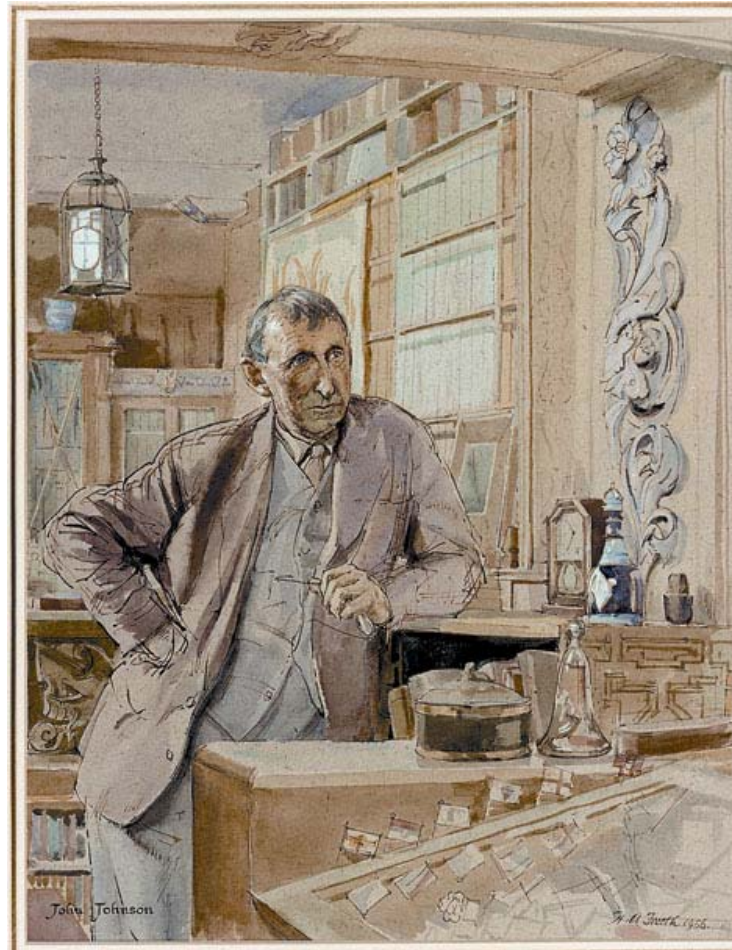


# Financing the *Electronic Ephemera* project through a public-private partnership

David Tomkins (Bodleian Library) & Peter White (ProQuest)

## John de Monins Johnson (1882-1956)



# The project

Provide access to ca. 65,000 items from the John Johnson Collection of Printed Ephemera through the online delivery of detailed descriptive metadata and ca. 170,000 digital images.

The five main sections selected for inclusion are:

- Advertising
- Booktrade
- Crimes, murder and executions
- 19th-century Entertainment
- Popular prints and noteheadings

# Project participants

JISC

- the **JISC** (Joint Information Systems Committee) provides funds and a project framework



**Bodleian Library**  
UNIVERSITY OF OXFORD

- the **Bodleian** manages the content development aspects of the project:

- sorting & shelfmarking
- cataloguing
- conservation
- tracking
- digitisation (Capita)

**ProQuest**  
Start here.

- **ProQuest** are responsible for delivery of the resource, and its associated services, on the web

# Why ProQuest?

ProQuest's experience and expertise:

- On-going collaboration with the Bodleian on existing *Early English Books Online* (EEBO-TCP) project
- Assumption of cost of creating and sustaining an online resource with sophisticated search facilities and image delivery
- Economies of scale & cost-effectiveness
- Market Research, promotion & dissemination, together with experience of delivering to the potential audience
- Expertise in rights management and clearance
- Technical support and response to user queries

# THE JOHN JOHNSON COLLECTION



An Archive of Printed Ephemera

Quick Search   [Need help?](#)

- HOME
- SEARCH
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- INFORMATION RESOURCES
- LIGHTBOX
- MY ARCHIVE
- HELP

This collection provides access to thousands of items selected from the John Johnson Collection of Printed Ephemera, offering unique insights into the changing nature of everyday life in Britain in the eighteenth, nineteenth and early twentieth centuries. Categories include Nineteenth-Century Entertainment, the Booktrade, Popular Prints, Crimes, Murders and Executions, and Advertising.

[Read more about the John Johnson Collection](#) or find out [What's new?](#)



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END SESSION



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Library Branding

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## Search Results

You searched for:

**Keyword(s)-Records and document text: "value for money"**

Sorted by: **Relevance**

Your search found: **37 results**

[Marked List](#) (0 items)

[Search History](#)

---

[Modify Search](#)

[Save search terms to My Archive](#)

Sort results:   [Display 50 results per page](#)

Mark/Clear all results on this page

- Document type:** advertisement

**Collection:** Advertising

**Title:** [John Noble's record sale- 1901](#)

**Company:** John Noble Ltd., Manchester, Brook St. Mills

**Products:** jackets  
costumes  
coats  
dresses  
gowns  
skirts  
frocks  
mantles  
cloaks  
paletots  
fur comforts  
stockinette jerseys  
waterproofs  
blouses  
corsets  
underskirts  
caps  
straw sailor hats  
vests  
combinations



**Filter results by:**

- Collection
- Document Type
- Physical Form
- Production Method
- Date

Hide panel ▼

**Illustration Subject (LCTGM):** Tea industry  
**Date of publication:** November, 1937  
**Shelfmark:** Food 1 (31)  
**Note:** manuscript inscription on title page in red ink

 [Document Image \(64 images, with 74 hits\)](#)  [Document Image - PDF](#)

Add to Marked List

[Durable URL](#)

8.

**Document type:** advertisement  
**Collection:** Advertising  
**Title:** [The Austin Reed £1 hat](#)  
**First Line:** Many men regard the buying  
**Company:** Austin Reed, London, 107-113  
 Regent Street, W.1  
**Town:** Birmingham, 41 New Street  
**Products:** hats  
**Illustration Subject (LCTGM):** Men--Clothing & dress--1930-1940  
**Period:** [1930s]  
**Shelfmark:** Hats 2 (1)



 [Document Image \(8 images, with 9 hits\)](#)  [Document Image - PDF](#)

Add to Marked List

[Durable URL](#)

9.

**Document type:** advertisement  
**Collection:** Advertising  
**Title:** [Prince's Plate the only lasting substitute for Sterling Silver](#)  
**Company:** Mappin & Webb  
**Town:** London, 158-162 Oxford Street  
**Products:** stainless steel cutlery  
**Illustration Subject (LCTGM):** Coats of arms  
**Period:** [1930s]  
**Shelfmark:** Ironmongery 2 (55)




 [Document Image \(8 images, with 16 hits\)](#)  [Document Image - PDF](#)

Add to Marked List

[Durable URL](#)

Shelfmark: Hats 2 (1)

[\[Hide record options\]](#)

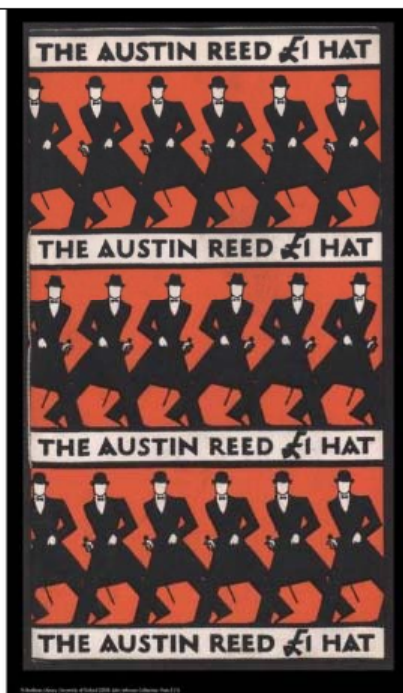
Image options:  [Save image to Lightbox](#) | [Durable URL for this image](#)

You are currently viewing the **Flash** version of the Document Image which allows you to zoom, pan, and rotate.

[Switch to JPEG view](#) (with hit-highlighting)

[View with scale](#) |  [Download image](#) | [View document as PDF](#)

View Image: 1 2 3 4 5 6 7 8 >>



scroll



reset



zoom



rotate



View Image: 1 2 3 4 5 6 7 8 >>

[Click to open a larger flash viewer.](#)



The question of quality and **value for money** is so important that we decided to concentrate on three main prices and to spare no effort to produce a hat at each of these prices that would stand in a class by itself. The prices we decided on in the case of soft and stiff felt

**Document type:** advertisement - hats



**Title:** The Austin Reed £1 hat

**First Line:** Many men regard the buying

**Company:** Austin Reed, 107-113 Regent Street, W.1, London

**Town:** Birmingham, 41 New Street  
Bristol, 3 Clare Street  
Leeds, 1 and 2 Bond Street  
Preston, 130 & 131 Fishergate  
Liverpool, St. George's Crescent  
Sheffield, 9 Fargate  
Glasgow, 58 Gordon Street, C.1

**Products:** hats

**Period:** [1930s]

**Physical Form:** pamphlet, [6] p., 20.4 x 11.5 cm.

**Medium:** paper

**Printing process of text:** Letterpress works

**Printing process of illustration:** Relief prints  
Halftone photomechanical prints

**Method of production:** Printed in colour, with display typefaces and illustrations

**Country:** England

**Subject (LCSH):** Advertising — Great Britain — History — 20th century  
Printed ephemera — Great Britain — History — 20th century  
Hats — Great Britain — History — 20th century

**Illustration Subject (LCTGM):** Men--Clothing & dress--1930-1940  
Hats  
Trademarks

**Notes:** Printed in red and black.


**Additional information:** — has prices


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# The partnership and business model

- Phase 2 of the JISC digitisation programme providing funding for preservation, creation of metadata and digitization
- Oxford provides the expertise to conserve the material and create the metadata
- ProQuest provides formal management of digitization by a third party
- ProQuest assumes the costs for the creation of the interface, search technology and the ongoing hosting of the content
- ProQuest provides free access to the United Kingdom and can sell the content outside of the UK
- Sales outside of the UK market support the ongoing hosting of the content and pay a royalty back to Oxford

# Critical success factors

- Ithaka Report: Sustainability & Revenue Models:
  - Assuming that grant funding will always be available is not likely to lead to a successful sustainability plan.
  - Project leaders need to adopt a more comprehensive definition of 'sustainability' so as to generate capital for ongoing reinvestment in content and/or technology.
  - The value of a project is quantified by the benefits it creates for users – what it allows them to do that they could not do before.
  - Project leaders need to consider a range of options for long-term governance.
  - The web is a highly competitive environment: projects must embrace the best operating practices of their competitors for mindshare and resources, a group which includes commercial organisations.
  - Project leaders (and their funders) must be prepared to adapt when necessary.
  - Running a start-up is a full-time job and requires full-time leadership
  - Innovation depends on experimentation, and project leaders should embrace the fact that there are generally no straightforward solutions

# ‘Boutique digitisation’?

- Non-standard materials require expert description to make them fully accessible
- Sophisticated cataloguing necessitates a dedicated search interface and special functionality (e.g. four-way OCR, ‘View with scale’ display)
- Rare and/or fragile materials requiring conservation, specialist handling, tracking, insurance etc
- Future-proofing / scholarly users / archival standards / rising tide of user expectations
- Challenges associated with identification and clearance of third-party copyrights

Reprinted from "Forward" (1st Feb., 1941).

Price 1d.

## COMMONSENSE ABOUT "DAILY WORKER"

By **BERNARD SHAW**

THE suppression of the "Daily Worker" and the cyclostyled news-letter called "The Week" is a diplomatic mistake. In pointing this out I am not thinking of what is called the freedom of the Press. There is no such thing as a free Press. A newspaper is under either public control or private control in so far as it is not under the control of circumstances and public taste; and as public control can be criticised in Parliament whereas private control is practically immune, the man who finances a newspaper may do what he likes with his own. Not too much freedom about that.



There are plenty of precedents for suppression. In the Four Years War the summary extinction of the venerable "Globe" newspaper, and the sacking of certain too-independent editors that followed, did not increase the peril of the country, and to that extent did not matter; it only showed that in the matter of making short work of papers that will not come to heel, British Governments have nothing to learn from Fascist autocrats. No other implications were involved. This time it is different.

The Kaiser, before he began the World War by invading Belgium, had been expressly warned by General Bernhardt not to do so until he had secured the alliance not only of Turkey but of the United States. The Kaiser not only disregarded this advice, but antagonised the U.S.A. by his submarine campaign, and lost the war in consequence.

Herr Hitler, it will be said, has made the same mistake. But the situation is not the same. A new and potent factor has come into play. Twenty-seven years ago the U.S.A. stood alone in continental magnitude as a fully armed federation of republics, one and indivisible. When it came into the war on our side the European empires vanished like nipped Rupert's Drops. Apostolic Austria, Holy Russia, and German Reich and the Ottoman Turks, with centuries of tradition and glorious histories behind them, and every promise of centuries before them, returned to dust in a day. It was an overwhelming triumph for Republicanism, for Federalism, and for Individualist Plutocracy. We shared it because the British Empire, now re-christened the British

# Potential pitfalls

- Low sales
- Geographical exclusivity
- Overseas collaboration
- Not OAI-compliant

# Practical challenges

- Specified timescale
- Hidden staff costs
- Cataloguing is expensive
- Digitisation costs
- Capital Claims
- Practical challenges for ProQuest

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