“I tell people jokingly, Berkeley is all about mayhem. I like the crazy energy of this place!”

One of the most knowledgeable international documents librarians in the country says that his choice of profession “was a complete and utter accident.”

Growing up near Princeton University, Jim Church would wander into its Firestone Library and be “enraptured by its medieval gothic look, the aroma of paper and the endless aisles of books.”

When he returned to the area after two years teaching English in China, he applied for a job at the library that had captured his imagination as a teenager. That first library assistant job at Princeton kicked off a nearly 25 year career in university libraries, including those at Yale and UC San Diego.
The University Library
University of California, Berkeley

DOE/MOFFITT LIBRARIES
Charles Franklin Doe Memorial Library
David P. Gardner Stacks
James K. Moffitt Library
Graduate Services
Media Resources Center
Alexander F. Morrison Memorial Library
Newspapers and Microforms
South/Southeast Asia Library

SUBJECT SPECIALTY, EAST ASIAN, AND BANCROFT LIBRARIES
The George and Mary Foster Anthropology Library
Art History/Classics Library
The Bancroft Library
Marian Koshland Bioscience and Natural Resources Library
Thomas J. Long Business Library
Chemistry and Chemical Engineering Library
Earth Sciences and Map Library
C.V. Starr East Asian Library
Education-Psychology Library
Kresge Engineering Library
Environmental Design Library
Mathematics Statistics Library
Jean Gray Hargrove Music Library
Pamela and Kenneth Fong Optometry and Health Sciences Library
Physics-Astronomy Library
Sheldon Margen Public Health Library
Social Research Library

AFFILIATED LIBRARIES
Architecture Visual Resources Library
Earthquake Engineering Research Center Library
Environmental Design Archives
Ethnic Studies Library
Giannini Foundation of Agricultural Economics Library
Institute of Governmental Studies Library
Institute of Industrial Relations Library
Harmer E. Davis Transportation Library
Garrett W. McEnerney Law Library

AS THE INTELLECTUAL COMMONS of the Berkeley experience, the University Library serves tens of thousands of students, faculty, and visiting scholars each year. It provides the resources they need for exploration and new discoveries in fields spanning the sciences, arts and humanities, and social sciences, as well as the interdisciplinary explorations that are a particular strength at Berkeley.

The Library is at the heart of the University’s mission of teaching, research, and public service.
What will the Next Generation Read?

About the time that freshmen were finding their way across campus and worrying about books they would need, I told the Chancellor and Provost that I will retire when the next school year is over. This will be my last year in a Berkeley education that will total 45 years in June 2015 (counting my time in graduate school, as an active faculty member, and as University Librarian). I will let you know what I learn this year, especially in meeting the needs of this new generation.

The best reason to think that surprises lie ahead with these students is to reflect on the Free Speech Movement (FSM), a generation put under a microscope this fall in public programs and exhibits on its 50th anniversary. Yes, I am junior in this respect.

“Passionate readers” is not the tagline today for these protesters of the Sixties, but it fits just as well as other efforts to sum them up. Thanks to the archives that the Library has built, serious students of the FSM know this.

Margot Adler, a familiar voice on National Public Radio until her death this summer, read Thucydides while sitting in at Sproul Hall in 1964. The four hundred pages that she was expected to read for class over

continued on page 4
an earlier weekend might scare some freshmen this fall. As Adler looked back at Cal, readers had as much stature as the orators:

> While politics bid for my soul, another model, totally at war with the active political life, also beckoned. . . . He would sit in his home, surrounded by walls of books, contentedly poring over ancient Greek texts, while his wife sat at her desk quietly studying Anglo-Saxon. I wondered if they were outside the main energy of our era or if they were investigating the only questions anyone would find interesting a hundred or a thousand years from now.

Margot Adler was in step with Berkeley’s charismatic leader, Mario Savio. He came to Berkeley well read in the classics and later reflected, “there’ve been no plays written superior to the plays of Sophocles and Aeschylus and Euripides. We haven’t had better philosophers.”

FSM was not a book club, but it appealed to passionate readers who had immediate and sometimes lasting impact on our culture. Country Joe McDonald, soon to be famous beyond Telegraph Avenue for uniting folk rock with war protests, was in thrall to a Victorian biography of nurse Florence Nightingale. Tom Luddy of the Pacific Film Archive, Alice Waters of Chez Panisse, and David Lance Goines, the printer, were deeply read as they found their way from FSM gatherings to the film festivals, cuisine, and posters they are celebrated for today.

Welcoming new students to our libraries today, as in 1964, opens more doors for them than we can imagine.
Since 2002, Jim has served as the Librarian for Economics, Development Studies, Political Economy, & International & Foreign Government Information for the University Library at Berkeley. Highly regarded in the field, he has authored many articles and book chapters, and frequently presents at professional conferences.

His specialty is rich with personal significance for him. First-hand experience of the hardships of living in China in the 1980s taught him, he says, “a bit about the day-to-day struggles in the lives of the world’s less fortunate.” Observing the country’s transition to a market-based economy and the effects of relative prosperity gave rise to his lasting sense of the importance of economic development.

For Berkeley’s collection, Jim acquires materials in all areas of economics, development studies, and political economy. He focuses on income inequality, development aid, human rights, foreign and international government information, and microfinance. He also keeps an eye on new minors and programs on campus, collecting materials in response to emerging needs.

For instance, the popular minor in Global Poverty and Practice requires students not only to study political and economic issues, but also to volunteer. To support students’ volunteer work, Jim has been seeking out acquisitions unusual for a research library, such as guides to providing irrigation to small villages and addressing health needs in rural communities.

“Unconventional” and “diverse” are words that come up repeatedly when Jim speaks about the Library and its resources. In developing the collection over the years, he is proud of acquiring materials outside the mainstream, such as foreign censuses from countries in Africa and South-east Asia, and civil society publications from the Global South.

Jim has cultivated an ability to work across the humanities, social sciences and economics. “Being a government documents librarian brings out the inter-disciplinarian in you,” he says, because governments produce information on a wide range of topics.

Right from the beginning of his career, Jim enjoyed the diverse materials in his field; he jokes that “statistics and data didn’t frighten me. Despite having been an English major, I was able to pick up an education in stats along the way.”

Today, both digital collections and statistical data sets are highlights of the government documents collections. “Numeric data and big data are really changing the information landscape,” Jim notes; “more and more students are required to become proficient with them.”

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In Memoriam:
JOHN ROSSTON

Longtime Library and UC Berkeley friend, Jack Rosston, died in August at the age of 92. A lifelong resident of San Francisco and the Peninsula, he graduated from UC Berkeley in 1942, and had a successful career in marketing and finance. Jack received scholarships to attend Cal and worked hard to ensure that others had similar opportunities. He spent a great deal of his life serving the University — as a UC Regent, as president of the Alumni Association, and as a trustee of the UC Berkeley Foundation.

A loyal advocate of the Library, Jack helped establish its Advisory Board, and served as its first chairman. In spring 2014, the Board established the John W. Rosston Library Fellow Award. Inaugural members include Marilyn J. Drew ’53; Shannon M. Drew ’50; David Pierpont Gardner Ph.D. ’66; George Miller; and Jack’s wife Barbara.

Gifts in Jack’s memory may be made to UC Alumni Achievement Scholarships or to the UC Berkeley Library, both c/o the UC Berkeley Foundation, Berkeley, CA 94720-4200.
Whatever print and digital resources are acquired, it is with one goal in mind—to meet the research needs of students and faculty. To help orient students to these resources, Jim frequently teaches classes in fields such as political economy, human rights, development studies, and global poverty. He also works every year with senior economics students who are required to write original research papers.

The enthusiastic responses to his presentations and to the customized bibliographic guides he provides for each class testify to the impact—after he taught one class, he heard that a student had described him as “the best librarian ever”!

Jim’s work gets high marks from faculty as well. Ananya Roy, Professor of City and Regional Planning and Distinguished Chair in Global Poverty and Practice, describes his work as “extraordinary.” When Jim offered to assist Dr. Roy in her class, she eagerly accepted, “but did not expect the sheer scope of this assistance…. Jim set up 8 library sessions to train students in basic and advanced library research. It is our estimate that 400 students attended these sessions. In addition, Jim created a library website for the class, tailored for the specific research paper assignment that students have been asked to complete. I am exceedingly grateful for his tremendous work.”

Roy adds that “it is clear to me that the library’s resources are not just the books and journals we stock—on our shelves and online—but it is above all the expertise, experience, and care of our librarians.”

Dr. Ananya Roy teaching a course in Global Poverty and Practice, one of the largest minors on campus. She describes Jim Church’s support for her classes as “extraordinary.”
Offering recognition for contributions to the Library, our Donor Clubs are named in honor of influential individuals in the history of the Library and the University. Over the years, their support of collections and programs in the Library has enabled it to grow into one of the world’s great research collections. Gifts in any amount are always greatly appreciated.

**PHOEBE APPERSON HEARST**
$1 MILLION & ABOVE
Undoubtedly the University’s most generous benefactress, in 1896–97 she provided support for a competition to design an architectural plan for the University, including the construction of a new library building. Mrs. Hearst frequently presented the Library with volumes from her personal collections, many of which today can be found in the Bancroft Library as well as in the Gardner Stacks in Doe Library.

**CHARLES FRANKLIN DOE**
$500,000 – $999,999
Impressed with the impact that the Alexandria Library in Egypt had on the civilization at that time, Charles Doe pondered ways to support the founding of a major library in California. At his death in 1904, he left a quarter of his estate (nearly $600,000) to the Regents of the University of California, for the construction “...of a library building for its Academic Department...” Today, Doe Library remains a great testament to his generosity and his vision.

**HENRY DOUGLAS BACON**
$100,000 – $249,999
In 1879, Henry Douglas Bacon, a self-made man and prominent Oakland citizen, feeling that the library in South Hall was inadequate, gave $25,000 to the University for the construction of a separate building, subject to the State providing a similar amount. The Legislature eventually complied. Bacon also gave his book and art collection to be housed in the building.

**MAY TREAT MORRISON**
$50,000 – $99,999
The Alexander F. Morrison Library was made possible by a significant gift from his widow, philanthropist May Treat Morrison, both members of the Class of 1878. In contributing her husband’s book collection to the Library, Mrs. Morrison was acting on her belief that the books that had been the delight and enthusiasm of A.F. Morrison’s life could serve no finer purpose than to stimulate a love of reading in the students of his University.

**JOSEPH C. ROWELL**
$20,000 – $49,999
A member of the class of 1874, he was appointed as the first full-time University Librarian in 1875. Rowell served in that role until 1919, when he resigned and became the first University Archivist, a post he held for an additional 19 years. Under Rowell’s care, the Library grew from a small, 13,000-volume library to over 1 million volumes in 1935, establishing it as one of the foremost research libraries in the United States.

**JAMES KENNEDY MOFFITT**
$5,000 – $19,999
A graduate of the Class of 1886 and a UC Regent, James Moffitt was a long-time and generous donor to the Library. He established an endowed fund for collections in 1897 that remains in use today, and at his death, bequeathed the Library his personal collection of books.

**ROBERT GORDON SPROUL**
$1,000 – $4,999
During Sproul’s tenure as its 11th President (1930-1958), the University of California rose to a position of great eminence among the universities of the world. His statement about the Library remains true today: “The Library is the heart of the University... The intellectual growth and vitality of every school and every division, of every professor and every student, depends on the vitality of the Library.”

**HENRY MURSHE STEPHENS**
$500 – $999
A beloved UC professor of history, and a key influence in encouraging the Regents to acquire the Bancroft Library in 1905, Henry Stephens loved the Library. When he passed away in 1919, he left the University his 12,000 volume library, a part of which forms the nucleus of Bancroft’s collections today.

**CLARK KERR**
$250 – $499
As president of the University of California, and UC Berkeley’s first chancellor, Kerr was admired as an elegant thinker of great intellect. His clear, logical vision of both the promise and problems of modern higher education influenced generations of political and education leaders. He initiated the creation of an undergraduate library on campus that came to pass with the opening of the Moffitt Library in 1970.

**DANIEL COIT GILMAN**
$100 – $249
The University was still in temporary quarters in Oakland when Gilman arrived to assume the position as its second president in 1871. Just 14 months later, he could report not only the establishment of the University on its permanent campus in Berkeley, but also on a number of important major gifts from individuals, including funds for the purchase of books for the Library.

**ATHENA**
$1 – $99
A bronze bust of Athena presides over the North entrance to Charles Franklin Doe Memorial Library, dispensing—as campus legend has it—wisdom to all those who pass below her. Goddess of knowledge and wisdom in Greek mythology, Athena is an ideal library patroness, especially at a University conceived by its founders as an “Athens of the West.”
GIFTS TO THE LIBRARY

are an important source of funds for the acquisition of library books and other materials, the provision of library services, capital improvements, and unrestricted support for priority needs. These gifts enable the Library to continue serving the University and the community. Donations of books and collections enhance the Library's intellectual resources and ensure a bright future for the Library. The following honor roll recognizes gifts received between July 1, 2013 and June 30, 2014.
A FIVE MILLION DOLLAR GRANT from Lisbet Rausing and Peter Baldwin has been awarded to the University Library. We are most grateful for this remarkable gift, which will enhance the Library’s core functions, collection building and dissemination. Lisbet Rausing ’84 is a Swedish historian of science and a philanthropist. In 2011-12, Rausing was the Una’s Lecturer at the Townsend Center for the Humanities. Her husband, Peter Baldwin, is professor of history at UCLA.

Other exciting news on the Library’s finances: new campus funding for the Library totaling up to $6 million was announced in January 2014, returning the budget to its levels of a decade ago. The reinvestment will enable the Library to hire professional librarians, expand collections, develop an online course on library literacy, and increase the hours of Moffitt Library.

With contributions from the Chancellor’s discretionary fund, and from deans and faculty, the new model demonstrates how widespread campus support is for the Library’s continued excellence.
in preserving their culture and history. The complete collection includes hundreds of ritual objects, textiles, photographs, archival records, Hebrew books, liturgical texts, and amulets.

Among the most notable items are the Torah Ark from the Tekkumbhagam synagogue in Mattancherry, Kochi, an extremely rare amulet on parchment, designed to protect women in childbirth and newborn children; and the diaries of A.B. Salem, who provides a vivid account of Jewish life in Kochi throughout the 20th century. Images and video from the Global India: Kerala, Israel, Berkeley exhibit are available at www.magnes.org; search for “Kerala.” Many other University Library exhibits may be viewed online, by visiting www.lib.berkeley.edu/give/onlineexhibits.html
Students flock to the redesigned Information Gateway in Moffitt.

A NEW INFORMATION GATEWAY in Moffitt is packing the students in, thanks to upgraded computers, a variety of solo and group seating choices, and an attractive new books display perfect for browsing.

In the Gateway, students have access to 30 fast iMacs, some with extra-large monitors suitable for working on graphics projects, and one designed specifically for students with disabilities. The study area also features free digital scanning, reduced-price printing and a laptop and digital-tablet check-out service, designed to “empower students who don’t own these devices, and to encourage digital literacy,” says Associate University Librarian Erik Mitchell.

To take a peek at further improvements in store for Moffitt Library — from technology labs to flexible event spaces, collaborative-learning areas and quiet zones — see moffitt.berkeley.edu.
"Some years ago I was working on a translation of the classic Japanese haiku poets. One of them is the poet named Basho, a great poet and originator of the haiku form. The poem of his I was working on is, I think, one of the all-time great nature poems. The translation I finally got to goes like this:

As for the hibiscus on the roadside—my horse ate it.

The problem for me with the poem was the name of that flower. Because of Berkeley’s East Asian collections, I was able to go in and find three or four different Japanese texts to see how the name of the flower had been transcribed in Japanese. And then I was able to go to the Bioscience Library and track down the Asian plant, and even to add a footnote for American readers about what version of Sierran hibiscus might put them in mind of the Japanese flower. When I send my students out to do research, I know they can find what they need—the environmental science students who are exploring, for instance, the history of forestry publications on campus in order to understand something about our local environment. Or for poetry students, the old Bureau of Ethnology reports that give you the history of Native American song in California, magical spell and chant, songs to solicit deer by the hunters, songs to cure illnesses in the desert—they’re all there, safe in that Library, and we can find them.

One kind of amazement of this place is that you can find almost anything.”
2014 has participated for years the general public. HathiTrust, with over 900,000 of them accessible to 3.5 million books from this project available in valuable resources.” Collectively, UC libraries have efforts to preserve and increase access to our digitized, and is an important part of our larger offers an opportunity to have our unique collections Gardner Main Stacks and the East Asian Library. drawn from the Environmental Design Library, the HathiTrust. The first volumes to be scanned were campus over the next one to three years. All this year saw an initiative to increase the project, with the goal of scanning up to 80,000 additional unique, out of copyright titles from libraries on campus over the next one to three years. All titles will be made available in Google Books and HathiTrust. The first volumes to be scanned were drawn from the Environmental Design Library, the Gardner Main Stacks and the East Asian Library. AUL Erik Mitchell comments that “this project offers an opportunity to have our unique collections digitized, and is an important part of our larger efforts to preserve and increase access to our valuable resources.” Collectively, UC libraries have 3.5 million books from this project available in HathiTrust, with over 900,000 of them accessible to the general public.
IN JANUARY 2014, a crowd of over 200 Library friends gathered for our annual Luncheon, eager to hear from the guests of honor: Mas, Nikiko, and Marcy Masumoto, America’s foremost organic peach farming family. The Masumotos presented an engaging talk about their farm, recipes and life experiences.

Author of celebrated books such as Epitaph for a Peach and Wisdom of the Last Farmer, David “Mas” Masumoto ’76 is recognized as a cogent commentator on American agriculture. Recently published, The Perfect Peach: Recipes and Stories from the Masumoto Family Farm was co-authored by Mas with his wife Marcy and daughter Nikiko ’07.

After the talk, peach jam tasting, and book signing, guests moved into Reference Hall and North Reading Room for a catered lunch and conversation with friends new and old.

The best peaches in the world
“It suddenly became very real.”

Bancroft regularly collaborates with UC faculty to guide students in working with primary resource. The experience for many students is not only educative, but also transformative. Below are snapshots from two such courses.

➤ Patricia Steenland, who teaches a course on “Researching Water in the West,” noted that her students often report how their face-to-face encounter with primary documents has deepened their understanding. “As one student put it, ‘It suddenly became very real,’” Steenland reported. “The material we have been studying took on an entirely new identity; it was no longer a classroom subject but a living issue from the past, made real through an actual encounter.”

➤ Professor Todd Olson (History of Art) says that “the Bancroft Collection has been invaluable for my teaching. I taught a freshman seminar on European perceptions of the New World in books and the codices of Early Colonial Mexico. For early modern art historians, printed books offer lessons in the materiality of cultural transmission. It was exciting to see students gathered around a table looking at 16th-century materials with not an iPod in sight.”

Excerpted from a Spring 2014 Bancroftiana article by Theresa Salazar, Curator for Western and Latin Americana. Theresa has conducted sessions with about 1,400 students in the past three years. See the complete article and other issues of Bancroftiana at bancroft.berkeley.edu
A Legacy
FOR THE LIBRARY

REMEMBER THE UNIVERSITY LIBRARY in your estate plans. With a retirement charitable gift annuity through the University Library, you receive fixed payments for life, while taking a sizeable tax deduction now. Payments are guaranteed by the UC Berkeley Foundation—not tied to the volatility of the stock market—and a portion is tax free.

Among notable bequests in recent years is a gift from Edith Wetzel Ainsworth ’46 ’48, who bequeathed over 1.4 million dollars for the Campaign for the University Library. Mrs. Ainsworth received her Bachelor’s and Master’s degrees in mathematics from Berkeley, where she was elected to the Cal Hall Honors Society and to Phi Beta Kappa. She met her husband at Berkeley, when he was working on his Ph.D. in mathematics. The Ainsworths spent their careers on the math faculty at the University of Alabama.

The University Library is most grateful for her generous gift, which reflects her lifelong understanding of the Library’s central importance for faculty and students. Our Gift Planning Office can provide consultation for the best means to support the Library through your estate. Contact David Duer for more information at (510) 642-6795.
JESS ROW
SEPTEMBER 11, 2014
Jess Row is the author of Your Face in Mine, which Karen Russell called “fearless, ambitious, unforgettable,” and two short story collections, The Train to Lo Wu and Nobody Ever Gets Lost. He has received a Whiting Writers Award, the PEN/O. Henry Award, and two Pushcart Prizes. In 2007 he was named a “Best Young American Novelist” by Granta. He teaches at the College of New Jersey, and is an ordained Zen teacher.

JOYCE MAYNARD
OCTOBER 9, 2014
Joyce Maynard has been a writer of both fiction and nonfiction since the age of 18. Her memoir At Home in the World has been translated into fifteen languages. Her eight novels include the newly released After Her, as well as To Die For and the New York Times bestseller, Labor Day. In addition to writing, Maynard performs frequently as a storyteller with The Moth in New York City, and is the founder of the Lake Atitlan (Guatemala) Writers’ Workshop.

VIKRAM CHANDRA
NOVEMBER 13, 2014
Vikram Chandra is the author of 2014’s Geek Sublime: The Beauty of Code, the Code of Beauty, as well as Sacred Games, Love and Longing in Bombay, and Red Earth and Pouring Rain. His honors include the Commonwealth Writers Prize (Eurasia), the Crossword Prize, and the Salon Book Award. He teaches creative writing at UC Berkeley.

TOM BARBASH
DECEMBER 4, 2014
Tom Barbash is the author of the new book of stories Stay Up With Me. Previous books include award-winning novel The Last Good Chance and On Top of the World: Cantor Fitzgerald, Howard Lutnick, and 9/11, which was a New York Times bestseller. His stories and articles have been performed on National Public Radio.

MARIA HUMMEL
FEBRUARY 12, 2015

HOWARD NORMAN
MARCH 12, 2015
Howard Norman is a three-time winner of National Endowment for the Arts fellowships and a winner of the Lannan Award for fiction. His novels The Northern Lights and The Bird Artist were nominated for National Book Awards. He is also the author of Next Life Might Be Kinder, I Hate to Leave This Beautiful Place, The Museum Guard, The Haunting of L, and Devotion. His books have been translated into twelve languages.

JOYCE CAROL OATES
APRIL 9, 2015
Joyce Carol Oates has written some of the most enduring fiction of our time, including We Were the Mulvaneys and Blonde. Among her many honors are the National Book Award, the PEN/Malamud Award for Excellence in Short Fiction, the Prix Femina Étranger, and the President’s Medal in the Humanities. She was a finalist for the Pulitzer Prize and has been a member of the American Academy of Arts and Letters since 1978. Oates has taught recently at Berkeley and Stanford, and is on the faculty at Princeton University.

STUDENT READING
MAY 7, 2015
Story Hour in the Library celebrates the writers in our campus community with an annual student reading. The event will feature short excerpts of work by winners of the year’s biggest prose prizes, Story Hour in the Library interns, and faculty nominees.

Support for this series through the generous bequest of MARY J. LOWREY, in memory of her husband, CLAY W. LOWREY ’41
From junior high school hygiene films to websites, public health campaigns, scientific studies, children’s books, bodice-ripper novels and (sometimes) parents, Americans have always found ways to learn about sex. That information has at times been incorrect or incomplete, and has rarely been delivered without a larger political or moral agenda. While attitudes towards sex education swing from the blissfulness of ignorance to the empowerment of liberation — and back again — every generation finds new ways to answer the old questions. Our desire to learn about desire has not changed. This exhibition draws from the resources of campus libraries, from our academic programs, and from social services provided for the Berkeley campus community.