November 2013

Issues in Vendor/Library Relations -- Cyrkled

Bob Nardini

Coutts Information Services, bnardini@couttsinfo.com

Follow this and additional works at: http://docs.lib.purdue.edu/atg

Part of the Library and Information Science Commons

Recommended Citation

DOI: https://doi.org/10.7771/2380-176X.2768

This document has been made available through Purdue e-Pubs, a service of the Purdue University Libraries. Please contact epubs@purdue.edu for additional information.
**Using Rare Books — Part 2**

from page 80

Mill’s *On Liberty* (1850) — individual rights ably defended

**Psychology**

Pavlov’s *[Conditioned Reflexes: an Investigation of the Physiological Activity of the Cerebral Cortex]* (Russian, 1926) — provided a foundation for psychology as an experimental science

**Religion**

Luther’s *An den Christlichen Adel Deutscher Nation: von des Christlichen Standes Besserung* (1520) — Luther used politics to separate religion from politics, and he used religion to promote education, individual judgement, and autonomy.

Breasted’s *Development of Religion and Thought in Ancient Egypt* (1912) — using primary sources he translated, Breasted showed that as religion expanded thought contracted

**Speeches**

Demosthenes’ *Orations* (Greek, 1504; written by 322 BC) — one of the principal models for political oratory


**Sociology**

Dubois, *Moeurs, Institutions et Cérémonies des Peuples de l’Inde* (1899) — one of the fullest accounts of the ways of life of any people recorded in the 18th Century

Eden’s *State of the Poor; or an History of the Labouring Classes in England* (1797) — the first major statistical analysis of a social problem

Kinsey, Pomeroy, and Martin’s *Sexual Behavior in the Human Male* (1948) — the first major statistical study of sexuality; marked a turning point in social attitudes and legal positions on the basis of established facts that could no longer be denied

Kinsey, Pomeroy, Martin, and Gebhard’s *Sexual Behavior in the Human Female* (1953) — the second

**Sports**

Jahn’s *Lehrbuch der von Friedrich Ludwig Jahn unter dem Namen der Turnkunst Wiederweckten Gymnastik...* (1814) — the book that created the sport of gymnastics; Jahn sought a substitute for military training, which had been forbidden in Germany during the Napoleonic Period

Naismith’s *Rules for Basket Ball* (1892) — another of the few major sports wholly invented by one person was basketball; Naismith’s goal was to create a safe indoor sport for winter

Weismuller’s *Swimming the American Crawl* (1930) — training methods of one of the most successful athletes of all time in terms of the number of world records broken and the length of time the records were held

**Travel**

Olmsted’s *Journey to the Seaboard Slave States* (1856) — the first of his trips through the South to study slavery and although the shortest, the most vivid and influential

Parkman’s *California and Oregon Trail: Being Sketches of Prairie and Rocky Mountain Life* (1849) — some of the best accounts written of American Indians

We hope you have enjoyed Part 2 of Gene’s list. You can find Part 1 in the February issue of *ATG*, v.2001, p.70. — KS

---

**Issues in Vendor/Library Relations — Cyrkled**

Column Editor: **Bob Nardini** (Group Director, Client Integration and Head Bibliographer, Coutts Information Services) <bnardini@couttsinfo.com>

Thank goodness for the airlines. It’s been years since they’ve provided anything to eat that doesn’t resemble dry pet food and on many flights it’s no more possible to bring out your laptop and work than it would be on the way to the office on an uptown rush-hour train running through Manhattan. So flying is a good time to read, about the only time during a non-traveling workday, seems about as daunting as writing a term paper once did. But when the learning commons is at 30,000 feet, even the obituaries published by the *Times* are within reach, which is how I learned about the death, and life, of Thomas Dawes.

Dawes, according to a *Times* death notice late last year, was co-founder of the *Cyrkle*, a pop group whose “brief career,” as the newspaper put it, is best (solely, really) known for its 1966 single, “Red Rubber Ball,” a bouncy love song — it truly was bouncy — co-written by Paul Simon and sung in nice harmony by the *Cyrkle*. Most Boomers, once reminded of it, will fight with no success as the tune, a neurological virus, plays again and again in their head for days,

---

continued on page 82
as many of the one-hit gems of the era will do. The Cyrkle, according to Wikipedia, was a Pennsylvania frat band discovered by Brian Epstein that had one or two other minor hits, opened for the Beatles during their 1966 U.S. summer tour, then disbanded in 1967.

What did someone like Dawes, readers might idly wonder, do with the rest of his life? The answer, for anyone grappling already with “Red Rubber Ball,” will be clear: Dawes went on to write advertising jingles (one of two members of the Cyrkle to do this, in fact). He wrote thirty or forty in all, according to the Times obituary. And Dawes didn’t merely write jingles. He wrote great jingles, compositions and slogans that like the Cyrkle’s music can be recalled with ease, even with the passing of decades.

For Coca-Cola, Dawes wrote “Coke is It.” For McDonald’s, “You, You’re the One.” Dawes struck twice on behalf of American Airlines, “Something Special in the Air,” and, “We’re American Airlines, Doing What We Do Best.” Thanks to Dawes, a famous soft drink is still known as “7UP, the Uncola.” And his masterpiece, written and submitted as a contest entry and even now a jingle almost without parallel, not to mention a great windfall for Alka-Seltzer, was “Plop, Plop, Fizz, Fizz.”

Thomas Dawes’ career was a perfect emblem for the dawn years of the Age of Marketing which we all now inhabit. When the late Librarian of Congress Daniel Boorstin described celebrities as people who were “famous for being famous” in 1962, he meant it as a criticism. But when that same decade Andy Warhol referred to everyone’s 15 minutes of fame, he seemed to be onto something, and by the time the camera manufacturer Canon ran ads for the 1990 US Open with the tennis player Andre Agassi declaring that “image is everything,” the point was made. By now we are so immersed in a culture of marketing — corporate marketing, self-marketing, and every other type — that if all marketing-related activities were suddenly banned, it would be as if the entire population had lost their car keys on the same morning, or as if under some vast amnesia no one could remember their computer password. Without the routine guidance on what to pay attention to so constantly and reliably provided to all by outlets of all kinds, we’d barely know how to make our way through the week.

Despite an historical image problem that libraries struggle against even today — or maybe because of it — many libraries and librarians have been focused on marketing for a long time. The American Library Association and H.W. Wilson began awarding John Cotton Dana Awards for “outstanding work in library public relations” in 1946. Dana was a towering figure of the early public library movement whose work after 1889, when he became director of Denver Public Library, and which continued for some 40 years in Springfield, Massachusetts and Newark, New Jersey, was largely focused on making library services more accessible, through publicity and other means. The very first chapter of the Public Library Hand-book Dana published in 1895 had to do not with cataloging or acquisitions or reference, but with library promotion. “Suppose the beginning of the library is made; keep it before the public,” began Dana, who then went on to outline how to accomplish that.

In 2007, seven libraries who today are keeping themselves before the public won Dana awards for their efforts, which ranged from Brooklyn Public Library’s “Brooklyn Reads to Babies” program, which highlighted the benefits in brain development and creativity when parents read to infants, a campaign publicized by brochures in English, Spanish, Chinese, Russian, Arabic, and Creole; to, in Tom’s River, New Jersey, Ocean County Library’s “Hurricane Katrina — Partners in Caring,” which raised over $120,000 to help restore devastated branches; Mississippi’s Hancock County Library; to the Wyoming State Library’s “Wyoming Libraries: Bringing the World to Wyoming,” which featured billboard ads showing the Eiffel Tower as a windmill filling a watering trough for nearby cattle, and which now offers a racy “Mud Flap Girl” bumper sticker, the long-haired girl in silhouette familiar from generations of mud flaps in her usual reclining posture — but in Wyoming, she is reading a book.

So, John Cotton Dana, who while in Denver pioneered the idea of open stacks, would be pleased to see academic libraries through knowledge, one means or another today, commonly deliver electronic and even print materials directly to their patrons. In Springfield, Dana opened up the library’s interior to be more inviting, so today’s library cafes he would no doubt approve. In Newark, Dana reached out to the city’s growing business community by opening the first Business Department, and he would naturally agree with today’s prevailing idea that the needs of the user community should come first in library planning.

Most directors now are more focused on marketing-related activities than they are on, say, refining the collection development policy. One director entertained me recently over dinner with story after story about his new job, which meant he entertained me by talking almost entirely about fundraising, courting donors and wooing alumni wherever they might be (this university somehow has developed an alumni community in Crete, of all places), and of suddenly noticing, while writing accomplishments are celebrated by the library and to whose office or computer the library will willingly deliver just about anything requested, donors with rooms named in their honor, university administrators invited to preside over library events, undergraduates consulting with a librarian in their dorm, a teenager admiring an ALA “Read” poster, guests invited to a prestigious author event staged in a grand library space — doubtfully that any of these individuals realize at all during these happy moments, or would likely much care if they did, that they’d been Cyrkled.