library Journal editors from 1920 to
1940 include Bertine Weston and Frederic E. Melcher.

Although two issues were published in March and in September, only the first of
each of these issues was studied in depth for this survey. The average number of pages in
the eight-issue sample for this time period was 47.5 pages, 13.4 more pages than the pre-
1900 average including the August/September 1886 issue, but fourteen pages less than
the 1900-1919 average. If both monthly issues were combined into one, the average page
count would be 92.5 pages per issue, the second of the monthly issues being slightly
shorter than the first, on average.

The number of pages of advertising per issue floated between eight and
seventeen, with an average of 11.3 pages of ads in each issue. The number of
advertisements in each issue ranged between twenty-one and forty-eight ads, with an
average of 36.4 advertisements per issue, up five ads from the previous time-period’s
average. However, while overall advertisements did increase, advertising decreased
during the period per issue, especially in the 1931 and 1936 issues, probably for factors relating to the Great Depression.

More than half of these advertisements were for publishers, booksellers, and literary agents (59.5%); almost another third were for furniture, equipment, and supplies (18.6%); or binders (14.1%). A small fraction of advertisements were ads for jobs (3.4%), items wanted or for sale (2.1%), and educational opportunities (1%). The other various advertisements (2.1%) included advertisements from Library Journal to readers imploring them to buy from LJ advertisers, offering advice on equipment and supplies, as well as an ad for the Order of Bookfellows and for the Metropolitan Travel Company.

By the 1921 issue the “Directory of Library Supplies” is missing. However, a new classified section is listed in the table of contents, “Library Opportunities.” Library Journal had always encouraged readers to post both “situations wanted” as well as “help wanted” advertisements, making such advertisements free up to five lines for years. These advertisements were always amid other small sized ads within the advertisement section. The new “Library Opportunities” column was placed along with the main text of the journal, and in the March 1921 issue four positions were listed, and two people advertised their availability for a new position. By September 1921, seven people were advertising their availability, with only one position being offered. This trend continued in 1925 and 1931 with more positions wanted ads being listed than positions offered ads. Strangely, in the surveyed 1936 issues, no job ads can be found at all, only an ad for the job placement services of the American Librarian’s Agency.

The percentage of advertisements featuring any form of images increased 14.9 percent to 33 percent. One of the major reasons for the increase in this figure was the
increase in the use of company logos in advertisements. While images of products were used primarily in advertisements for furniture, equipment and supplies, publishers increased their numbers of images by incorporating their seal or symbol along with their text. This is seen in the large number of company advertisements (42.2%) and it also reflects the growing change in publishers’ ads to primarily feature single titles (43.9%). List of titles are seen infrequently in this period (13.9%).

Two advertisers in the issues surveyed for this time frame had two-page advertisements. The most popular ad size was the small advertisement, under a sixth-page, of which there were one hundred and one ads (34.7%). Eighty-five quarter page advertisements were used, followed by sixty-seven half-page advertisements. Thirty-two full-page ads were used, and as mentioned above, there were two two-page spreads. Frames around ads became increasingly popular, with single or multi-line borders to distinguish them from the other framed material on the same page.

1941-1960: World War II and Modernization

The 1941 issues of Library Journal studied were sized at 18.3 cm by 25.3 cm, as previously noted. The January 1946 to December 1966 issues were slightly smaller at 15.8 cm by 23.4 cm. LJ continued to publish twenty-two issues per year. The subscription price rose and fell from a low of five dollars for a yearly subscription and twenty-five cents per issue, to a high of ten dollars for a yearly subscription and fifty cents per issue, back to nine dollars for a subscription and fifty cents per issue. Library Journal editors from 1941 to 1960 include Karl Brown and Helen Wessells.
The average number of pages in the eight-issue sample for this time period was 79.1 pages, a sixty percent increase from the 1920-1940 page average. The volume of pages increased steadily over the issues studied with the September 1st issue being, on average, 26 pages longer than the March 1st issue. This may in part be due to the September issues focus on new religious books, generating a large number of reviews and advertisements pertaining to that content, where the March issues had no particular theme.

The number of pages of advertising per issue floated between eleven and thirty-seven, with an average of 17.3 pages of ads in each issue. The pages of advertising in the September issues reflect the increasing volume of advertisements, eleven pages in 1941, fourteen pages in 1946, twenty-seven pages in 1951, and thirty-seven in the September 1956 issue profiling religious books. The number of advertisements in the March issues remained steadier with a high of fourteen pages of advertising in the 1951 issue. The number of advertisements in each issue ranged between twenty-four and fifty-eight with an average of 34.4 advertisements per issue, down two ads from the previous time-period’s average. This illustrates a growth in size of advertisements used, as fewer advertisements are arranged on a greater number of pages.

Almost two-thirds of these advertisements were for publishers, booksellers, and literary agents (63.3%), likely due to the introduction of a rapidly growing book-review section during this time period. Almost another quarter of the ads were for furniture, equipment, and supplies (16.7%); or binders (6.9%). The number of ads for jobs increased to 6.5 percent, as did items wanted or for sale (2.9%), but educational opportunities decreased (0.7%). The other various advertisements (2.9%) included ads
for two movies, *Mating Season* and *The Court Jester*, as well as ads for U.S. Savings bonds, the American Travel Company, and the National Book Awards. 1951 ads from R. R. Bowker offered to sell its classified mailing list. Ads in 1956 for recordings, recording equipment, and microfilmed products illustrate the changing nature of library collections from print to multi-media collections.

In addition, a classified section that reappears in the 1941 issues continues through the 1976 issues. In 1941 it shares page space with other display advertising, but by 1951 there are enough ads to completely fill two separate pages. In September 1956 the classified section accounts for five pages of advertising. As with most classified sections, items wanted or for sale are grouped together by type, for example, out-of-print materials or magazines. By 1956, job advertisements are being grouped by geographic locations.

The percentage of advertisements featuring any form of images increased 10.6 percent to 43.6 percent. While ads for suppliers continued to feature images of their products, these ads decreased in number during the 1940s and 1950s. The increase in images continues to reflect the use of company logos as well as the greater use of images of the books being advertised. In the 1951 issues such publishers’ advertisements even appear on *Library Journal* covers.

Five advertisers in the issues surveyed for this time frame had two-page or three-page advertisements, creating a total of ten multi-page ads. These advertisers include Abingdon Press, Cokesbury, Westminster Press, Harper-Brothers, and Book Week Headquarters. The most popular ad size was the full-page ad, of which there were ninety-four ads (34.2%). There were sixty-three half page advertisements, fifty quarter
page advertisements were used, as well as forty-nine small advertisements. Third page ads appeared only nine times. Frames around ads or ads containing rules continued to be popular, and such devices were present among almost sixty percent of the ads surveyed for 1941-1960.

Publishers’ ads continued to primarily feature single titles (43.7%). However, the list of titles format re-emerged in the 1940s, and nearly as many title lists made up advertisements as single title ads (41.4%). The ads featuring lists of titles tended to be the larger sized advertisements, with quarter page advertisements being the major vehicle for single titles. Company description ads were few (13.2%), and one publisher, B.F. Stevens & Brown, used his advertising space to inform customers on how the war had affected, and then ceased to be a problem for his international book business.54


The 1961 and 1966 issues of Library Journal studied were sized at 15.8 cm by 23.4 cm, as previously noted. Starting in January 1967, issues were dramatically larger at 20.4 cm by 27.7 cm and featured three columns of text per page rather than two. The subscription price increased from ten dollars for a yearly subscription and fifty-five cents or one dollar per issue (depending on the issue), to nineteen dollars for a yearly subscription and $1.35 per issue. Library Journal editors from 1941 to 1960 include Eric Moon and John N. Berry, III.

The average number of pages in the eight-issue sample for this time period was 170 pages. This represents a more than one hundred percent increase from the 79.1 average pages per issue for 1941-1960. The volume of pages increased up to the 1966
issue, but the larger issues of 1967 contain about a third fewer pages than those in previous issues.

The number of pages of advertising per issue floated between forty-five and 101, with an average of 68.8 pages of ads in each issue. The larger page count of the compact format 1961 and 1966 issues had an average of 83.5 pages of advertising per issue, while the larger 1971 and 1976 issues had an average of fifty-four pages of advertising per issue. The number of advertisements in each issue ranged between seventy-five and 134 with an average of 104 advertisements per issue, up an incredible 69.6 ads from the previous time-period’s average. This illustrates a continuation of the trend toward larger ads.

Forty-two ads were spread over multiple pages. The most popular ad size continued to be the full-page ad, of which there were 258 ads (31%). The sixth-page ad debuted and was the second most popular ad size with 192 ads (23%). There were eighty-three quarter-page advertisements, seventy-four third-page advertisements, as well as fifty-nine small advertisements. Two-thirds-page ads appeared only sixteen times. Three-fourths-page ads appeared only twice. Frames around ads or ads containing rules continued to be popular, and were present in 63.8 percent of the ads surveyed for this timeframe.

Ads for publishers, booksellers, and literary agents were the overwhelming majority (82.7%); while ads for furniture, equipment, and supplies (8.6%) dropped almost by half. Ads for binders have nearly disappeared (1.3%). The number of ads for jobs remained steady, but made up a much smaller amount of the total percentage (1.9), as did items wanted or for sale (1.2%), and no ads for educational opportunities
appeared. The other various advertisements (4.2%) included advertisements for the National Book Award, the American Heart Association, American Cancer Society, Dialog, film strips, records, microfilm and microfiche, and book processing services.

The content of publishers’ ads continued to be split between single-title ads (47%) and title-lists (43.3%). Ads featuring descriptions of the publishing company continued to decrease to 9.3 percent.

The percentage of advertisements featuring any form of images increased 15% to 68.6%. Almost all ads contain an image, usually a photographic image, a company logo, or eye-catching frame. Color advertisements, not including ads appearing on the covers, appeared for the first time since the olive and red-inked inserted advertisement for Fenton Metallic Manufacturing Company of September 1996. The September 1966 issue contains a four-page, brown-colored, inserted advertisement for the Jerusalem Bible as well as a fold-out advertisement for the Hammond World Atlas that includes blues, greens, reds, and yellows. In the March 1971 issue, Colorado Instruments uses a red wash for color. The September 1971 issue has two color advertisements, one for Steelcase and one for Drexel Enterprises. The September 1976 issue has two advertisements with some color, an Austin ad uses some blue, and an R. R. Bowker ad uses orange. These ads make up only 0.7% of the total advertisements for the 1961-1976 period.
Conclusion

As expected, advertising content in Library Journal has increased overall during the last one hundred years. However, that increase has not been a slow, steady progression, but one dependent on maintaining the interest of the library market, introducing a review section, and increasing overall size. Changes in management and format have greatly shaped how LJ presents itself. Changes in how the publishing world feels about the effectiveness of advertising can be seen in their movement away from company ads towards increasing use of single-title ads. More sophisticated printing processes have encouraged the increase in use of images and begun the movement toward color advertising.

In addition, Library Journal illustrates how advertising can help to understand changes in the library world. The very lack of advertisements in many bound issues speaks volumes about librarians’ debates over the binding and space. The introduction of new media shows the changing nature of libraries from book centers to media centers. Ads featuring book charging, catalog cards, and anti-theft devises highlight some of the many issues libraries still face.
Notes

3. Fleming, 58-60. Also Wiegand, 35-37, 43.
4. Fleming, 57. Fleming notes that the United States Bureau of Education’s Report on Libraries noted in 1876 that “there were 3,647 libraries of 300 or more books, totaling 12,276,964 volumes.” According to Fleming, these libraries were mostly subscription based, serving only adult content.
6. Fleming, 61-62. Also Wiegand, 57. Wiegand quotes a lower figure of loss for the first year of Library Journal at $1,100.
7. Weigand, 57-58, 66-68
9. Fleming, 64-66. Fleming notes that while Leypoldt claimed in 1881 the journal was self-supporting, Bowker disputed it, and that for Leypoldt and Bowker continuing Library Journal seemed to be more of a labor of love, and for Bowker who took over publication in 1884, a sign of “his loyalty to Leypoldt and the profession as to anything else.”
11. Kister, 132. In 1984 the journal dropped from twenty-two issues per year to twenty issues per year.
12. (Basics of running a journal)
13. Earl J. Scherago, “Advertising in Scholarly Journals.” In Economics of Scientific Journals, D. H. Michael Bowen (Bethesda, MD: Council of Biology Editors, Inc., 1982), 14-19. As a note, the rates noted for advertising agencies in Page et al’s Journal Publishing was 10% of ad sales by British advertising agencies and 15% of ad sales by American agencies.
17. Page et al, 207. The study mentioned was done in the journal, Nature.
20. [Houghton, Mifflin Co.] Books and Publicity. (Cambridge: Riverside Press, 1908) This item is not paginated. Counting from the first page, this information is taken from page 1-11, with the listing of Library Journal on page 8.
29. Freilicher, 25.
Freilicher, 26-28.


Edelman and Muller, 31-32.

Edelman and Muller, 32. The 1987 survey gives the numbers as 91% for public libraries, 82% community college libraries, 80% for school libraries, and 79% among college libraries.

Kister, 132.


Scherago, 14-15.

Garvey, 85-86.

Stankus, 10.


Goldhor, 66.

Goldhor, 67.

Examples of advertisements can be seen in Appendix E.

The total for these percentages is 102.9 reflecting the dual bookseller/binder advertisements of which there were five.


The 1906 issues had no ads and no indications of missing ads. All the text was continuously paginated. The 1907 issues included some ads, which were separately paginated with roman numerals. These numerals indicated large segments of advertising were missing between issues. The 1908 issues included ads only where they were printed on the opposite side of text from magazine content. Ads continued to have roman numerals indicating huge gaps in advertisements between issues. The 1909 issues only lacked ads that appeared on the covers (inside, 3rd and 4th cover). The 1910 issues did not include any ads or tables of contents for its issues. The 1911 issues only included ads on the back of the table of contents page. The 1912 issues saw the table of contents and all advertising removed again. The 1913 issues were missing only the ads on the front and back cover pages. The 1914 issues include some but not all ads. Page numbers for ads are now in Arabic numerals, but still run separate from the main text of the magazine. 1915-1918 issues lack table of contents as well as all advertising. The 1919 issues have some ads between issues, but no table of contents and gaps in seen advertisements.

Issues examined during this period lacked covers, and often lacked a table of contents page, so a full list of editors was not easily obtainable.

Wiegand, 92.

The total for these percentages is 104.9 reflecting the dual bookseller/binder advertisements of which there were twelve.

In March 1925, three positions were wanted, one position was offered. In September 1925, ten positions were wanted, five positions were offered. In March 1931, nine positions were wanted, one position was offered. September 1931 had a parity of wanted and offered positions with three of each.


The number of supply oriented ads was only this high because of the inclusion of an issue containing that year’s buyer’s guide.
Bibliography


## Appendix A: Page Totals

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Appendix B: Page Totals by Type

* Issues used in place of those lacking needed advertisements.
Note anomalous Aug/Sept 1886 issue at 193 pages.
Appendix C: Percentage of Advertisements to Total Pages

* Issues used in place of those lacking needed advertisements.
Appendix D: Advertising Category Totals

Number of Advertisements by Product Categories

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Number of Advertisements by Advertisement Size

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Appendix E: Example Advertisements

Book Advertisements

Full page ad for multiple titles.
Quarter page ad for the company.

Full page ad for a single title.

COMPTON’S PICTURED ENCYCLOPEDIA
5th edition; 10 volumes; over 4000 pages; more than three hundred
illustrations. Library edition $15.00; sample copy sent upon request.
F. E. COMPTON & CO., 58 E. Washington St., Chicago
(Left) Third page ad for a single title.

(Right) Full page ad for a single title.
Supply Advertisements

Half page ad for a supply company.

March Musings

Not often have we heard a Californian wax eloquent in praise of anything in New York state.
This is why we suspect that a certain prominent California librarian may be "kidding" us when he writes that Californians have learned "much to our surprise there exists some place in the world an institution" which has all of the friendliness we have always considered a peculiarity of our own."
Such praise from California, received when a glance out of a Syracuse window reveals four feet of snow, is praise indeed.
Well, we'll journey to the Coast next July, and we'll see what we shall see.

QUER LIBRARICUS

GAYLORD BROTHERS
SYRACUSE, N. Y.

More Than A Supply House,—
A Library Service Institution

Half page ad for an individual product.

The Demco STEEL BOOK TRUCK

Back again—better than ever

THIS outstanding value in an inexpensive steel book truck is back again. This well constructed truck is ideal for stock use with restricted turning space. Reverberation has been reduced to the vanishing point; plate mounted casters have replaced the obsolete stem type. A special welding process eliminates all body bolts that might loosen. This model is equipped with two swivel and two stationary 4-inch casters and all casters have hard composition rubber tires. Finished in neutral olive green enamel. Over all measurements 30" in length, 14" wide, 35" high. Write for information concerning this and other models.

This Model, Number 771 ................................. $21.00
Model 772 .............................................. $33.50
(Has four Swivel, Ball Bearing Casters)

Demco LIBRARY SUPPLIES
316 S. Carroll St., Madison 3, Wis. 81 Wallace St., New Haven 11, Conn.
Stop Book Losses!

Who steals books without charging them out? Sweet young girls...middle-aged men...little old ladies...almost anyone...and you can't tell whether someone is keeping searches and confrontations. Or if you could...until now.

The KNOGO Book Detection System looks right through briefcases, handbags, other books, coats, suits and what have you...and tells you whenever a person is leaving with a book not properly charged out or a returned item. The heart of the system is a tiny piece of "target" material that can be easily and permanently located in each book by your own staff. This target material can be "switched off" electronically in a fraction of a second upon legitimate charge out. However, any book containing a target not "switched off" will be immediately detected by alarm sensors at each point of the library.

The alert signal given can be a simple light, a pleasant chime, or the locking of an exit turnstile...and there is no need for confrontation if you do not wish it. You can simply stop the person, check some error they have a book that has not been properly charged out, and if they will give it to you, you will attend to it immediately.

KNOGO is the modern, tactful and effective way to stop the removal of books without proper charge out...to be sure that you have on your shelves what your card catalog says you have...and to keep your precious (and sometimes irreplaceable) non circulating items where they belong...in the library.

For information, Circle 122 on Inquiry Card.
Classified Advertisements

Three small advertisements for jobs wanted or offered.

A half page of advertisements for jobs wanted or offered.
Library Journal, September 1, 1946, Inside back cover.

Three-fourths page of classified ads continued from page 1132.
Two pages of classified advertisements
Other Advertisements

Quarter page advertisement, illustrating wartime troubles for importers.

By cable from B. F. STEVENS & BROWN, LTD.

Holiday greetings to our friends in America. Some mails missing from ships sunk through enemy action. Librarians are requested to send duplicates of all orders, remittances, etc., since November 1 not already acknowledged.

Stevens & Brown
American Agents Since 1864
Cables: Stebrovens, London
28-30 Little Russell St.
London W.C.1

Full page ad for a book club.
Full page ad for a movie

SPECTACULAR COMEDY!
WILD ADVENTURES!
A CAST OF THOUSANDS
IN CAST IRON PANTS!

DANNY KAYE

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