

# FIAT LUX

## Facets of the Fair

GLIMPSES OF THE 1915 PANAMA-PACIFIC INTERNATIONAL EXPOSITION



The fair served as a crucial catalyst of tourism, development and investment for both San Francisco and California. Over 20 countries and each of the 48 states erected exhibition buildings at the fair.

In 1915 the Panama-Pacific International Exposition brought the world to San Francisco. The city set the stage; the nations of the world put forth their best offerings of manufacturing, technology, science and the arts; and the fair's visitors brought their intense thirst for fulfillment. The Exposition was a highly spirited gathering that confirmed San Francisco's status as the most dazzling center of attention on the Pacific Coast in the early 20th century.

Both a celebration of the eagerly-anticipated completion of the Panama Canal and a symbolic display of the city's recovery from the devastation of the 1906 earthquake and fire, the Exposition drew some 19 million visitors.

The Bancroft Library's recent exhibitions on the 1915 Panama-Pacific International Exposition displayed key items from their extensive collections on the fair. Highlights from the exhibits are offered in this issue of *Fiat Lux*.

*continued on pages 6-8*

# FROM THE UNIVERSITY LIBRARIAN



Jeffrey MacKie-Mason, University Librarian

During my first six months here I've been learning a tremendous amount about campus, and about its great University Library. "Libraries" really: we comprise 24, from Doe and Moffitt to Bancroft and the C. V. Starr East Asian Library; from the Business Library to the Earth Sciences and Map Library, and on, and on. I know, because I've visited each of them to meet the staff and explore our great collections and learning spaces.

I've also been learning, as have many of you, that Berkeley has a large, ongoing and unsustainable budget deficit of about \$150 million per year. (You can read Chancellor Dirks's public statement at <http://goo.gl/DQCHqP>.) That's a big shortfall.

As I wrote to you when I started this job, we have tremendous opportunities in front of us. There is no better time in history to be an information professional. But the public is providing less and less support to public higher education. The implication is straightforward: we need to prioritize, aggressively.

Some strategic priorities are obvious. For example, we have one of the best collections of information resources of any research library in the U.S. Books, photographs, manuscripts, illustrations, videos, audio recordings, maps, journals, pamphlets, on and on. Those resources are held in

trust for the benefit of the public. Shouldn't we be doing everything in our power to set those treasures free? **To support Berkeley's commitment to access by providing as much universal access to our treasures as is possible?** While a number of our outstanding collections are already online, much more could be done.

Another example: Berkeley provides the best public college and graduate education in the world. But 21st century leaders need more than we are providing today. Whatever path through life they follow—as artist or engineer, doctor or novelist—they need to be information professionals. They were not born in the agricultural age, nor the industrial age. They were born into the information age. And so every well-educated citizen needs to be their own librarian, because the quality of their life—



social, cultural, economic, political—will depend on being able to find, evaluate and use high quality information. **Shouldn't we, the information professionals on campus, be greatly increasing our efforts to educate so that every Berkeley graduate is 21st century information literate?**

Another major opportunity: the Library provides not only information resources, and information literacy education, but very special spaces for our students and faculty to learn and engage in scholarship. In fact, we are the primary provider of public, open, and shared learned space on campus. And students need modern spaces that support collaboration, innovation, and connection. **The Library's spaces should be our campus's best designed and best equipped hubs for *connected learning*.**

These are big opportunities, and there are others. We will prioritize so that we can take on ambitious challenges. We have to: Berkeley's excellence depends on the Library, and we can't let Berkeley down.

Just as Chancellor Dirks promises for the campus, we at the Library promise: we will come through this strategic re-alignment stronger and better, focused more than ever on Berkeley's commitment to excellence and access.



# The Joys of Library Jobs

## CONTRIVING STACK ACCESS

Up until 1994, when the Gardner Stacks opened, access to the main Library stacks was restricted; but creative undergrads found ways to ensure browsing privileges all the same, as Jamie Dillon '75, '78 describes here.

Students in need of part-time jobs have always flocked to the Library. They work on shelving, interlibrary loan, circulation, security and office support—and those with skills in other languages, such as East Asian or Indonesian, are often employed in cataloging and acquisitions. The Library's 600 student employees outnumber the regular staff almost 2:1.

**When asked why work at the Library, the usual answer is “I love books.”**



Jamie Dillon with his aunt Mary, at his June 1975 commencement. His son Liam graduated from the same building in 2013.



A snapshot from one of the annual gatherings that celebrate the student employees who keep many of the Library's day-to-day operations humming.

**Jamie Dillon '75, '78 writes:**

“ Just about as soon as I arrived on campus as a transfer student, I figured out the best way for an undergrad to get stack access at Doe was to work in the libraries. Got a job at the Social Sciences library, which was then in Stephens Hall. That and housepainting kept the wolf from the door.

I had studied German for a decade, primarily as a scientific language—in those days my ambition was to become a chemist. Along the way, I fell in love with German literature, and then with linguistics.

So here I was at Berkeley, studying German lit and linguistics—while getting a glimpse, by working at the Social Sciences Library, into the lives of the people who were pursuing MBAs and living with prospectuses and annual reports.

Meanwhile, with my stack access, I got to pore over the wonderlands of the German and Irish-American literature collections. Always figured the big quake would happen while I was in those stacks, and I'd have the quick and honorable end of being under many tons of books.

**Browsing in the library stacks was magical and I imagine still is.** You could pick any topic—Buddhist studies, the Sturm und Drang movement, Robin Hood—and find everything under the sun. Amazing!

Both Jo my wife and I earned our BAs from Berkeley, then proceeded to meet up in the teaching credential program there. I retired a few years ago from a three-decade career as a speech therapist, and am currently pursuing another passion: yoga. I've had a lifelong yoga practice, and am loving teaching it now to older folks, especially men.

Our son Liam, a software engineer, graduated in computer science in 2013, and loved his time there. So between the 3 of us, we've been to Berkeley 5 times. Must be something about the place. ”

## JOIN THE LIBRARY ASSOCIATES

Join more than 6,000 other friends, book lovers, alumni and faculty who recognize that the influence of a great research library extends beyond the university it serves to the many communities of which it is a part.

The Library adds an astounding amount of printed and electronic resources each year, including rare and unique materials. In order to continue to acquire, organize, and make accessible new information, the Library depends on the support of those who understand how important a world-class library is to the education of students who will one day shape our future. Your gift is crucial to the continued excellence of the University Library.

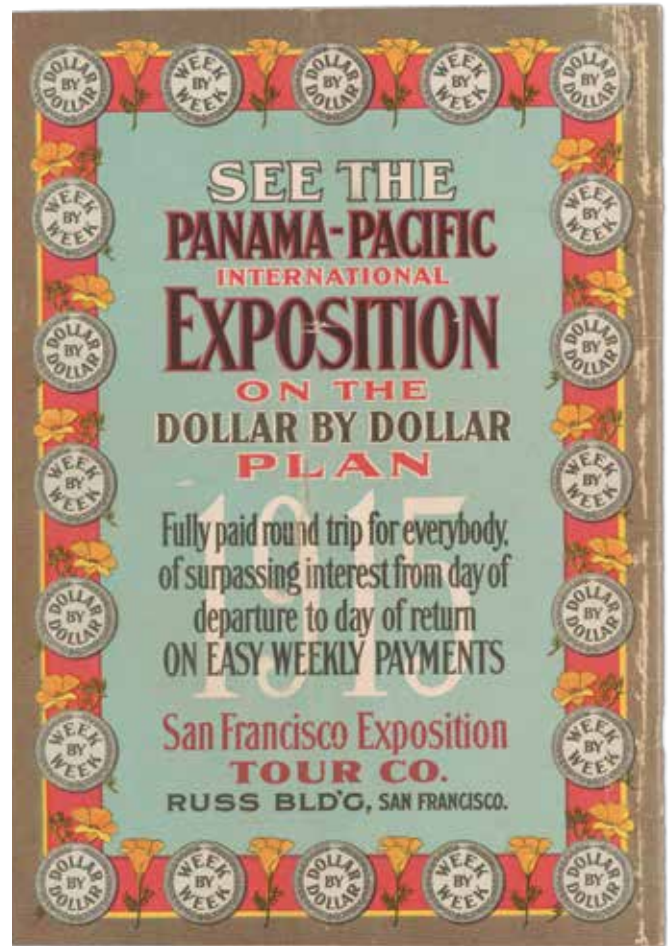
Library Associates receive complimentary copies of the quarterly newsletter as well as invitations to special occasions at the Library. For more information or to make a gift, contact us at (510) 642-9377 or [give@library.berkeley.edu](mailto:give@library.berkeley.edu). Or visit our website at [lib.berkeley.edu/give](http://lib.berkeley.edu/give).

*continued from page 1*

Through the Office of Exploitation, the PPIE Company mounted an extensive publicity campaign, proclaiming the wonders of the fair, San Francisco, and the broader West.

Aside from the Byzantine splendor of its palatial architecture, elaborate gardens, and evocative sculpture and art, the fair featured grand exhibits of the world's latest technological advances presented up close and in live action; heart-stopping demonstrations of the frenetic new worlds of the airplane and automobile; scintillating displays of electrical light; the obligatory midway featuring all manner of thrills and concessions; unique keepsakes; and even the appearance of the nation's hallowed Liberty Bell.

Creating the miniature city of the fair took three years of construction, landscaping, sculpture, and numerous other industries. 184 acres of marsh land were filled, creating



the present-day Marina District; over 130,000 feet of sewer pipe were laid; and 3,500 tons of structural steel and 80,000,000 feet of lumber were used. Tens of thousands of individuals contributed their physical labors.

The completed Fair itself was an exhibition of tenacity, new technology, and man's improvement upon the natural world.





The Tower of Jewels was covered with more than 100,000 cut glass “jewels” that sparkled by day and were illuminated by night—part of the stunning lighting effects at the Fair.

Perhaps the Exposition’s most impressive source of delight was the pioneering use of electrical lighting. Designed by Walter D’Arcy Ryan, the director of General Electric’s Illuminating Engineering Laboratory, the fair’s lighting display was integrated with the architecture and landscape, enhancing the Exposition’s ambience of enchantment.

*Soft radiant energy is everywhere;  
lights and shadows abound, fire spits  
from the mouths of serpents into  
the flaming gas cauldrons and sends  
its flickering rays over the composite  
Spanish-Goth-Oriental grandeur.  
Mysterious vapors rise from steam-  
electric cauldrons and also from  
the beautiful central fountain group  
symbolizing the Earth in formation.*

*-Walter D’Arcy Ryan*

The “Great Scintillator” illuminated the night sky with a great fan of colored beams. This effect was achieved nightly by a company of marines who manipulated the lights for the exhilarated audience to behold.



*continued on page 8*

*continued from page 7*

Begun in France in 1881, resumed by the United States in 1904, the construction of the Panama Canal was completed in 1914. One of the most ambitious and challenging engineering projects ever attempted, the 48-mile canal connected the Atlantic and Pacific Oceans.

It significantly reduced travel time between key ports along the coasts of both oceans and thus created an unprecedented boon to international maritime commerce. In particular, San Francisco's central role in global trade soared after the canal's 1914 opening.



Bernard Maybeck's Palace of Fine Arts (above) is the only structure to survive the ephemeral Fair. The Palace and its lagoon and sculpture garden continue to evoke the same sense of wonder, melancholy, romance, mystery and nostalgia as were experienced by its first visitors in 1915.

*Suppose you were to put a Greek temple in the middle of a small mountain lake surrounded by deep rocky cliffs, with the white foam dashing over the marble temple floor, — you would have a sense of mysterious fear and even terror, as of something uncanny. If the same temple pure and beautiful in lines and color were placed on the face of a placid lake, surrounded by high trees and lit up by a glorious full moon, you would recall the days when your mother pressed you to her bosom and your final sob was hushed by a protecting spirit hovering over you, warm, and large. You have there the point of transition from sadness to content, which comes pretty near to the total impression of the Fine Arts and lake.*

*-Bernard Maybeck, 1915*

The Bancroft Library exhibit, *The Grandeur of a Great Labor: The Building of the Panama Canal and the Panama-Pacific International Exposition*, was curated by Theresa Salazar and Teresa Mora. A related exhibit, *Facets of the Fair: Glimpses of the Panama-Pacific International Exposition*, was curated by Chris McDonald and Alison Wannamaker. This article incorporates images and texts from both exhibits, with thanks.

For a slideshow and article on the first exhibit, see <http://news.berkeley.edu/2015/10/15/bancroft-exhibit-shows-off-panama-pacific-collections>



# LUNCHEON IN THE LIBRARY 2016

Celebrated author Annie Barrows '84 was featured at the Luncheon in the Library in January. Her 2015 book, *The Truth According to Us*, follows the runaway bestseller *The Guernsey Literary and Potato Peel Pie Society* (co-authored with her aunt Mary Ann Shaffer) and her popular children's series *Ivy and Bean*. Annie has served on the Library Advisory Board since 2011.



Annie Barrows '84 with John Gage '75 and University Librarian Jeffrey MacKie-Mason. Gage is former chief researcher and vice president at Sun Microsystems. He currently serves on a number of scientific and educational boards, including the Library's.



150 Library donors and friends enjoyed a catered lunch in the grand North Reading Room, following Annie's warm and witty presentation.

John Gage '75 (at left, in the middle) comments: "Annie Barrows told us about a family's hidden histories—in her novel *The Truth According to Us*—in the perfect Berkeley room with a hidden history—the restored Heyns Reading Room of the Berkeley Library, beneath the revealed original ceiling hidden for fifty years.

Annie and Jeffrey MacKie-Mason, the new Library leader, talked about the power of place, why all of us at the luncheon come together to share our stories of how our lives intersected at the Berkeley Library. Most exciting for me, Jeff and the Library are exploring new ways, with new technologies, to bring the voices of authors like Annie to a world beyond Berkeley."



Ellen Hahn, a loyal friend to the Library, and Judith Bloom, who comments that "Every time I walk into the library, I get excited. Everything I can possibly want to learn about is contained in some branch of the library!"

# THEN & NOW

## Trees of Berkeley

The Berkeley campus abounds in striking trees. All alumni remember the pollarded London plane trees below the Campanile, transplanted from the 1915 Panama-Pacific International Exposition in San Francisco. Other notables include southern magnolias, the blue gum eucalyptus grove, olive trees, Italian stone pines, redwoods, ginkgos, and the ancient buckeye in Faculty Grove.



One majestic tree no longer dignifying campus is the LeConte Oak (shown above), which was blown over by a storm in 1939. It was named in honor of John and Joseph LeConte, professors of physics and geology starting in 1866. John went on to serve as University President.

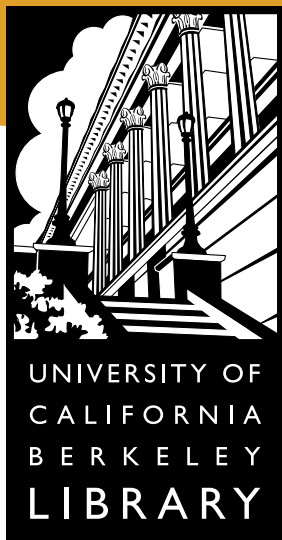
Near the site of the LeConte Oak on the west side of campus, the original plaque remains, stationed amidst a peaceful grove.

See the Trees of Berkeley slideshow at <http://www.berkeley.edu/news/multimedia/2004/01/trees.html>



PHOTO BY STEVE MCCONNELL





## UNIVERSITY LIBRARY ADVISORY BOARD | 2015-2016

### CHAIRMAN

Nicholas B. Dirks  
*Chancellor of the University*

### VICE CHAIRMAN

Jeffrey MacKie-Mason  
*University Librarian and Chief Digital Scholarship Officer*

### PRESIDENT

Charlene C. Liebau '60

### VICE PRESIDENTS

Paul D. Chapman

Jason Di Napoli '90  
*Library Representative to the UCB Foundation*

William M. Banks

Annie Barrows '84  
*Author Trustee*

Janice Bea

Robert M. Berdahl  
*Chancellor Emeritus*

Robert J. Birgeneau  
*Chancellor Emeritus*

Haley Broder '16  
*Undergraduate Student Member*

Paul Churchill '82, JD '86

Carol Kavanagh Clarke '60

David Duer '68  
*Director, Development & External Relations*

Carl Franklin '71

John B. Gage '75

Victoria L. George '78, '82

Richard Greene '60, JD '63

Kathleen Gutierrez '10

Timothy J. Hachman '63  
*Chair, Friends of the Bancroft Library Council*

Carole Krumland '67

Thomas C. Leonard Ph.D '73  
*University Librarian Emeritus*

John Maccabee

Rita Moreno  
*Artist Trustee*

Susan Morris '63

Harvey L. Myman '70, '92

Garry I. Parton '86

Michael Roberts '87

W. Timothy Ryan '59, MBA '62

Rishi N. Sharma '02, JD '05

Miriam D. Starc '83, JD '86

George Starr  
*Chair, Academic Senate Library Committee*

Claude Steele  
*Executive Vice Chancellor and Provost*

Elaine C. Tennant  
*Director, The Bancroft Library*

Judy C. Webb '60

Lesley G. Yearly '85

Theo Zaninovich '64

### HONORARY ADVISORY BOARD

Richard C. Atkinson  
*President Emeritus, University of California*

Mollie P. Collins '65  
*Past President, LAB*

John Cummins

Shannon M. Drew '50

Troy Duster  
*Chancellor's Professor*

Charles B. Faulhaber  
*Director Emeritus, The Bancroft Library*

David Pierpont Gardner Ph.D. '66  
*President Emeritus, University of California*

S. Allan Johnson '62, '69  
*Past President, LAB*

J. R. K. Kantor '57, '60  
*Emeritus University Archivist*

Yvonne Koshland '68, '70

Watson M. Laetsch

Raymond Lifchez MCP '72

Robert G. O'Donnell '65, '66

Carolyn P. Paxton '70

Lila S. Rich '55

Roger Samuelson '58, JD '64

Stephen M. Silberstein '64, '77

Camilla M. Smith

G. Stuart Spence '52

Janet Stanford '59

Katharine Thompson '48

Sheryl Wong '67, '68  
*Past President, LAB*

FIAT LUX, or LET THERE BE LIGHT, is the motto of the University of California. The *Fiat Lux* newsletter of the Library at the University of California, Berkeley is published quarterly by the Library Development Office, University of California, Berkeley.

Your feedback and suggestions are warmly invited. You can reach us at (510) 642-9377 or [give@library.berkeley.edu](mailto:give@library.berkeley.edu)

Printed on recycled paper with soy-based ink.

UNIVERSITY LIBRARIAN and CHIEF DIGITAL SCHOLARSHIP OFFICER  
Jeffrey MacKie-Mason

DIRECTOR of DEVELOPMENT and EXTERNAL RELATIONS  
David Duer

DIRECTOR of COMMUNICATIONS  
Damaris Moore

PHOTOGRAPHY  
Peg Skorpinski p. 2-3, 9



UNIVERSITY OF CALIFORNIA LIBRARY

ROOM 131 DOE LIBRARY

BERKELEY, CALIFORNIA 94720-6000

NONPROFIT ORGANIZATION

U.S. POSTAGE

**PAID**

BERKELEY, CALIFORNIA

PERMIT NO. 45

# EXHIBITS

## at the Library

**LIBRARY EVENTS AND EXHIBITS can be found at [lib.berkeley.edu/give](http://lib.berkeley.edu/give)  
ALL ARE FREE AND OPEN TO THE PUBLIC**



### NO LEGACY | | LITERATURA ELECTRÓNICA

**Bernice Layne Brown Gallery, Doe Library**

**through August 2016**

**check [lib.berkeley.edu](http://lib.berkeley.edu) for hours**

This exhibit, NL | LE, presents a collection of digital works of literature—in Spanish, Portuguese, Catalan as well as English—side by side with experimental print materials from the past century. Meant to be read on computers and other digital devices, the electronic stories and poems reveal new ideas about literary and media developments and encourage visitors to interact with the machines. Exhibit cases and tables were designed by students in a Berkeley Center for New Media seminar. Through the use of vintage computing equipment, NL | LE also highlights challenges involved in the preservation of electronic literature.

### PROTECTING THE NEW WONDERLAND: THE ORIGINS OF THE NATIONAL PARK SERVICE

**The Rowell Cases, corridor between Bancroft and Doe Libraries**

**through October 7, 2016**

**check [lib.berkeley.edu](http://lib.berkeley.edu) for hours**

Signed by Woodrow Wilson in August 1916, the Organic Act created the National Park Service, the federal bureau that protects our national parks and monuments. Several UC Berkeley alumni with conservationist interests, and the 1915 Panama-Pacific International Exposition in San Francisco, played key roles in its development. This exhibition explores the origins of the NPS with materials drawn from the University Archives and The Bancroft Library collections.

**[give@library.berkeley.edu](http://give@library.berkeley.edu)**