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## Welcome to a new newsletter and partnership!

Welcome to the first volume of **Central Illinois Teaching with Primary Sources!** This newsletter is a collaborative project between the An Adventure of the American Mind / Teaching with Primary Sources Programs at Southern Illinois University in Edwardsville and Eastern Illinois University.

Each month we will publish a newsletter with a theme that we hope is a useful resource for Central Illinois educators. The newsletter will feature a section titled **Spotlight on Central Illinois** with items that are special interest to those of us who live in the wonderful part of the state. A section titled **Topic Connections** will contain resources from the Library of Congress such as American Memory Collections, Special

Presentations, Features and Activities and Lessons plans. For advice on technology information, please look at User Tips. We will also highlight the new items that are added to the Library of Congress resources especially for educators in the section creatively titled **What's New at LOC.GOV.** Finally, we will spotlight **Coming Events!** to include presentations, conferences and other events that may of interest to alumni of An Adventure of the American Mind.

We want to hear from you! Please share your comments on the newsletter and any ideas about what you would like us to include or change! Our contact information is on the

## Spotlight on Central Illinois

### Are you living on land once sold by the Illinois Central Rail Road Company in 1857?

Venture back in time while viewing an advertisement from the An American Time Capsule: Three Centuries of Broad­sides and Other Printed Ephemera collection in American Memory.



**"Choice farm lands for sale!** The Illinois Central rail road company is now prepared to sell about 1,500,000 acres of choice farming lands in tracts of 40 acres and upwards, on long credits and at low rates of interest." American Memory, Library of Congress. [http://memory.loc.gov/cgi-bin/query/r?ammem/rbpebib:@field\(NUMBER+@band\(rbpe+0170360a\)\)](http://memory.loc.gov/cgi-bin/query/r?ammem/rbpebib:@field(NUMBER+@band(rbpe+0170360a)))

### Have jobs for women changed over time?

Propaganda for advertisement or public relation gives clues about the culture of the time and place from when it was created. The poster titled, "Girls - are you interested in a job?": Find out what an occupation has to offer you in pay, employment, security, and promotion : Free classes in occupations" offers information about propaganda in Illinois during mid to late 1930's.

### "Girls - are you interested in a job?"

Find out what an occupation has to offer you in pay, employment, security, and promotion: Free classes in occupations." American Memory, Library of Congress. [http://memory.loc.gov/cgi-bin/query/r?ammem/wpapos:@fieldNUMBER+@band\(cph+3f05552\)\)](http://memory.loc.gov/cgi-bin/query/r?ammem/wpapos:@fieldNUMBER+@band(cph+3f05552)))



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## Spotlight on Central Illinois (cont)

### "We must help raise cash" Store



(fsa+8a10784))

Front, West Frankfort, Illinois: [\[ammem/rbpebib:@field\\(NUMBER+@band \\(rbpe+01701000\\)\\)\]\(http://memory.loc.gov/cgi-bin/query/r?ammem/rbpebib:@field\(NUMBER+@band \(rbpe+01701000\)\)\)](http://memory.loc.gov/cgi-bin/query/r?ammem/ fsaall:@field (NUMBER+@band</a></p>
</div>
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Advertisement for a New Cheap Store in Alton, Illinois where you can purchase anything from groceries to boots for a low price.



**New Cheap Store, Alton, Illinois**  
<http://memory.loc.gov/cgi-bin/query/r?>

## Topic Connections

**Prosperity & Thrift: The Coolidge Era and the Consumer Economy 1921-1929** <http://memory.loc.gov/ammem/coolhtml/coolhome.html>

#1



This collection gives a wide array of materials from the prosperity of the Coolidge years. The collection is strong in advertising and mass marketing materials. The collection contains personal papers, institutional papers, books, pamphlets, and legislative documents from the General Collections, along with selections from consumer and trade journals, photographs and five short films and seven audio selections of Coolidge speeches from the Motion Picture, Broadcasting, and Recorded Sound Division.

### Special Presentations

#### Introduction to Prosperity & Thrift

<http://memory.loc.gov/ammem/coolhtml/ccpres00.html>

#### Guide to People, Organizations and Topics in Prosperity & Thrift

<http://memory.loc.gov/ammem/coolhtml/coolenin.html>

### The Learning Page

**Collection Connection: Prosperity & Thrift** <http://memory.loc.gov/ammem/ndlpedu/collections/coolidge/>

**Branding of America** [http://memory.loc.gov/learn/community/cc\\_advertising.php](http://memory.loc.gov/learn/community/cc_advertising.php)

### Five Lesson Plans

[http://memory.loc.gov/learn/community/cc\\_advertising.php#lessonplans](http://memory.loc.gov/learn/community/cc_advertising.php#lessonplans)

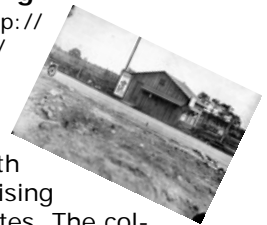
### Activities

**Interactive Map** <http://memory.loc.gov/learn/features/branding/index.php>

**Did You Know?** [http://memory.loc.gov/learn/features/branding/did\\_you\\_know.html](http://memory.loc.gov/learn/features/branding/did_you_know.html)

### Emergence of Advertising in America 1850-1920

<http://scriptorium.lib.duke.edu/eaai/index.html> This collection has over 9,000 images reflecting the rise of consumer culture and the birth of professionalized advertising industry in the United States. The collection consists of cookbooks, photographs of billboards, print advertisements, trade cards, calendars, almanacs and leaflets.



#2

**Special Presentations Timeline** <http://scriptorium.lib.duke.edu/eaai/timeline.html>

**50 Years of Coca-Cola Television Advertisements** <http://memory.loc.gov/ammem/ccmhtml/colahome.html>

There are a variety of television advertisements, never-broadcast outtakes, and experimental footage reflecting the historical development of television advertising for a major commercial product in the Coca-Cola collection. There are favorites like the "hilltop" which shows a



### Map of the Confederate States of America 1861-1865

Collection: Map Collections, URL: [http://memory.loc.gov/cgi-bin/query/r?ammem/gmd:@field\(NUMBER+@band \(g3860+cw0075700v\)\)](http://memory.loc.gov/cgi-bin/query/r?ammem/gmd:@field(NUMBER+@band (g3860+cw0075700v)))

**Summary:** This map is entitled "Half century Confederate memorial" It is a general map of the south printed on a 1910 calendar. The map is surrounded by portraits of Pres. Jefferson Davis and Generals Lee, Gordon, Jackson, Beauregard, J. E. Johnston, A. S. Johnston, Stuart, Hood, and Longstreet and pictures of Confederate money and postage stamps, the capitol building, war memorials, and the flags of the Confederacy.

## Topic Connections (cont)

group of young people singing "I'd Like to Buy the World a Coke" to the famous "Polar Bear" commercials from 1993.

### Special Presentations:



#3

### Highlights

**in the History of Coca-Cola Television Advertising** <http://memory.loc.gov/ammem/ccmphtml/colahist.html>

**The "Hilltop" Ad: The Story of a Commercial** <http://memory.loc.gov/ammem/ccmphtml/colaadv.html>

**Biography of Dr. John S. Pemberton, Inventor of Coca-Cola** <http://memory.loc.gov/ammem/ccmphtml/colainvt.html>

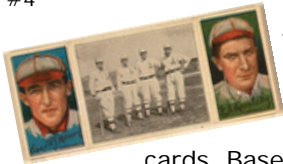
**Timeline: Advertising Themes** <http://memory.loc.gov/ammem/ccmphtml/colatime1.html>

**Television Advertising: A Brief History** <http://memory.loc.gov/ammem/ccmphtml/tvhist.html>

**Beverage Industry: Celebrating 50 years of Service** <http://memory.loc.gov/ammem/ccmphtml/indsthst.html>

**Baseball Cards 1887-1914** <http://memory.loc.gov/ammem/bbhtml/bbhome.html>

#4



The Benjamin K. Edwards Baseball Card Collection contains 2,100 early baseball cards. Baseball cards were first issued during the 1880's when tobacco companies used them for advertisements. More than 1,000 major and minor league baseball players are represented in this collection. These cards portray such figures as Ty Cobb, Cy Young, Tris Speaker and many more.

### Special Presentations:

**Tinkers to Evers to Chance!** <http://memory.loc.gov/ammem/bbhtml/bb1.html>

**Collection Connection** <http://memory.loc.gov/ammem/ndlpedu/collections/bball/index.html>



#5

**An American Time Capsule Three Centuries of Broad-sides and Other Printed Ephemera** <http://memory.loc.gov/ammem/rbpehtml/pehome.html>

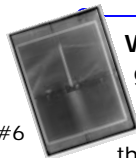
This collection includes proclamations, advertisements, blank forms, programs, election tickets, catalogs, clippings, timetables, and menus. They capture the everyday activities of ordinary people who participated in the events of nation-building and experienced the growth of the nation from the American Revolution through the Industrial Revolution up to present day. Please take a look at a poem written for as an advertisement for a book store [http://memory.loc.gov/cgi-bin/query/r?ammem/rbpebib:@field\(NUMBER+@band\(rbpe+13002200\)\)](http://memory.loc.gov/cgi-bin/query/r?ammem/rbpebib:@field(NUMBER+@band(rbpe+13002200)))

### Special Presentations

#### Introduction to Printed Ephemera

**Collection** <http://memory.loc.gov/ammem/rbpehtml/pessay.html>

**Collection Connection** <http://memory.loc.gov/ammem/ndlpedu/collections/capsule/>



#6

**Washington as it was: Photographs by Theodor Horydczak 1923-1959** <http://memory.loc.gov/ammem/thhtml/thhome.html>

Spanning from the mid 1920 through the 1950's the Theodor Horydczak collection contains 14,300 photographs, some of which were used in various advertisements. Some of these photos were used in real estate advertisements and even on post cards and calendars. There are many photographs of national monuments in Washington D.C. over 300 of the photographs are of the Washington Monument.

### Special Presentations Discovering Theodor Horydczak's Washington

<http://memory.loc.gov/ammem/thhtml/thwash.html>

**Collection Connection** <http://memory.loc.gov/ammem/ndlpedu/collections/hor/>



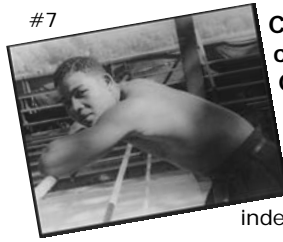
### How Are You Greenbacks?

Collection: Historic American Sheet Music 1850-1920 URL: [http://memory.loc.gov/cgi-bin/query/r?ammem/dukesm:@field\(DOCID+@lit\(ncdhasm.b1071\)\)](http://memory.loc.gov/cgi-bin/query/r?ammem/dukesm:@field(DOCID+@lit(ncdhasm.b1071)))

**Summary:** This sheet music is by Charles William Glover, 1806-1863. The lyrics tell of how the United States will pay for the Civil War.

## Topic Connections (cont)

#7



**Creative Americans Portraits by Carl Van Vechten 1932-1964** <http://memory.loc.gov/ammem/collections/vanvechten/index.html>

The Carl Van Vechten collection contains over 1,395 photographs. Most of these are portraits some of famous people and celebrities but the majorities of portraits are of every day people. This collection includes an Occupational Index (<http://memory.loc.gov/ammem/collections/vanvechten/vvoccindx.html>) the categories range from actors to sports figures.

### Special Features

**Gallery Occupational Index** <http://memory.loc.gov/ammem/collections/vanvechten/vvoccindx.html>

**Timeline** <http://memory.loc.gov/ammem/collections/vanvechten/vvtime.html>

**Essay; VanVechten Biography** <http://memory.loc.gov/ammem/wiphtml/essays.html>

[memory.loc.gov/ammem/collections/vanvechten/vvbio.html](http://memory.loc.gov/ammem/collections/vanvechten/vvbio.html)

**Collection Connection** <http://memory.loc.gov/ammem/ndlpedu/collections/vv/>

**Working in Paterson; Occupational Heritage in an Urban Setting** <http://memory.loc.gov/ammem/wiphtml/pthome.html>

Considered to be the cradle of the Industrial Revolution of America, Paterson New Jersey became a four month study on the occupational culture. This collection presents 470 interview excerpts and 3882 photographs.

**Special Presentations:**

**Working in Paterson Five Fieldworkers' Impressions**

<http://memory.loc.gov/ammem/wiphtml/essays.html>



### Durham Whiffs (Tobacco Collection)

Collection: Emergence in Advertising URL: [http://memory.loc.gov/cgi-bin/query/r?ammem/ea:@field\(DOCID+@lit\(D0369\)\)](http://memory.loc.gov/cgi-bin/query/r?ammem/ea:@field(DOCID+@lit(D0369)))

Summary: Advertises Blackwell's Genuine Bull Durham tobacco.

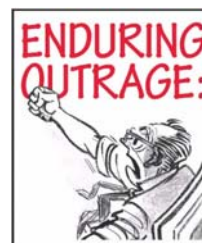
## What's New at LOC.GOV

### What's New

Interested in the arts? Don't forget to view the **Moldenhauer Archives** collection located in American Memory. The Moldenhauer Archives at the Library of Congress contain approximately 3,500 items documenting the history of Western music from the medieval period through the modern era and is the richest composite gift of musical documents ever received by the Library. This online presentation includes representative examples of more than 130 items from the Archives including many complete works and, as a special presentation, an electronic version of the book's text, which is intended to replace the printed edition. In addition, the book's inventory of the Archives appears as a finding aid. <http://memory.loc.gov/ammem/collections/moldenhauer/index.html>



Visit a new exhibit titled, **Enduring Outrage: Editorial Cartoons by HERB BLOCK**, that features original work by



the Pulitzer Prize winning political cartoonist Herb Block and draws from the generous gift of 14,000 original drawings and more than 50,000 preparatory sketches donated to the Library of Congress by the Herb Block Foundation in 2002. The exhibition focuses on themes of enduring importance to Herblock that continue to resonate in American society today. The exhibited works cover most of the presidential administrations from the 1940s through the 1990s. In true Herblock form, the cartoons critique and comment on Democrats and Republicans alike. <http://www.loc.gov/exhibits/treasures/herblock-home.html>

**What's New at LOC.GOV (cont)**









\*A wonderful compliment to the featured exhibit is an interactive activity utilizing political cartoons from

the Learning Page titled, **"It's No Laughing Matter"** (5<sup>th</sup>-12<sup>th</sup> grade activity). [http://memory.loc.gov/learn/features/political\\_cartoon/](http://memory.loc.gov/learn/features/political_cartoon/)

**User Tips:**

Confused about different **media file formats** and which one to use? In American Memory, the Library of Congress offers different file formats for different purposes and audiences.

Sound Recording Formats	Use
 Real-Audio (.ra, .ram)	Good for simply listening or searching
 MP3 (MPEG 2, Layer 3, .mp3)	Good for downloading and saving or projecting in classroom
 WAV (WaveForm, .wav)	Good if high quality audio file is needed

Motion Picture Formats	Use
 RealMedia (.rm, .ram)	Good simply for viewing or searching
 MPEG (Motion Picture Experts Group, .mpg, .mpeg)	Good for downloading and saving or projecting in classroom ( <u>highly recommended</u> )
 QuickTime (.mov)	Can be used for downloading and saving or projecting in classroom, but not as clear as MPEG

**Coming Events:**

In the future we will list events in the coming months that will feature speakers from An Adventure of the American Mind and Teaching with Primary Sources. If you have an event you would like us to include,

please send it to Melissa at [mcarr@eiu.edu](mailto:mcarr@eiu.edu). The newsletter is sent to hundreds of East Central Illinois educators from every grade level and discipline!

**Image Credits:** search for images within their collections by these titles

- #1 Show window of Thomas J. Williams, electrical contractor, Washington, D.C.(?).
- #2 Roadside Building
- #3 Mean Joe Green Commercial
- #4 Arnold Hauser/Edward Konetchy
- #5 National Republican platform adopted by National Republican Convention, held in Chicago, May 17, 1860
- #6 Washington Monument, Night View

- #7 Portrait of Joe Louis, Greenwood, NY
- #8 Portrait of Marlon Brando, in A Streetcar Named Desire
- #9 Cooks at work on the Hot Grill preparation line during the lunch rush

**Be sure to check out all of the great resources within a collection!**



**Theatrical Commercial, Buy an Electric Refrigerator.**

Collection: Early Motion Picture 1897-1920 **URL:** [http://memory.loc.gov/cgi-bin/query/r?ammem/papr:@field\(NUMBER+@band\(amrlv+4007\)\)](http://memory.loc.gov/cgi-bin/query/r?ammem/papr:@field(NUMBER+@band(amrlv+4007)))

**Summary:** A short commercial to sell electric refrigerators.