

Friendscript

But Wait . . . There's More!

Library focuses on processing massive advertising collection

Few would rate the pandemic's impact on everyday life as a plus, but what came to be known as the Library's "Woodward Project" ended up not only a win, but a win-win-win.

That is: a win for processing an astounding collection, a win for the Library's family of workers, and a win for future scholars.

Flash back to 1989, when Chicago businessman Gary Woodward donated to the University of Illinois Library an eye-popping assortment of advertisements—approximately 4 million newspaper and magazine clippings spanning an entire century. Covering the time period from the 1880s to the 1980s, the Woodward Collection appears to be the largest of its kind in the United States, if not the world. Comprising an astonishing breadth of topics and products, it chronicles not just the manufacturing prowess of the 20th century, but its moods and social mores as well, touching on far more than the mere hawking of wares.

"I can't begin to tell you how important this collection is to researchers in advertising, history, gender studies, art, business, and commercial culture," said Lisa Romero, head of the Communications Library. "These [ads] represent our cultural and consumer history."

But the breadth of the collection was also its very downfall. Only roughly organized by topic, the advertisements arrived stuffed into old filing cabinets and boxes. Over the years, Romero had completed some preliminary inventorying of the collection's categories, which represent nearly



The Ad Council Archives, as well as the Woodward, D'Arcy, and Cohen collections, position the University Library as a leader among institutions with advertising archives.

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Friendscript is a publication of the Office of Library Advancement, 1408 West Gregory Drive, Room 227, Urbana, IL 61801. Ideas and suggestions are always welcome and should be submitted to Heather Murphy at hmurphy@illinois.edu or (217) 333-3758.

The Office of Library Advancement garners interest and secures external funds from Illinois alumni and friends, provides visibility for the Library through its programs and events, and promotes the Library within the Illinois campus and the community-at-large.

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Library Bids Farewell to Rossi

Major gift officer takes Vet Med role

In March, the Office of Advancement said goodbye to its major gift officer, Tiffany Xanos Rossi, who took a position as senior advancement officer at the University of Illinois College of Veterinary Medicine.

“While we are sad to lose a dedicated and talented team member,” said Kathryn Risor-Heise, MBA ’94, senior director of advancement operations, “Tiffany will be able to pursue her passion for animals and the people who care for them. Her enthusiasm for the Library, our faculty, staff, and our community will be missed.”

Rossi joined the Library’s advancement office in 2015 and, in the ensuing years, relished the relationships formed with donors and the colleagues she called her “library family.”

Over the course of her time, Rossi embraced what she called a passionate donor base composed of “kind spirits.” Each generous act, she said, reflected its own Library back story—from meeting one’s life partner to undertaking internships to toiling away in graduate school. “Everybody has such a wonderful and unique story,” she said, “and that’s what’s made the Library so wonderful for me.”

“The Library is a great place to fundraise because you know it has true impact,” Rossi said. “We can’t grow as a society without knowledge, and this [Library] hub of information and resources, I think it’s just phenomenal.”



Upcoming Events

International Kelmscott Press Day

June 26, 2021, will mark the 125th anniversary of the publication of the Kelmscott Press’s *The Works of Geoffrey Chaucer*, a landmark volume in the history of fine printing. The William Morris Society in the United States is organizing an international celebration and asking all institutions holding copies of the Kelmscott Chaucer to participate in an online extravaganza. The Rare Book & Manuscript Library will be participating with a short video hosted by curators.

- ◆ June 26
- ◆ Visit library.illinois.edu/rbx for a series of downloadable coloring pages of selected images from the volume
- ◆ Visit morrissociety.org for more information on the general events



We encourage you to visit the Library’s online calendar at go.library.illinois.edu/calendar for the most up-to-date information about events.



Plans Emerge to Integrate Undergraduate Services

Strategies analyze where to place students, services, and lots of stuff

If you imagine moving a household is daunting, think about moving an entire library. That was the gargantuan task facing Sara Holder and David Ward '92 LAS, MS '98 LIS. Last December, the veteran University of Illinois librarians were charged with creating plans to shift the Undergraduate Library out of its current environs and into other campus quarters. The relocation comes about as an early stage of the Library Building Project, which envisions reshaping the former UGL space into a home for archives and special collections, and a dramatic renovation of the Main Library, replacing the oldest stacks ranges with modern spaces for services and collections.

The move entails more than 40,000 media and 80,000 print items, 20-plus staff members, and the unique spaces and services that nearly 34,000 undergraduate students enjoy—all the while maintaining the welcoming and enriching environment to which these students are accustomed.

“There was a very well-articulated lane for us to be working in,” Ward said. He and Holder were natural choices to co-chair the core Working Group of the Main/Undergraduate Library Integration Project, as Ward heads the Undergraduate Library and Holder directs Research and Information Services. Four subgroups drew in librarians from across campus to grapple with issues of student space, consultations and programming, instruction, and logistics and operations.

By April, those reports were compiled, with the expectation that implementation will begin this summer. The Undergraduate Library will formally close in Spring 2022.

The analyses involved collecting a wide range of data, from the number of study spaces available in various libraries to the circulation history of particular items. Information on user likes and dislikes—such as access to natural light and the ability to spread out materials—was also tapped as librarians made their recommendations.

After the Undergraduate Library closes, undergraduate students will be welcomed into a number of other libraries, with a variety of spaces, services, and facilities enhanced in the Main Library, Funk ACES Library, Music and Performing Arts Library, and Grainger Engineering Library and Information Center. Within the Main Library, for example, what is now the Social Sciences,



Health and Education Library North (Rooms 100 and 112) can offer hundreds of spaces for individual and group work, as well as convenient proximity to research, tutoring, success services, and printing. The first floor already provides an Information Desk and could add the Writers Workshop to complement existing reference services; it also could more easily handle louder use, late hours, security, and event programming.

The second and third floors of the Main Library could contribute extra study space for quieter endeavors, and the Scholarly Commons (on the Main Library’s second floor) could enfold the Media Commons now at UGL.

The reports also identified instructional spaces across campus; suggested where to place print items, media, loanable technology, and video games; and addressed issues such as circulation, communication and outreach, reserve services, personnel, and collection management.

Despite the nitty-gritty details, Ward emphasized that a larger focus prevails, and ongoing plans will continue to be evaluated. “It’s more than adding tables and chairs,” he said. Much of the analysis pointed toward continuing to help students succeed, adjust to campus, and have “a place that they can feel welcome.”

“It’s taking the best of what we’re doing,” Ward said, “and it’s also looking to the future and saying, ‘What else? What else should we be doing, regardless of whether we moved or not?’”

The relocation comes about as an early stage of the Library Building Project, which envisions reshaping the former UGL space into a home for archives and special collections, and a dramatic renovation of the Main Library.

Library Is Looking For

To fund one of these items or to ask for additional titles in an area of interest, call (217) 333-5682 or email friends@library.illinois.edu.

\$250 for *Iaroslavskie literatnyye (The literary figures of Yaroslavl)*. Learn about the lives, writings, and critical reception of all noted authors who lived and worked in Yaroslavl, the oldest city on the Volga River. Founded in 1010 by Yaroslav the Wise, the city nurtured great Russian poets such as Nikolai Nekrasov, Karolina Pavlova, Mikhail Kuzmin, and others. A prime example of the Eastern European and Eurasian art of bio-bibliography,

the seven-volume set would enhance the extensive holdings on the literatures of Eastern Europe held by the **International and Area Studies Library**.

\$320 for *Miras—nasledie, Tatarstan—Krym: gorod Bolgar i izuchenie tatarskoi kul'tury v Tatarstane i Krymu v 1923–1929 godakh*, a long-awaited three-volume publication exploring how Tatar identity evolved in the early Soviet Union. Viewed through the prism of a little-known archaeological expedition in the 1920s to the medieval Turkic city of Bolghar and other Tatar sites, the set was finally published nearly a century later. This work would complement the **International and Area Studies Library's** collection on Eastern Europe and Eurasia archaeology, making it only the second library in the U.S. to own it.

\$575 for *Map of the United States Military Rail Roads, Showing Rail Roads operated during the War from 1862–1866, as Military Lines [US Railroads, Civil War]*. This extremely detailed map, sought by the **Map Library**, delineates railroads used as military transit lines by the U.S. in the southern part of the nation during the Civil War. The depicted railroads extend to Iowa and Louisiana, and are colored to show varying gauge widths.

\$750 for *Correct Map of the Chicago, Burlington & Quincy R.R. [US Railroads]*, a very large (66.3 x 113 cm) map of the U.S. in 1883, with the lines of the Chicago, Burlington & Quincy drawn in bold. Five scenes grace the bottom left of the map, including the Republican and Missouri rivers; Ottumwa and Burlington, Iowa; and Plattsmouth, Nebraska. Bottom right scenes display the beauty of the railroad's interior, including dining, sleeping, smoking, and parlor cars. This item would benefit the **Map Library's** collections.

\$750 for Free!—These Three Great Charts—Free! To All Purchasers of the Latest and Most Complete Book *Lindbergh, The Lone Eagle*, an exuberant promotion available to those who purchased a new biography of aviation ace Charles Lindbergh. The 1928 advertising campaign incentivized prospective buyers by offering three maps: Lindbergh's route across

the Atlantic, his celebratory trek around the U.S., and his "good will tour" in the Caribbean and Latin America. While the University Library does own a copy of the touted biography, this set of charts sought by the **Map Library** may be the only one available.

\$800 for *Map of the Chicago and Alton R.R. and Connecting Lines [US Railroads]*. This 1898 Rand McNally item highlights in black the railroad line connecting Chicago and Alton, Illinois, but also depicts the entire U.S., including the "Indian Territory" of present-day Oklahoma. This particular railroad line's claim to fame was its standing as the first to offer dining and sleeping cars designed by George Pullman. The **Map Library** would love to get this item on board.

\$900 for *Buenos Aires: Vision Fotográfica*. This photographic book contains brief texts prefacing plates showing views of the city and its inhabitants, indexed with captions. On the occasion of the fourth centenary of its founding, the Municipality of Buenos Aires commissioned Horacio Coppola to produce a photographic documentation of the city's urban environment. The resulting work is considered by many to be one of the most important Latin American photobooks of the 20th century. Coppola completed the assignment in collaboration with his wife Grete (née Stern). The couple had originally met as students at the Bauhaus, and upon moving to his native Argentina, they effectively imported the lessons of the European modernist photography to Latin America. The present work is scarce in any condition. This acquisition allows the **Ricker Library of Architecture and Art** to strengthen its holdings in both Latin America and photobooks, while also bringing a work that has architectural as well as artistic value.

\$900 for *Profit Sharing Investment Bond for the Woman's Land Syndicate, 1893*, documentation of an unusual real-estate venture run entirely by women. Established in 1892 by Rose A. Emmons, a leader in the Woman's Christian Temperance Union, the enterprise gathered female investors from around the country, who plunked \$500,000 into South Waukegan lots, where temperance principles and green space reigned supreme. Though the business ultimately failed because of broader economic factors, the syndicate drew attention to such uncommon projects. This item would augment 19th century Illinois printed ephemera held by the **Illinois History and Lincoln Collections**.

\$1,000 for *改新世界時局要圖南北アメリカ篇 = Revised New Map of the World's Current Political Situation. North and South America [World War II, Japanese perspective]*, an extremely rare and unusual map created in the throes of World War II and indicating Japan's interest in conquering the New World. The item looks to the East, gazing from French

Polynesia onward to North and South America, with oceanic depths and air routes also marked. No similar examples appear to be extant, a prospect of great interest to the **Map Library**.

\$1,250 for Megalithic Software. Part I: England (1975) ; Part II: Europe and the Near East (1982) ; Part III: The orient Sec. A Japan (1988). These three volumes comprise a complete set of the noted physicist author's detailed analysis of ancient megalithic stone circles, city plans, and cathedrals at sites around the world and is illustrated throughout with tipped-in maps, diagrams, photographs, illustrations, and mathematical tables. A little known and under-appreciated contribution to contemporary understandings of ancient pagan mathematics and cybernetics, *Megalithic Software* remains institutionally scarce, with only a handful of institutions recording copies of all three volumes in their online catalogs. This acquisition allows the **Ricker Library of Architecture and Art** to strengthen its holdings which document connections between art and science—showing that creativity and curiosity can be fostered throughout disciplines.

\$1,400 for The World, on Mercator's Projection [US Railroads, Gold Rush]. Who was interested in prospecting for gold? The whole world, apparently, as this map spotlights how to get to California (appropriately colored in yellow) from anywhere on the globe—including Antarctica. Printed in 1850, this rare map of sea routes contains perhaps an even rarer inset: the proposed pathway of a transcontinental railroad from St. Louis to San Francisco. The Gold Rush map was created by the renowned David H. Burr, who left the study of law to pursue a career as a surveyor, topographer, and cartographer. Help the **Map Library** strike it rich with the purchase of this unusual item.

\$1,500 in soft seating to enhance the reading and relaxation experience. Though bathed in natural light, the large reading room in the **Music and Performing Arts Library** is in need of additional amenities, such as comfortable chairs.

\$1,750 to inventory Special Collections holdings in the Music and Performing Arts Library. Personnel is needed to take a look at these 150,000+ items—including some of MPAL's oldest, rarest, and/or unique pieces—to ensure they are on the shelf and appropriately represented in the online catalog.

\$2,250 for Tōkyō kangyō hakurankai jimu hōkoku jōkan [Tokyo Industrial Exposition Report, Vol. 1], an extremely scarce governmental report on the 1907 Tokyo Industrial Exposition. Replete with maps and plans for everything from architecture to engineering to pavilion elevations, the 331-page volume is richly illustrated with black-and-white reproductions of exposition photographs as well as more than two dozen folding

plates. Exposition organizers hoped to display a modern, industrial Japan, with the event featuring a Ferris Wheel, foreign products, and 35,000 light bulbs. This item is sought by the **Ricker Library of Architecture and Art**.

\$2,500 to assess digitization needs for MPAL's Special Collections. These funds would allow the **Music and Performing Arts Library** to hire personnel to identify unique score and text holdings that have not yet been digitized so that the library may eventually do so.

\$3,000 to digitize MPAL's Special Collections items. Extra assistance is needed to digitize unique score and text holdings (as allowed by copyright), which can then be included in the Library's Digital Collections platform for use by scholars worldwide.

\$3,500 for a Civilian Conservation Corps Photo Album, mostly of events in Macomb, Illinois, in 1937. The album comprises 138 silver gelatin photos depicting work and leisure activities by enrollees in the CCC, a New Deal relief program. This purchase would complement the **Illinois History and Lincoln Collection's** small assortment of CCC materials from the New Salem camp, including newsletters.

\$5,000 for metadata improvement in MPAL's Special Collections. The **Music and Performing Arts Library** wants to boost cataloguing efforts of items in these collections to better assist researchers and librarians, and augment their usability.

An up-to-date, comprehensive list of items in need is located at library.illinois.edu/friends/library-is-looking-for

\$5,000 for Stanford's Map of the United States showing the principal United States and Canadian Railways quoted in the Daily Stock Exchange Lists. [US Railroads]. America prides itself on creating its transcontinental railroad system, but in fact, more than half of it was financed by foreign investors. This 1901 map, illustrating the full breadth of the United States and the development of 31 different railroads, is seen through the interests of European investors, whose capital (traded in U.S. dollars) helped propel the U.S. into global economic dominance and launch the dollar as the world's prevailing currency. Just two other examples of this map exist, one at the British Museum and the other at the University of Texas, Arlington. The **Map Library** would like to own the third.

\$5,000 for new tables for public computer workstations. While the technology at the **Music and Performing Arts Library** has continued to evolve, its furniture remains somewhat archaic. These funds would help create flexible space for patrons as they write papers, scan scores, or watch DVDs at the library's computers and scanners.

But Wait . . . There's More!, *continued from page 1*

"You only have to visit a class of undergraduates with a sample of ads from the collection once to witness students getting excited about their assignment and being encouraged to do research in advertising."

—LISA ROMERO, COMMUNICATIONS LIBRARIAN



every product type produced in U.S. consumer history. In 2017, the collection was repackaged into 1,530 cardboard boxes and moved into the Main Library, at which point Jennifer Hain Teper, head of Preservation Services, wrote and received a grant from the National Historical Publications & Records Commission to hire people to dig into the collection in earnest. Painstakingly working through boxes, one advertisement at a time, the crew began weeding out duplications and preparing a record that eventually will form an online finding aid.

But when the pandemic shut down nearly the entire Illinois campus in March 2020, those Library employees and student hires who typically would work on site ended up stuck at home.

"The Library was committed to keeping people productive . . . but many of them had jobs that just did not translate to work from home," Teper said. With a nod from Romero and the University Archives, Teper coordinated an effort to allow personnel to take Woodward Collection boxes out of the Library and process them at their residences. And, in the first six months, "we moved mountains," she said.

"So many of the staff were just grateful that the Library found them work to do that meant something," Teper said. "It was an important project, and they understood that, and they really valued the work."

And it was important to Teper as well. Aside from advancing work on the collection, being able to safely meet the workers in person to exchange

boxes "was my link to sanity" during the isolation imposed by the pandemic, she said. "I can't express how valuable it was to me to have that interaction."

With the gradual reopening of the campus, staff slowly began returning to the Library, and Teper's crew reduced from 33 at its peak to under 10 at present. Nevertheless, nearly two-thirds of the collection has been processed, with the materials ultimately

"It's really hard to convey to people the value of advertising. This collection helps us do that."

—LISA ROMERO, COMMUNICATIONS LIBRARIAN

to be housed in the Oak Street long-term storage facility. Eventually, a comprehensive finding aid will allow researchers to peruse a list of products and brands in the collection and view requested materials within the confines of the Communications Library, which supports the College of Media and its No. 1-ranked advertising department.

"The whole project ended up helping so many people," Teper said of the massive effort. "It wasn't just about keeping people busy. It really was about . . . still feeling connected."

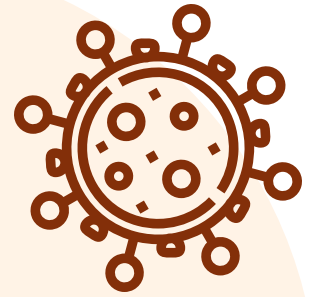


Thank You

The following donors have adopted these items previously featured in *Friendscript*:

- ◆ **Brian and Susan Allen** for a gift to fund rotating exhibits (Library Exhibitions Committee)
- ◆ **Joyce Chelberg** for a gift to purchase video production equipment (Rare Book & Manuscript Library)
- ◆ **Timothy and Jamie Kearley** for a gift to purchase study carrels (History, Philosophy, and Newspaper Library)
- ◆ **Philip Martin** for *Showa 16 Japanese Youth Manga Map of East Asia and Southeast Asia* (1941) and *Japanese Sugoroku or "Snakes and Ladders" map of Japan gameboard* (1925) (Map Library)

The Latest COVID-Relief Law and Your Library Support



The COVID relief package signed into law at the end of 2020 may impact your 2021 support of the Library. Did you know that your required minimum distribution has been reinstated this year? Or that you can continue to use cash gifts to offset up to 100% of your adjusted gross income? Or that your support of the Library might be able to add up to \$600 to your standard deduction this year?

Learn more via the UI Foundation at go.illinois.edu/GiftPlanning. Or, reach out to Jason James Shuba, JD, UIF Director of Gift Planning, at (216) 392-2229 or shuba@uif.illinois.edu for information about how you can make the most of the Consolidated Appropriations Act (CAA) in your support of the Library.

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8 FRIENDSCRIPT SPRING 2021

Librarian Leaves Lasting Legacy

Cole retires after three-decade career

When Timothy W. Cole retired in December, he left a notable impact on the Library, the University, and his profession as a whole.

His most recent role—as the Elaine and Allen Avner Professor in Interdisciplinary Research—epitomized the scope of his contributions. “I am most appreciative of this opportunity to further my research into the novel ways libraries can apply technologies to better support interdisciplinary scholarship and pedagogy,” Cole said at the time of his appointment. “Truly an exciting opportunity!”

While Cole made his mark in establishing how information technologies enhance academic library services, his initial training lay elsewhere. Cole received

a bachelor’s degree in aeronautical and astronautical engineering from Illinois in 1978 and worked for a decade as a propulsion systems engineer. In 1989, he earned a UI master’s degree in library and information science and joined the Library faculty in 1990.

Cole’s many contributions to campus include serving as Mathematics Librarian and Assistant Beckman Institute Librarian. During his three decades at Illinois, he pioneered innovative digital library services, established the Library’s first web server, and helped to architect digitization and digital collections on campus. On a wider scale, he contributed significantly to the World Wide Web Consortium (W3C), the Digital Library Federation, and the Open Archives Initiative.

