

November 2013

## On the Road / A glimpse at "Life in the Trenches"

Don Jaeger  
*Alfred Jaeger, Inc.*

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### Recommended Citation

Jaeger, Don (1994) "On the Road / A glimpse at "Life in the Trenches"," *Against the Grain*: Vol. 6: Iss. 3, Article 22.  
DOI: <https://doi.org/10.7771/2380-176X.1555>

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# On the Road

A glimpse at "Life in the Trenches"

Column Editor: **Don Jaeger** (Alfred Jaeger, Inc.)

All stories, all anecdotes, all shared experiences are welcomed. Fax them to 516-543-1537, or mail to Don's attention at Alfred Jaeger, Inc., 66 Austin Blvd., Commack, NY 11725-9009. — DJ

I am pleased to include the stories submitted by a fellow editor of *Against the Grain*, **Nat Bodian**. He recently wrote to me as follows —

"Dear Don: I enjoyed your 'On the Road' pieces in the April issue of *ATG*. I've had similar experiences in many years of exhibiting on the road for various book publishers, and earlier in my capacity as head of sales and promotion for The Baker & Taylor Company."

Nat also writes, "I was intrigued by your 'This Trick Was No Treat' article about the vendor who set up his exhibit in a convention booth, only to find his 'friendly' competitors had

transferred it to the men's room. In my several decades in publishing, I had my own share of problems with exhibit set-ups at various conventions. But one stands out particularly in my memory because it was done with the best of intentions."

So — here are two stories! How about some stories from the recent ALA Midwinter Meeting held in February in Los Angeles (flights canceled due to a snow storm on the east coast, tremors and aftershocks)? Also, stories from our international librarians about the recent UKSG Meeting, or other regional travel episodes. We would like to hear from you!

## Cards, Anybody? or What To Do For a Competitor's Pyramid

by **Nat Bodian**

I remember one national library meeting when I, as head of B&T sales, had visited the exhibit of one of my competitors a day before the opening of the meeting. My salesman, Frank Short, was with me and he was admiring a book pyramid floor display of a currently hot title. In his admiring touch, the entire pyramid collapsed like a house of cards. My first instinct was to rebuild the pyramid. But then I thought, how would it look for the sales manager of Baker & Taylor to be found rebuilding a competitor's book display in a hotel ballroom? Frank and I, seeing no one in view, fled, leaving the collapsed house of cards where it fell.



## Thanks But No Thanks! The Road to Exhibits is Paved With Good Intentions

by **Nat Bodian**

It had been my practice, in attending scientific meetings and conventions, to arrange my book displays in specific interest groupings. At a chemistry meeting, for example, all books on analytical chemistry would be grouped, all books on biochemistry would be grouped, and so on. In this way when a visitor came into the booth (often a multiple booth display of 20 to 40 feet width) he or she would be able to find all titles of special interest in a single location.

At one meeting, the company I was employed by had

decided to give new staff some working experience at company exhibits, and dispatched one to this meeting. He arrived at the booth several hours before I did on set-up day, and by the time I came on the scene he proudly told me he had already opened the cartons of books and set them up on the tables and shelves provided. "I did it very scientifically." What he had done was to arrange all the books by their jacket colors and he pointed out — "Look, I have all the reds here, all the blues there, and all the greens over there." ☛

### Legally Speaking

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factures them), so long as (s)he is assured that today's Snickers bar is the same product from the same place as yesterday's Snickers bar.

Assuming that a mark meets all of these requirements and is eligible for

trademark or service mark protection, the user of the mark must decide whether or not to register it. State law protection can be obtained by usage or by registration at the state level. Federal protection requires federal registration. Federal registration provides nationwide constructive notice of the mark, meaning that subsequent users of the mark cannot re-

quire any rights in it and could in fact be infringing upon it. Federal registration also allows access to federal courts for infringement suits. ☛

**NEXT ISSUE: Infringement,  
publishing-related topics**