

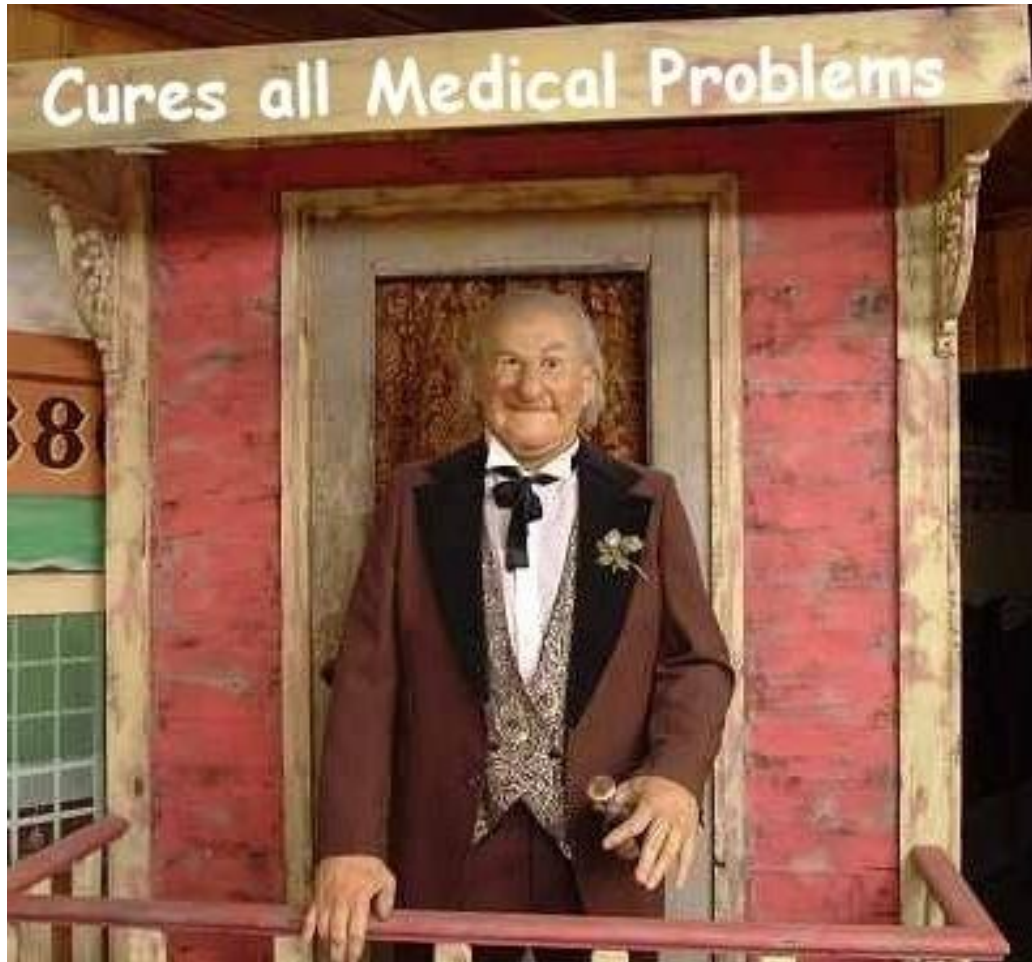
Patent Medicine Trade Cards

“Nostrum remedium” for
descriptive metadata


Training & information session
December 3, 2008

Project Background

- Again using “UCLA Core” (loosely based on VRA Core).
- About 250 to do.
- Project is already “live.”
- “Basic” descriptive metadata already provided.
- DLCS: Changes and enhancements based on our feedback.



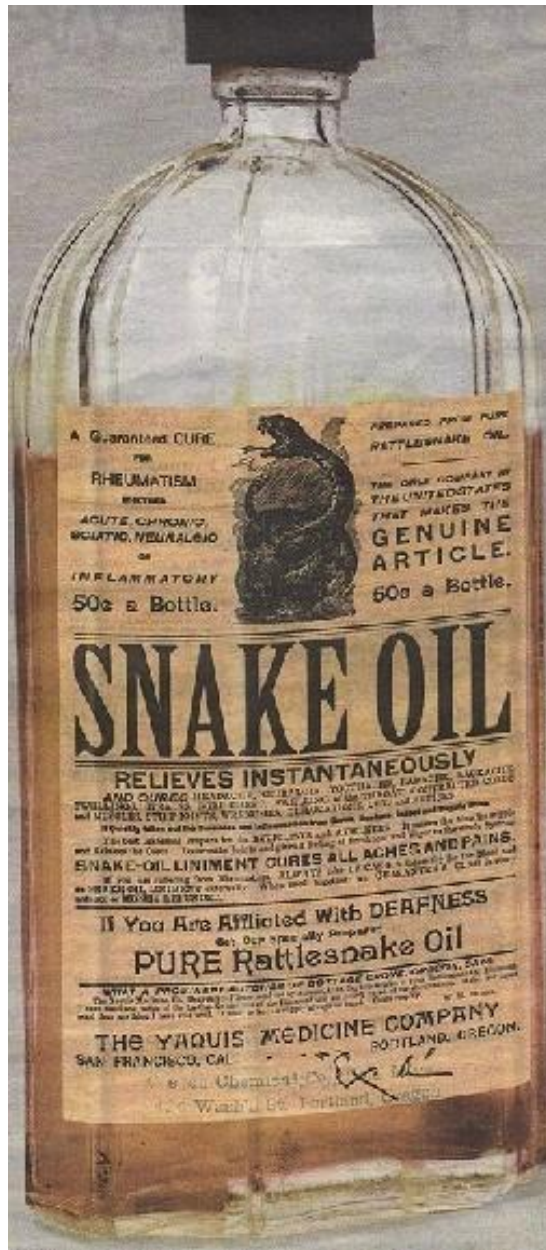
What is “Patent Medicine?”

- Generally **not** patented.
- Secret, proprietary formulas whose efficacy was questionable.
- One of the first major products of the American advertising industry, starting circa 1870.
- End of an era: the 1906 Pure Food and Drug Act
- I  Wikipedia.

Metadata - It's good for you!



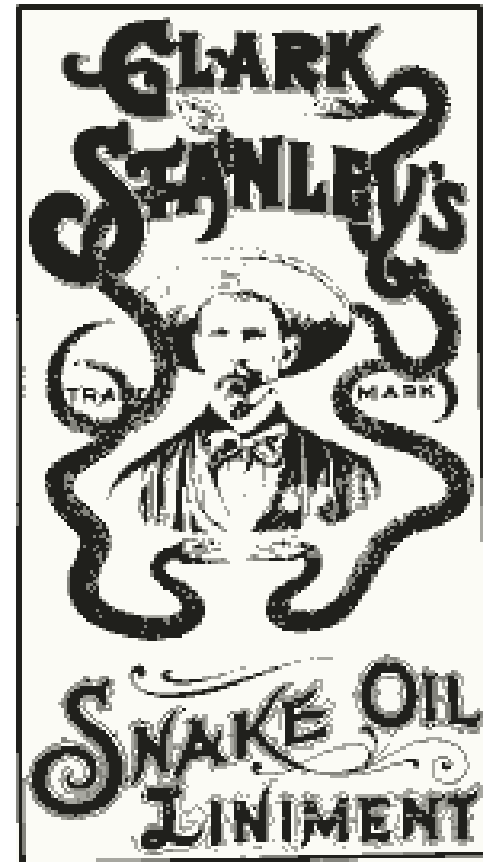
General guidelines



- <http://digital2.library.ucla.edu/dlcs>
- Login/password
- Assignments
- Searching & navigation
- Statistics: Please keep track of time spent. We will track the other statistics.
- Report DLCS problems to Claudia.

Title

- Not repeatable.
- Already supplied (but review!)
- Always add [inscribed] or [descriptive] as a “qualifier.”
- Prefer transcribed text from item.
- If you supply, no [brackets] around title.
- If you change title, consider moving original title to Alternate Title.inscribed.



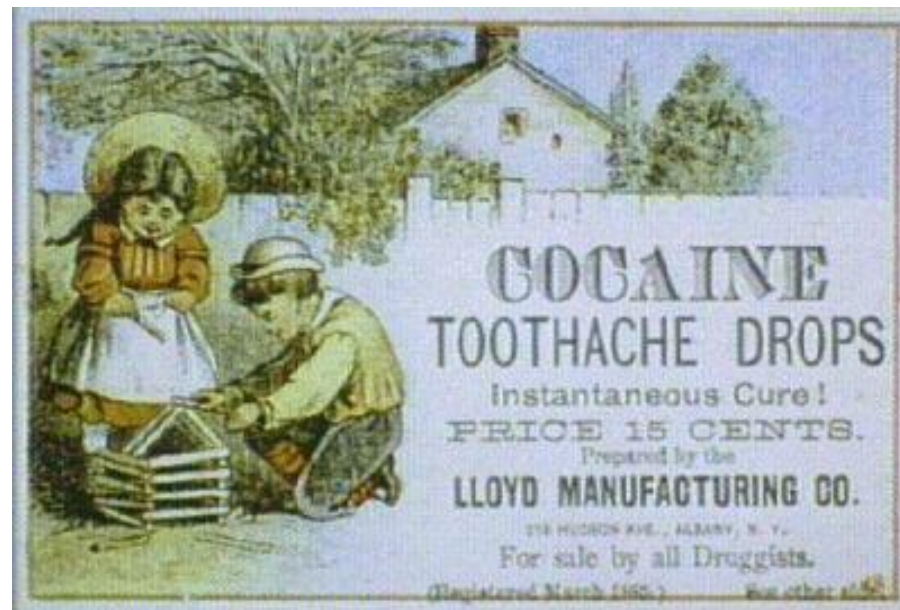
Subjects

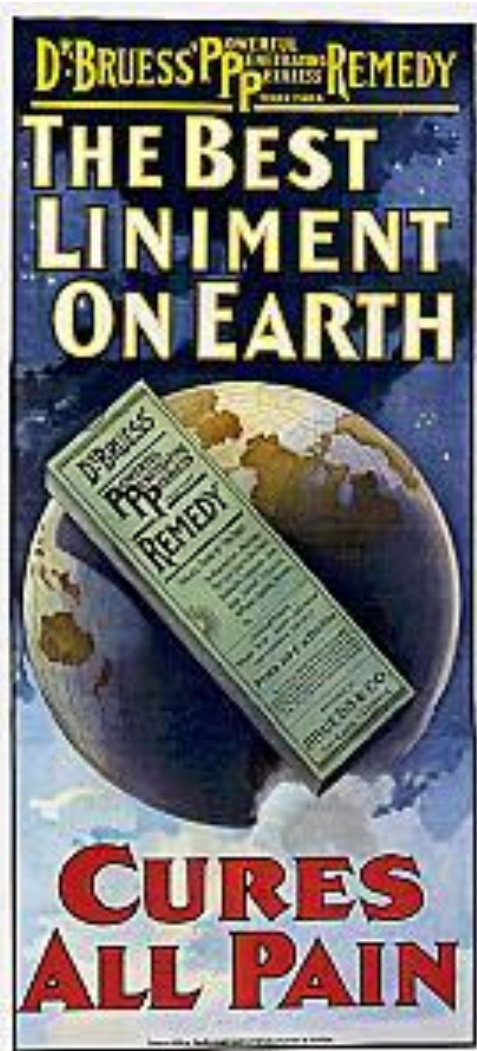
- Controlled via drop down “pick lists.”
- Qualified: conceptTopic, descriptiveTopic, etc.
- TGM: for “ofness” and non-medical “aboutness.”
- LCSH & MeSH: for medical or drug-related “aboutness.”
- Do not use LCSH or MeSH to index the images depicted on the cards; use TGM or establish local terms as needed.
- Make printouts for Paul & Silvia.



Names

- Field is controlled and qualified.
- Most of these will name the manufacturer (the “publisher” of the card).
- Few will have personal names.
- Always do authority work in LCNAF, and establish names according to AACR2 when not found in LCNAF.





Description & Publisher

•Description

- ✓ Add Description.note: Original trade card forms part of: Collection no. 311, History & Special Collections for the Sciences, Louise M. Darling Biomedical Library, UCLA.
- ✓ Add a Description.note with a concise description of the card.
- ✓ DLP students have transcribed the significant medical or drug-related text in a Description.inscription field.
- ✓ Remember that we don't control the display order for notes.

•Publisher.placeOfOrigin

- ✓ Only used to record the card's place of origin. Use LCNAF form.
- ✓ Use Name.publisher to record the name of the publisher (usually the manufacturer).
- ✓ Coverage.geographic will record the country of origin.

Dates

- Google is your friend.
- Date.creation—move & delete this field.
- Add Date.publication.
- Add Date.normalized.





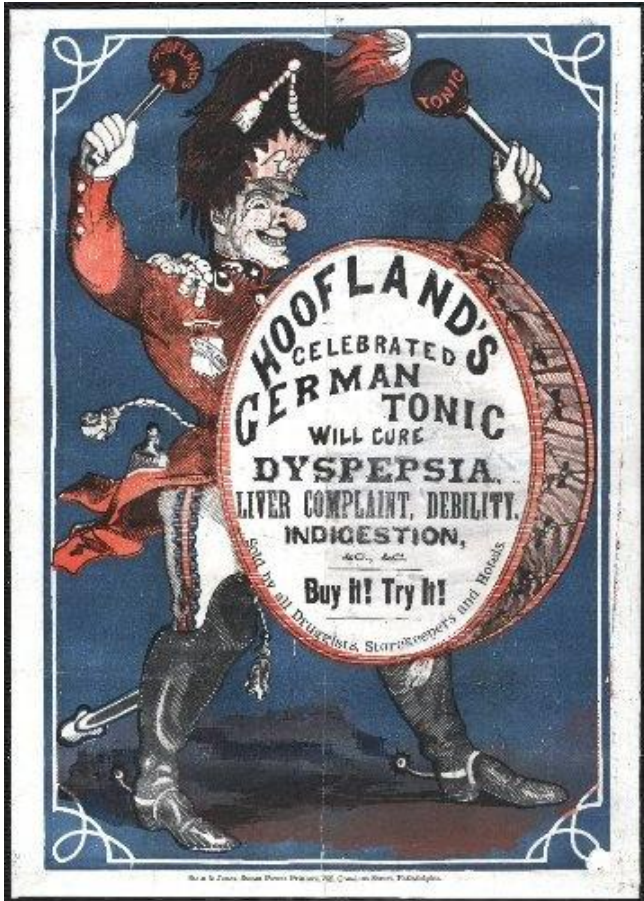
Type & Format

- Type.genre: *Trade cards or Brochures.*

- Type.typeOfResource: *still image*

- Format.dimensions: No need to convert to U.S. measurements.
- Format.medium was used to provide a physical description. This needs to move to...
- Format.extent. Edit as necessary, and delete Format.medium field.

Language & Coverage



Language

- Add 3-letter code for language(s) of the text.
- For the few non-English cards, translation of the title or card text is optional.

Coverage

- Coverage.geographic will be used to facilitate browsing multiple collections by country of origin.
- For most cards, this value will be *United States*.

Rights

- Qualified & controlled element.
- 1923: All cards published prior to this date are in the *public domain*.
- Add Rights.copyrightStatus *pd*.
- Also add Rights.publicationStatus *published*.

Small bottles

KEATING'S BALSAM OF HOREHOUND

EST. V.-208-D. 1881


CURES COUGHS, COLDS, SORE-THROAT and HOARSENESS.

Easy **Small**

to

Take. **Cure.**

Doses,
Sure



TWENTY-FIVE CENTS A BOTTLE.

J. W. Orr & Co., Engravers and Printers, 96 Nassau Street, N. Y.



Resources

- [Here today, here tomorrow](#)
(NLM)
- [Patent Medicine Collection](#)
(Vanderbilt Medical Center)
- [The Toadstool Millionaires](#)
(James Harvey Young)
- [The Patent Medicine Menace](#)
(Center for Drug Evaluation and Research (U.S.))