Is reading so last century?

By Peter Raad
Linda Wertheimer Hart Professor
Founder and Executive Director
The Guildhall at SMU

The handing down of culture, customs and knowledge has long relied on the written word. Before the invention of the printing press, power often rested with those who owned books and could read them. When the press arrived, it changed us from passive listeners to engaged readers who could think for ourselves and join the human discourse. Knowledge became bound up with the production, possession and protection of the printed word.

Digital technology democratized access to information. The explosion of audio and video widened the modalities of storytelling, communications and the transfer of knowledge. Because listening and watching take less effort than reading, the power of the word began to give way to the power of the image. Now, amid the swirl of auditory and visual stimulation, the urgency of multitasking, and ever-shortening attention spans, we could well be forgiven if we put down the book and wait for the movie! But do we do so at great risk?

Reading, after all, is at the heart of thinking. It develops the ability to quietly listen to the ideas of others. It is linear, focused and methodical, promoting discipline and the ability to juggle concepts. A photograph can convey a landscape or a face, but in reading we gaze past the eyes, into the mind and soul of the author. Reading conveys thought. The practice of reading enriches the practice of thinking.

Technology will continue to change the book. But the book is not about papyrus and ink, or paper and toner. It is a vessel of visions, stories and lives captured by the power of the word. To unlock the vessel, we only have to read.

Interactive video and network technology are here to stay and have the potential to enrich our lives in exciting ways, but they do not replace reading. When Descartes declared, “I think, therefore I am,” perhaps he assumed what we are now in danger of forgetting — that to think deeply and well, we first have to read. To read is to be.

SMU Digital Repository: A powerful new tool for academic publishing and archiving

The SMU Digital Repository, a new online archive and e-publishing platform, revolutionizes the collection, sharing and publishing of scholarly works produced by University faculty, students and staff. Central University Libraries, the Office of Research and Graduate Studies, and the Office of Information Technology combined resources to create the hub for the preservation and dissemination of a broad spectrum of SMU’s intellectual content.

The SMU Digital Repository is powered by the Digital Commons platform from Berkeley Electronic Press (bepress). Digital Commons hosts institutional repositories (IR) for hundreds of universities, research institutes and professional societies around the world.

“While we explored other options, Digital Commons was easily the strongest contender,” says Rob Walker, Director of the CUL’s Norwick Center for Digital Services and a key member of the cross-unit IR team. "It’s a very robust system that performs all the functions we need. It’s also easy to learn and manage, and it can evolve organically: we can adjust it to our users’ needs.”

The full-service hosted model is also an economically sound choice: it does not require a major investment in software, hardware, maintenance or new technology, according to Mary Queyrouze, CUL Assistant Dean for Technology Services.

The Digital Commons suite of tools and services includes a professional-grade editorial management system that is designed to save and disseminate in digital form the scholarly capital and continued on page 2
A regular at revival movie houses in his native Manhattan, collector Jeff Gordon fell under the spell of silver screen stars—especially actress Linda Darnell—when he was in elementary school. He recalls sorting through the inventory of antique shops as a youngster to find items relating to his favorites.

"Darnell soon became my No. 1 focus in this regard, a spot she has held for 40-plus years," says Gordon, who now resides in Knoxville, Tennessee. Darnell, a Dallas native, made dozens of movies, including “Forever Amber” (1947), and appeared in many television programs before her tragic death in a house fire in 1965.

As his Hollywood interests expanded beyond Darnell’s oeuvre, so did his collection. By 1984 he had transformed his hobby into a full-time business – Jagarts, a retail and rental company focusing on American movie history through graphic art, photography and publicity.

Gordon’s recent estate gift ensures that his vast archive, primarily from movies made in the 1930s to 1970s, will eventually be part of the G. William Jones Film and Video Collection in the Hamon Arts Library.

The writer and film historian first visited SMU while his nephew, Daniel ’06, was a theatre student in Meadows School of the Arts. "I was tremendously impressed by the facilities and his fellow students, who seemed truly inspired by what SMU has to offer," Gordon says.

In 2007 Gordon decided it was time to make provisions for the future of his considerable assemblage. "I very much wanted everything to go to a worthy institution that would benefit by such a bequest," says Gordon, 56, who holds degrees in film production and cinema studies from New York University’s Tisch School of the Arts.

Today the most significant portions of his archive include hundreds of original movie posters and lobby cards, more than 15,000 35mm slides of movie memorabilia, some of which were delivered to SMU in May; several thousand original movie photos; a 16mm film collection that encompasses more than 200 features, over 20 Warner Bros. cartoons and more than 100 television programs, and a large group of Elvis Presley materials, including original posters from all of "The King’s" movies.

The Gordon archive will add an important dimension to the Jones Collection, says Amy Turner, Film, Theatre and Communications Librarian and head of the collection. "The Gordon gift will significantly increase our ability to support teaching and research in American film, and the Linda Darnell materials will create an especially exciting opportunity," she says. "We are honored that Mr. Gordon has chosen the Jones Collection to be the repository of his life’s work."

**SMU Digital Repository continued from page 1**

output of University members.

"Building on their knowledge and experience in developing their digital collections, CUL is providing the technical expertise, set-up, design, systems administration and technical operation of the system," explains Joe Gargiulo, Chief Information Officer, OIT.

A campus advisory review board will develop policies for submission, create criteria for evaluating applications and determine e-journal priority.

The SMU Digital Repository team, consisting of Josh Lupkin, Ph.D. faculty liaison, and Jacob Brown, Digital Repository coordinator, works with faculty and academic units to identify, manage, upload and publish, via the internet, a wide range of text, image, video, audio, database and other files that showcase University research and scholarly achievements.

A sample of SMU faculty members was tapped earlier this fall to test the system. A rollout to the University community is planned for the spring semester.

More information about the SMU Digital Repository can be found at digitalrepository.smu.edu/faq.html or by contacting the staff at digitalrepository@list.smu.edu.
Travel grant program enables scholars to explore DeGolyer’s rare collections

Although Peter Scott and Bert Spector focus on different aspects of the history of retailing in the United States, both scholars found crucial information in the JCPenney Archive to support their research.

Scott, an economic and business historian working at the University of Reading, U.K., and Spector, a professor of business strategy at Northeastern University in Boston, recently delved into the Penney collection. They are 2011 recipients of Clements Center-DeGolyer Library Research Travel Grants.

The Clements Center offers grants to scholars living outside the greater Dallas-Fort Worth area to encourage a broader and more extensive use of the special collections at DeGolyer Library, according to Andrew H. Graybill, new director of the Clements Center and a professor in the Clements Department of History in Dedman College.

Scott’s research focuses on the history of variety store retailing prior to World War II from a management, organizational and economic perspective. His key interests are the evolution of management systems to coordinate and monitor the activities of large numbers of branches and their staffs; financial performance variations based on the size and location of stores; and how the movement toward store-branded products affected purchasing practices.

The research will contribute to a series of articles in economic and business history, and in the longer term, a monograph on the impact of variety store retailing, he says.

“I found the collection to be incredibly rich and informative, and very much appreciated the expert help of Joan Gosnell, who has looked after this important collection, first at JCPenney, and now at the DeGolyer,” Scott says.

Penney’s pioneering private-label strategy brought Spector to the DeGolyer for three days in July. His research, intended for a journal article, investigates why and how Penney moved toward its own brands. The study is part of his larger research stream on business-model innovation.

While Spector drew core information from early advertisements and communications between corporate headquarters and the stores, he found the hand-typed letters to and from company founder James Cash Penney to be among the archive’s most fascinating materials.

“Several of the letters were quite personal, reflecting his close ties to some Penney executives,” Spector says. “Whatever the topic, it is always useful for the historian to remember the people who sit at the center of every story.”

The DeGolyer also houses the rich history of another ground-breaking company, homegrown Texas Instruments. Jon Kowalski received a grant to study materials in the TI Collection for research on the integrated circuit in September. Kowalski is a Ph.D. candidate in the Strategy, Entrepreneurship and Technological Change Program in the Department of Engineering and Public Policy, Carnegie Mellon University.

Another doctoral candidate, Matthew J. Amato, recently studied some of the DeGolyer’s rare photographs relating to the Civil War and emancipation. Amato, a Ph.D. candidate in the Department of History, University of Southern California, was awarded a 2011 travel grant funded by the James Butler Bonham Chapter of the Daughters of the Texas Republic.

LATTÉS IN THE LIBRARY

Great books, hot coffee and comfortable seating will create a novel SMU experience as outlined in the Fondren Library Center renovation plan. A new café — shown in this architect’s rendering — will sell food and beverages during regular library hours. Students and other library patrons will be able to enjoy their snacks and drinks while hanging out in the surrounding browsing area.
A storied past infused with oversized personalities and a mix of cultures makes Texas a favorite setting for novelists as documented in "From Live Boys to Lonesome Dove: A Panoramic View of Texas Fiction, 1836-2011."

The DeGolyer Library’s sweeping survey of fiction focused on the Lone Star State begins with a few works that pre-date Texas Independence, such as Charles Ferguson’s *Pigskin* (1929), a thinly-disguised spoof of SMU,” Martin explains. “Few realize that Terry Southern, one of the greatest satirists of the 20th century, attended SMU [in 1946]. And perhaps two of the state’s most gifted writers, William A. Owens and William Humphrey, were SMU students. Some of their work is on display.

“Moving closer to the present, we spotlight Marshall Terry ’53, ’54, James Hoggard ’63, C.W. Smith, Joe Coomer ’81 and Tracy Daugherty ’76 — SMU students or professors, and in the case of Terry, both,” Martin adds. “Novelist Jane Roberts Wood is also part of the celebration, and she, we are happy to say, is donating her literary archive to SMU.”

Wood read from her latest book, *Out the Summerhill Road*, at a lecture and book signing November 17. The Friends of the SMU Libraries co-sponsored the event.

Among Martin’s favorite works in the exhibition are those “published in out-of-the-way places, like Mineral Wells.” Mamie Winn’s *A Love Story of Mineral Wells* (shown left) dates from 1915 and is the first novel printed in the North Texas town. The exhibit also includes the first novel printed in Fort Worth, *Jo: A Telegraphic Tale* (1885), by Ed. J. Smith.

“I think the past is prologue,” Martin says, “and Texas fiction will continue much as it always has. But the mythical and romantic elements might be less attractive to writers in the future. Who knows? Texas is clearly now an urban state, and growing more urbanized and cosmopolitan all the time, and yet, in fiction, the lure of the land is always strong — ranches, oil wells, cattle, good old boys.”

The exhibition, which is free and open to the public, continues through December 15. DeGolyer Library is open from 8:30 a.m. to 5 p.m. Mondays through Fridays, except holidays.
From 1916 to 1969, SMU’s Arden Club played a pivotal role in the student experience and forged a lasting bond between the University and performing arts fans in the greater community.

The SMU Arden Club Collection, housed in the Jerry Bywaters Special Collection Wing of Hamon Arts Library, documents the activities of the student thespian organization over its 53-year history, says Emily George Grubbs ’08, curatorial assistant in the Bywaters Special Collections. The collection includes artwork, clippings, correspondence, documents, ephemera, manuscripts, posters, programs, props, publicity, published works, scripts, scrapbooks, photographs and club pins.

As SMU celebrates the centennials of its founding (1911) and opening (1915), there is renewed interest in the people and groups who helped shape the future. Grubbs has written a finding aid to the extensive collection as a guide for those curious about SMU’s theatrical past. The aid is available through Texas Archival Resources Online (www.lib.utexas.edu/taro/smu/00200/smu-00200.html).

Selected materials also may be viewed in the Mary McCord/Edyth Renshaw Collection of the Performing Arts digital collection (digitalcollections.smu.edu/all/cul/mrp).

The Arden Club’s inaugural performance on SMU’s first commencement day in 1916 launched a tradition that would continue each year until 1942. The tradition was reinstated after World War II, in 1947, and continued intermittently until the club disbanded in 1969, when it merged with the Division of Theatre in Meadows School of the Arts.

Among the fascinating facts chronicled by Grubbs:
- The Arden Club also staged productions in McFarlin Auditorium, including the 1916 production of “Winterset,” the first nonprofessional performance of the play after its Broadway opening in 1935.
- Prominent Arden Club alumni include television and film producer Aaron Spelling, U.S. Senator John Tower, Academy Award-winning actress Kathy Bates, Dallas actor Jerry Haynes (known for his 30 years on television as Mr. Peppermint), playwright Jack Heifner, Dallas actress Ludi Mai Sensabaugh Goode, and author and SMU Professor Lon Tinkle.
- The Arden Club’s first commencement day performance of “As You Like It,” 1916.

Central University Libraries’ Patricia Van Zandt, Assistant Dean for Scholarly Resources and Research Services, helped James Pratt (above) launch a Google search during “Are You Smarter Than a 5th Grader?” Pratt, who serves on the SMU Libraries Executive Board, and other members of Friends of the SMU Libraries toured the world of research today with guides Ben Toon, Science Research Librarian, and Van Zandt during the two-hour information session September 21. In opening the program, Van Zandt noted that adults often have to play catch up with today’s youngsters, who are exposed to the latest technology very early in life. Participants explored how to find information using freely available Internet resources and specialized databases available through SMU’s libraries. The session concluded with a tour of CUL’s newly refurbished Information Commons, where library users can obtain research and technology assistance.
By day, financial analyst Donna Cotter handles budgetary and accounting processes for Central University Libraries. In her non-professional life, Cotter appreciates the CUL’s judicious investment in resources from a completely different perspective — as a student in SMU’s Master of Liberal Studies program.

“The scope of our electronic resources is pretty amazing, and I rely on them a lot when I’m writing papers,” she says.

Adding yet another dimension to Cotter’s relationship with the libraries is her membership in the Friends. She serves as treasurer of the group. “I’ve been a member since May 2009,” she says, “and it’s a great organization of smart, friendly and interesting people committed to a cause that’s near and dear to my heart: SMU Libraries.”

She also appreciates the “fabulous programs, many of which are free.” For example she enjoyed participating in the recent “Are You Smarter Than a 5th Grader?” information session (page 5).

When it comes to “keeping the books” for the libraries, Cotter draws on more than two decades of experience in accounting. As the CUL’s financial analyst, she is responsible for monthly and quarterly reports, budget projections, financial policy compliance and a host of other duties related to the libraries’ finances.

One of her most interesting assignments over the past two years has been service on the Libraries and Resources Subcommittee for SACS — SMU’s university-wide initiative seeking reaffirmation of accreditation from the Commission on Colleges of the Southern Association of Colleges and Schools.

“I learned a lot about SMU in that process, such as where individual units fit into the organization, and gained a broader view of the entire University,” she says.

A Certified Public Accountant, Cotter earned a Bachelor’s degree in accounting from the University of Texas at Arlington. She was in private practice while she and her husband, Bob Stimson, raised sons Matt, a Texas Tech student, and Michael, an actor in Philadelphia.

Cotter joined SMU in 2007, working part time on financial projects in Student Affairs. In March 2009 she moved into the full-time position with CUL.

“I admire the commitment of the CUL staff to the mission of SMU. Everything we do is for the benefit of students, faculty and staff,” she says. “I feel I have benefited from that commitment, both as a staff member and a student.”

‘What’s in it for you?’

Students learned that there is something — from rare maps to iPads — for just about everyone during the Fondren Library Center open house September 27. The library staff joined forces with teams from the Office of Information Technology, which recently relocated to Fondren, to provide information at eight service points throughout the center.

While enjoying snacks and drinks, students heard about the resources available to them and asked questions. Students who got their cards stamped at each stop on the circuit were eligible to enter a door-prize drawing — a color Nook, an Amazon Kindle and gift cards were given away. Judging from their responses, many students felt like they left with something valuable: new information. Among their comments: “Found out about Playaways |all-in-one audiobooks!! So cool!” … “TLC [Touch Learning Center] is awesome!” … “Map room! No idea it existed until now!” … “Digital collections! @”

Hanging out at Hamon

Jackson McMartin, a first-year film student, and Natalia Perea, a first-year dance major, share a table, while William Mueller, a first-year engineering student, chooses a plush chair and ottoman as the ideal spot for reading. Study areas on the second and third floors of Hamon Arts Library have been refreshed with new furniture: each has six square tables with seating for four and eight upholstered chairs with matching ottomans. On a recent afternoon, students studying for tests and working on research papers said they found the bright, comfortable spaces welcoming and conducive to studying.
Supporting the University’s ‘research backbone’

When Frances Levine reflects on her days as an SMU graduate student, some of her warmest memories center on countless hours spent in the library.

"I feel like I lived in the DeGolyer Collection for most of graduate school," she says. "That was when it was on the top floor of Fondren Library. I loved Fondren and spent much time there working with the journals."

Now the director of the New Mexico History Museum and Palace of the Governors in Santa Fe, N.M., Levine retains a connection to her former "second home" through service on the SMU Libraries Executive Board. "The library system is the primary research backbone of every important university like SMU," she says. "I also find [Dean] Gillian McCombs' vision very forward-thinking, and I want to work with and learn from her as well."

The University’s "very fine program in archaeology, especially Paleo-Indian archaeology," drew her here to pursue a Master’s and Ph.D. in anthropology. "I’m so grateful to the Anthropology Department faculty — Fred Wendorf, Ron Wetherington, Van Kemper, Tony Marks, Ben Wallace, the late Ed Fry and so many others there who prepared me so well for my career."

She fell under the spell of the Land of Enchantment while at SMU. "I had a choice between the Taos Program and an opportunity to direct the archaeological survey and excavation program at Los Esteros Lake in Santa Rosa for the program in Cultural Resources Management," she explains. "I went to Santa Rosa because it combined my interests in history, archaeology and ethnography."

In 2002 she was named the director of New Mexico’s oldest architectural treasure — the nearly 400-year-old Palace of the Governors. During her tenure the Palace has become the centerpiece of a world-class state history museum complex.

Even as a child growing up in Fairfield, Connecticut, Levine envisioned a future with "a career doing something in history."

While at SMU she also pursued independent studies in history with the late David Weber. In 2005 she joined the Clements Center Advisory Board as "a way to stay close to his enormous dedication to scholarship and to be a small part of mentoring young scholars."

Levine believes museums and libraries share an objective to provide profound learning experiences that last a lifetime. "Museums and libraries are where we begin our first explorations of a wider world," she says. "When my children were growing up, they were nourished by libraries and museums, and they still take time to use these resources in their busy lives as young professionals. That is gratifying to see how these early experiences have formed their core values."

10th U.S. Archivist offers ‘an insider’s perspective’

David S. Ferriero, the 10th Archivist of the United States, discussed the relationship of the National Archives with presidential libraries in "An Insider’s Perspective: The Mission of the National Archives and the Creation of the George W. Bush Presidential Library." The program was sponsored by Book Club of Texas, Bridwell Library, DeGolyer Library and Friends of the SMU Libraries/Colophon October 6. "While collecting and protecting the records are important responsibilities of the National Archives, equally important is our role in making them available," Ferriero said. About the Bush Library, which is scheduled to open in 2013, he noted: "Many things set this library apart and will make it a magnet for scholars and journalists for decades to come. For me, what distinguishes this presidential library is the amount of electronic records and the kind of electronics. President Bush’s library holdings are unprecedented." Ferriero also acknowledged the importance of organizations like Friends of the SMU Libraries to the future of libraries. "... I have spent a lot of time in libraries in my career, and I know firsthand from more than 40 years of experience how tremendously valuable groups like this one are."

Welcome new Friends

Friends of the SMU Libraries new members who have joined as of October 26, 2011:

Lou M. Bauman Alex Matthews
Theodore Cackowski Cyrena Nolan
Mary Jo Dancer Allison Reinert
Martha Fleisher Cristina Richards
Louie Kehl Sandy Thatcher
Kristina A. Kiik Brooke Vadala
Isham Kimbell Sara Vracar
What do you want to know?

Jeff Whittington, a senior producer of KERA Radio’s “Think” series and host of “Anything You Ever Wanted To Know,” will speak at the annual dinner meeting. Whittington, perhaps best known for his Friday afternoon call-in question-and-answer program, is also an award-winning reporter and a rock musician.

Monday, May 4, 6 p.m., Bailey’s Prime Plus, 8160 Park Lane, Dallas, reservations required

Save the dates: holiday luncheon, 2012 Tables of Content and more

Dreaming of a White House Christmas

Author Jennifer Pickens, a 2000 graduate of SMU and author of Christmas at the White House, will talk about the holiday themes and traditions of the nine administrations covered in her book, which includes more than 500 photographs and a foreword by former First Lady Laura Bush ’68.

Wednesday, December 7, 11:30 a.m., Royal Oaks Country Club, 7915 Greenville Ave., reservations required

‘Why Do We Wait?’

Nancy Barry, a 25-year corporate veteran and motivational speaker, will share insights from her experiences in the program “Why Do We Wait?” Prior to launching her own company in 2005, Barry served as vice president of community services for The Dallas Morning News and WFAA-TV and vice president for The Dallas Morning News Charities.

Thursday, March 29, 6 p.m. reception, 6:30 p.m. lecture, Texana Room, DeGolyer Library, 6404 Hyer Lane

And the winner is …

The third Literati Award will be presented to Marshall Terry ’53, ’54 during the 12th annual Tables of Content fundraiser for the Friends of SMU Libraries. Proceeds from the celebration of good literature and fine conversation benefit the Friends Grant Program, which supports the purchase of resources and equipment for all SMU Libraries.

Saturday, March 31, 6 p.m. reception, 7 p.m. dinner and program, James M. Collins Executive Education Center, 3150 Binkley Ave., reservations required

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Library Contacts

DeGolyer Library/Special Collections 214-768-2253
Fondren Library — general library information 214-768-7378
Fondren Library
  Information Desk 214-768-2326
  Circulation/Reserve 214-768-2329
  Government Information Resources 214-768-2331
Friends of the SMU Libraries 214-768-1939
Hamon Arts Library 214-768-2894
Norwick Center for Digital Services 214-768-4584

Website

Central University Libraries: smu.edu/cul/