The Illinois Orange

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

10-10-69
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<th>Statistic</th>
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<td>Items Loaned to Other Libraries via Interlibrary Loan</td>
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*Some FY21 service usage affected by the COVID-19 pandemic
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

- New Year's Day: 1 January
- Martin Luther King Jr. Day: 17 January
- Spring Semester Instruction Begins: 18 January

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 chocolatey 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 shower you with kisses!

---

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

Products of General Foods

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

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 by your community through the Purina Dealer at his friendly red-and-white checkboard 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 is in the “Food for Victory” Crusade to help you conserve--use--each precious feed supply...to help you produce the extra food needed to win the war and the peace. Ask him today to fill out helpful Feed Score-cards—sheets on your poultry and livestock.

PURINA MILLS and 7,000 Purina Dealers

50th ANNIVERSARY PURINA MILLS

Wm. H. Danforth

1894-1944
We can photograph everything but the ride of this ultra-luxurious postwar Studebaker

*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 photographic 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 shown picture 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*
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 Knit Bathing Suits, Sweaters and Jerseys for men, women and children, plus a passport, and we shall be glad to send you a copy of this new book and the name of Bradley merchant in your city.

BRADLEY KNITTING CO., Delavan, Wis.

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

- **30**: Memorial Day
- **4**: Spring Semester Instruction Ends
- **5**: Reading Day
- **6**: Final Exams Begin
- **13**: Final Exams End
- **14**: Commencement

**APRIL 2022**

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**JUNE 2022**

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</table>
JUNETEENTH
Since the days of "Yankee Doodle" folks have cheered for

CHICKEN NOODLE

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
Fashion's smartest attire for sun-bathing... for active swimming... the new Sun-suit by Jantzen! Permitting with modesty, a maximum exposure of skin, under 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 ambition. 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 neatly clad as when you entered. This remarkable perfection of fit is due to the magic of Jantzen-stitch. Tightly knitted wool! Only the strongest yarns are used. See this and other new Jantzen models... the Tennis, the Speed-suit... at leading stores everywhere. Conspicuously buttonless up to size 42; unbreakable buttons on larger sizes. Colorful, color-fast hue for every type... blonde, brunette or raven. 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
Of Send me free Jantzen Color Booklet—showing Jantzen colors best
Located in my type—also suggestions for creating a colorful beach ensemble.

Name
Address
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 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.”
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!
Holiday from Apron Strings
—on wheels!

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
scrapes, 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
dishwasher service everywhere.

FRIGIDAIRE
PRODUCT OF GENERAL MOTORS

Advanced Appliances designed with you in mind
NOVEMBER 2022

1. Veterans Day
24. Thanksgiving Day

OCTOBER 2022

DECEMBER 2022
One of the best ways
Men get to know Each Other...

Start a new friendship 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!

LIONEL TRAINS

ONLY LIONEL TRAINS HAVE MAGNE-TRACTION

Market Research Department

SATURDAY EVENING POST 1NOV 20 1954
**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.
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)

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<th>Type</th>
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<tr>
<td>Planned Giving</td>
<td>$4,290,100‡</td>
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<tr>
<td>Grants</td>
<td>$202,037</td>
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<td><strong>TOTAL GIVING</strong></td>
<td><strong>$5,750,449</strong></td>
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</table>

† Includes outright gifts, pledge payments, recurring payments, undocumented estate distributions, and matching gifts
‡ Includes planned gift commitments, such as bequests and wills

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](library.illinois.edu/friends).

**Who is giving to the University Library?**

- Alumni (78%)
- Friends (15%)
- Corporations/Organizations/Foundations (4%)
- Faculty/Staff/Current Students (3%)

*Percentage of donors by group*
MEMORIAL GIFTS

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

Narindar K. Aggarwal
Felix Albrecht
Mary A. Allen
Alice L. Berger
Darwin F. Bostick
Maynard J. and Jane A. Brichford
Bruce S. Chelberg
Irving L. Dilliard
Kermit J. and Patricia L. Fessler
Nelly S. Gonzalez
Andrew V. Granato
William W. and Mary H. Hay
George Hendrick
Louis R. Henson
Joseph P. Hough
Frances B. Jenkins
Morris W. Leighton
Maurice C. Libbey
Thomas B. Littlewood
James M. McGlathery
Larry Miller
Christopher Millsap
Debra Moss
John K. Newman
Mary S. Niemann
Roy L. Ostrom
Camilo E. Palencia
Michael Proctor
David C. Ralston
Joan W. Reuss
Melvyn A. Rieff
Alexander L. Ringer
Robert B. Schlesinger
Charles H. Shattuck
Lawrence A. Smith
Helen R. Sullivan
Patricia J. Tabler
Allen H. and Ruth H. Toby
Susan A. Torsberg
Beth A. Trotter
Benjamin Uroff
Martha L. Walker
Luitpold Wallach

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
James and Diane Grube
Nancy W. and Wesley W. Grube
Judith A. Hays
Keith Hitchins
Ian R. Hobson
Shozo Sato
Scott W. Schwartz
Clarice M. Shin
Kenneth A. Tabler
Ronald P. and Yuko Toby
Karen and David Ulric
ACKNOWLEDGMENTS

The University Library’s Office of Advancement especially wishes to thank the following individuals for their guidance and kind assistance with this publication:

Belinda Bolivar, Library Assessment Specialist
Esra Coskun, Collection Analyst and Planning Specialist
Myung-Ja Han, Head of Acquisitions and Cataloging Services
Chad Lewis, Assistant Chief Accountant
Michael Norman, Discovery Services Librarian and ILS Coordinator
Stefanie Postula, Senior Library Specialist
Lisa Romero, Communications Librarian
Cherié Weible, Head of Central Access Services
Jen Yu, Library Assessment Coordinator

Office of Advancement

Kathryn Risor-Heise, Assistant Dean for Advancement
Javonda Pelman, Director of Advancement
Hannah Brauer, Assistant Director of Advancement for Stewardship and Donor Relations
Vicki Sparks, Administrative Aide

The Office of Advancement would like to thank Prospect Development Analysts Jane Cronkhite and Rachel Thompson at the University of Illinois Foundation for all of her assistance throughout the year.

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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
Design: Studio 2D

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