

UNM

THE UNIVERSITY OF
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DEVELOPMENTS AT THE COLLEGE OF University Libraries & Learning Sciences

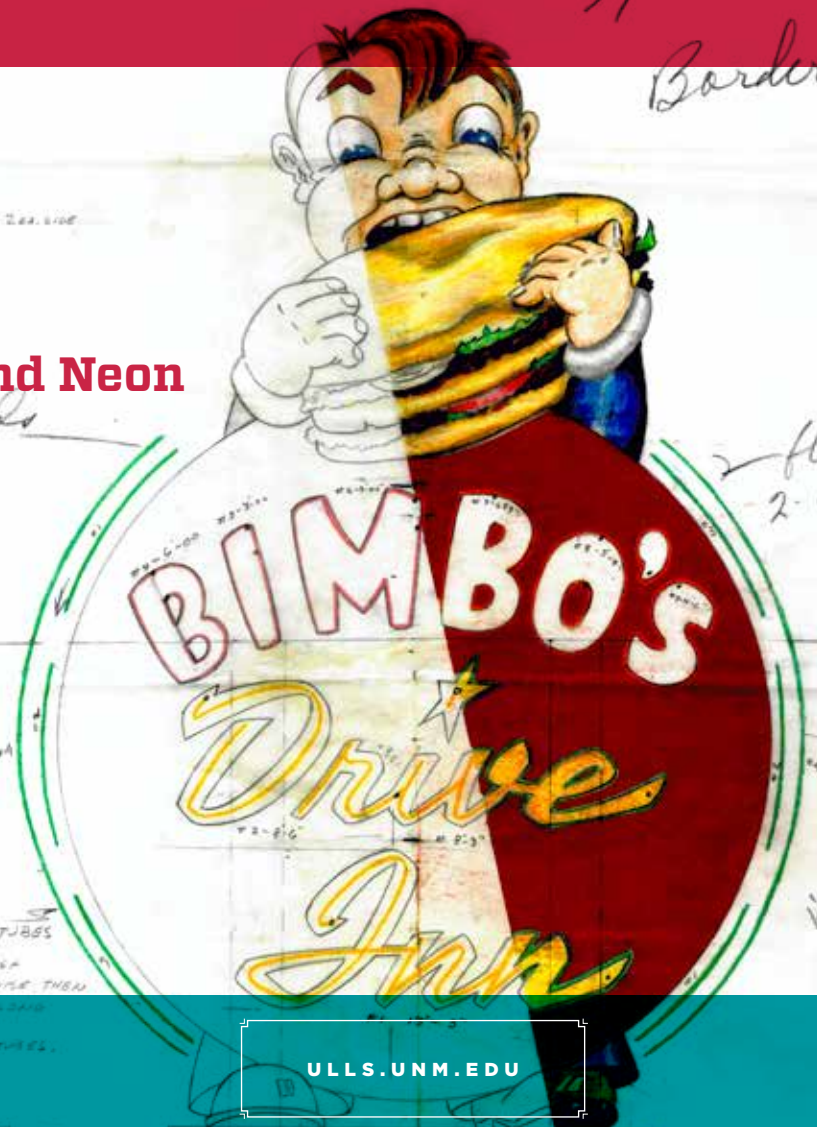
FALL 2016

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Prismacolor and Neon

The Fall 2016 Willard Lecture, "Prismacolor and Neon: The Craftwork of Mid-Century Route 66 Signs" featured Mark Childs and Ellen Babcock discussing their book, *The Neon Files*, and the decades worth of neon sign drawings from a well-known Albuquerque sign company that is still in business today.

- read more on page 2



From Signpost - Dec. 1968



floods

floods
2-co face

18-2'

*Overall height of sign
25' to ground*



L. GRN BRUSH TUBES

L. GREEN BRUSH TUBES

FAST ACTION: CHISEL TUBES FLASH
AROUND COUNTER BECAUSE THEN
LONG TUBES COME ON. LEAVE
TUBES UP & BRUSH.
ACTUALS SEE NUMBERS TUBES.

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MESSAGE FROM THE DEAN



During recent months, I have found myself traveling to several meetings of library professionals. You won't be surprised to hear that while one of the greatest values of these meetings is discussing the future role of the library and some wonderful and ambitious plans for the perpetuation of knowledge through digital projects, we also all share a common concern about budgets and staffing. At UNM we have been planning for budget cuts that have now come to pass. By the time you read this we should know if GO Bond B has passed in New Mexico. The money from the bond is a significant part of our budget, and every other library budget in the state, and I sincerely hope we can count on it.

Despite our budget concerns we have many things to be proud of. I had the great pleasure of attending the Library Student Employee Reunion during UNM Homecoming Week. It was a treat to talk with current and former student employees. On average we employ over 100 students among our four libraries. Many of them work for us their entire school career and we could not keep the libraries open without them. If you visit the library be sure and show them your appreciation. We hope to have more events for our students in the future.

If you have a chance, drop by Zimmerman Library before the end of December to visit the exhibit in the Center for Southwest Research & Special Collections celebrating the anniversary of Route 66. The semester-long series of companion lectures have been quite popular with Route 66 aficionados.

I hope you have a safe and happy holiday season.

Richard W. Clement



90TH ANNIVERSARY OF ROUTE 66: AN OCCASION FOR CELEBRATION

People are celebrating the 90th anniversary of the Mother Road from Chicago to L.A., and the library is no exception – with the second Willard Lecture, an exhibit and lecture series highlighting Route 66. “Life and Times Along New Mexico Route 66” is on view in the Frank Waters Room 105 in Zimmerman Library through December 2016.

The Center for Southwest Research and Special Collections is a member of the National Park Service Route 66 Corridor Preservation Program and the national repository for New Mexico's Route 66 history.

Curator Nancy Brown-Martinez and Assistant Curator Jennifer Dawn Eggleston made selections from the archives illustrating life and travel along Route 66 in New Mexico. Views of local people, businesses and scenes along the way are featured.



continued from the cover

Prismacolor and Neon

Childs, professor of architecture and associate dean of research in the School of Architecture & Planning; and Babcock, associate professor of art and art history, in the UNM College of Fine Arts, discussed the working drawings of the Zeon Sign Company from the golden-age of Route 66. The drawings are not only masterful works of art, they chronicle the evolution of sign building and drafting, and capture images of the iconic and whimsical signage that defined Route 66.

Babcock and Childs talked about how Babcock found the drawings in the sign yard at Zeon Sign Company, ultimately offering to take them home to get them out of the rain. She and Childs spent a summer cleaning and restoring them while beginning work on their book. They also helped coordinate with Zeon Signs to have the

drawings donated to Center for Southwest Research and Special Collections in Zimmerman Library.

Babcock and Childs showed an array of the drawings, pointing out how the notes and carefully rendered scale figures directed the designers and sign-builders.

The Willard Lecture audience was very interested in the original signs and drawings. One of the attendees had first visited Albuquerque in the 1960s with her father, a Zeon Signs supplier. As an adult, she decided to return and now resides here.

In conjunction with the lecture was a one-night only exhibition of some of the finest Zeon drawings. The evening also marked the official opening of the exhibit “Life and Times on NM Route 66” (see page 1).

Zeon Sign Company Original Drawings

This selection of original drawings from the Zeon collection represents a small percentage of the total drawings. Contrary to what you might think from looking at this page, most of the drawings are around 24" x 36". Often only part of a drawing would be colored in, just enough to give the client a sense of the color choices, while others are complete. Many of the drawings include handwritten notes and instructions for the fabricators. We hope to eventually have scans and descriptions of the drawings online for anyone to see at econtent.unm.edu.

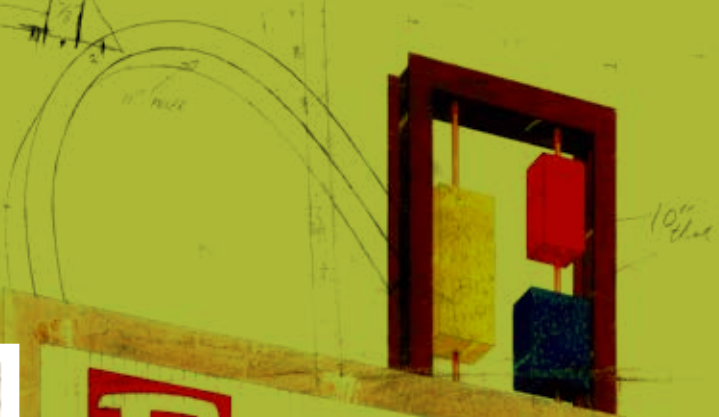
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JOJO



Frangos
SUPPER CLUB



Mexican Foods
DINING ROOM
FOOD





Homecoming Howlabaloo

LIBRARY STUDENT EMPLOYEES GAIN
VALUABLE WORK EXPERIENCE

This year, the homecoming theme, Howlabaloo, inspired us to raise a ruckus during homecoming week with “Behind the Scenes” tours of Zimmerman Library, featuring views from the 9th floor tower, a peek into the underground tunnel, and the rich history of our beautiful building.

While we don’t have traditional alumni in the University Libraries, we do employ a lot of students. So, for homecoming we decided to host a reunion for alumni student employees – and the response was pretty great. We had alumni from as far back as the 1970s sharing their memories of the library and of UNM. Nearly 50 people attended, representing different decades and all the main campus libraries.

We even heard from Phillip Melville, a 1945 alumnus who worked in Zimmerman in 1943. Although he was unable to attend, he shared his memories of working in the library. “The building was unfinished, the upper levels were empty and the lower ones overcrowded. I had to reshelve books, but space was lacking. I was always hoping that books would be checked out to make space for returns.” Some things never change.

LOVE SETS SAIL IN THE LIBRARY

“The best thing that ever happened to me was in this Library,” Michael says.

Michael Riley chose UNM’s Naval ROTC program because of a brochure showing a pretty girl studying in the Anderson Room. While he never met that girl, he did meet the love of his life. He even remembers what Meloney Maestas was wearing in the fall of 1989 when he plopped a stack of books on the circulation desk at Zimmerman. “You’re not going to read all of those, are you?” she teased. He insists she was flirting with him. She says she was just being nice. A few months later they met again at a party. The rest, as they say, is history.

Michael and Meloney were married in April of 1993. Michael’s Navy career took them all over the world; Meloney continued working in libraries. They always wanted to return to New Mexico. A few years ago, the Rileys decided to move back and brought a house in Rio Rancho so that Meloney could live here while the Navy sent Michael to other sites. Then by chance, Michael learned that the UNM Naval ROTC needed a commander. He was a perfect match for the job. Now he commands the unit he graduated from and Meloney works at the Taylor Ranch Public Library. She recalls, “Once we decided to come back, it all went so smoothly – which never happens to us. It was meant to be.” And so were they.



PARISH MEMORIAL LIBRARY: CONNECTING STUDENTS TO INFORMATION



Working with the Anderson School of Management, the Department of Economics and the School of Public Administration, Parish Memorial Library business and economics librarian, Todd Quinn, helps connect students to information that affects New Mexico's economic future.

The UNM Business Plan Competition is a seven-month program that helps student entrepreneurs launch a business, culminating in a competition for the best business plans. Todd provides a workshop on accessing market data to participants as part of Entrepreneurship Bootcamp. He is also available to help competition participants access data and research about industries, consumer trends and demographics to position their start-up accurately within the current and future business climate.

"Many of the teams I've worked with have gone on to compete and win in national business plan competitions," said Todd.

The resources available in Parish Library are extensive, and Todd is the person who has to keep track of what information is available. He not only helps identify appropriate data, he also teaches students how to use the data so they understand what they are looking at. Census data, for example, is useful for business and economics. Business students might use it to determine where to find their market demographic while economics students might use it to understand how economic trends affect a region or area.

Todd collaborates with other subject librarians across the University Libraries, supporting the interdisciplinary nature of the programs he works with.

"It is great when students finish research, complete dissertations, win awards, or solve problems and I know that the assistance I've provided helped them do it. I'm behind the scenes, but impacting the programs here at UNM," said Todd.

VISUALIZING BUSINESS AND ECONOMICS

How does your morning cup of coffee affect global and local business and economics? Nancy Bennett, Parish Library operations manager, creates visually interesting exhibits that combine resources from all four campus libraries with interesting props. Each exhibit highlights a relevant issue while addressing economic questions.

She's done exhibits on Japanese anime, small business, sumptuary law, and nostalgia marketing featuring everything from books to Beanie Babies, from magazines to manga.

"The displays are an opportunity to feature resources available in the library on a wide variety of subjects, to introduce databases – and just to have some fun," says Nancy.



INTERESTED IN HELPING DIGITIZE THE ZEON SIGN COMPANY COLLECTION?

The Zeon drawings are a trove of historical information and so much fun to look at. University Libraries would like to digitize them and make them available online. You can donate to the Zeon Sign Company Collection or to any other UNM Library project from the UNM Foundation website. Go to www.unmfund.org and search "Library."

OTHER WAYS TO DONATE

Use the enclosed envelope or send your check to the address below. Please write *College of University Libraries & Learning Sciences* in the memo line.

The UNM Foundation
Two Woodward Center
700 Lomas Blvd. NE
Albuquerque, NM 87102-2520

For more information about making a gift, please contact: Maggie Schold, Director of Development, at 505.277.5632 or maggie.schold@unmfund.org.

KEEP IN TOUCH



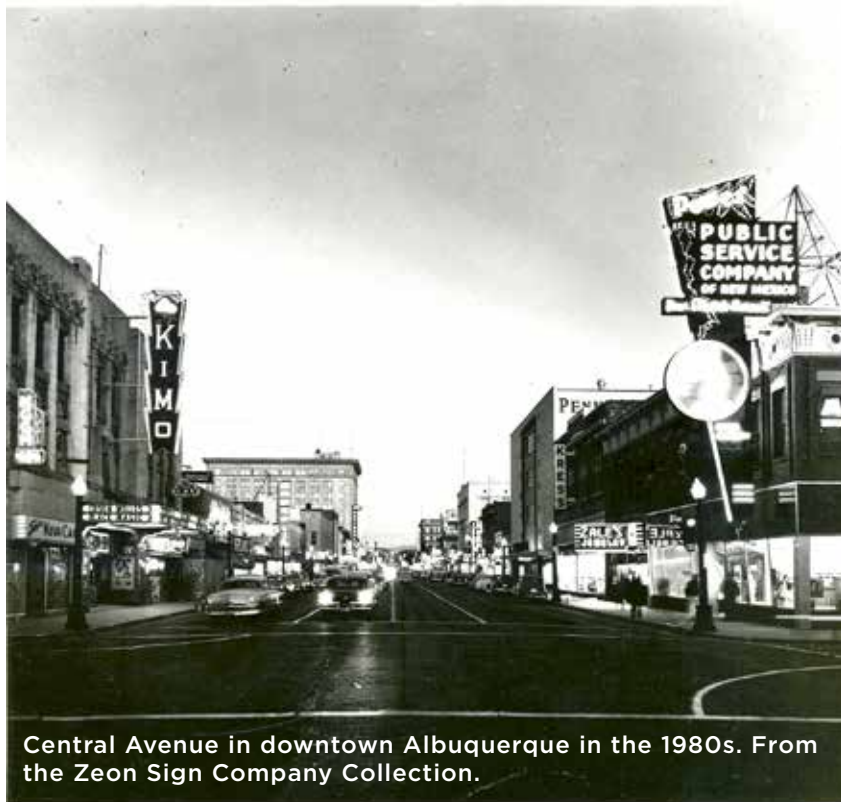
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Central Avenue in downtown Albuquerque in the 1980s. From the Zeon Sign Company Collection.