

2022

University Library



The Illinois Orange



Your camera will eat it up this year.

The Autumn sun peeks through the early morning mist and smiles on Chicago shores. ■ The shadows of an Autumn afternoon spread like honey down the bluffs of old Galena. ■ Geese, high above the scarlet maples, follow the rainbow south to Carlyle—over pumpkin fields and corn

fields and football fields—while the golden Oaks of our Great South Woods shimmer in the breeze, waiting for the hunters to come. ■ It seems, Mother Nature worked a little harder for us this year. Enjoy it all next weekend with your family. ■ Take it home with you in your camera.

ILLINOIS

Free guide service.

Mail this coupon for free map and brochure outlining scenic tours in Illinois—also information on the following:

- Camping
- Weekend on a farm
- Exploring State Parks
- Other (specify) _____

Name _____ Mail to: Bob Ellsworth
 Street _____ Tourism—Dept. S.
 City _____ 222 South College St.
 State _____ Zip _____ Springfield, Ill. 62706

Life 10-10-69



This calendar contains advertisements with dated expressions and imagery that were part of our popular culture almost half a century ago. These ads are part of our history. In keeping with our mission to provide collections and content that comprise a record of human knowledge, we present them here unedited.

To see the University Library's Diversity, Equity, Inclusion, and Accessibility Vision Statement, please visit library.illinois.edu/geninfo/deia.

BY THE NUMBERS YEAR IN REVIEW

Fiscal Year 2021 Statistics*
(July 1, 2020–June 30, 2021)



14,895,957
Total Volumes Held



17,815,590
Database Searches



33,581
Items Circulated



175,519
New Items Added



24,107
Reference Questions Answered



7,913,393
Electronic Downloads



871,700
Books Digitized by the University Library Available from Google Books, Internet Archive, or HathiTrust



1,828,306
ebooks



30,250
Visitors



1,533
Loanable Technology Requests Fulfilled through the Undergraduate Library



12,537
Items Loaned to Other Libraries via Interlibrary Loan

*Some FY21 service usage affected by the COVID-19 pandemic

LETTER FROM THE UNIVERSITY LIBRARIAN



John P. Wilkin

*Juanita J. and Robert E.
Simpson Dean of Libraries and
University Librarian*

“I’m proud to say we not only held to the values of service and scholarship that have always exemplified our mission, but we worked tirelessly, creatively, and efficiently to develop new avenues to meet our patrons’ needs.”



If any year stands as a sign of transition, 2021 was it. The world is now markedly different in countless ways.

The arrival of vaccines and the use of safety measures made it possible for many to return to something approximating life as we knew it. At the university, these steps had a profound impact on our ability to conduct teaching and research with the richness that we knew before the pandemic, giving us hope and optimism for what might come next.

That’s why we’ve chosen to illustrate our 2022 calendar with images from our very own D’Arcy Collection, a grouping of nearly 1 million advertisements published between 1890 and 1970 and housed in our Communications Library. Why this collection? Advertisements document the social, economic, and cultural changes and values in America over key historical periods. Advertisements tell us where we’ve been, how we’ve changed, and what we envision lies before us.

The pandemic has had a similar impact, causing us to contemplate what we cherished from our past, to remind us how we inventively coped with an unusual present, and to cause us to embrace a vision of the future that we strive for.

Here at the Library, as the coronavirus kept most students and scholars off campus for much of the year, we challenged ourselves to deploy services and collections to help the university succeed. I’m proud to say we not only held to the values of service and scholarship that have always exemplified our mission, but we worked tirelessly, creatively, and efficiently to develop new avenues to meet our patrons’ needs. By fall, as pandemic conditions changed, robust library operations had resumed, with all buildings open and nearly all service hours reinstated.

We looked both to the past and the future this year in taking major steps with the Building Project. Two firms were selected to lead the way in reshaping the former Undergraduate Library into a home for Archives, the Illinois History and Lincoln Collections, and the Rare Book & Manuscript Library. We are carefully preparing to transition the undergraduates into new environs that will best host them and provide the services to which they are accustomed. We look forward to the Building Project coming into full focus after the January 2022 meeting of the University of Illinois Board of Trustees.

Two other initiatives also aim at solidifying the Library’s vibrant future. This year, the Library hired its first director of diversity, equity, inclusion, and accessibility. We also welcome continued support for our graduate assistants, efforts that enhance the meaningful opportunities available to them on our campus. That synergy—combining the excellence of our top-ranked iSchool with the proximity of one of the best libraries in the world—provides these students an incalculably rich training ground that propels them to leadership in the field worldwide.

I remain ever grateful to you, our Library Friends, who never falter in your generous commitment to our efforts. Your sustaining support remains key as we uphold our tradition of excellence and prepare for a flourishing future. May the year ahead be *advertised* as one of our best.

How to dress as if money were no object



With the big party season coming up, what fun to have a terrific dress for every occasion . . . without feeling a bit extravagant! You can, you know, when you make your own with Simplicity Printed Patterns.

Even if you haven't sewed much, expect the first dress you make to turn out perfectly. Simplicity Patterns are really *simple*. They're marked with such clear directions, it's like having an expert advise you at every step.

These days there are so many places to go, so many things to do! And there are Simplicity styles just right for every activity. Choose exciting fabrics in your most becoming colors, add your own creative touches, and have the prettiest clothes you've ever worn.

The girl in the gold dress wears Simplicity Pattern No. 2404. The girl in white, Simplicity Pattern No. 2687.

FASHION IS *Simplicity* ITSELF
SIMPLICITY PATTERN CO. INC.

January

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

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NEW YEAR'S DAY

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MARTIN LUTHER KING JR. DAY

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SPRING SEMESTER INSTRUCTION BEGINS

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DECEMBER 2021

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FEBRUARY 2022

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Swans Down Mixes make **Kissin' Cakes**

with that old-fashioned, home-baked goodness
that wins compliments and kisses!



Swans Down Cake Mixes can make your reputation for turning out the "most wonderful cakes in the world!"—cakes with real old-fashioned, home-baked goodness. Cakes that taste just as wonderful the next day.

Want a white cake that's light as a feather, moist and luscious? An angel cake that's a miracle of tenderness? Devil's food so fudgy-rich and chocolaty it melts in the mouth? There's a Swans Down Cake Mix to help you whip up your favorite—in just *minutes!*

All *complete* mixes—liquid is all you add. No extra cost for eggs.

Treat yourself to all three of these treasures today. Make cakes so old-time good your family will smother you with kisses!



Now all Swans Down Cake Mixes come in bright red packages.

Products of General Foods

★See "Our Miss Brooks" on TV
Friday nights—starring Eve Arden.

Bake your cakes with **Swans Down Cake Mixes**—and see!

February

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
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20	21 PRESIDENTS' DAY	22	23	24	25	26
27	28					

JANUARY 2022

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MARCH 2022

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Looks like a good feed...

BUT WHAT WILL THE CHICKENS THINK OF IT?

Soon after starting in the feed business, Wm. H. Danforth realized that you couldn't judge a feed just by the way it looked or by what was in it. The only way to be sure of quality results, he decided, was

to ask the birds or animals first! That meant feeding each ration under farm conditions and checking results. This idea later resulted in the Purina Research Farm—the first and largest of its kind.



BABY CHICK UNIT—26,000 chicks on experiments yearly.

POULTRY UNIT—World's largest poultry research center . . . 3,000 layers, 10,000 broilers, 7,000 pullets each year.

TURKEY UNIT—Over 5,500 raised each year. Brooder flock set record of 191 eggs per hen in 1 year.

RABBITS, FOXES, MINK and DOGS—All raised at the Purina Farm and better rations built for each.

DAIRY CALF UNIT—Pioneered the raising of calves on dry feed.

PURINA RESEARCH FARM—Gray Summit, Missouri . . . 340 acres, over 50,000 head of poultry and livestock fed yearly.

BROOD SOW UNIT—Set record of 17½ pigs marketed per sow in 1 year from 85 sows and gilts.

DAIRY UNIT—Average yearly production per cow in the herd raised from 6,000 lbs. to 12,116 lbs. in 14 years.

STEER UNIT—About 225 steers fed out annually. Each lot of 25 to 50 fed different rations.

HOG FATTENING UNIT—About 1,250 hogs fed out yearly. Many exceed 200 lbs. in 6 months.

YOUR LOCAL PURINA DEALER BRINGS THE RESULTS OF PURINA FARM RESEARCH TO YOUR FARM

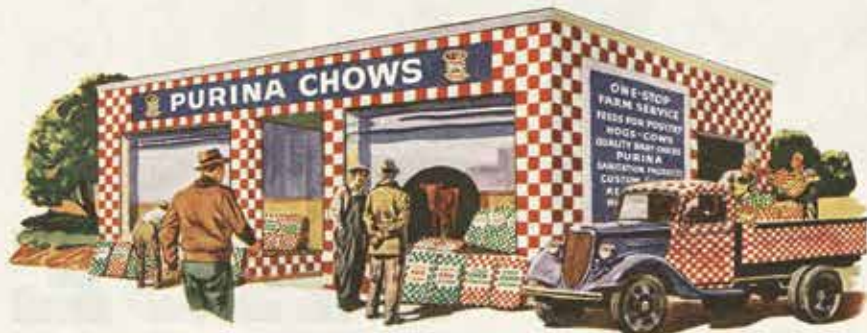
Into every bag of Purina Chows, every Purina Sanitation Product, and into the profitable production programs explained in Purina literature, go the new feeding and management discoveries, the results of the years of work at the Purina Research Farm.

All of these are made available to you in your community by the Purina Dealer at his friendly red-and-white checkerboard store. This store is community headquarters for feed and feeding service. Whatever your feeding problem may be, call on your Purina Dealer—he's capable and willing to do his best. Many Purina Dealers operate "one-stop" farm service

stores featuring Purina Chows and Sanitation Products, baby chicks, farm supplies, seeds, fertilizer, hay, grain, and complete Purina Approved Custom Mixing Service to turn home-grown grain into properly balanced rations.

Your Purina Dealer's special wartime job in the "Food for Victory" Crusade is to help you s-t-r-e-t-c-h precious feed supplies . . . to help you produce the extra food needed to win the war and the peace. Ask him today to fill out helpful Feed S-t-r-e-t-c-h-e-r Sheets on your poultry and livestock.

PURINA MILLS and 7,000 Purina Dealers



March

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

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SPRING
VACATION
BEGINS

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INSTRUCTION
RESUMES

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FEBRUARY 2022

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APRIL 2022

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Actual color photograph of 1947 Studebaker Regal De Luxe Land Cruiser

We can photograph everything but the ride
of this ultra-luxurious postwar Studebaker



Fathers and sons work side-by-side throughout the Studebaker plants. This is a custom that began with the founding of the Studebaker business over 95 years ago. It assures a continuity of high quality standards in Studebaker workmanship, year after year. Pictured is one of these family teams, able craftsmen Stanley Lipowski and his adept son, Stanley Frank.

WHAT the camera fails to show you in this picture is the 1947 Studebaker's thrilling new kind of performance.

No car ever gave you such a ride. It's a postwar achievement that simply cannot be illustrated—or even adequately described.

Owners try to tell you. They speak with forthright fervor about the flashing liveliness, the amazing handling ease, the low-slung, broad-beamed, sure-footed comfort of this revolutionary automobile.

But everything that you've heard seems understated, once you take a 1947 Studebaker's wheel yourself. You find the performance of this photogenic dream car almost uncanny.

Pacing the first distinctive Champions and Commanders, there's now a third sensational postwar Studebaker on the 1947 scene.

It's the ultra-luxurious, ultra-roomy, extra-long-wheelbase Land Cruiser sedan pictured above—a completely new, top-quality automobile richly finished and appointed.

Make sure your new-car money buys you something really new. See the breath-taking Land Cruiser and the other postwar Studebakers now.

STUDEBAKER
First by far with a
postwar car

© The Studebaker Corp., South Bend 27, Indiana, U.S.A.

April

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

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MARCH 2022

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MAY 2022

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Slip into a Bradley
-and Out-of-Doors!



Bradley
KNIT WEAR

Bright sun and salt water are merciless foes of bathing suits. But in a Bradley Suit, you can face such "foes" bravely—secure in the knowledge that your suit will *keep its shape and hold its colors!*

Bradley Suits this season are smarter than ever before. You'll want one yourself. . . you'll see them at all the fashionable beaches this Summer.

Your favorite store undoubtedly has a Bradley Department, where all the newest Bathing Suit styles and colors are on view. Each Suit bears the Bradley label—a pledge to you of good value and smart style.

*The Spring Book of
Bradley Styles*

This shows in actual colors, the smart new Knitted Bathing Suits, Sweaters and Jerseys for men, women and children. Drop us a postcard, and we shall be glad to send you a copy of this new book and the name of Bradley merchant in your city.

"How to Swim"

This little book, written exclusively for Bradley by Mr. Harry Hazelhurst—Swimming Coach, Chicago Athletic Association; Former Swimming Instructor Hamilton Club; and Former Swimming Director at Great Lakes Naval Training Station—is illustrated with actual photographs. It explains in clearest language the art of swimming. Send for your copy before the supply is exhausted. It's free!

BRADLEY KNITTING CO., Delavan, Wis.

May

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
1	2	3	4 SPRING SEMESTER INSTRUCTION ENDS	5 READING DAY	6 FINAL EXAMS BEGIN	7
8	9	10	11	12	13 FINAL EXAMS END	14 COMMENCEMENT
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30 MEMORIAL DAY	31				

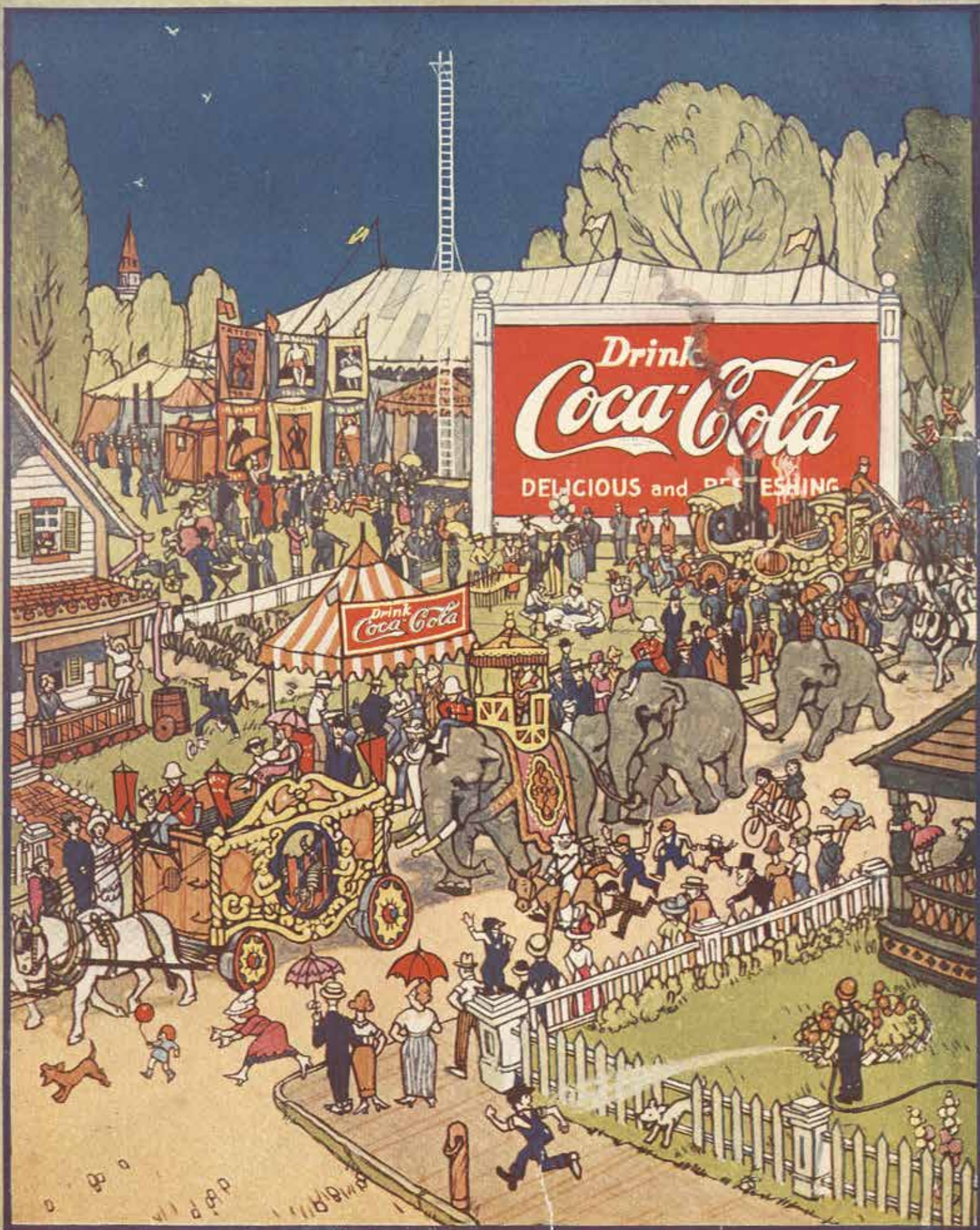
APRIL 2022

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JUNE 2022

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9/3/1930



June

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

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MAY 2022

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JULY 2022

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24	25	26	27	28	29	30
31						

Since the days of "Yankee Doodle"
folks have cheered for
CHICKEN NOODLE



MARKET RESEARCH DEPARTMENT
LIFE FEB 16 1953

Campbell's make this soup today just as our forefathers enjoyed it . . . with fine, plump chickens and lots of golden egg noodles. Are you serving it regularly?



Campbell's **CHICKEN NOODLE SOUP**

July

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

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INDEPENDENCE DAY

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JUNE 2022

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26	27	28	29	30		

AUGUST 2022

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21	22	23	24	25	26	27
28	29	30	31			



*F*ashion's smartest attire for sun-bathing . . . for active swimming . . . the new Sun-suit by Jantzen! Permitting, with modesty, a maximum exposure of skin surface to the healthful ultra-violet rays of the sun. Matching the sophisticated lines of a smart evening gown so that there need be no conflict between sun-burn and social ambitions! And best of all, a new and greater freedom for swimming, greater than that for which Jantzen already is famous. You swim gracefully . . . with every muscle free. A Jantzen fits your body lightly, comfortably, smoothly . . . without a wrinkle! You leave the water as smartly clad as when you entered. This remarkable perfection of fit is due to the magic of Jantzen-stitch. Tightly knitted wool! Only the strongest long-fibres are used. See this and other new Jantzen models . . . the Twosome, the Speed-suit . . . at leading stores everywhere. Conveniently buttonless up to size 42; unbreakable button on larger sizes. Colorful, color-fast hues for every type . . . blonde, brunette or titan. Your weight is your size. Jantzen Knitting Mills, Portland, Oregon; Vancouver, Canada; Sydney, Australia.

Jantzen

The suit that changed bathing to swimming

Jantzen Knitting Mills,
Dept. 41, Portland, Oregon

Send me free "Jantzen Color Harmony Guide" showing Jantzen colors best suited to my type; also suggestions for creating a colorful beach ensemble.

Name _____

Address _____

August

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
	1	2	3	4	5	6
7	8	9	10	11	12	13
14	15	16	17	18	19	20
21	22 FALL SEMESTER INSTRUCTION BEGINS	23	24	25	26	27
28	29	30	31			

JULY 2022

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SEPTEMBER 2022

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COME UP on the "Stratoliner Sunshine Level"

Fortunately for those who must keep production lines moving, winter-time travel has its brighter side. And that side is—UP—up on the "Stratoliner Sunshine Level."

With their specially designed cabins, TWA Boeing Stratoliners have opened for you the field of high-altitude flying—and more! They are equally at home at the lower levels too. Each flight can be flown at the exact altitude where flying conditions are known to be best. Your travel agent will tell you, "Fly the Route of the Stratoliners."



TRANSCONTINENTAL & WESTERN AIR, INC.

Time 11/17/41
Time 11/17/41

September

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

					1	2	3
4	5 LABOR DAY (NO CLASSES)	6	7	8	9	10	
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25	26	27	28	29	30		

AUGUST 2022

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21	22	23	24	25	26	27
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OCTOBER 2022

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30	31					



To get him eating out of your hand...
add this **fresh, clean taste!**

Having a little snack? Whether you dote on *piles* of groceries, or a somewhat smaller assortment—don't take a bite without 7-Up! This is the sparkling drink that keeps your taste buds awake—so you don't miss a single good flavor. No wonder everything tastes tastier! Girls: Don't worry if he's *always* hungry.

Just be glad it's always 7-Up time! **Nothing, nothing, nothing does it like Seven-Up!**

Copyright 1969 by The Seven-Up Company



October

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

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SEPTEMBER 2022

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NOVEMBER 2022

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27	28	29	30			

Holiday from Apron Strings
 - on wheels!



RESEARCH DEPARTMENT
 BETTER HOMES & GARDENS SEP 1960



EXCLUSIVE SWIRLING WATER ACTION forces water — too hot to touch — directly over every soiled surface. No dish can hide.

New Frigidaire "Dishmobile"

The full-size dishwasher with Swirling Water Action scrubs and sanitizes every dish surface

Here's a dishwasher—full-size and front-loading—that goes and grows with your kitchen! Roll it to your sink, scrape off larger food scraps, load, connect and push a button. Frigidaire Swirling Water Action takes over from there. Holds a full day's dishes for average family of 4. And listen to this: you can build-in the Dishmobile any time (it's standard cabinet size) — or take it with you if you move! Beautiful maplewood chopping-block top . . . with choice of 5 Kitchen Rainbow colors and white. And there's Frigidaire factory-trained dealer service everywhere.



Front-loading. Roll-To-You Racks make loading and adding dishes easy in the Frigidaire Dishmobile, Free-Standing, Under-Counter and Sink Combination models. Four-way Dish-Minder Dial lets you select Normal Wash, Utility Wash, Rinse and Dry, or Plate-Warming cycles.

You'll feel like a Queen!



FRIGIDAIRE
 PRODUCT OF GENERAL MOTORS

Advanced Appliances designed with you in mind

November

SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
		1	2	3	4	5
6	7	8	9	10	11 VETERANS DAY	12
13	14	15	16	17	18	19 THANKS-GIVING VACATION BEGINS
20	21	22	23	24 THANKS-GIVING DAY	25	26
27	28 FALL SEMESTER INSTRUCTION RESUMES	29	30			

OCTOBER 2022

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16	17	18	19	20	21	22
23	24	25	26	27	28	29
30	31					

DECEMBER 2022

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17	18	19	20	21	22	23
24	25	26	27	28	29	30
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*One of the best ways
Men get to know Each Other...*

Start a new comradeship this Christmas, with your boy and LIONEL TRAINS. Share with him the matchless thrills of railroading . . . and the deep satisfaction of building a bigger and better railroad. Stop in at your Lionel Dealer's right away for a complete choice of Lionel sets. See *Magne-Traction* at work . . . the exclusive feature that makes Lionel locos go faster, pull more cars, climb steep grades. Pick the accessories that will add exciting action all along your right of way. You can buy a complete set of LIONEL TRAINS for as little as \$19.95! Get started now!



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LIONEL TRAINS



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MARKET RESEARCH DEPARTMENT

December

SUNDAY

MONDAY

TUESDAY

WEDNESDAY

THURSDAY

FRIDAY

SATURDAY

					1	2	3
4	5	6	7 FALL SEMESTER INSTRUCTION ENDS	8 READING DAY	9 FINAL EXAMS BEGIN	10	
11	12	13	14	15	16 FINAL EXAMS END	17	
18	19	20	21	22	23	24	
25 CHRISTMAS DAY	26	27	28	29	30	31	

NOVEMBER 2022

S	M	T	W	T	F	S
		1	2	3	4	5
6	7	8	9	10	11	12
13	14	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30			

JANUARY 2023

S	M	T	W	T	F	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

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MISSION

The University Library is central to the intellectual life of the university. By providing and stewarding collections and content that comprise a record of human knowledge and by offering a wide array of services, it enhances the university's activities in creating knowledge, preparing students for lives of impact, and addressing critical societal needs. The Library advances the university's goals by striving to ensure unfettered access to information and by providing a network of expertise that ensures value, quality, and authenticity of information resources. The Library integrates and manages knowledge to enable learning and the creation of new knowledge.

VISION

The Library is central to the vibrant intellectual life found at Illinois and committed to student success. Infused throughout the university, the Library fully engages with the university's mission by offering physical and virtual access to the finest and broadest array of scholarly resources available and by providing the expertise of the best librarians and staff. Serving scholars around the world, the Library's global preeminence reflects the university's land grant values and its own rich heritage.

FINANCIAL STATEMENT

During the 2020–2021 fiscal year, the Library received more than \$5.7 million in total giving. The Library is grateful for these generous contributions, which help sustain its excellence and status as one of the world’s preeminent research collections.

The Library’s advancement effort is an integrated fundraising program that seeks support on several different levels, including the annual fund program, which includes the corporate matching gift program; major gifts, many of which are endowed funds; planned giving, or deferred gifts; and more.

The market value of the Library’s total endowment as of June 30, 2021, was \$76 million. Invested both for income and long-term growth, endowment funds play an especially important role in helping the Library meet the challenges of the future.

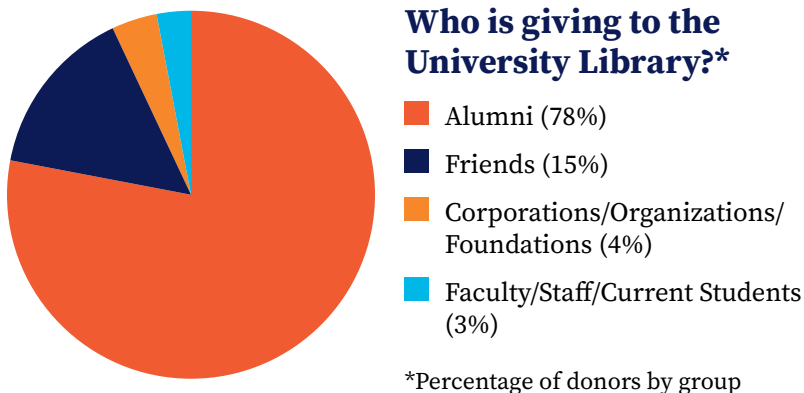
Fiscal Year 2021

(7/1/20–6/30/21)

Outright Giving	\$1,258,312 [†]
Planned Giving	\$4,290,100 [‡]
Grants	\$202,037
TOTAL GIVING	\$5,750,449

[†] Includes outright gifts, pledge payments, recurring payments, undocumented estate distributions, and matching gifts

[‡] Includes planned gift commitments, such as bequests and wills



ENDOWMENT FUNDS

Endowment funds provide a valuable opportunity to invest in the future of higher education. Each fund serves as a permanent financial resource that generates annual income for a designated purpose. In this way, donors create a living legacy that spans generations.

Library endowment funds are established with gifts of \$25,000 or more, payable over a five-year period. The income is used according to the wishes of the donor and typically benefits a specific Library collection, program, or service.

Funds Endowed from July 1, 2020 to June 30, 2021

Nina Baym Collection Endowment Fund—*To document, catalog, and promote the Nina Baym Collection*

Barbara O. Slanker and Raymond L. Slanker Library Fund—*To support the University Library*

Russel E. Benway Fund in the University Library— *To support the University Library*

John Kevin Newman Memorial Fund—*To support the acquisition and preservation of Greek and Latin resources of the Classics Library Collection*

Jane Myers McNamara Endowment Fund—*To support the University Library*

Mary Sharon Sullivan Gregory and Brent Gregory Endowment Fund—*To support acquisitions of English Language Literature*

For a complete list of endowment funds, please visit library.illinois.edu/friends.

MEMORIAL GIFTS

From July 1, 2020, to June 30, 2021, the University Library received gifts in memory of the following individuals:

Narindar K. Aggarwal	Debra Moss
Felix Albrecht	John K. Newman
Mary A. Allen	Mary S. Niemann
Alice L. Berger	Roy L. Ostrom
Darwin F. Bostick	Campo E. Palencia
Maynard J. and Jane A. Brichford	Michael Proctor
Bruce S. Chelberg	David C. Ralston
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Andrew V. Granato	Robert B. Schlesinger
William W. and Mary H. Hay	Charles H. Shattuck
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Louis R. Henson	Helen R. Sullivan
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Thomas B. Littlewood	Benjamin Uroff
James M. McGlathery	Martha L. Walker
Larry Miller	Luitpold Wallach
Christopher Millsap	

TRIBUTE GIFTS

From July 1, 2020, to June 30, 2021, the University Library received tribute gifts in honor of the following individuals:

Patricia and Todd Albery
Tamara F. Bouseman
Ying-Ying Chang
Dorn Cox
Sarah Cox
Barbara J. Ford
Anne Fribourg
Martha T. and Jay B. Gooze
Rachel Gooze and Scott Kaplan
Henry B. Grob
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Judith A. Hays
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Ian R. Hobson
Shozo Sato
Scott W. Schwartz
Clarice M. Shin
Kenneth A. Tabler
Ronald P. and Yuko Toby
Karen and David Ulric



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For more information about Library Friends and giving opportunities, please contact:

Office of Advancement

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The publication from the University of Illinois at Urbana-Champaign Library's Office of Advancement includes information about the fiscal year ending June 30, 2021. Each year, it mails to more than 2,700 individuals who financially support the University Library. Every effort is made to ensure completeness and accuracy. If there is an error, please make us aware by calling (217) 333-5682.

Editor: Heather Murphy, Chief Communications Officer

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The D'Arcy Collection

The D'Arcy Collection consists of almost one million original advertisements published between 1890 and 1970. The collection, which was donated by the D'Arcy, MacManus & Masius advertising agency in 1983, documents the social, economic, and cultural changes and values in America over key historical periods. The vast majority of these ads appeared in newspapers, magazines, and trade journals and most of the clippings advertise standard consumer products. The collection is housed in the Communications Library and fills more than 170 file drawers. It is arranged alphabetically by product, brand, and by period. The collection is used by researchers in advertising, history, and women's studies.

Communications Library

The Communications Library supports the instructional and research programs of the UIUC Department of Communication and the College of Media, including the Department of Advertising, the Department of Journalism, the Institute of Communications Research, and the Department of Media and Cinema Studies. Its collections contain over 16,000 volumes of books, journals, newspapers, as well as materials in other formats, on advertising, journalism, media studies, radio and television broadcasting, telecommunications, popular culture, public relations, communication theory, polling, and public opinion. Its collection is augmented by thousands of volumes on these topics in the Main Library Bookstacks as well as related materials in other departmental libraries.

library.illinois.edu/commedia

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 ...the size of your hips...
 ...and waistlines...
 ...the size of your hips...
 ...and waistlines...
 ...the size of your hips...
 ...and waistlines...

FREE! Send your...
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