PRODUCTION NOTE

University of Illinois at
Urbana-Champaign Library
The Advertising Council Collection Comes to University Archives

Over the next three years a major advertising Archives collection will be developed in the University of Illinois Library at Urbana-Champaign, and made available to researchers.

Negotiations between The Advertising Council, Inc., of New York City, and the University Library began in 1979 and will be completed in 1986. As a result, The Advertising Council's archives will be moved to Urbana-Champaign to be processed, maintained, and periodically updated.

The Advertising Council is a non-profit organization through which American businesses and industries pool their skills and resources to promote voluntary citizen action in solving the nation's problems. Founded as the War Advertising Council during World War II, it coordinates public service advertising campaigns and draws its support from contributions of advertising agencies, the media, and corporations.

Maynard Brichford, University Archivist, and Kim Rotzoll, head of the Advertising Department in the UI College of Communications, led the negotiations on behalf of the University, with assistance from Nancy Allen, then the Communications Librarian, and her successor, Diane Carothers.

The matter was first broached by Barton A. Cummings, a member of the University graduating class of 1935, who has served as chairman of Compton Advertising, Inc., as chairman of The Advertising Council, and as chairman of the James Webb Young Fund, all in New York City, and is a member of the UI Foundation Board of Trustees. Mr. Cummings suggested that the Ad Council and the University form a "partnership," with the University to provide professional archival direction in a program to appraise, process, describe, and provide access to the core records of the Council. During the period that followed, The Advertising Council's primary negotiator was its president, Robert P. Keim.

Professor Brichford, who first inventoried and appraised the files in 1979, returned in February to New York to complete arrangements for the cooperative program and to schedule the transfer of the records.

Mr. Cummings, through The Advertising Council, agreed to pay $10,000 over three years to finance the processing of the archives by the University. The Advertising Department will provide staffing assistance, and the University will provide several hundred square feet of archival-quality space for the advertising archives.

Professor Brichford said it is the University Library's intention to use the three-year agreement period to establish an archival program that will require minimal special funding after 1989; relate the Advertising Council archives to other research collections and programs; provide for the exhibit or display of materials to maximize their use, and employ all available technology to reduce the volume of materials by microfilming, videotaping, or digital recording.

Illuminated Manuscript Acquired by Library

A recent addition to the Rare Book and Special Collections Library, framed and mounted on the north wall, is an illuminated manuscript leaf from an Italian antiphonal. It was purchased by the Library Friends. "The Ascension" is from an elephant folio printed on vellum paper. The full color painting is heightened with gold. It was published circa 1593 under a commission by Prince Fabrizio Pignatelli of Naples. The Latin text was transcribed by the Dominican monk Giovanni Battista Rossi.

The illuminated manuscript, one of the few in the Library, is considered a superb specimen of the medieval and Renaissance contribution to the book arts.
From the Librarian's View...

There appears to be a phenomenon on college campuses today in which the students believe that there is a sort of "Republic of the University and College," whose rights of citizenship include access to a large number of libraries. I am sure that a fairly active library circulation is carried out under the names of local patrons by students of other institutions.

When walking through our Library, one sees large numbers of students who are clearly from other institutions and, just as clearly, are visiting their friends on our campus. I am sure that if I go into the dormitories I will find these people have taken the beds and rooms of absent students, and many of those absent students are off on some other campus doing exactly the same thing.

I also notice that they are using our library materials, they are studying with the boyfriends and girlfriends, or just friends, and have evolved a sort of an underground circulation system. I suppose that the borrowing is being done by the local student for his or her friend, but I also notice that our students quite often carry around books that have ownership marks from other institutions. I am pretty sure that at this very moment a couple of hundred, or a couple of thousand, of our books are being used in homes and reading rooms in the Chicago area. I am also sure that many of our students are at Northwestern, the University of Chicago, Barat College and at Loyola University, and at the Chicago city colleges, and that they are borrowing books from institutions just as students from those institutions are at our library.

In actuality, the practice is a device to bypass institutional barriers to the free exchange of material. It is a situation in which I am not about to go meddling and is one which I really think we ought to ignore.

Within a network, even an informal one, one just has to recognize the transference of local authority and local responsibility for the patron, even though that patron may not have gone through the normal processes and channels of library activity and registration. In seeking solutions to this and other changes, we must seek to more clearly understand the changing nature of our public's attitudes toward the concept of "ownership" of things which share information, and information itself.

There are other developments that we can foresee, and libraries of the future will become even more closely...

Library Friends organization of the University of Illinois Library at Urbana-Champaign was presented the "Outstanding Academic Friends Award" at the American Library Association convention in New York City. Ronald Bates (left), Champaign, accepts the award from James E. Brooke, director of marketing services for the Baker and Taylor Company, which funded the award. Ms. Bates was completing a two-year term as president of the UIUC Library Friends Executive Committee. The competition is sponsored annually by the national support organization, Friends of Libraries U.S.A.

UIUC Friends Wins National Award

Library Friends of the University of Illinois Library at Urbana-Champaign has won the "Outstanding Academic Friends Award" presented by the Friends of Libraries U.S.A., the national Library Friends organization.

Presentation was made in June at the American Library Association conference in New York City.

The UIUC Library Friends organization was judged as outstanding for its work in supporting the goals of the Library through private contributions, while also providing the means to enhance the visibility of the Library. The award is sponsored by the Baker & Taylor Company, and is given annually by Friends of Libraries U.S.A.

DUPLICATION?

We mail to several lists, and therefore an occasional duplication is the result. Please give extras to friends or colleagues who may share your interest in important Library collections.
Friends Survey Comments Are Being Studied

Statistical results of the Library Friends Opinion Survey will not be available for several months. However, your Library Friends staff wishes to thank the many of you who made thoughtful and constructive suggestions.

We are sifting through these suggestions to determine which are appropriate for immediate implementation and which will enable us to provide greater service on behalf of the UIUC Library and the Library Friends. We are overwhelmed by the many personal observations and laudatory comments—and some not so approving—we received through the survey responses. We hope this personal mode of communication can be sustained in the future.

If you are an Urbana-Champaign resident or will be visiting the campus, please remember that you will be most welcome to visit us in the Library Friends Office, Room 227 Library.

Library is Looking

For a number of items of equipment for the University Archives, as follows: Cassette tape recorder/player to provide access to cassette recordings in the Archives and permit dubbing onto cassettes, $100; projection screen, $100; Highsmith no. 65-149 book truck, $113; record player to handle 16-inch discs of over 3,000 sound recordings of speeches and university events held by the Archives, $155 or $400; refinish John Milton Gregory desk, $395; refinish two tables, $500; 16mm motion picture projector, $1,150; IBM PC-AT microcomputer, $3,949.

If you can help to provide any of these items, please contact the Library Friends Coordinator, Lucie W. Clark, at 227 Library, 1408 W. Gregory Drive, Urbana, IL 61801, or telephone 217/333-5683.

ALA Honors David Cobb, Map, Geography Librarian

David A. Cobb, the Map and Geography Librarian at the University of Illinois Library at Urbana-Champaign, received the 1986 Honors Award from the Map and Geography Round Table of the American Library Association for his "outstanding contributions to map librarianship and to the Round Table." The award was presented at the 105th annual ALA conference in New York City.

Librarian Cobb, in addition to heading the UIUC Library's Map and Geography Library, is the editor of the 1986 ALA publication, Guide to U.S. Map Resources.

State Tour Set for H.G. Wells Collection

Library Friends will be among the first to see a new traveling exhibit of the work of H.G. Wells when it opens in September at the Champaign Public Library. Friends are invited to the events which will open September 21.

"H.G. Wells: Reality and Beyond—An Interpretive Exhibition and Lecture Series" draws from the important Wells collection in the University of Illinois Library at Urbana-Champaign. In the exhibit will be original manuscripts, photos, juvenilia, first editions and correspondence from the Rare Book and Special Collections Library, all of which focus upon Wells's social philosophy, his interpretation of historical and contemporary events, and his futuristic ideas.

The exhibit will open first at the Champaign Public Library September 21 and will close October 24. A four-day symposium will be held in connection with the opening, featuring Wells scholars in panel discussions, lectures, a film series, and a reader's theater.

In the next five months, following the Champaign visit, the exhibit will be seen at the following public libraries: Carbondale, November 3 through 30; Carbondale, November 3 through 30; Arlington Heights, December 8 through January 2; Quincy, January 12 through February 5; Lincoln Library, Springfield, February 16 through March 13, and Chicago, March 23 through April 17. The exhibit will then be returned to Champaign and stored for possible future use.

Funding the exhibit is a grant of $81,672.66 from the National Endowment for the Humanities. The grant application was made by Jane Pinkston, project director, Information Librarian at Champaign Public Library; Elizabeth Wilson, associate project director, Acting Librarian of the UIUC Undergraduate Library; Mark Arends, UIUC Department of Art and Design, and Michael Mullin, UIUC Department of English.

MOVING?

The Postal Service will not forward your Friendscript if you have moved. If you do plan to change addresses in the future, you will save the Library Friends 30 cents for each issue if you just send this label, with your new address added, to Library Friends. The saving will ultimately accrue to the benefit of the UIUC Library.

Yes, I/We wish to become members of the U of I LIBRARY FRIENDS

☐ University Librarian's Council at UIUC: $5000
☐ Life: $3000
☐ Benefactor: $1000
☐ Sponsor: $100
☐ Subscriber: $50
☐ Patron: $500
☐ Student: $10

Please make your check payable to University of Illinois Foundation/Library Friends, 224 Illini Union, 1401 W. Green St., Urbana, Illinois 61801. All contributions are tax-deductible.

Name

Address

City

State & Zip
Mrs. Catharine H. Kappauf and her late husband, Professor William E. Kappauf, have been responsible for major improvements in the UIUC Library's Conservation Unit, and on the occasion of the dedication of a memorial gift in memory of Professor Kappauf, University Librarian Hugh C. Atkinson thanks Mrs. Kappauf for her support of book and document preservation. A plaque behind them notes the generosity of the Kappaufs.

Kappauf Memorial Gift to Library Conservation

A donation by Mrs. Catharine H. Kappauf and her late husband, Professor William E. Kappauf, has in recent years provided for major improvement in the Conservation Unit of the University of Illinois Library at Urbana-Champaign.

The latest extension of the Kappaufs' generosity of approximately four years ago is the purchase of a new deacidification spray booth which will, for the first time, allow rare and special volumes to be deacidified. The unit was purchased through memorial gifts in honor of the late Professor Kappauf.

By converting the acidic content of the paper to an alkaline balance, the useful life of valuable books may be extended by three or four times, according to Jane Gammon, head of the Conservation Unit. The new booth makes the UIUC Library one of approximately a dozen in the United States to have this means of deacidifying volumes.

When in use, the facility will permit old and fragile paper, either bound or looseleaf, to first have the acid neutralized, and then converted to an alkaline balance.

A spray gun, much like a paint spraying attachment, is used to spray solutions onto two pages at a time as a book is leafed through, page by page. This is a major improvement over the old process, which treats only unbound and looseleaf materials because it must be dipped in a solution. There is no provision for treating volumes except with the new facility.

It is estimated that the new equipment will give the Library the capacity to deacidify an average of eight to ten books a day.

When Professor and Mrs. Kappauf made their donation several years ago, it was because they wanted to help the UIUC Library, perennially subject to budget pressures, to improve its preservation work. The Library is fortunate to have the improvements funded by the Kappaufs' gift, and this latest facility which was provided as a memorial to Professor Kappauf.

Calendar

Exhibits

August

"1936 Berlin Olympics." University Archives, 19 Library.
"Mental Illness and the Community." Main Corridor, University Library.
"Notable Acquisitions." Rare Book and Special Collections Library, 346 Library.

September

"The 'Elephant'-Old University Building." University Archives.
"The Book as Contemporary Art—and Handmade Paper." Main Corridor.
"Notable Acquisitions" continues. Rare Book and Special Collections Library.

October

"The Brothers Grimm" (repeat). Main Corridor.
"Banned, Burned, and Censored—The Baskette Collection." Rare Book and Special Collections Library.

Events

Tuesday, September 9, at 10 a.m., Volunteer Orientation for Library Friends in the Rare Book and Special Collections Library.
Thursday, Sept. 25, (tentative), 3 to 5 p.m., New Faculty Reception in the Rare Book and Special Collections Library.

friendscript

University of Illinois
Library Office of Development and Public Affairs
227 Library
1408 W. Gregory
Urbana, Illinois 61801

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