



UK & Ireland  
Art Libraries Society

*Trade Literature*  
*Cataloguing and Classification Guidelines*

compiled by

**Bernadette Archer and Kaye Bagshaw**

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**Copyright**

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## **Acknowledgements**

These guidelines have been compiled by Bernadette Archer (National Art Library) and Kaye Bagshaw (RIBA Library) of the ARLIS/UK & Ireland Cataloguing and Classification Committee. They build upon earlier unpublished drafts by previous members of the Committee. Many other colleagues have provided assistance and expertise. In particular, thanks are due to Catriona Cannon, James Caudwell, Jacqueline Cooke, Alan Hopkinson, Nicola Hunt, and Anne Sutherland of the current Committee. We should also like to thank Elizabeth James, John McKay, Dor Pontin, Margaret Pope, Jane Savidge and Gerry White for their helpful comments and suggestions.

# 1 Introduction

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In recent years the potential for trade literature to support the study of a variety of subjects has become apparent. Trade literature is increasingly being used as primary source material in studies ranging from business history to the study of advertising techniques. One use of trade catalogues to date has been in the identification and attribution of objects, particularly by museum curators, conservators and connoisseurs, and a number of historical collections can be found in museum libraries. A growing number of academic libraries with design- or construction-related courses and other special libraries are also developing core libraries of current trade literature from key manufacturers of specific products as important resources for staff, students and practitioners<sup>1</sup>. Within the construction industry collections of trade literature are used to assist with the design of buildings and structures and for the specification of appropriate products and materials.

## What is Trade Literature?

Trade literature can be defined as promotional literature produced by, or on behalf of, manufacturers or retailers describing goods for sale. Historic examples of trade literature include trade cards, bill-heads and price lists as well as more extensive multi-paged catalogues. Current examples of trade literature can appear in a range of formats including data sheets, brochures, catalogues, loose-leaf binders, microfiche, CD-ROMs and most recently web pages. Manufacturers sometimes include samples with their literature, such as fabric swatches, paint colour charts or samples of laminate flooring. These are sometimes integrated with technical or sales information, but may also be issued separately.

## Cataloguing Requirements

Trade literature collections often remain a neglected part of a library's stock. At a study session organised by the ARLIS/UK & Ireland Cataloguing & Classification Committee in May 2000, delegates identified several problems they had experienced when dealing with trade literature collections. Those responsible for historic collections found that these were frequently either inadequately catalogued, or remained completely uncatalogued, resulting in inaccessible and under-used collections. For current collections, detailed cataloguing was often not deemed appropriate as older material tends to be withdrawn rather than archived once it has been updated. Other delegates experienced the maintenance of current collections as a time-consuming and difficult task, with collections needing to be updated regularly. Current collections used to support design students tend to be on open access in classified sequences, and delegates identified problems in classifying material as a further area of concern. In an informal survey sent to members of ARCLIB (Architecture Librarian's Group) via their discussion list in 2001, all respondents reported that they did not catalogue their

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<sup>1</sup> Edmonds, Gillian. 'Trade literature and technical information'. In *Information in architecture and construction*. 2nd ed. London: Bowker Saur, 1996, p. 80.

collections of current trade literature due to a lack of time and/or a lack of the necessary skills required to catalogue this type of material. Subsequent visits to individual collections and discussions with trade literature librarians revealed that rudimentary access to collections tends to be provided through manual lists of subject headings or manufacturers' names. However, in the current age of resource discovery, the long term aim of many libraries is to provide automated access to their trade literature collections.

These guidelines aim to provide practical guidance for information workers responsible for maintaining trade literature collections. Section 2 of the guidelines provides **Guidelines for Basic Level Cataloguing** of trade literature and is aimed particularly at information workers who do not wish to undertake detailed cataloguing of individual items, but who nevertheless wish to provide basic automated access to their collections. This section also includes some catalogued examples.

Section 3 **Guidelines for Full Descriptive Cataloguing** and section 4 **Choice of Access Points and Form of Headings** are intended to be used in conjunction with the *Anglo-American Cataloguing Rules*, 2nd ed., 2002 Revision (AACR2). These sections are intended for use by those cataloguing agencies that wish to commit to full level cataloguing and are in line with AACR2 third level description. Although trade literature is not specifically addressed as a type of material in AACR2, these guidelines demonstrate how the code may be used to describe both the substantial catalogue as well as more ephemeral items. Reference has also been made, where appropriate, to *Descriptive Cataloguing of Rare Books*, 2nd ed. (DCRB), the most commonly used standard for describing rare books, most notably those published before 1801, and to *Archives, Personal Papers, and Manuscripts*, 2nd ed. (APPM) where an archival approach to the description of collections of material is suggested.

Section 6 provides some catalogued examples in the MARC21 format for bibliographic data, a widely used standard for the representation and exchange of bibliographic and other data in machine-readable form in libraries in the United States and in the UK. The concise version is freely available on the [Library of Congress website](#) .

Section 7 on **Classification of Trade Literature Collections** presents some issues to consider when deciding on how best to organise trade literature collections. It also provides an introduction to a number of schemes commonly used to classify collections on open access.

## **2 Guidelines for Basic Level Cataloguing**

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This section is aimed at those wishing to provide basic access to trade literature collections, but who do not wish to undertake full descriptive cataloguing based on AACR2. This may require a separate dedicated database, or handlist designed specifically for the requirements of trade literature collections. A major benefit of automated cataloguing is that it allows material to be located using many access points such as manufacturer, product name and subject, and it may be worth investing the time and effort required, particularly for larger collections.

Rather than providing titles for items and other bibliographic data elements required by AACR2, these basic catalogue descriptions focus on a specific product or material type, manufacturer or trade name, size and format and contact details.

As a minimum or core standard, it is recommended that basic level catalogue records for trade literature include the following elements when applicable:

- manufacturer's name - this is useful as users may only know the name of the manufacturer of the product in which they are interested
- trade name(s) - users may only know the trade name of a product
- date of publication - it is essential that users know whether the item is up to date. If no date is included on the item (which is frequently the case) the date of receipt should be recorded.
- size/format of item - aids both identification and location of the item
- subject heading(s) - this allows users to search for material on a specific subject or product type
- classification number – this groups material on the same subject together and allows users to browse the collection by subject
- contact details of supplier - this enables users to find further information, send off for samples, etc. This should include e-mail and web site addresses where known
- date of cataloguing – may be used for housekeeping purposes
- notes - it is also useful to include a notes field for any extra information that needs to be recorded

This approach can also be used to describe samples which are often held in addition to printed items. Samples should be labelled with minimum details: the name and contact details (including web address) of the company, the date received and the location of any associated trade literature. The examples below illustrate how this approach might work in practice and include suggested equivalent MARC 21 tags for those cataloguing agencies wishing to make use of them.

## Basic Level Cataloguing Examples

### Example 1. Trade literature with no trade names

		<b>Equivalent MARC 21 tag</b>
<b>Manufacturer</b>	Morgan Contract Furniture	110
<b>Trade name</b>		650
<b>Date</b>	1997	260 \$c
<b>Size/format</b>	Vertical file	300
<b>Subject 1</b>	Furniture: chairs	650
<b>Classification code</b>	CI/SfB (72.6)	084
<b>Location</b>	Trade literature collection	local holdings
<b>Date of entry</b>	15/5/00	008 00-05
<b>Telephone</b>	+44 (0) 1234 371111	500
<b>Email</b>	<a href="mailto:Sales@morganfurniture.co.uk">Sales@morganfurniture.co.uk</a>	500
<b>Web site</b>	<a href="http://www.morganfurniture.co.uk">http://www.morganfurniture.co.uk</a>	500
<b>Notes</b>		500

**Example 2. Trade literature including a trade name**

		<b>Equivalent MARC 21 tag</b>
<b>Manufacturer</b>	Marshalls	110
<b>Trade name</b>	Stein+Design	650
<b>Date</b>	September 2001	260 \$c
<b>Size/format</b>	30 cm - Book	300
<b>Subject 1</b>	Paving	650
<b>Subject 2</b>	Street furniture	650
<b>Classification code</b>	CI/SfB (90.4)	084
<b>Location</b>	Trade literature collection	local holdings
<b>Date of entry</b>	5/5/02	008 00-05
<b>Telephone</b>	+44 (0) 1422 306000	500
<b>Email</b>		500
<b>Web site</b>	<a href="http://www.marshalls.co.uk">http://www.marshalls.co.uk</a>	500
<b>Notes</b>		500



**Example 3. Trade Literature incorporating samples**

		<b>Equivalent MARC 21 tag</b>
<b>Manufacturer</b>	Heckmondwike	110
<b>Trade name</b>	Iron Duke	650
<b>Date</b>	1998	260 \$c
<b>Size/format</b>	A4 folder	300
<b>Subject 1</b>	Carpets	650
<b>Classification code</b>	CI/SfB (43)Tn6	084
<b>Location</b>	Trade literature collection	local holdings
<b>Date of entry</b>	15/1/03	008 00-05
<b>Telephone</b>	+44 (0) 1924 406161	500
<b>Email</b>	<a href="mailto:info@heckmondwike-fb.co.uk">info@heckmondwike-fb.co.uk</a>	500
<b>Web site</b>	<a href="http://www.heckmondwike-fb.co.uk/">http://www.heckmondwike-fb.co.uk/</a>	500
<b>Notes</b>	Contains 20 carpet samples, 8 x 4.5 cm.	500

**Example 4. Catalogue record for a sample**

		<b>Equivalent MARC 21 tag</b>
<b>Manufacturer</b>	Heckmondwike	110
<b>Trade name</b>	Iron Duke	650
<b>Date</b>	1998	260 \$c
<b>Size/format</b>	Carpet sample 8 x 4.5 cm.	300
<b>Subject 1</b>	Carpets	650
<b>Classification code</b>	CI/SfB (43)Tn6	084
<b>Location</b>	Samples collection	local holdings
<b>Date of entry</b>	15/1/03	008 00-05
<b>Telephone</b>	+44 (0) 1924 406161	500
<b>Email</b>	<a href="mailto:info@heckmondwike-fb.co.uk">info@heckmondwike-fb.co.uk</a>	500
<b>Web site</b>	<a href="http://www.heckmondwike-fb.co.uk/">http://www.heckmondwike-fb.co.uk/</a>	500
<b>Notes</b>	See associated trade literature from Heckmondwike at (43)Tn6 in the Trade literature collection	500

## **3 Guidelines for Full Descriptive Cataloguing**

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### **Introduction**

This section provides guidance for those wishing to undertake full level cataloguing of their trade literature collections. Along with section 4, which considers access points to catalogue records, it follows the *Anglo-American Cataloguing Rules*, 2nd ed., 2002 Revision (AACR2) and should be used in conjunction with this code. These sections identify and discuss the rules most relevant to cataloguing trade literature and provide illustrative examples. The numbering in this section refers back to the relevant rules in AACR2 for easy reference. These mainly refer to rules in chapter 1, but also refer to parallel rules in subsequent chapters where necessary. Occasional reference is also made to rules in DCRB and APPM.

Chapter 1 of AACR2 provides general guidance on cataloguing all types of material and should be used as the basis for cataloguing all formats. Further guidance on specific types of material is given in subsequent chapters.

### **Serials**

Trade literature is frequently issued on a seasonal basis appearing in a succession of numbered parts which are intended to be continued indefinitely. Items of an ongoing nature with numbered parts fall within the definition of a serial and are best treated as such when cataloguing. Once a serial record has been created, subsequent issues can be documented using the automated check-in facility provided by serials modules in online library housekeeping systems, with no further cataloguing required. AACR2 chapter 12 (Continuing Resources) provides rules for cataloguing serials.

### **Archives**

For large collections of material, where items are not individually catalogued, the best approach may be to follow archival cataloguing principles set out in APPM and provide a description of the group of material as a whole.

### **Internet Resources**

The advent of the Internet and the World Wide Web has seen a proliferation of resources in a variety of subject areas of potential interest to librarians, including web sites relevant to those responsible for trade literature collections. Increasingly Internet resources are being described in bibliographic records on library OPACs as a way of providing easy access to these resources. A potential problem for cataloguers is the difficulty of ensuring the currency of information describing remote resources that are frequently updated. Cataloguing standards in this area remain fluid. The 2002 revision of AACR2 includes changes to chapter 9, now called "Electronic Resources" to bring it into line with the International Standard Bibliographic Description for Electronic Resources (ISBD(ER)) and to accommodate changes in the nature of electronic resources themselves. In particular, a distinction is drawn between direct access and remote access electronic resources. Previously published guidelines in this area include

Nancy B. Olson's [Cataloguing Internet Resources: a Manual and Practical Guide](#), 2nd ed., which covers Internet resources specifically and is also based on AACR2 and MARC. Trade literature resources on the Web should be catalogued in line with AACR2 chapter 1 (General Rules) as for all other formats, along with chapter 9 (Electronic Resources) for specific guidance on remote access electronic resources and chapter 12 (Continuing Resources) for rules governing ongoing integrating resources, including web sites. Specific requirements for remote electronic resources detailed in chapter 9 include the use of "type and extent of resource area" (rule 9.3) previously called file characteristics area. Notes stating the "mode of access" and "source of title proper" to remote electronic resources are also required, and the cataloguer is instructed to always give the date a remote electronic resource was viewed. The physical description area is not used for remote electronic resources since there is no physical item in hand to describe. Subscription and local access information to remote electronic resources are entered in the MARC field 856, specially developed to hold this information.

For an example of a remote electronic resource see **Example no. 6** in the section on MARC21 examples below.

## Levels of Cataloguing

AACR2 provides a choice of 3 different levels of description for bibliographic records in rule 1.0D. This allows libraries to choose the amount of detail they wish to include in their catalogue descriptions, while still conforming to a recognised standard. Level 1 contains a minimal level of detail, while level 3 is the most detailed. The amount and type of detail to be included in each level is prescribed in the relevant rules of AACR2.

## Chief Source of Information (1.0A)

In order to begin cataloguing, a chief source of information from which to construct the catalogue description must be identified. The chief source is supplemented by other prescribed sources of information for each area of the description. Information taken from outside these prescribed sources is enclosed in square brackets.

For printed items, the chief source of information is the title page, or its substitute. More substantial printed trade catalogues may contain a title page from which the title and statement of responsibility can be taken; however, trade literature commonly lacks a conventional title page, in which case rule 2.0B1 allows the substitution of a cover, caption, colophon or running title. For trade literature with several possible chief sources of information, follow rule 1.0H to identify the primary source.

For items issued in formats other than print, follow the parallel rule in the relevant chapter of AACR2 to identify the primary source of information. In AACR2 2002 Revision, the chief source of information for electronic resources has changed from the title screen to the resource itself.

If no part of an item can be used as a source for the title, rule 1.0A2 directs to use the content of the item.

DCRB 1F directs that for single sheet publications, the whole item, recto and/or verso can be used as a source of information.

## **Title and Statement of Responsibility Area**

### **1.1B Title proper**

The title for an item of trade literature is taken from the chief source of information. In many cases the cataloguer will need to decide how to treat a company name appearing on the title page, particularly in cases where it could be interpreted as either title information or as a statement of responsibility. The guidance in this section and in sections **1.1E Other title information** and **1.1F Statements of responsibility**, explore this issue more fully.

**1.1B2** states that if a title proper includes a statement of responsibility as an integral part of the title proper it should be treated as part of the title.

Christopher Wray's compendium of light

La route Shell

**1.1B3** allows the title proper to consist solely of the name of the person or body responsible for the item. For trade literature, where a company name appears alone, treat it as the title.

Salvatore Ferragamo

Bodum

**1.1B7** states that where no title for an item can be provided from any source, a brief descriptive title should be devised. This should be enclosed in square brackets to indicate that it has not been taken from the item itself. For trade literature, the form of material plus the addition of company name or product type is recommended.

[Trade catalogue]

[Trade catalogue of silver and electro-plated ware]

[Trade advertisement for Kaffee Hag]

**1.1B10** Collective titles can be useful when trade literature is issued, for example, in a ring binder that contains a number of separate publications, each with individual titles.

Gordon Russell

*Note:* Contents: Meeting, conference and boardroom tables -- Thesis -- Series 45 -- Connect -- Specials, custom built furniture -- Perform -- Perform management -- Profile.

It is the practice of some libraries to supply a collective title in square brackets in order to group together items issued by a particular manufacturer. The titles of individual

works are then given in a contents note.

[Trade catalogues issued by Bratt Colbran Limited]

*Note:* Contents: "Portcullis" gas fires -- Period grates : fire backs & plates from the Feetham Collection -- Fires and surrounds (Gas catalogue no. 4) -- The "Heaped" fire for distinctive treatments (catalogue no. 15)

**DCRB 1F2** For historic items such as **trade cards**, follow DCRB 1F2 and generally transcribe the first line of printing as the title, retaining dates, addresses and other data necessary for identification. Judgement by the cataloguer is advised and some exceptions to this rule are listed in the code. In case of doubt, start the transcription with the first element on the card.

Tucker & Thayer, no. 19 Cornhill, Boston, import and sell wholesale & retail all kinds of English & India goods

**APPM 1.1B** When following archival cataloguing rules and describing **collections of material**, supply a title based on the form of material and give the inclusive or span dates of the material. Note that there is no requirement to include square brackets in archival cataloguing.

Trade cards and bill-heads, 1743-1845

### **1.1C General material designation**

For non print material, the addition of a general material designation (GMD) is recommended to indicate the format of the publication. The GMD is added in square brackets following the title proper.

A souvenir from Paul Smith [sound recording]

Jaeger [videorecording]

### **1.1D Parallel titles**

Parallel titles are often encountered in bilingual or multilingual trade catalogues. Titles should be transcribed in the order in which they appear on the chief source of information.

Küchen = Kitchens = Cuisines = Keukens

Citterio collection : weniger ist mehr = less is more = moins c'est plus

### **1.1E Other title information**

Other title information appears less frequently in trade literature than other bibliographic items but should be transcribed where present. A company name may appear after title wording. This is most likely to be interpreted as a statement of responsibility, but may occasionally be considered as other title information when the grammatical construction and the typography and layout of the page suggests that it

should be read as part of the title.

The kitchen as a living area : planning and designing with the bulthaup kitchen system

Architectural designs : manufactured in terra cotta by Messrs. Doulton and Co., High Street, Lambeth, London

### 1.1F Statements of responsibility

Transcribe a statement of responsibility only if it appears on the chief source of information. If a company name is the only information on the title page it should be transcribed as the title proper as described in 1.1B3 above. A further area of complexity is how to treat company names appearing before other title wording. In 1.1B2 above we have seen company names that are an integral part of the title treated as title information. If the company name is not grammatically linked to the remainder of the title however, the question arises should the company name be interpreted as a title or as a statement of responsibility. Rule 1.1F3 allows a statement of responsibility preceding the title to be transposed to its required position if necessary. For items of trade literature, the company is the subject of the work as it discusses its products or services, but it is also the corporate body from which the content emanates and so could be interpreted as a statement of responsibility. In such cases, the cataloguer will need to make a judgement and the following may be helpful:

a) Does the layout of the title page suggest that the remainder of the title is meant to be read as other title information? This may be implied by the content of the other title information, or from the size, prominence or relative position of the text on the page. If so, treat the company name as the title proper.

Monsoon : summer collection 1990

b) Does the layout of the page suggest that the company name is *not* really intended to be read as part of the title? This may be implied by the use of a different typeface for the company name, or by making it look like a logo and/or its relative size, for example, if it is in a smaller typeface than the rest of the title information. If so, treat the company name as the statement of responsibility.

Fine English furniture / Arthur Brett

*(Arthur Brett appears first, but had been transposed and transcribed as a statement of responsibility)*

Where a company name follows title information transcribe as a statement of responsibility.

If in doubt as to whether a company name should be treated as title information or as a statement of responsibility, treat as a statement of responsibility.

### 1.1G Items without a collective title

Where an item has no collective title but contains more than one work, for example, a

group of catalogues issued by a single manufacturer, give the title of the predominant work as the title proper and the second or subsequent titles in a content note. If no one work predominates, transcribe the titles in the order in which they appear in the item. Where the number of titles is lengthy, some libraries supply a collective title in square brackets based on the name of the issuing firm and give details of individual titles in a contents note as in the second example under 1.1B10 above.

## **Edition Area**

### **1.2B Edition statement**

Edition statements are encountered relatively infrequently in items of trade literature. Transcribe if present. This field can be useful for specifying different language editions of catalogues issued in a variety of languages, although it may be necessary to include this in square brackets as such statements often do not appear on items.

[English ed.]

## **Material (or Type of Publication) Specific Details Area**

### **9.3B1 Type of resource**

This is a required area for electronic resources available by remote access. One of the three following terms is permitted.

electronic data

electronic program(s)

electronic data and program(s)

### **12.3 Numbering area**

This area is used for serials and should include the numeric and/or alphabetic, chronological or other designation of the first issue. If an issue other than the first issue is used to construct the designation include this information in a note.

ERCO Lichtbericht. - 1-

Erco : program. - 1985/1987-

Sony in side. - No. 1 (94/95)-

In practice, it may also be useful to supply expanded chronological designations in square brackets if these are considered useful for identification but do not appear prominently on the item, for example, for seasonal catalogues published on a regular basis.

Next directory. - Vol. 1 ([Spring/summer] 1988)-



## **Publication, Distribution, Etc., Area**

### **1.4B Publication, distribution, etc.**

Trade literature frequently does not contain formal statements relating to the place, name and date of publication, although this is usually assumed to be the retailer or manufacturer. When a company name appears at the foot of a title page, whether it is accompanied by address information or not, treat it as a publication statement. Enclose a supplied statement of publication in square brackets.

Düsseldorf : Hugo Boss, 1999

[London : Liberty & Co., 1884]

AACR2 1.4C7 allows the addition of address if this is considered useful.

### **1.4F Date of publication, distribution, etc.**

Dates of publication frequently *do not* appear on items of trade literature. This is often so that it will not appear out of date too quickly. Trade literature collected by libraries should always be dated on arrival.

In the absence of a date of publication, follow AACR2 1.4F7 and supply a date. It may be necessary to use evidence from the item itself (such as style of printing, illustration, etc.), evidence from items featured in catalogues (such as designed and datable objects e.g. furniture), or external sources (such as inserted price lists, supplements etc.). Enclose supplied dates in square brackets.

An open date is used for serials that are current if the first part is available. If the resource has ceased and the last part is available the end date should also be included. If the beginning and end dates are known but the issues are not available, dates can be included in square brackets, or included in a note.

1983-

1995-1999

[1988-2001]

### **1.4G Place of manufacture, name of manufacturer, date of manufacture**

AACR2 1.4G4 allows the addition of printer or manufacturer of the item in round brackets after the date of publication. This is useful where cataloguing agencies wish to record the activities of particular printing firms.

Birmingham : Barrow's Stores, [1938?] ([London] : Curwen Press)

## **Physical Description Area**

The statement of physical extent is often the most effective means of distinguishing, for example, a single sheet from an extensive catalogue. Items may contain unnumbered

sequences of pages and plates. Physical format may also be unusual in the sequence or shape or size of pages. Make full use of descriptive notes to supplement the physical description area.

Increasingly trade literature appears in formats other than print, including electronic formats. The relevant chapters of AACR2 should be used to determine the appropriate physical description for items published in other formats.

### **1.5B Extent of item**

The statement of extent should include the number of physical items and the specific material designation, and for printed items, the number of pages or leaves in a single item.

1 sound disc (ca. 6 min.)

1 videocassette (ca. 20 min.)

4 v. in 1

1 ring binder

### **2.5C Illustrative matter**

In describing illustrative matter for printed items, rules AACR2 2.5C1 and 2.5C2 allow the use of 'ill.' and more specifically coats of arms, facsimiles, forms, genealogical tables, maps, music, plans, portraits and samples as well as other terms if appropriate. For items of trade literature it may be useful to specify the types of samples that may be present, such as carpet samples or paint charts. These supplementary details relating to physical description may best be described as **Accompanying material** (see below) and/or in notes fields. Controlled access to these types of physical characteristics can also be provided through controlled terminology using MARC field 655 (see section 5 **Subject Access** below).

### **1.5E Accompanying material**

Trade literature may be accompanied by, for example, price lists issued as separate leaves. In other cases significant accompanying material such as folded posters, folders of samples, colour charts, etc. may be present. Follow AACR2 1.5E1 and record these at the end of the physical description field and elaborate upon them in a note if necessary.

27 p. : col. ill. ; 30 cm. + 1 sheet col. laminates.

1 folder of carpet samples ; 31 cm. + 1 product file in pocket ([11] leaves : ill. ; 15 cm.)

## **Series Area**

### **1.6 Title of series**

Series statements are encountered relatively rarely in items of trade literature. Transcribe where present.

Cassina i maestri

## **Note Area**

### **1.7B Notes**

The notes below indicate those areas which are required, or those likely to be most useful for trade literature. Included here are notes from chapter 1 (General Rules) plus required notes from chapter 9 (Electronic Resources) and chapter 12 (Continuing Resources).

#### **1.7B1 Nature, scope or artistic form**

Include a note on the nature of the material if this is not already apparent from the rest of the description and is considered useful.

Trade catalogue

Trade card

#### **9.7B1 Mode of access (electronic resources)**

The mode of access should always be specified for electronic resources available only by remote access.

Mode of access: World Wide Web

#### **12.7B1 Frequency (continuing resources)**

For serials, make a note on the frequency (MARC field 310) or for integrating resources, make a note on the frequency of updates to the resource (MARC field 500)

Annual

Continually updated

#### **1.7B3, 9.7B3 Source of title proper**

For printed resources, make a note indicating the source of the title if taken from a title page substitute. For electronic resources, a note indicating the source of title should always be made. For remote electronic resources, this can be combined with an item described note (see 9.7B22).

Title from binder

Title from title screen

Title from web page (viewed on Feb. 3, 2002).

#### **1.7B4 Variations in title proper**

Note any variations in the title in sources other than the chief source of information. An added title entry should be made for variant titles where this is considered useful.

Spine title: Zeus collection 1989

#### **12.7B4.2 Change in title proper (continuing resources)**

For serials, following the 2002 revision of AACR2, minor changes in title proper that occur after the first/earliest issue or part are recorded in a note rather than requiring a new record. For integrating resources, any change in the title proper requires a change in the title area to reflect the current iteration with the earlier title given in a note.

#### **12.7B8 Bibliographic history and relationships with other resources**

For serials, make notes on the relationship with the item being described and the immediately preceding, succeeding, or simultaneously issued resources. In practice, it is unlikely that complex relationships will exist for trade literature items of a serial nature.

#### **1.7B11 Accompanying material and supplements**

Make a note of any accompanying price lists or separate items unless already recorded in the physical description area or to expand on information supplied there.

With loose order forms, and printed envelope in pocket at end.

#### **1.7B18 Contents**

Give the titles of individual catalogues in a contents note where an item has a collective title and there are individual items contained within it (see example under **1.1B10 Collective titles** above).

#### **1.7B20 Copy being described, library's holdings**

Note anything significant about the particular copy being described. Include here any significant details relating to the provenance of the item.

Purchased in 1993 from Onslow's. Part of a collection of trade catalogues, promotional leaflets and associated ephemera collected by the E. K. Cole Ltd (Ekco Radio Co.) between 1935 and 1940

#### **9.7B22 Item described (electronic resources)**

For remote electronic resources, the date on which the resource was viewed must always be given.

Description based on contents viewed on Jan. 31, 2003

**12.7B23 Item described (serials)**

For serials, if a description is not based on the first issue or part, make a note of the issue or part upon which a description is based.

Description based on: Vol. 1, no. 6, 2000

## **4 Choice of Access Points and Form of Headings**

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### **Determining the Main Entry**

#### **Personal author as main entry**

Statements of personal authorship appear relatively rarely in items of trade literature. They do however occasionally appear in items with a more extensive literary content and in some historic items. For trade literature that includes a statement of personal authorship, it is first necessary to establish whether it can be entered under corporate heading according to AACR2 21.1B2 (see **Corporate body as main entry** below). If there is no corporate name appearing in the item under which it can be entered, enter under the personal author. Trade cards issued by individuals rather than corporate bodies should also be entered under personal name.

Catalogue of cameos, intaglios, medals, bas-reliefs, busts and small statues  
... / by Josiah Wedgwood

*(No evidence of corporate name in the item)*

*Main entry under heading for Wedgwood*

John Best, at ye mace ye corner of Lumbard Street next stock market,  
maketh razors, sissers, launcets, penknives and all sorts of chirurgions  
instruments ...

*(A trade card)*

*Main entry under heading for Best*

#### **Corporate body as main entry**

Trade literature is generally produced by a particular company. As such it falls within the requirements of AACR2 21.1B2 and should be entered under the name of the company as it emanates from (i.e. is issued by, is caused to be issued by or originates with) a corporate body and deals with its resources (e.g. catalogues, inventories).

Where an item includes a personal author in the chief source of information, it should still be entered under corporate body where the conditions of 21.1B2 are met as corporate name takes precedence over entry under personal name in these circumstances. This precedence is indicated in the examples to be found under AACR2 21.4A1 and 21.4B1.

Dernière lettre persane / mise en français par M. Zamacoïs ; et  
accompagnée de douze dessins exécutés dans le goût persan par Benito. -  
Paris : Fourrures Max

*(A trade catalogue issued by Fourrures Max featuring items from its*

*collections).*

*Main entry under corporate heading for Fourrures Max*

*Added entry under personal heading for Zamacois*

Where the main entry is assigned to the corporate name, authors, editors or compilers should be assigned added entries (see below).

### **Two or more corporate names appearing on an item**

Trade literature can be issued with more than one corporate name appearing on the item. This may occur, for example, when the name of a holding company appears on the literature of its subsidiaries, or when an item features a variety of products from multiple subsidiaries of a single holding company. When deciding which company name to enter an item under, follow AACR2 21.6B1 and establish whether principal responsibility is attributed (by the wording or the layout of the chief source of information of the item) to one corporate body, and if so, enter under that corporate body. Make added entries under the headings for other bodies if there are not more than two. Where the name of a holding company appears on an item in addition to that of the subsidiary, do not make an added entry for the holding company.

Glass : the specifiers guide / [DORMA Glass ... [et al.]]

*(A trade catalogue; DORMA Glass printed in bold; three additional corporate bodies named on the item)*

*Main entry under DORMA Glass*

The world of Parker Knoll

*(Catalogue issued by Parker Knoll Limited; also includes name of holding company Cornwell Parker)*

*Main entry under Parker Knoll Ltd.*

If principal responsibility is attributed to two or three corporate bodies AACR2 21.6B2, or if responsibility is shared between two or three bodies AACR2 21.6C1, enter under the heading for the first one named. Make added entries under the headings for the others.

AACR2 21.6C2 directs that if responsibility is shared among more than three corporate bodies and principal responsibility is not attributed to any one, enter under title. Make an added entry under the heading for the first corporate body named prominently in the item.

### **Title as Main Entry**

Enter trade literature under its title if:

- the firm issuing the item is unknown (e.g. for historic items where evidence of

the issuing firm is lacking, due to missing title pages etc.)

- responsibility is shared among more than three corporate bodies and principal responsibility is not attributed to any one.
- it is a collection of works or items by different persons or bodies, e.g. collections of mixed provenance.
- it does not fall into any of the categories of 21.1B2 for corporate main entry, and does not include a statement of responsibility in the chief source of information.

## Added Entries

Rules for making added entries are set out in AACR2 21.29 with specific rules prescribed in 21.30. The following areas may be considered useful access points for trade literature.

- If the main entry is under the heading for one of two or three collaborating persons or bodies, make added entries under the headings for the others.
- Make an added entry for a prominently named author, if the main entry is under the heading for the firm.
- Make an added entry for named persons or bodies responsible for the artistic content of an item, and who are considered significant enough to warrant an access point. An abbreviated designation of function (known as a relator term) can be added to an added entry heading for a person or corporate body.

Bailey, David, photographer

- If the physical production of items is of particular interest to a cataloguing agency, make added entries for designers, production editors, printers, etc.

Moholy-Nagy, László, 1895-1946, typographer

Curwen Press, printer

## Form of Headings

AACR2 24.1A directs that a corporate body should be entered under the name by which it is "commonly identified".

The name by which a corporate body is "commonly identified" is usually established "from items issued by that body in its language ... or from reference sources". In practice the item of trade literature in hand may be the only point of reference. For company names, standard reference sources may also need to be consulted to establish the form of name. Directories and web sites of companies and products such as Kompass UK, Barbour Index, *RIBA Product Selector* and *Who owns Whom*, can be particularly useful sources for verifying variant forms of company names.



Chapter 24 of AACR2 also provides guidance on name changes, variant names and how to deal with terms indicating incorporation which are relevant to establishing names for trade literature.

- Where firms issue trade literature in a variety of languages with variant names, rule 24.3A instructs use of the form in the official language of the body and refer from forms in other languages.

Gebrüder Thonet

*not* Thonet Brothers

*not* Thonet Frères

- When names do not convey the idea of a corporate body a qualifying term can be supplied (rule 24.4B).

Fiat (Firm)

- Follow rule 24.5C and omit terms or abbreviations indicating incorporation or state ownership of a corporate body (e.g. *Inc.*, *Ltd.*, etc.), or words or phrases designating the type of incorporated entity (e.g. *Aktiebolaget*, *Kabushiki Kaisha*) unless they are an integral part of the name, or are needed to make it clear that the name is a corporate body. Terms or incorporation are recommended where a company name would otherwise look like a personal name.

Heal & Son (*without* Ltd.)

*but*

Jasper Conran Ltd.

## Authority Control

It is recommended that headings constructed according to AACR2 are also authority controlled against a local or shared authority file to maintain consistency. The use of international authority files for validation of headings is advised for any library making use of external records. This assists searching across multiple catalogues. The [British Library Name Authority List](#) and the [United States Name Authority File](#), to which numerous libraries contribute, are strongly recommended as sources for name authority checking

## 5 Subject Access

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It is advisable to give a full range of subject headings to describe the class of product or materials covered by items of trade literature. This will usefully group items by product or material type on the catalogue. There are well-established general and specialist vocabularies that can be used as sources of subject headings. The use of authority controlled lists of subject headings assists searching across multiple catalogues. The *Library of Congress Subject Headings* (LCSH) is a list of subject headings covering all subjects and is widely used in libraries in the United States and in the UK. It is available on [Classification Web](#) and as printed volumes and on microfiche from the [Library of Congress Cataloging Distribution Service](#). The [Art and Architecture Thesaurus](#) (AAT) is a specialist vocabulary that focuses on art, architecture and material culture and contains many useful terms that can be applied to art and design library collections. Terms in these lists have been validated according to principles such as literary warrant, and they also often include useful scope notes and provide a structure of broader, narrower and related headings.

A further essential component of the LCSH system is the *Subject Cataloging Manual : Subject Headings* (SCM:SH), which gives instructions for assigning LCSH and lists free-floating subdivisions that can also be added to topical subject terms and name headings to indicate the form or type of material being described. The form subdivision "-Catalogs" can be used to usefully distinguish trade catalogues from general material on a particular subject area in index displays. Follow the guidelines in the SCM:SH for the subdivision *Catalogs* (H1360). The SCM:SH is available on [Cataloguer's Desktop](#) and as a printed manual from the [Library of Congress Cataloging Distribution Service](#).

### Company Name as Subject

Make a subject entry for the name of the company issuing the trade literature since the firm can be considered as the subject of a document that discusses its products or services. The form subdivision **-Catalogs** may also be added to corporate name headings as subjects and should be used for trade catalogues.

Carroll W. Clark (Firm) -- Catalogs

### Topical Subject Headings

Assign a heading or headings for the main subject(s) of the catalogue or item of trade literature. The following examples are valid LCSH. Add a subdivision **-Catalogs** if appropriate.

Artists' materials -- Catalogs

Furniture -- Catalogs

## Product/Trade Names

Assign a heading for any product or trade name. A qualifier such as "trademark" or "tradenname" can be added to terms to make the nature of these terms explicit. LCSH uses the qualifier Trademark and places this qualifier in brackets after the term itself. AACR2 A.29 prescribes the use of the qualifier "trade name". Directories such as [Kompass UK](#) provide information on registered trade names, along with information on companies that own them. Trade names that have not been validated on LCSH can be added to a local MARC field for subject access.

Coca Cola (Trademark)

Formica (trade name)

## Genre and Physical Characteristics Terms

Thesauri have been developed to provide standardized vocabulary for retrieving items by form and genre or by various physical characteristics that are of interest, particularly to special collections in libraries. The *Art and Architecture Thesaurus* and *LCSH* are both useful sources of terminology for genre headings in records. In an integrated catalogue, access by genre can be very useful in isolating trade literature in special indexes. These terms are added to MARC21 field 655 and can be subdivided by period and place if required. Some useful terms taken from AAT include the following:

Bill-heads

Point-of-purchase displays

Price lists

Sample books

Trade cards

Trade catalogues

Terms can also be assigned to provide controlled access to the physical characteristics of items, for example, specific types of samples issued as part of an item.

Colour charts

Paint samples

Stain samples

Swatches

## 6 Examples of Catalogue Records in MARC21

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### Example 1. Trade catalogue with a personal name as the main entry

- 100 1# \$aBielefeld, Charles Frederick.
- 245 10 \$aOrnaments in every style of design practically applicable to the decoration of the interior of domestic and public buildings :\$band intended for the assistance of the architect, builder, upholsterer and decorator : manufactured in papier mache /\$cby Charles F. Bielefeld.
- 260 ## \$aLondon :\$bJohn Weale for the author,\$c 1836.
- 300 ## \$a[1] p., [13] leaves of plates :\$b ill. ;\$c 31 cm.
- 500 ## \$aTrade catalogue.
- 600 10 \$aBielefeld, Charles Frederick\$vCatalogs.
- 650 00 \$aDecoration and ornament, Architectural\$vCatalogs.
- 650 00 \$aPapier-mâché\$vCatalogs.
- 655 #7 \$a Trade catalogues. \$z England. \$2 AAT

### Example 2. Trade card with a personal name as the main entry

- 100 1# \$aHarding, Samuel.
- 245 10 \$aSamuel Harding, bookseller & stationer at the Bible & Anchor on the pavement in St. Martin's Lane.
- 260 ## \$a[S.l. :\$bs.n.,\$cca. 1730]
- 300 ## \$a1 card ;\$c16 x 10 cm.
- 500 ## \$aA trade card, engraved and etched ; includes a medallion depicting a Bible and an anchor at head.
- 650 00 \$aBooksellers and bookselling\$zEngland\$zLondon.
- 650 00 \$aStationery trade\$zEngland\$zLondon.
- 655 #7 \$aTrade cards\$zEngland.\$2AAT

**Example 3. Trade catalogue with a corporate name as the main entry**

- 110 2# \$aIsokon Furniture Company.
- 245 14 \$aThe new Isokon chair /\$cIsokon Furniture Company.
- 260 ## \$aLondon :\$bIsokon,\$c[1937?]\$e([s.l.] :\$fLund Humphries)
- 300 ## \$a1 folded sheet ([6] p.) :\$bill. ;\$c18 x 25 cm.
- 500 ## \$aTrade catalogue.
- 500 ## \$aTypography by Moholy-Nagy.
- 500 ## \$a"The Isokon Long Chair [is] designed by Marcel Breuer ...".
- 500 ## \$aIncludes prices.
- 590 ## \$aPart of a collection of trade catalogues, promotional leaflets and associated ephemera collected by the E. K. Cole Ltd (Ekco Radio Co.) between 1935 and 1940.
- 600 10 \$aBreuer, Marcel, \$d 1902-
- 610 20 \$aIsokon Furniture Company\$vCatalogs.
- 650 00 \$aChairs\$vCatalogs.
- 655 #7 \$aTrade catalogues\$zEngland.\$2AAT
- 700 1# \$aMoholy-Nagy, László,\$d1895-1946,\$setypographer.
- 710 2# \$aLund Humphries,\$eprinter.
- 710 2# \$aE.K. Cole (Firm),\$eformer owner.

**Example 4. Serial item with a corporate name as the main entry**

- 110 2# \$aHabitat (Firm).
- 245 10 \$aHabitat.
- 246 13 \$aHabitat catalogue.
- 246 13 \$aHabitat annual catalogue.
- 260 ## \$aLondon :\$bHabitat,\$c1971-
- 300 ## \$av. :\$bcol. ill. ;\$c30 cm.
- 310 ## \$aTwo issues yearly,\$bAutumn/winter 1992-
- 321 ## \$aAnnual,\$b1971-1989/90
- 321 ## \$aIrregular,\$bSpring 1990-summer 1991
- 362 0# \$a1971-1989/90 ; Spring 1990-summer 1991 ; Autumn/winter 1992-
- 500 ## \$aTrade catalogue.
- 610 20 \$aHabitat (Firm)\$vCatalogs\$vPeriodicals.
- 650 00 \$aFurniture\$vCatalogs\$vPeriodicals.
- 650 00 \$aInterior decoration\$vCatalogs\$vPeriodicals.
- 650 00 \$aInterior decoration accessories\$vCatalogs\$vPeriodicals.
- 655 #7 \$aTrade catalogues\$zEngland.\$2AAT
- 655 #7 \$aPeriodicals\$zEngland.\$2AAT

**Example 5. Collection level description with the title as main entry**

- 245 00 \$aTrade cards and bill-heads,\$f1743-1845.
- 300 ## \$a136 items.
- 500 ## \$aCollection of 28 trade cards and 108 bill-heads, many with manuscript accounts appended or written on the versos, of linen drapers, mercers, haberdashers, goldsmiths and jewellers, booksellers, glass and china merchants, grocers, ironmongers, etc. in London and the provinces.
- 650 00 \$aIndustrial arts\$zEngland\$xHistory\$y18th century\$zSources.
- 650 00 \$aIndustrial arts\$zEngland\$xHistory\$y19th century\$zSources.
- 655 #7 \$aTrade cards\$zEngland.\$2AAT
- 655 #7 \$aBill-heads\$zEngland.\$2AAT

**Example 6. Remote electronic resource with a corporate name as the main entry**

- 110 2# \$aBoden (Firm).
- 245 10 \$aBoden\$h[Electronic resource].
- 256 ## \$aElectronic data.
- 500 ## \$aWeb site, with continually updating information on products for sale.
- 500 ## \$aTitle from title screen.
- 538 ## \$aMode of access: World Wide Web.
- 610 2# \$aBoden (Firm)\$vCatalogs.
- 650 00 \$aClothing and dress\$zEngland.\$2AAT
- 655 #7 \$aTrade catalogues\$zEngland.\$2AAT
- 655 #7 \$aWeb sites\$zEngland.\$2AAT
- 856 40 \$uhttp://www.boden.co.uk\$2http

## 7 Classification of Trade Literature Collections

### Integrated Classification

Many libraries classify their collections using one of the main classification schemes in use in the UK. These are Dewey Decimal Classification (DDC), Library of Congress (LC) and Universal Decimal Classification (UDC). There are manuals available for all three schemes and all are available on-line (subscriptions required).

Any of these schemes could be used to classify trade literature either integrating it into the main stock or keeping the collection as a separate entity.

The varied format of current trade literature (single sheets, small brochures, large scale ring binders, samples, etc.) may mean that collections are best kept as a separate entity in academic libraries, especially as the collections might only be used by a small group of students on certain courses. However, integrating trade literature, especially historic trade literature, into the main stock may provide the opportunity to exploit an underused resource and make it available to a wider audience.

One advantage of using the same classification scheme throughout the library's collection is the fact that users would only need to learn how to use a single scheme. This would facilitate subject browsing across different parts of the collection. A further advantage is that cataloguing staff would not have to learn any additional classification schemes.

The table below shows the classification numbers for stained glass for the three schemes:

Subject	DDC	LC	UDC
Stained glass	748.5	NK5306	748.5

All three schemes allow subdivision by form, permitting the classifier to express the form of the document in their choice of number.

Subject	DDC	LC	UDC
Trade literature on stained glass	748.50294 294, 0294 or 00294 is added to the main number, as instructed in the schedules, to indicate trade catalogues and directories	NK5399 5300-5399 is the number span for stained glass and glass painting, 5399 being the correct number for trade and commercial catalogues on this subject	748.5(085) the subdivision (085) is the common auxiliary of form for publications of business firms, including commercial publicity, information and advertising material.



Within all three schemes the cataloguer could also decide to classify all trade literature, regardless of subject, in one place, although this approach is not recommended in the Dewey manual, which instructs, “If the works concentrate on a specific line of products, class them with the line of products, plus notation 0294 from Table 1.” This approach may be suitable for a very small collections, or where the trade literature is not required to be integrated into the main book collection.

Subject	DDC	LC	UDC
Trade literature	670.294	NE965-965.3	(085)

Within the UDC scheme there is further flexibility. The common auxiliary number for trade catalogues (085) can be joined to another subject number, allowing the librarian to organise all the trade literature by subject. There are therefore two possible UDC numbers for trade literature on stained glass:

Subject	UDC	Note
Trade literature on stained glass:	748.5(085)	Arranging by subject first
	(085)748.5	Arranging by material type first

## Specialist Classification Schemes

### Introduction

There are two main classification schemes currently in use in the UK which have been widely used to classify trade literature: CI/SfB (Construction Index/Samarbetskommitten for Byggnadsfrager) is the UK version of an international system for construction information; Uniclass (Unified Classification for the construction Industry) is a UK scheme based on International Standards Organisation (ISO) work with similar coverage and has been developed as a successor to CI/SfB. A third scheme is EPIC (Electronic Product Information Co-operation), a new international classification scheme for construction products only. All of these schemes were developed primarily for use with construction-related collections but with appropriate amendment may also be suitable for use with other subjects found in art libraries such as fashion and product design.

In the UK construction industry two of the major catalogues of building product suppliers, the *RIBA Product Selector* and the *Architects Standard Catalogues*, are arranged in CI/SfB order. Both have product name and supplier indexes. Architects Standard Catalogues online also offers searching by EPIC classification.

Within the construction industry some manufacturers and suppliers pre-classify their product literature with CI/SfB classifications ready-printed on the front. In order to

cater for use of the other schemes a few manufacturers now include Uniclass and EPIC classifications on their literature. RIBA Enterprises offers a (paid) classification service to producers of trade literature and supplies Uniclass, EPIC and CI/SfB classifications.

## CI/SfB

The CI/SfB classification scheme has been in use in the UK construction industry for almost forty years. The UK agency for CI/SfB is held by RIBA Enterprises and it is still widely used in libraries with construction-related trade literature collections. It has also been widely used with modification in libraries whose collections cover other subjects such as product design. The system was designed for the classification of all types of material within an architectural office or design practice, including reports, drawings, specifications and trade literature. In academic libraries it is mainly used for the classification of trade literature.

The scheme is made up of five tables:

Table 0:	Physical environment
Table 1:	Elements
Table 2:	Constructions, forms
Table 3:	Materials
Table 4:	Activities, requirements

Each table uses either letters (upper or lower case) or numbers, sometimes in brackets, which may be combined to express different subjects. A piece of trade literature on woollen carpets might be classified as:

<b>(43)Tj6</b>	This is made up of (43) from table 1, which denotes floor coverings, combined with T from table 2 for flexible sheets (carpets) and j6 from table 3 for animal fibre (wool).
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Many libraries have customised CI/SfB to suit their own needs and may, for example, decide not to use some of the tables. The scheme works well with printed and card indexes, but the combinations of upper and lower case letters combined with numbers expressed with or without brackets is not ideal for computerised indexing. The *CI/SfB Construction Indexing Manual* is still available to purchase, but it has not been updated since 1976. It is important to note that it will not be updated in the future.

## Uniclass

Uniclass was first published in 1997. It was developed using the experience of CI/SfB and other systems, including EPIC (discussed below). The scheme was developed by

the Construction Project Information Committee (CPIC), with support from the Department of the Environment Construction Sponsorship Directorate and the project was led by specialists from National Building Specification (NBS) Services who consulted widely throughout the industry. It is based on the principles set out in the International Standards Organisation (ISO) standard BS ISO 12006 on the 'organization of information about construction works. Framework for classification'. It too is intended to be used to organise both project information and library materials, including trade literature and is eventually expected to supersede CI/SfB.

Uniclass is made up of 15 tables:

Table A	Form of information
Table B	Subject disciplines
Table C	Management
Table D	Facilities
Table E	Construction entities
Table F	Spaces
Table G	Elements for buildings
Table H	Elements for civil engineering works
Table J	Work sections for buildings
Table K	Work sections for civil engineering works
Table L	Construction products
Table M	Construction aids
Table N	Properties and characteristics
Table P	Materials
Table Q	Universal Decimal Classification - UDC numbers used

The classification numbers are expressed by the letters denoting the tables followed by numbers and the tables can be combined using three linking signs: +, / and :. The simpler notation makes Uniclass more suitable for use in computerised indexing than CI/SfB. The most useful table for trade literature collections is table L, construction products, which, for larger collections, could be combined with table D, facilities and table P, materials. The classification number for woollen carpets would be:

<b>L5361:P614</b>	This is made up of L5361 for carpets combined with P614 for wool.
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Some architectural practices have already converted from CI/SfB to Uniclass. At the time of writing no academic libraries are known to be using it, although some are considering it. Many academic libraries use the RIBA Office Library Service to maintain their collections and if the service were to convert this would encourage others to follow. A manual in both hard copy and electronic formats and library conversion tables are available to assist libraries who wish to convert from CI/SfB. The electronic version of the manual includes a Microsoft Access 97 database.

## EPIC

EPIC was developed by a European committee of construction product information providers as a classification scheme for construction products only. Version 1 was published in 1994; version 2 in 1999. Version 2 has been made available on the [EPIC web site](#), which is freely accessible to all. EPIC's stated mission is to become an internationally recognised system and it is intended to standardise classification of construction products across national boundaries. Although some trade literature is being produced pre-printed with EPIC classification numbers it has not yet been taken up in the UK, and is largely used by manufacturers to classify trade literature directed to other countries. The scheme is made up of 15 product groups (called divisions), which are expressed by the letters A-Q:

A	Ground treatment and retention
B	Construction works products
C	Structural and space division
D	Access, barriers, circulation
E	Covering, cladding, lining
F	General purpose: Construction fabric
G	Supply and distribution of liquids and gases
H	Sanitary, laundry, cleaning
J	Waste handling
K	Electric power and lighting
L	Climate control (HVAC)
M	Information and communication

N	Transport
P	General purpose: Services
Q	Fixtures and furnishings

Two further groups known as product attributes are:

X	Constituent material
Y	Product properties and characteristics

Within each division classification numbers are expressed by a single capital letter followed by a series of numbers. The A-Q divisions can be combined with X or Y divisions using the colon (:) symbol. The numbers are not complex and are quite suited for use in computerised indexes. For example, the number for woollen carpets would be:

<b>E425:X614</b>	This is made up of E425 for carpets combined with X614 for wool.
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The scheme is quite broad in subject coverage making it perhaps the most suitable of these 3 specialist schemes for use with art and design based collections.

## Alternative Approaches

The three specialist classification schemes described above are all suitable for collections relating to architecture and construction, but would require substantial adaptation for use with other subjects such as fashion design and fine art. Many libraries do not have the time or staff expertise to fully classify their trade literature collections. This section explores alternative approaches to classification.

### Alphabetical arrangement

An alphabetical system is one where material is arranged on the shelves in order of manufacturer. All the information needed to arrange the document is taken from the document itself. For example, all the trade literature by Dorma would be filed in the same place under D. This approach is quick and easy to set up and significant staff time is not required. It would not be necessary for the organisation to purchase classification schedules and manuals. In addition, users would not have to learn complicated classification codes in order to locate material. However a detailed index or catalogue would have to be created to enable users to search by subject and trade name as they would not be able to browse the shelves by subject. This approach would be particularly suited to a small collection maintained by non-professional staff.

### **Broad subject arrangement**

Some libraries use a broad subject arrangement as an alternative to classification. The collection is divided into broad subject areas (perhaps following Dewey classes) and the trade literature is organised alphabetically by manufacturer within each area. As with the alphabetical arrangement described above, the information needed to arrange the document is largely taken from the document itself, but the librarian would need to decide the main subject group in which to place it. For example, a piece of trade literature by Concord Lighting might be filed under C in the "Lighting" section of the trade literature collection. Once the main subject areas have been decided upon the system is quick and easy to maintain and would not involve significant staff time. It would not be necessary to purchase classification schedules or manuals and users would not be required to learn classification codes or numbers. The library would have to create a manufacturer and product name index or catalogue to enable searching in these areas, but users would be able to browse the shelves by subject. This system might be best suited to libraries whose trade collection is maintained by non-professional staff.

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