



## The messenger. Number 20 October 1989

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# THE MESSENGER

FRIENDS OF THE UW-MADISON LIBRARIES

Number 20, October 1989

## WWII PROPAGANDA IN FRANCE

Housed in the Department of Rare Books and Special Collections are 1100 items of Vichy, German, Allied and Resistance propaganda and documents distributed in France from 1939 to 1947. Airdrop materials and propaganda from both the Collaborationist and the Resistance sides in France provide an overview of many of the movements and concerns in France at the time.

By 1939, airdropping was outdated technology; airdrop materials were employed in World War I, but the real propaganda story in World War II is the effective use of radio, particularly by the BBC. Thus the British Royal Air Force only dropped materials "as time permitted." Nevertheless, the British psychological warfare units alone released more than 700 million pieces in Germany and more than 600 million in France.

British printed propaganda backed up its BBC broadcasts, which strove to be scrupulously accurate in order to build the confidence of its listeners in the occupied and German territories, where a virtual news blackout reigned and severe penalties were imposed for listening to foreign broadcasts. (The Nazi leaders themselves listened regularly to the BBC broadcasts. Goebbels had to withdraw a directive requiring permission to listen because there were too many requests for his staff to handle.) So despite the prominence of radio, the airdrops served a valuable purpose. The Allies (Britain, the United States, and Free France, de Gaulle's French government in exile) dropped much factual information in the occupied areas concerning strategy and tactics-- such as the plan for an intense bombing campaign on industrial centers and large cities.

The British had "white propaganda" and "black propaganda" (rumor-spreading, whisper campaigns, and false radio stations that purported to be German). At least one historian considers the white propaganda to have been marginally effective and the black propaganda to have been detrimental. The Nazis responded with their own rumors and fake printed and radio information.

The British had two separate propaganda bureaus, which had little influence on the military. Plans for airdrop programs frequently failed to be implemented or were carried out on a much smaller scale than envisioned because military personnel were reluctant to cooperate. They saw the drops as a less sophisticated means of communication than radio broadcasts. The Nazis, on the other hand, had a highly centralized propaganda bureaucracy with one of the most powerful ministers as its head, Joseph Goebbels, who was able to orchestrate ideological campaigns at will.

As in advertising today, both sides realized that the materials needed to be high quality in order to be effective. The printing, use of color, and clarity of photographs are striking.

In contrast, street flyers and the truly secret publications of the resistance groups originating in occupied France are often poorly mimeographed or typed information on fragile paper. Such items in the collection include street handouts on the plight of Jews, flyers for activities in Paris cele-



This German photograph of a mail wagon before a German plane bears the French caption: "The mail is ready to be put on the plane".



brating the German occupation and for celebrations of the liberation of France by the Allies. The clandestine periodicals are interesting in the variety of groups represented. And their repeated warnings --not to reveal names, not to retain materials but to pass them along, and not to be fooled by collaborationist groups with resistance names-- give a real feeling for life as it must have been under the occupation.

Other items of interest in the collection are: photographs of

the German entry into Paris, wanted notices for members of the resistance, an application form for Frenchmen to apply to the Waffen SS, the censorship list naming specific titles and forbidding all works by Jews and twentieth-century English literature, Allied propaganda aimed at women concerning the well-being of their men and children, and flimsy carbon-copied slips stating that Allied victory would not be enough, only a Bolshevik victory in

France could bring happiness to workers.

This diverse collection provides a fascinating view of the war from the perspectives of both the propaganda strategists and the people receiving the propaganda. A small selection of items from the collection are currently on display in the entrance lobby of Memorial Library.

Jill Rosenshield  
Associate Curator  
Department of Rare Books  
and Special Collections

## BOOKBINDING EXHIBITION

The exhibit "Materials and Techniques in Western Bookbinding: 1500-1900" is displayed in the Department of Rare Books and Special Collections through November. Prepared by Alexander Lucas, a student in the School of Library and Information Studies, the exhibit includes examples of both hand bound books, produced before the industrial revolution, and edition bound volumes, produced by machine in the 19th century.

A variety of construction methods and materials are presented, especially in books from the earlier period, when a book buyer could indicate personal instructions for the binding. Featured are stitching techniques; spine con-



*Jost Amman depicts bookbinders at work in this woodcut from 1568.*

struction methods; cover materials of vellum, calfskin, sheepskin, and goatskin; endpapers decorated with various marbling techniques; and paper edges enhanced with color, sprinkles, gilt, and marbled design.

An example of fore-edge painting is found in a copy of Sir Walter Scott's *Kenilworth; a Romance*, Vol. 2, printed in Edinburgh in 1821 by A. Constable. This technique involves painting a scene on the fore-edge while the pages are in a fanned out position, then gilding the edges with the pages clamped shut. The painting is hidden under the gilt edge when the book is closed.

The public is invited to visit this beautiful and informative display. A handout describing the exhibited items is available to visitors from the Department of Rare Books and Special Collections. It can be mailed to Friends and interested members of the public upon request.



## REPORT FROM THE LIBRARIES: THE LITHIUM INFORMATION CENTER

The history of lithium in medicine dates back to the early nineteenth century, not long after the element was discovered. Since then it has been widely used for a large number of ailments. In the late 1800s lithia waters and tablets were commonly available for treatment of diseases ranging from kidney stones to rheumatism, and lithia water was advertised in popular magazines as a pure and elegant table water as well. Eventually these health claims were proven to have no scientific basis, but in the last half of the 20th century lithium has been shown to be effective as an anti-manic agent. In the early 1970's when lithium became more firmly established in the field of psychiatry, interest in the drug and, subsequently, the literature about its therapeutic uses, began to grow. Today lithium is the most commonly used treatment for bipolar (manic-depressive) disorder.

The Lithium Information Center, established at the University of Wisconsin in 1975, collects and disseminates information relating to the medical and biological applications of lithium. The Center has developed an inhouse computerized reference file, the Lithium Library, which currently contains over 18,000 references dating back to 1818, one year after lithium was discovered. The Center's goal is to provide an international comprehensive collection on lithium therapy. The database contains references to journal articles and materials that are often not included in larger

information systems, such as books, book chapters, government documents, meeting proceedings, abstracts, newsletter articles, pamphlets, patient information materials, unpublished case reports, and papers that are in press or prepublication form.

The Center has also developed a second database, the Lithium Index, which contains updated summaries of the literature on specific lithium topics, including its various therapeutic uses, side effects, and interactions with other drugs. Staff members at the Lithium Information Center review the articles in the Lithium Library that pertain to a specific topic and summarize the information for the Index, usually in two or three pages of text.

Anyone can contact the Center to request a literature search. When a request is received at the Center, a bibliography from the Lithium Library and a summary from the Lithium Index are sent. The summary provides a good overview of what has been reported in the references listed on the Lithium Library printout, greatly reducing the user's burden of review, and making the bibliographic information contained in the printout more accessible and useful. More than 2000 information requests are received annually. They have come from all 50 states and from 35 other countries.

The Lithium Information Center is a nonprofit organization sponsored by the Department of

THE WORLD'S GREATEST TABLE WATER.

# WHITE ROCK

LITHIA WATER

It has the Vim, Life and Sparkle without the Bite,  
Burn and Sting of other Charged Waters.

Recommended  
Especially for  
**Women  
and  
Children**

It is an absolutely  
pure mineral spring  
water, which con-  
tains a uniform and  
equitable quantity of  
lithia, and is charged  
with carbonic acid  
gas and Free Ox-  
ygen.

"IT PLEASES THE CULTURED TASTE."

Sold Everywhere.  
Ask for  
WHITE ROCK

Sold in Milwaukee by  
**S. C. Herbst Importing Co.**

*Lithia water advertisement taken from Milwaukee the Beautiful, the official souvenir of the General Federation of Women's Clubs, 1900. Courtesy of the State Historical Society of Wisconsin.*

Psychiatry at the University of Wisconsin and supported by grant monies, donations, and user fees. Its directors are James W. Jefferson, M.D. and John H. Greist, M.D.. Two librarians/information specialists, Margaret G. Baudhuin, M.L.S. and Bette L. Hartley, M.L.S., work with the collections.

Margaret G. Baudhuin



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## GIFTS TO THE LIBRARY

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The General Library System is very grateful to Mr. and Mrs. Walter A. Frautschi for a most generous gift of books, including first editions, Heritage Press publications, miscellaneous sports volumes, and a number of beautiful matched sets. A large portion of the collection consists of fine press editions from the Derrydale Press and the Limited Editions Club.

The Derrydale Press was founded in 1926 when Eugene V. Connett sold his family hat factory to pursue a dream of publishing sports books so fine that people

would want to preserve them. The Press was especially interested in practical volumes by established authorities and in fiction that accurately portrayed contemporary sport and sportsmen. Dedicated to encouraging and preserving the literature of American sport, Connett sometimes sponsored editions that he knew would not make a profit, "confident that future generations of American sportsmen will highly appreciate the importance of such books."

The Limited Editions Club, founded in 1929 by George Macy,

was also dedicated to making great books. These were first rate in every respect, featuring literary classics edited and introduced by prominent scholars and illustrated by noted artists, including Matisse and Picasso. The books were designed and printed by the best practitioners in those fields, as well.

The library thanks the Frautschi's for giving us such wonderful books, which will indeed be treasured for many years to come.

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## COMING EXHIBITION

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"Christmas Greetings from the 20's: Cards Designed by Mildred Snarr Cavagnaro" will be the December exhibit in the Department of Rare Books and Special Collections. Mildred Snarr was a designer for the Gibson Card Company from 1924-1928. During the period between her graduation from the Cincinnati Art Academy in 1923 and her marriage in 1929, she also had her own studio and did free-lance design and illustration for the Methodist Book Concern and the Crafters, a group of Cincinnati artists who sold Christmas cards through their own outlet. In a January 1926 article in the Cincinnati Times-Star, Mildred Snarr is listed among the "clever young designers" in one of the most active Christmas card publishing centers in the country.

Assembled by Mildred's daughter, Dr. Anita Been, the exhibit will include Christmas cards, original drawings, paste ups,

and original plates. In addition, Dr. Been will produce a video-tape interview of her mother (who now lives in Madison) discussing her work. A reception with the artist is

being planned. The show will be of interest to all who admire fine graphic design and enjoy the memorabilia of the 20's.



*A self-portrait of the artist at work.*



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## MEMORIAL LIBRARY CONSTRUCTION PROGRESS

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Progress on the construction of the addition to the Memorial Library is moving ahead rapidly and, at this writing, it would appear that it will be completed on schedule, April of 1990. The exterior stone panels are now almost all in place, the windows on the east side have been installed and some interior finish work has already begun. Drywall has been installed, taped and primed on several floors; it should be finished by the time you are reading this report. The general contractor is scheduled to begin to erect the static shelving on floors 3, 4 and 4M within the next two weeks and then the interior will look more like a library.

The bids for the first two levels of movable compact shelving have been opened and I am pleased to be able to report they are well within budget. It should be possible for this contractor to begin the installation in late November or early December.

One major phase of the work that remains to be done will cause some disruption of library service during the late fall and early winter. The acoustic coating applied to the ceilings on floors 1, 1M, 2 and 2M of the existing South Stack has a small asbestos content and because we must penetrate that ceiling in order to install the sprinkler system, required by law, the coating must be removed. In preparation for this, the library will begin to remove the books from these floors starting mid September. They will be shelved temporarily in the basement of the North Stack and on three floors of the

addition. There will continue to be open access to all of the books except for the brief period they are actually being moved. It will require eight weeks to complete asbestos removal, install the sprinkler heads, reinstall the light fixtures and paint each floor so that it is again ready for occupancy. According to the schedule as it is now projected, the last of the floors will not be turned back to the library until March 31.

The East Asian Library, which had been planned for the eighth floor of the addition, has been relocated on the fourth floor of the North Wing because one floor was eliminated from the plan in order to reduce the overall height of the building. This area will also undergo substantial remodeling in order to provide adequate facilities for all of the services planned.

The Department of Rare Books and Special Collections will occupy the top two floors. The eighth floor will be entirely vault space to house the collections; the ninth floor will contain a spacious exhibition gallery, a well equipped conference room, a reading room which will house the reference collection, staff offices, work rooms and additional vault space. We

believe that the decor of the Department will give this suite of rooms an elegant appearance that will enhance the research atmosphere we hope to create.

When the addition was being planned, it was the goal to provide adequately for the book storage needs of the General Library System for the next decade, to design a facility to house the Chinese, Japanese and Korean collections and space for the faculty, students, and staff using these, and to build a suitable facility for the storage and use of the outstanding rare book collections of the University of Wisconsin-Madison. It has been a rewarding experience to watch this vision turn from blueprints into steel, stone and glass. We hope that when it is finished, all of you will agree that it provides well for the several functions for which it was planned.

Frank Bright, Associate Director



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## PRESIDENT'S MESSAGE

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The wonderful thing about beginnings is that they can happen any time—a new calendar year, a new season, a new situation. While I began my term as president of the Friends this spring, and while I write these comments in the heat of summer when maintaining is more the focus than beginning, still I begin to feel a sense of excitement as I look with interest to the fall as the start of a new period of activity and accomplishment for the Friends. And it is in this spirit that I invite you and your friends (turn them into capital Fs!) to join me.

The need to support such vital institutions as our academic libraries seems ever to be with us, and it is important that we maintain a high level of awareness with regard to events that affect these institutions. I will attempt to do this and, when possible, share this information with you. Such awareness will not only give our

activities a sense of direction, but it will lend our efforts a stronger sense of purpose.

One of our charges as Friends, of course, is the often wearisome responsibility of providing supplemental financial support to the system libraries. As I remind you to see to your own membership, please recruit others and take advantage of the Friends' monthly book sales and sales of such other incidental items as note cards. Your help will be appreciated.

But being a Friend is more than helping with needed dollars. There are issues which must be addressed with concern and commitment, issues that transcend the boundaries separating academic libraries and public libraries and school libraries. I am, of course, referring to such concerns as intellectual freedom, open access to information and, in general,

strong moral support for library services. For while the budget processes, administrative objectives, and publics served may differ, the sense of well being seems to drift from one kind of library to another, even as threats to that well being are commonly felt, as well. Call it interlibrary drift! Let us take time to urge our legislative representatives, state and federal, whatever the party, to support the concept of libraries, intellectual freedom, and open access to information. This is an important way to be a Friend in deed.

As we look to the beginning of another academic term, I again invite your enthusiastic participation in supporting these institutions which are so crucial to the well being of our university and our society.

Faith B. Miracle

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## CAPITAL CAMPAIGN

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Although much of fund-raising is necessarily confidential in nature, it is a pleasure to report that the General Library System last year received its first Capital Campaign gifts totaling \$125,000 and has hopes for at least one gift of \$1 million or more this year. The libraries have worked with the campus to create and solidify a publicly accessible library needs list, and the Libraries' Special Advisory Council is becoming effective in gift-solicitation, lobbying, and public relations.

Seeds of a coordinated publications program were also sown this past year. The rare-book catalog, "Instauratio Magna"; a library viewbook; and publication of a third number of the newsletter News & Views, are items which will enhance the public image of libraries. In addition, a faculty committee is planning events appropriate for the rededication of Memorial Library in 1990.

The General Library System is now approximately two years into its External Relations Program. We will continue to build and maintain a level of excellence equal to other General Library System programs and services.

Deborah Reilly  
External Relations Coordinator



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# FRIENDS NEWS

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## FALL PROGRAMS

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In September the Friends were privileged to hear Muriel McCarthy, curator of the historic Marsh Library in Dublin, Ireland, speak on "An 18th-Century Bibliophile's Library". The talk featured Dr. Edward Worth's Library in Steeven's Hospital, Dublin, of which Mrs. McCarthy is also Librarian. We were delighted to hear about Dr. Worth's life and times, and about some of the important books in the Library.

Sally Roggia of the School of Library and Information Studies will present a slide talk on "The History of Book Format: A heritage of problems" on October 18 at 5:15pm. Roggia, a preservation specialist, will discuss the interaction of book materials and the effect of mass production on the structure of bindings. We look forward to hearing this talk, which complements our current exhibit

on the structural and decorative aspects of bookbinding.

On November 16 at 5:15pm Professor Mary Lydon of the Department of French and Italian will give a talk on "Bookishness", focusing on the book as object. This talk, which was well received when Professor Lydon first presented it at a meeting of the Modern Language Association, will be accompanied by the distribution of a miniature volume prepared for the occasion.

Friends are most welcome to attend the October and November programs, which will be held in the Department of Rare Books and Special Collections, Room 443 Memorial Library. An announcement of the date and time of the reception for artist Mildred Snarr Cavagnaro, being planned for December (see page 4), will be mailed separately.

## JOIN US

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In order to sustain its activities, the Friends of the UW-Madison Libraries need more dedicated members. If you are interested in joining the Friends, please use the enclosed form to initiate or renew your membership.

The activities of the Friends are of two kinds: promotional -- including annual dinners, lectures, newsletters, and exhibit catalogs-- and fundraising to support library projects that would not otherwise be possible.

Membership in the Friends brings with it circulation privileges in Memorial Library.

### THE BOARD OF THE FRIENDS

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Lorin A. Uffenbeck

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The *Messenger* is edited by Nancy Wilcox and Martha Cook.

## BOOKSALES

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Under the direction of Peter Bratsch, a student assistant responsible for the administrative details of the Friends' work, monthly booksales continue to be successful fundraisers. Sales are held in the southeast basement of Memorial Library on the third Friday and Saturday of each month. Hours are 3:00-5:15 Friday and 11-1 Saturday. If you would like to donate books, please contact Peter at 262-3243. Supplies are especially low right now, so extra books would be very much appreciated. Thanks go to Peter and to the volunteers who have helped with the sales. Their efforts are essential to continuing success.

## MEDIEVAL EXHIBITION

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In April, in conjunction with the annual meeting on our campus of the Medieval Academy of America, the Department of Rare Books and Special Collections mounted an exhibit and published a catalog highlighting its medieval holdings. While the Madison collection was well known for its strength in the history of science, it was a pleasure to see the breadth and depth of our collections in several other fields as well.

In addition to strengths in alchemy, chemistry, pharmacy, natural history, and the history of technology, the fields of literature, social history, religion, exploration, and early printing were also richly represented. Catalogs are still available on request.



## CALENDAR

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### LECTURES

- September 19** "An 18th-Century Bibliophile's Library". Muriel McCarthy  
**October 18** "The History of Book Format". Sally Roggia.  
**November 16** "Bookishness". Professor Mary Lydon.

### EXHIBITIONS

- September  
Through November** "Materials and Techniques in Western Bookbinding:  
1500-1900". Prepared by Alexander Lucas.  
**December** "Christmas Greetings from the 20's: Cards Designed by  
Mildred Snarr Cavagnaro". Prepared by Dr. Anita Been.



Talks will be held at 5:15pm in the Department of Rare Books and Special Collections, Room 443 Memorial Library. Receptions will follow. The Department is open to the public 8-5, Monday-Friday.

### FRIENDS OF THE UW-MADISON LIBRARIES

#### MESSENGER

728 State Street / Room 443C  
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