Each afternoon as soon as the bell rang at La Vega High School in Waco, Texas, Tony Pederson headed to the newspaper stand to spend a dime for the evening Dallas Times Herald. "I wanted to see what Blackie Sherrod had to say," says Pederson, Belo professor and chair of SMU’s Department of Journalism.

Pederson, a former sportswriter and newspaper editor, is among the generations of writers and readers influenced by Sherrod’s insight and humor as a sportswriter, columnist, and reporter during his 60-year career.

Future generations will continue to enjoy Sherrod’s legacy through his papers recently donated to DeGolyer Library. Items continue to arrive at DeGolyer as Sherrod sifts through correspondence, books, and notes accumulated from his years at four Texas newspapers. The 83-year-old journalist described himself as a "Depression kid that saves everything," in a recent Dallas Morning News column about his retirement.

Sherrod started his career at the Temple Daily Telegram, then later worked at Fort Worth Press, Dallas Times Herald, and finally the Morning News. He is best known for his sportswriting, but he also excelled as a reporter, playing a pivotal role in the Herald’s coverage of the John F. Kennedy assassination and the 1969 moon landing.

He left a lasting impact on sportswriting, Pederson says. "The concept of sports journalism was changing in the 1960s..."
because of television. The NFL was becoming a major television sport just as sports were becoming part of the national culture. His writing transcended sports and changed what was put into sports columns.

The collection includes hundreds of reporter’s notebooks containing his notes from events such as the 1989 World Series, the 1994 Kentucky Derby, and the 1988 Tyson-Spinks fight in Atlantic City. Part of Sherrod’s 2,000-book personal library now lines the shelves of DeGolyer and includes sports biographies, NFL record books, NASCAR media guides, and sports encyclopedias, many out of print.

The collection also includes correspondence with readers and sometimes contrary communications with editors. Radio scripts, photographs with fellow sports journalists at a 1964 Dallas Cowboys game, and the compact Hermes typewriter he carried to press boxes throughout the country help round out the collection.

Sherrod is one of the most talented contemporary writers in America, says Russell Martin, director of DeGolyer Library. “The subject matter, sports, is a natural for us,” he says. “The whole country, but especially our part of it, is obsessed with sports. Blackie provides us with an important perspective on this national obsession.”

Sports historians may find a market for their material at SMU Press. In 2005 SMU Press will launch its sports history series, says Keith Gregory, director. Paul Rogers, professor, Dedman School of Law, will edit the series, which will focus on baseball and Texas sports.

Pederson also sees the collection fitting into his plans to establish an endowed chair in sports journalism. “We have a number of students interested in sports journalism,” he says. “The subject is taught as a broadcast class where students produce a weekly cable television program, ‘Sports Stampede.’”

Influencing young journalists is one of Sherrod’s favorite roles. In a Dallas Morning News profile, Sherrod says he achieved more satisfaction from editing other writers than writing.

Gary Cartwright was one of the young writers he shaped. In a 2003 Texas Monthly column about Sherrod’s retirement Cartwright concluded, “He made us appreciate that sports writing, done correctly, was a noble pursuit.”

Antidote for anxiety

Rebecca Graff offers a diagnosis and cure for the challenges of the first year of university life.

“Many new students have library anxiety,” says Graff, user education librarian. “They think they should know how to use an academic library and that they are interrupting when they ask a librarian a question. All they need to know is that librarians are there to help them and that there are no dumb questions.”

Graff eases students’ anxiety through her participation on SMU’s Task Force for the First-Year Experience, formed in 2002 to examine and improve new students’ transition to college life. She helped develop a Web site, smu.edu/newatsmu, that includes information about how students can use the library as an academic resource, and teaches library research classes to first-year students.

In addition, Graff teaches the library section of the ORACLE classes at the Altvshuler Learning Enhancement Center. Designed to improve reading and learning efficiency, ORACLE is directed toward first-year through graduate students who want to acquire advanced reading and learning techniques. The library assignment requires students to explore Fondren Library Center, navigate the Central University Libraries’ Web site and online catalog, and consult with at least one librarian.

‘Students need to learn that the library is a service as well as a building,” she says.

Graff also works with faculty to design assignments that incorporate library research. She and Crista DeLuizo, assistant professor of history, recently presented a seminar sponsored by the Center for Teaching Excellence to encourage faculty members to create assignments requiring library research.

Graff joined the CUL staff in September 2003. She came to SMU from Grinnell College in Iowa, where she was reader services librarian and an assistant professor for library research.
Collection gives insight into century of retail history

In 1917 James Cash Penney expected store managers to treat customers as if they were honored guests in their own homes. His genial philosophy is reflected in the JCPenney archives recently donated to DeGolyer Library. The 102-year history of the Plano-based company exemplifies Penney’s dedication to his customers.

The archives include the papers and photographs of store founder James Cash Penney; documents describing the origin, growth, and operations of the JCPenney Company; advertising and marketing materials; and files documenting the history of more than 1,000 stores.

The collection provides important insight into retail history and consumer culture in the United States, says Russell Martin, director of DeGolyer Library. “The photography collection alone is a walk through the 20th-century American landscape.”

James Cash Penney opened his first store in the mining town of Kemmerer, Wyoming, in 1902. He named his store the “Golden Rule” to reflect his business philosophy, a contrast to many 19th-century merchants. Fair pricing, customer service, and quality merchandise were the hallmarks of Golden Rule. By 1911, 22 Golden Rule stores operated mostly in small towns in Western states. In 1913 the J.C. Penney Company was incorporated with 36 stores.

During the 1920s the company grew from 197 stores to more than 1,400, mostly located on the main streets of small towns. The collection includes a photograph of each store from Auborn, California to Bitteford, Maine. “These photographs offer a rare picture of small town America and are of national significance,” Martin says. Most of the stores moved with many Americans to the suburbs and malls in the 1950s and ’60s.

Until his death in 1971, Penney was a major force in the company. The collection includes his correspondence, family photographs, recordings of interviews, and slides from family vacations. He spent much of his time visiting stores and stepping behind the counter to help sales associates. His travels and philosophy are well-documented in complete sets of employee publications, dating back to 1917.

The JCPenney archives were established in the early 1970s, says Gordon Lindsey, associate information manager for JCPenney. When the company moved its headquarters to Plano, Texas, in 1992, it built a museum to tell the company’s history and store the archives.

Hot topics at Tables of Content

Conversations about literature, art, politics, style, and history filled the air at Tables of Content April 3 at Meadows Museum. Guests chose their hosts who led dinner discussions at the sold-out event, which raises funds for the Friends of the SMU Libraries’ annual grant program.

Dinner hosts included Fred Bronstein, president of the Dallas Symphony Association, novelist Joe Coomer, art dealers Kevin and Cheryl Vogel, and broadcast journalist Quin Matthews. Perkins School of Theology Dean William B. Lawrence, Meadows Museum Director Edmund Pillsbury, and Law Professor Ellen Pryor were among those representing the SMU community.

Honorary chairs of the fifth Tables of Content were John (’56, ’58) and Jackie (’62, ’82) McElhaney. Jackie is a member of the library executive committee and former president of the Friends. She and John also support the Dedman School of Law, SMU swimming, and the Mustang Club. Janis Knott chaired the Tables of Content Committee. The annual event raises funds distributed in grants from the Friends to the SMU libraries each year.
The richness of the Greer Garson Collection at Hamon Arts Library can be seen in the first Greer Garson scrapbook to be restored. The scrapbook that chronicles her 1958 Broadway appearance in “Auntie Mame” was disassembled, repaired, and rebound into two scrapbooks last fall.

The 140 scrapbook pages include more than 700 items such as congratulatory telegrams, newspaper reviews, programs, photographs, and Garson’s handwritten rehearsal schedule.

The “Auntie Mame” scrapbook was selected for restoration because of its deteriorating condition and the variety of items it includes, says Sam Ratcliffe, head of the Bywaters Special Collections of Hamon Arts Library. “Items were falling off the brittle pages,” he says.

For researchers to use the book, Ratcliffe or curator Ellen Buie Niewyk sat with the researcher and carefully turned each page.

The Fogelson Foundation funded the book’s restoration by the Northeast Document Conservation Center of Andover, Massachusetts. It is one of more than 100 scrapbooks documenting the career and family life of the legendary actress.

Restoring the Garson scrapbook was a challenge, says Deborah Wender, director of book conservation at the Northeast Document Conservation Center. Most of the items were attached to their pages with rubber cement, an adhesive Wender describes as “tricky and tenacious.” Center technicians used hot air guns to remove the rubber cement, then reattached the items with wheat starch paste. The process took 275 hours of intricate labor.

Interest in the preservation and conservation of original materials is increasing, Wender says. The U.S. Bicentennial in 1976 generated a wave of interest in preservation that has been fueled by television programs such as “Antiques Roadshow” and the availability of original items through auction sites such as eBay, she says.

Institutions like SMU shoulder a responsibility as caretakers for items such as the Garson scrapbooks, Wender says. “The biggest threat to cultural property is not humidity, silverfish, or mildew. The biggest enemy of cultural property is man.”

**Check it out**

New online resources at Central University Libraries have streamlined researching for faculty and students.

**SerialsSolutions** is an online organizational tool that greatly simplifies electronic journal access. Before SerialsSolutions, researchers often had to know which databases to use to find a full-text electronic article. SerialsSolutions locates every full-text electronic journal to which CUL subscribes and organizes the titles alphabetically on the CUL Web site.

**Readers’ Guide Retrospective** is a database containing a comprehensive index of the most popular general-interest periodicals published in the United States from 1890 through 1982. Searchable by key terms, it replaces numerous shelves filled with the old green volumes.

**ABI/INFORM**, a popular business index, has been added to the electronic database. It includes three sections – dateline, global, and trade and industry. Dateline focuses on local and regional business news coverage. Global includes 1,800 worldwide business periodicals and full text of The Wall Street Journal. Industry news, marketing trends, and competitive information are included in 750 trade and industry periodicals.

**Red Books Online** is the electronic version of The Advertising Red Books, an advertising resource that provides thorough research on agencies and advertisers. Red Books Online also includes profiles of nearly 13,500 U.S. and international advertising agencies.
Archival tips for family treasures

Each family possesses its own treasured documents—a family Bible, letters, or old photographs. The Northeast Document Conservation Center offers these tips to care for and preserve family heirlooms.

- **Storage** Attics and basements are the worst storage areas because of their heat and humidity. Store family collections on the upper shelf of a closet in the house.
- **Newspaper** Newsprint will disintegrate. Photocopy important clippings onto archival quality paper. Don't store newspaper clippings in books—the clipping will stain the book's pages.
- **Musty books** To remove musty odors in books, create an enclosed chamber with two plastic garbage cans. Place an odor-absorbing material such as baking soda, charcoal briquettes, or kitty litter in the bottom of the larger can. Place the book in the smaller can without a lid, which is then placed in the larger can. Place the lid on the larger can and leave the chamber for some time until the odor is reduced.

  Paper containing zeolite molecular traps also is effective in removing odors. Place a sheet of the paper between the back board and endpaper and every 100 pages throughout the volume. Close the book and set it aside until the odor is reduced.
- **Photographs that last** Take a roll of black and white film at important events. Video, color slide, and most color prints have a limited life expectancy. When storing photos in albums, use mounting corners, not self-sealing plastic. Choose an album with neutral, good-quality paper and polyester, polypropylene or polyethylene pages—not vinyl or PVC.
- **Laser documents** For a lasting document use archival-quality paper and a toner with a stable pigment such as carbon black.

For more information about conservation products, visit University Products at www.universityproducts.com or Light Impressions at www.lightimpressionsdirect.com.

**We card after 10 p.m.**

In order to respond to campus security needs Fondren Library Center is regularly enforcing its policy of restricting usage after 10 p.m. to SMU ID holders. Security personnel check ID cards of those already at the library at 10 p.m. Anyone without an ID is asked to leave.

Access to the building after 10 p.m. is provided through a card reader.

The Fondren Library Center continues to be open to the public from 8 a.m. to 10 p.m. Monday through Friday, 9 a.m. to 10 p.m. Saturday, and 1 p.m. to 10 p.m. Sunday. Visit smu.edu/libraries for the hours of other libraries as well as holiday and exam schedules.

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**IN THE NEWS**

Library collections were featured in publications last fall ranging from The New York Times to The Weatherford Democrat. DeGolyer Library materials related to the 40th anniversary of the Kennedy assassination were reviewed by reporters from Japan, France, international wire services, and the Times, resulting in numerous articles. Reporters reviewed hundreds of letters to Dallas Mayor Earle Cabell in the DeGolyer collection that reflected the world’s shock, anger, and sympathy for Dallas as the site of the assassination.

DeGolyer’s historic cookbook collection doubled to more than 300 cookbooks after readers of cookbook articles in the Associated Press, Fort Worth Star-Telegram and The Dallas Morning News contributed cookbooks from throughout the country.

The Morning News and the Associated Press reported about the digitization of the Tyler, Texas, Black Film collection in Hamon Arts Library and covered the first screening of the films at a Tyler high school. A Texas state grant funded the digitization and distribution of the films to schools and libraries; however, more than 100 additional DVD sets have been sold at $250 each.

Interest continues for First Lady Laura Bush’s “most romantic gift.” President George W. Bush established the Laura Bush Promenade in her honor outside the Fondren Library Center in 1999. It recently was featured in Reader’s Digest and on “Dateline NBC.”

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**Leaves and Literature travels to land of Longfellow**

The Friends of the SMU Libraries’ annual Leaves and Literature fall tour will travel to Nova Scotia October 4-10. The literature, poetry, and history inspired by Nova Scotia’s rugged terrain will be among the highlights of the trip.

In Halifax travelers will visit Dalhousie University’s special collections library, which includes works by Rudyard Kipling, W.I. Morris, and Oscar Wilde as well as a Canadian small press collection. On Cape Breton, described by Condé Nast Traveler as the world’s most scenic island, the group will tour the Louisbourg National Historic Site, featuring restored 18th-century buildings and the largest collection of Louis XV furniture outside of France.

The tour then winds through the Annapolis Valley, the land immortalized in “Evangeline,” Longfellow’s epic poem about the expulsion of the Acadians, Nova Scotia’s first settlers.

Other stops include the home of Judge Thomas Chandler Haliburton, author of The Clockmaker and father of phrases of North American literary humor such as “quick as a wink.” For more information, contact Judy Searles, jsearles@smu.edu or 214-768-3225.

Deadline for registration is June 15, 2004.
From Chinese underground to information age

JoAnn Lan grew up loving books in Shanghai, China. Her father oversaw the city’s cultural affairs, which included the municipal library, and her mother worried that their apartment would collapse from the weight of books. Lan, now director of academic computing at SMU, read Chinese classics and Western literature with few distractions before television and air-conditioning were introduced in China.

When Lan was in seventh grade her world changed. Mao Zedong launched China’s Cultural Revolution in 1966, closed China’s schools, and banned most of its books. Lan had to move to a rural part of China where a few precious volumes were circulated among an underground circle. The only way to keep a book was to copy it by hand.

China’s schools remained closed during the years Lan would have attended secondary school. When the universities reopened she attended Inner Mongolia Teacher’s University and earned a B.A. in English. She moved to the United States to earn an M.A. and an Ed.D. in instructional technology from Northern Illinois University.

Today her office in Fondren Library is filled with books and software as she leads efforts to integrate technology and academics at SMU. Her department oversees computer and software training for faculty and staff and provides faculty support in instructional technology.

“We provide the bridge between the technology infrastructure and the user,” she says.

Last spring Fondren Library formed a partnership with Academic Computing to create the Information Commons, an area where computer labs, classrooms, and study areas are clustered together to provide students with access to reference and technology resources. "The students needed an environment where they didn’t have to separate research and analysis from their outcome, e.g., the paper,” she says. “We needed to change the environment to adjust to a new group of students who have grown up with technology.”

Libraries at SMU are in the forefront of educational technology usage, Lan says. “It’s very important for libraries to stay up to date. New technology creates a great opportunity for libraries to rethink their roles and how they connect with their patrons.”

Welcome new Friends

Carlos I. Acosta
John W. Bateman
John Berberian
Truman and Marguerite Cook
Lee Cullum
Helen Buchanan Davis
William and Judy Enszer
Donna Gann
Ezra Greenspan
Edward T. Hamilton
Herbert and Myra Hammond
Hertha H. Hughes
Ann C. Karl
Elaine Kiehnle
Rina Kirchgessner

Jory and Kate Lange
Eleanor Maclay
Dr. and Mrs. Russell L. Martin, Jr.
Michael J. Marz
Nicholas Nuspl
Kris Reed
Tara B. Ross
Ken and Joanna Shields
Harold W. Stanley and Carolyn S. Cunningham
Padinare Unikrishna
Kathy Vandermotter
Carla R. Voelkner
Ed and Susan Wisneski

New members of Friends of the SMU Libraries who have joined as of February 15, 2004.
Business is bullish for industry research

Economists use stock market figures, employment rates, housing starts, and even lipstick sales to predict the ups and downs of the economy. But after 30 years of directing Central University Libraries’ IIS, an information service for businesses, Dev Bickston has developed his own economic barometer.

Businesses hire IIS to conduct research on products, markets, patents, and industries. About six months before national economists announce a positive change, Bickston notices that companies increase their inquiries about new technology and new products. Before the economy slows, businesses cut their research to the basics.

Bickston’s current workload may be an indicator of better times to come — business for his staff of four is better than it’s been in five years, he says.

The IIS staff uses SMU library resources and electronic databases as well as those from other libraries and information centers to conduct its research. Corporations such as Texas Instruments, Frito-Lay, and architecture firm Healy, Snyder, Bender and Associates pay an annual membership fee for electronic literature searches or manual searches among library resources. Law firms often engage IIS, most recently for support on cases involving intellectual property law, Bickston says.

Since its founding in 1966, IIS has produced nearly 5,000 research reports for businesses. Bickston works with about 60 corporate librarians to supplement their resources and provides information to the growing number of companies that have closed their corporate libraries to save costs.

Laurie Crim, law librarian at Texas Instruments, often orders technical articles related to the semiconductor industry for TI attorneys and engineers. A TI librarian for 20 years, Crim says the firm had many corporate libraries at one time; however, now she manages the corporation’s only library.

Other clients include small business owners and entrepreneurs. IIS provided market research to support business development in a small Texas town. The resulting carpet mill in Hillsboro was the first carpet mill to open in Texas.

When the Geological Survey of Egypt contracted with two SMU geologists to investigate a new energy source, IIS provided critical information. Egyptian officials proposed building a canal from the Mediterranean Sea to the Qattara Depression. They believed the energy produced by water traveling downhill through the canal and falling 440 feet to the depression could support Cairo and surrounding areas. After reviewing the information provided by IIS, the geology, mineralogy, hydrology, and meteorology of the area, geologists determined the saltwater would have damaged many of the freshwater oases in the Western Desert.

“My job is like a scavenger hunt every day — I may be exploring for oil, designing a hospital, or finding an expert witness,” Bickston says. “Every day is different.”

For more information about IIS contact Dev Bickston at 214-768-2276, or visit smu.edu/iis.
Exhibits
- Through April 23 Stanley Marcus Mineral Collection: A View from Geology, Fondren Library
- Through May 15 Philip Van Keuren: The Early Collages 1971-74, Hawn Gallery at Hamon Arts Library
- April 16-May 17 New Light on Walt Whitman’s 1855 Leaves of Grass, DeGolyer Library
- April 27 - May 25 Faculty Recognition Exhibit, Fondren Library

Events
- April 16-17 CMIT Spring Documentary Film Festival featuring election and campaign films, McCord Auditorium
- May 3 Friends of the SMU Libraries Dinner Meeting, reservations required
- May 7 First Friday Films “Little Women,” and “Revolt of Mother,” 100 D Fondren

For event and exhibit details contact Judy Searles at jsearles@smu.edu or 214-768-3225.