



## The messenger. Number 24 Fall 1991

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# THE MESSENGER

FRIENDS OF THE UNIVERSITY OF WISCONSIN-MADISON LIBRARIES

Number 24, Fall 1991

## Rare GI Books Presented To Memorial Library

Professor William M. Schutte of Lawrence University recently donated an extraordinary collection of 119 rare, ephemeral materials--paperbacks published for the use of service men and women in World War II--which he describes as "what may have been the largest single publishing project in history." We are pleased to publish Professor Schutte's account written specially for *The Messenger* of these "GI Books" and how he came to acquire them.

The Department of Special Collections, the grateful recipient of the gift, will place them on exhibition in the coming year. Professor Schutte's gift also included many first editions by several English and American writers--Willa Cather, Edith Wharton, Stephen Crane, James Joyce, Aldous Huxley, among others.



Sometime in February 1942 a luncheon conversation in New York between two men, Clarence Boutell of G.P. Putnam's Sons and George Oaks of the *New York Times*, initiated what may well have been the largest single publishing project in history: *The Armed Services Editions*, printed primarily for the American soldiers, sailors, marines, and those supporting them overseas in the war against the Axis powers.

Today virtually all of these books have disappeared--as was the intent of the publishers--and exist only in the memories of the ever decreasing number of World War II veterans, whether they served in Europe, in the Pacific, or on the many Army and Navy facilities scattered around the United States.

The conversation between Boutell and Oaks led to a gathering of publishers, librarians, and newspaper executives, who decided to create an

## Silver Buckle Press Hosts Book Conference September 25-26

The Silver Buckle Press, with help from the Friends of the UW-Madison Libraries, will host *Whither the Book?*, Wednesday and Thursday, Sept. 25-26.

The conference, in the State Historical Society building in the library mall, will discuss both the history of the book and the future of paper-based publishing in the electronic age.

Visiting speakers for the various sessions include:

■ **Terry Belanger** (see sidebar story, *Belanger Gives Friends Lecture*, page 4);

■ **Patricia Ann Carlson**, professor of rhetoric and director of the writing program at Rose-Hulmann Institute of Technology in Indiana;

■ **Gary Frost**, library conservator at BookLab, Inc., in Austin, Texas;



A sampling from a recent gift of Armed Services Edition books

organization called the Council on Books in Wartime. By the end of hostilities, its most important subsidiary, the Editions for the Armed Forces, Inc., had provided U.S. troops with 123,500,000 free copies of 1,800 different books. All of this was possible with the cooperation of the Army, the Navy, and other offices of the federal government.

When the council was founded, none of the members could have dreamed of such numbers or, one would assume, of the many problems for which solutions would have to be found. But solutions *were* found. Individual publishers, needless to say, were more than a little concerned that their profits would disappear if their hardcover books--there were very few paperbacks at the time--had to compete with cheap reprints.

To alleviate this concern, the council decided to take several measures. None of its books would be sold. They would be given away. In addition, certain categories of materials--textbooks, educational, technical, scientific books, and "books published on a special economic basis"--were specifically excluded

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(Continued on page 4)



## The President's View

## What Are Friends For?

Libraries, like people, need friends. The Friends of the UW-Madison Libraries has a long tradition of support and involvement in helping to build and maintain the quality of the university's libraries. Conscious of the past, it is appropriate to consider what lies ahead.

The road to the future is, at best, a bumpy one. This is not a particularly good moment for libraries. This past summer, a rally was held in Washington, D.C., highlighting the plight of libraries around the country. Support is shrinking in the face of increasing expenses.

Speaking on the eve of the rally, Richard Dougherty, president of the American Library Association, noted that, "In a way, people take libraries for granted until the doors close. We haven't done much to educate people about everything a library does. In an electronic environment, the library becomes an information center, not just a repository for books."

There is no question that libraries have entered an exciting new dimension in their development. Technology has opened up enormous potential for the storage and retrieval of information, for the development and reinforcement of knowledge.

Even with this promise, we must not be lured into presuming that the technology of the book is now obsolete. As Ken Frazier suggests in his column on this page, the book has proven to be an enormously resilient form of information technology, to say nothing of the esthetic qualities it offers.

Now is the time to join with others across the country to reaffirm the values that libraries represent, to remind others that libraries--open, accessible, and well-stocked--are not luxuries, but the very staple of our individual and national lives.

After all, what are friends for?

Art Hove

## From The Director

## The Durability Of The Printed Word

During the late 1950s, I remember sitting in the back seat of the family Oldsmobile with my younger brothers discussing the future of the automobile. Our futuristic thoughts might have been inspired by the rocket tail lights on the '58 Olds. We all agreed that I, being the oldest, would certainly get a driver's license. Richard, the middle brother, would probably get in on the closing era of the car. But to the youngest, Richard and I solemnly explained that cars would surely be a thing of the past by the year 1968. Sorry, Bill.

With similar accuracy, the demise of the printed word as the primary medium for scholarly and scientific communication has been regularly predicted for decades. But interestingly, the computer-based solution to the expensive problem of housing huge research collections has remained a rolling horizon roughly 10 years in the future.

In the 1970s, the technological fix was expected in the 1980s. In the '80s, it would come in the '90s. Now, the computerized answer to our troubles is expected by the year 2000.

Just as one could argue that it would have been a good thing if cars had been displaced by some other, less polluting, technology, there are those who contend that it would be highly advantageous if information were stored in electronic rather than print format. But in fact, there is no indication that computerized information has re-

duced either the amount of printed literature being published or the demand for access to this material. Quite the opposite is happening.

Last year, the UW-Madison General Library System added over 85,000 volumes to the collection, the highest count in many years. Usage of the book collections is up by more than 10 per cent for the year, a trend aided by the computerization of library services. The output of scholarly and scientific publishers increases every year. If anything, the computerization of information has enhanced the productivity of paper publishing.

Printed literature is proving to be as durable as the culture and customs of literate people. In addition to their durability (when well produced and cared for), books are portable, esthetically pleasing, simple to operate, cost competitive with other media, adaptive to various formats and a superb, high-resolution medium for images. With such advantages, it is hardly surprising that many people prefer their information in print.

By the year 2000, we will see the UW-Madison library collections grow from over four million to five million volumes. That is both our problem and privilege. Consequently, the traditional mission of libraries will continue to be extremely important. While the future of libraries will certainly feature powerful new computerized information systems, we must also plan for libraries that are places of comfort, delight, and inspiration for consumers of the printed word.

Ken Frazier



## Business Library To Triple Its Size

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The UW-Madison School of Business Library will move from its current basement setting in Bascom Hall to a two-story 30,000 square foot wing of its own when a new building for the school is completed. The move will triple the library's physical size.

The new location will feature a balcony overlooking a cathedral window that extends the height of both floors. Preliminary plans call for a tan brick exterior with a red tile roof.

The School of Business and its library will be located in the Grainger Hall of Business Administration named for

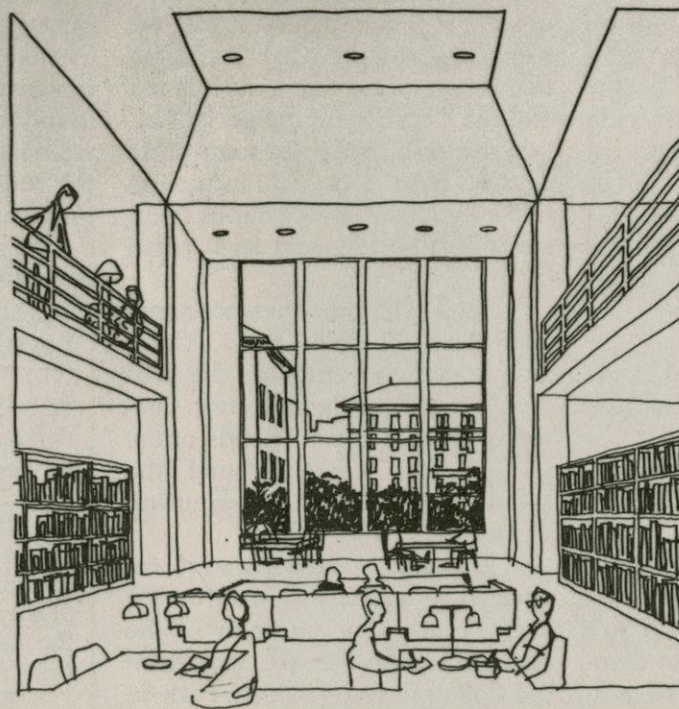
David W. Grainger, president of the Grainger Foundation and chairman of the board of W.W. Grainger, Inc., in Skokie, Ill.

The Grainger Foundation contributed more than \$8 million to the project, the largest single gift in UW-Madison history. The new building in the 900 block of University Avenue (between Park and Brook streets) is expected to be completed by fall 1993.

The library began as a reading room in the 1950s, moved to the basement of the Commerce Building in the 1960s, and settled in the basement of Bascom Hall in the 1970s. Where, in the past, the school's library had to adapt to the space available, in this instance, the space will be designed for the functions of the library and its staff.

For example, movable shelving will allow the collection to expand in future years without taking away space from public use. Another concern was making sure the library would have sufficient wiring to handle future demands from electronic publishing.

The staff also have planned to expand service to other patrons in the new location. A new service of the Business School Library will allow business researchers



LIBRARY INTERIOR

outside the university to use its facilities. A room adjacent to the library will be set aside for the service. It also will have a number of carrels complete with computer equipment, software, and the ability to access all of the electronic resources that are used by School of Business researchers.

Under the arrangement, library resources would be offered on a cost-recovery basis so that non-university patrons would not be in competition with students and faculty. Since the library will expand to three times its current size in a more central location, the staff

expect patrons will increase their use as well as their expectations of the collection. It may take years, however, for the collection to expand to its full potential.

A related issue will be determining the format of the collection. Electronic publishing has become common in business. As a result, the educational mission of the School of Business requires the library to provide electronic information. Unfortunately, this is also one of the more expensive media in which to build a collection.

Adequate funding is needed to support a strong collection both in paper and electronic media, a challenge that cannot be met with tax dollars alone. Private support through gifts and grants will be sought to strengthen the collection and insure the success of the School of Business Library.

Michael Enyart  
Director  
Business/Social Science  
Reference Libraries Service





## Silver Buckle Hosts Book Conference *Continued from page 1*

■ **Nicholas Pickwood**, operator of a private rare book conservation and bookbinding workshop in Norfolk, England; and

■ **Robert Darnton**, professor of European history at Princeton University and the author of several books including *The Kiss of Lamourette: Reflections in Cultural History* and *The Business of Enlightenment: A Publishing History of the Encyclopedie 1775-1800*.

All sessions will be held in the State Historical Society auditorium, 816 State St. in Madison, and are open to the public at no charge.

The programs begin with an opening reception and exhibit on the book as a cultural tool from 6 to 9 p.m. Wednesday, Sept. 25. During the reception and the next day's conference, vendors will also demonstrate interactive multi-media technology.

On Thursday, from 9 a.m. to 12:30 p.m., lecturers will discuss the persistence of the book as a cultural

tool, its future, readership, and the history of bookbinding.

From 1 to 2:15 p.m. that afternoon, the Silver Buckle Press, the Kohler Art Library, the Conservation Laboratory at Memorial Library, and the Department of Special Collections have scheduled tours and/or open houses. A 2:30 lecture on hypermedia and new notions of literacy will be followed by a panel discussion.

Support for the conference comes from the Brittingham Fund. Other assistance comes from the UW History Department, the Wisconsin Center for the Book, the Friends of the UW-Madison Libraries, and the Madison Academic Computing Center.

The day's programs were organized by staff at the Silver Buckle Press, a working museum of the General Library Service, located in the College Library, 600 N. Park St. According to Curator Barb Tetebaum, the museum specializes in hand-printed and hand-bound books for contemporary purposes using turn-of-the-century printing equip-

ment. The press publishes about one book each year.

The museum is open to the public throughout the year at no charge. Visitors are asked to phone ahead, however, since the staff is normally involved in production. Those interested in additional information about the conference or the Silver Buckle Press may call 608/263-4929.

### Belanger Gives Friends Lecture September 25

Terry Belanger of Columbia University will present a Friends lecture at 5:15 p.m., Wednesday, Sept. 25, in Room 976 (ninth floor) of Memorial Library. His lecture is titled *Another Turn of the Screw*. He will also speak on the future of the book at a UW conference the next day (see *Silver Buckle Press Hosts Book Conference*).

Belanger currently directs the rare book program at Columbia's School of Library Service. Next year he will join the faculty at the University of Virginia.

## Kruse To Speak October 23

Current trends in book publishing for children and young teens will be the focus of a Friends presentation by Ginny Moore Kruse at 5:15 p.m., Wednesday, Oct. 23, on the ninth floor of Memorial Library.

Kruse is the director of the Cooperative Children's Book Center (CCBC) on the UW-Madison campus. The CCBC houses a research library and a book examination center for children's and young adult literature. Recommended children's trade books, however, make up only half of the CCBC's 25,000 title library.

The library also includes review copies of juvenile trade books, historical children's books, reference materials related to children's literature, alternative press books for children, and books by Wisconsin authors and illustrators.

Besides its collections, the CCBC offers outreach services, best known of which is the Intellectual Freedom Information Service. This service offers on-call year-round assistance to Wisconsinites, usually librarians, teachers, and administrators, dealing with actual or rumored challenges

to books in libraries and schools serving children up to age 18.

The library is primarily supported by the UW-Madison School of Education and the Wisconsin Department of Public Instruction Division for Library Services.

The CCBC is located on the fourth floor of Helen C. White Hall and is open throughout the year. During the fall and spring semesters, hours are 10 a.m. to 8 p.m. Monday through Thursday, 10 a.m. to 4 p.m. Friday, and 10 a.m. to 1 p.m. Saturday. For more information, the CCBC staff may be contacted at 263-3720.



## Friends Lectures

■ 5:15 p.m., Wednesday,  
Sept. 25

*Another Turn of the Screw*

Terry Belanger, School of Library Service, Columbia University

■ 5:15 p.m., Wednesday,  
Oct. 23

*Current Trends in Book Publishing for Children and Young Teens*  
Ginny Moore Kruse, Cooperative Children's Book Center

■ 5:15 p.m., Wednesday,  
Nov. 20

*A special program highlighting the recent acquisition of The Tenth Muse*  
Yvonne Schofer, Memorial Library humanities bibliographer, and Sargent Bush, professor of English

■ 5:15 p.m., Wednesday,  
Dec. 4

*Concert using resources from the Music Library.*

All lectures are presented in room 976 on the ninth floor of Memorial Library.

## Friends Exhibits

■ Sept. 9 - Oct. 25

*Augustine and the Augustinian Tradition.*

Held in conjunction with *Augustine: His Influence on the Church and the World: Commemorating the 1600th Anniversary of his Ordination*, an international conference to be held on the UW-Madison campus, Sept. 22 - 25.

■ Oct. 31 - March 28

*The Printed Museum: Early Natural History Collections Preserved in Books.* Held in conjunction with the annual meeting of the History of Science Society, Oct. 30 - Nov. 3.

All exhibits are on the ninth floor of Memorial Library.

## Book Sales Raise Over \$5,000

The Friends sold 4,865 books and raised \$5,064.65 at book sales during the past fiscal year. Held monthly, the sales offer a diverse assortment of books attracting customers from throughout the Madison community.

Previous sales have in-

cluded works on popular entertainment, current events, and nearly every academic subject. Titles range from *Man Against Microbe* and *The Cat in the Hat* to *Presumed Innocent* and *Lake Wobegon Days*. Periodicals have included specialized scholarly journals as well as bound copies of *Life* from 40 years ago.

Book sales take place in the southeast basement of the Memorial Library on the third Friday and Saturday of every month. Hours are 3 to 5:15 p.m. Friday and 11 a.m. to 1 p.m. Saturday.

Funds raised help pay for many activities and services sponsored by the Friends. Donated books allow the Friends to continue offering interesting titles at its book sales. Those interested in donating books or getting more information about the sales may call Peter Bratsch at 262-3243.



Peter Bratsch, special assistant to the Friends, and some items at a recent book sale

## Fellowship Deadline Set For October 1

The Friends of the UW-Madison Libraries launched its Fellowship Program in June, prompting inquiries from across the country. Two fellowships of \$800 each are offered annually for research in any humanities field appropriate to the collections of the UW-Madison libraries.

Applicants must have earned the Ph.D. or be able to demonstrate a record of solid intellectual accomplishment. Foreign scholars are eligible, as are graduate students who have completed all requirements except the dissertation.

Preference will be given to scholars who reside outside a 75-mile radius of Madison. The grantee is expected to be in-residence during the term of the fellowship.

Completed applications are due Oct. 1 and April 1. Those interested may write to Friends of the UW-Madison Libraries Award Committee, 976 Memorial Library, University of Wisconsin, Madison, WI 53706, or phone Peter Bratsch, Department of Special Collections, 608/262-3243.



## The GLS Wish List

Tight budgets in campus libraries cannot cover many needs. We will highlight several in each issue, hoping that readers will consider fulfilling such wishes for our collections, our facilities, and our services. These projects are the types for which Friends groups around the country are successfully garnering support. Each in its own way will make a significant difference in the quality of libraries on the campus.

Anyone interested in making such a tax-deductible gift may call Deb Reilly at 262-2566.

■ **Reader Stations: \$400.**

Support for reader stations would allow libraries to buy task lighting, comfortable furniture or special furnishings to create high-quality study space in a variety of locations in the library system.

■ **Learning Laboratories: \$30,000.**

Some of the nation's leading university libraries have established named library learning labs to allow students access to the latest technology of information retrieval as well as to provide a training facility for instructional programs.

■ **Support for Collections: \$1,000+.**

Special gifts for designated collections or groups (such as undergraduates) can provide the margin of excellence during an era of tight budgets.

■ **Furnishings for Undergraduate Library: \$4,000.**

The Ethnic Reading Area in the College Library is one example of a library facility that could be vastly improved by appropriate furniture, display shelving and other amenities.

■ **Memorial Library Lobby: \$75,000.**

Exhibit Cases & Gallery Benches (\$15,000).

Stairway Replacement (\$60,000).

This would be the most visible symbol of progress toward the renewal of the library and commitment to creating a more user friendly library.

■ **Greek & Latin Reading Room Furnishings: \$7,500.**

This is one of Memorial Library's older reading rooms (now relocated in a "new" location). It would greatly benefit from a modest investment in new furnishings. The room has a great deal of undeveloped potential.

This is, of course, a selective list of only some of the needs of the General Library System which might benefit from support of friends. In many cases we would be able to match the special concerns of people interested in making a gift to the libraries with a subject area and academic discipline of their choice.

## Biology Education Grant Awarded to GLS

The Center for Biology Education, in cooperation with the Howard Hughes Medical Institute, has awarded the GLS and the Biocore Program \$12,245 to develop methods for teaching information skills to biology students and to develop a teaching partnership between faculty and librarians.

The project will focus on instructional modules that will be integrated throughout the undergraduate biology core curriculum. Much of the activity will take place at Steenbock Library.

The proposal was developed by a group of GLS librarians, including Abbie Loomis, Patricia Herrling, Lois Komai, Elsa Althen, and Katherine Gratke. Principal investigators are Abbie Loomis and Biocore Professor Stanley Peloquin.

Deb Reilly  
External Relations Coordinator

### MESSENGER

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## Rare GI Books *Continued from page 1*

from consideration. In addition, the books would be printed on cheap newsprint, which would not survive much handling in pockets or in libraries.

The council also persuaded the Armed Forces to sign an agreement that they would not flood the market with leftovers when the war ended. The concern of some authors that they would lose royalties was met by an agreement that the council would pay them one cent per copy, which was then the standard royalty for paperback reprints.

While these matters were being debated, the technical staff of the council was trying to develop printing techniques that would produce the sort of books desired at minimum expense. Except for the British Penguin Books and the recently established Pocket Books, there were few inexpensive paperbacks in existence.

Early on, a decision was made that it would be sensible to have books of two sizes, both of which might be readily carried in the pockets of field jackets or pea jackets, the garments most often worn by soldiers and sailors overseas. Long books would appear on pages measuring 6 1/2 x 4 1/2 inches and shorter ones in a 5 1/2 by 3 7/8 format.

After numerous experiments, the council decided not to use the printing equipment which was standard for books, but rather an adaptation of the presses then used by publishers of pulp magazines, which could accommodate larger pages. In this way two books could be printed at once, one at the top of a large magazine-size page and the other at the bottom. At the end of a run, the sheets would be cut in half, then bound on the appropriate short side, and the cover affixed.

Two presses were used: for the larger volumes one that normally printed pulp magazines, and for the

smaller volumes one that produced *Reader's Digest* size pages. The text of each book was printed in two columns. This process was used for all the millions of volumes issued by the council.

The books themselves were chosen by a small committee consisting of one representative each from the Army, the Navy (who were usually librarians and familiar with the reading tastes of men in uniform) and a member of the council. If any one of the three thought a book was inappropriate, it was rejected.

The primary purpose of the council was not to provide works that its members thought might be "good" for the recipients to read, but rather a wide-ranging selection, from Sherwood Anderson to Virginia Woolf, in which each soldier or sailor would find numerous books that he would *want* to read. Therefore, the largest single category of offerings was contemporary fiction (246), followed by westerns (160), humor (130), mysteries (122), historical novels (113), short story collections (92), and biography (86). The selections tended to be heavily weighted toward American writers and American subjects.

Not all of the books in any of these categories were "easy reads." Many were written by winners of the Pulitzer and other distinguished prizes. Along with these were books of poetry (28), popular science (32), history (20), sports (30), fantasy (26), self help (16), music and the arts (11), nature (16), aviation (8), cartoons (6), drama (7), and sea stories (28).

The committee recognized that some of the selections might have to be read on the run and at other times immortalized by the GI in the phrase "hurry up and wait." They tried to provide a wide range of reading matter, and there is much evidence that they accomplished their difficult objective.

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The story of the council and the Armed Forces Editions may be found in *A History of the Council of Books in Wartime: 1942-1946* by Robert Bellou, New York, 1946, and *Editions for the Armed Forces: A History* by John A. Jamieson, New York, 1948.

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*I acquired the volumes given to Memorial Library, together with a few now in the Seeley G. Mudd Library of Lawrence University, in the fall of 1945 at Station Hospital #2, Fort Bragg, North Carolina, shortly before I was discharged from the U.S. Army. One day I went into a barracks that had recently been abandoned by the office in charge of morale at the hospital. In a corner was a litter of G.I. books and a sign that said, "Take as many as you want." I looked them over and took as many as I thought I could transport to my home.*

*They accompanied me to Connecticut, moved with my family to Pittsburgh in 1947 and then to Appleton, Wisconsin, in 1960, when I joined the faculty at Lawrence University. All of this time they have been carefully enclosed in two cardboard boxes--not, I gather, a method of preservation sanctioned by experts.*

*How many other libraries have copies of G.I. Books I do not know, but I suspect that there are not many. I am very pleased to know that mine will now make their home in the air-conditioned and climate-controlled environment of the Special Collections Department of this fine library.*

William M. Schutte  
Lucia R. Briggs Professor  
of English, Emeritus  
Lawrence University  
Appleton, Wisconsin



## Aulus Gellius Comes To Wisconsin

The history of Reeder family generosity has occupied many pages in past issues of *The Messenger*. Over the last few years, Bill and Lynn Reeder have created a handsome endowment for the purchase of fine books, have donated an important collection of William Morris's Kelmscott press imprints, including the famous Chaucer, and have also made gifts of significant individual manuscripts and books.

It is a great pleasure to announce yet another instance of Reeder family generosity. The latest gift consists of 31 early editions of the famous *Attic Nights (Noctes Atticae)* by the second-century Roman writer, Aulus Gellius.

The work, made up of short chapters on a variety of historical,

philosophical and literary subjects, has been prized for its own qualities, but at least equally because it preserves fragments of writings no longer extant by older Greek and Latin authors. The editions range from c. 1512 to 1784, all in their original or contemporary bindings. They represent over half of the total of pre-19th century Gellian imprints.

This Aulus Gellius collection will make an important contribution to the study of classical philology on this campus. It also provides a convenient device for tracing tastes and innovations in book production and design over several centuries as they relate to a single author. Together with another unusual, recently received collection (see *GI Books*, page 1), the Reeder gift will be the subject

of an exhibition in the not-too-distant future in Memorial Library's beautiful new Department of Special Collections.

John Tedeschi  
Curator

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