



## October Sale of Books and More—the Mighty Legacy of the Friends

**FOR WELL OVER FOUR DECADES**, Friends have provided tangible support for the Alameda Free Library through mammoth sales of books and other items, faithfully held year after year. Three long-tenured volunteers --Adair, Gert, and Peter--long superintended these sales. They have retired after being suitably feted and emplaqued at a major Friends event in July. After a pause for regrouping, the sale committee has reformed with renewed focus under the leadership of Peg, a longtime Friends volunteer and book sale devotee. She is on the right, with some committee members on book room duty.

### Sales and Deployment Force Needed

So what assistance is urgent right now? We need more volunteers to help staff the next sale, close on us October 20-22. Twice each year our ranks swell as we welcome dozens of sale helpers, both new and veteran. Early sale jobs include setting up at Alameda Point, receiving items hauled from storage, taking them to designated areas, and arranging tables and sale items with attractive displays and content labels. Much assistance is needed during the sale itself, Friday evening, all day Saturday and Sunday until the last bit is either sold, given away or stored. Sundays we are particularly seeking good-natured people with strong backs and a more than ordinary degree of patience. Interested, please see pages 2 and 4 and thank you!

### How Alameda Book Sales Began

Using articles from past newsletters and newspapers, reference desk staff Beth Sibley traced book sale progress over the years. The first was held May 1975 where more than 7,000 volumes were on display, and the silent auction tradition began, as a way to up the revenue by offering rare, unusual, or “notorious” items. Gert and Peter Woods helped organize the first sale, joined soon thereafter by Adair Jorgensen, who noted, “Our proceeds fund special projects beyond the City-allocated library budget. The Friends needs thousands more volumes to stage a successful sale!” Adair was interviewed by a reporter near the circulation desk at the Carnegie Library, home to the Main from 1903 until seismic concerns bade them move. The Corinthian columns and elaborate hand railing were a reminder of the classical style of that landmark, an official Alameda Monument designated by the City Council.

According to the *Times-Star*, the 1977 sale netted more than \$1200, and 450 people participated. They may have been charmed by another newspaper photo, wherein a volunteer reclined at her ease in a comfy wing-backed chair, “demonstrating a favorite past-time in Alameda . . .” She read a book in her left hand, while her right hovered over an open box of Whitman chocolates. (continued on page 2)

(continued from page 1)

## Moving and Expanding

As late as 2002, the sales were still held at Wood School and only in October. As the number of contributions burgeoned, the auditorium space grew more cramped, and its availability was understandably limited by school functions. Starting in 2005, the enterprise was moved to the Officers' Club at Alameda Point, "where we finally had room to spread out," said one grateful helper. That same year, the spring sales began, a semi-annual effort that more than doubled donations, revenues, and the need for more help.

## Meet New Sale Chair Peg Rosen



Born and raised in San Francisco, Peg has been an avid reader as long as she can remember, "I discovered the Friends semi-annual book sales after my family moved to Alameda in 1998. Attending and buying during those sales immediately became among my favorite weekend activities!" When she retired from twenty years of property management at Cushman & Wakefield, Peg stepped up big! Thereinafter, she pitched in at Dewey's and started sorting for the book and media sales. She went to the July soiree at Dragon Rouge where more than one hundred Friends volunteers were thanked by FAL board members, Mayor Spencer, the Library Director, and other local luminaries. That gala also honored decades of service by book sale originators and bid farewell to Gert and Peter Woods and Adair Jorgensen. Realizing that the sale needed guidance, Peg committed to chair this endeavor.

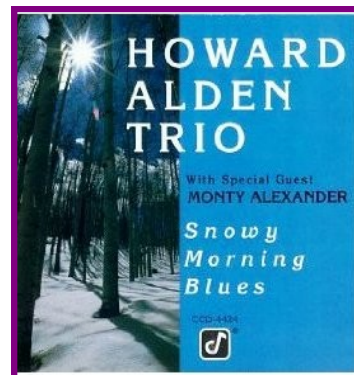
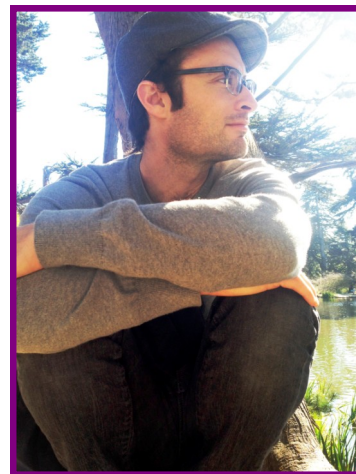
"Enthusiastic help from other dedicated volunteers will ensure we have a strong team to organize and hold successful sales for years to come."

What a positive history to enlist in! Veterans, we welcome you heartily! New as a library or Friends helper, we embrace you too! Please email to sign up at [Volunteer@alamedafriends.com](mailto:Volunteer@alamedafriends.com). Need more information, please see page 4. Join us now to help at the October sale, then consider adding sorting-pricing to your job list! ☐

**Please no donations October 6-23. Thanks!**

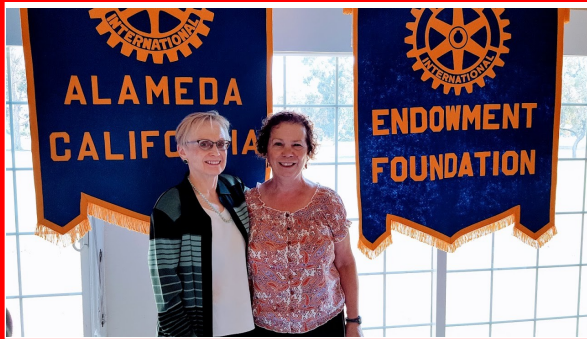
## Live@the Library Jazz Sell-Out Concerts Benefitting the Library for Nine Years

- ◆ **Oct. 28: "From Classical to Jazz: The Piano Trio in the 20th Century," the Alden Trio (right bottom) and Adam Shulman (right top) and his Trio**
- ◆ **Dec. 2: "The Peggy Lee Project," Suzanna Smith (below center)**  
Enjoy Smith's loving and greatly researched tribute to one of music's great icons and composers, Peggy Lee. "That Smith sounds like Lee - slightly breathy and warmly sensual with a hint of huskiness - is undeniable but the parallels extend much further."  
Christopher Loudon, *Jazz Times*



Tickets \$35 each at Dewey's Café, Books Inc., and [brownpapertickets.com/producer/15915](http://brownpapertickets.com/producer/15915). Shows start at 8:00 p.m. Stafford Room, Main Library. Doors open at 7:00. p.m. Information Luzanne, 510.325.5776, [luzengh@comcast.net](mailto:luzengh@comcast.net).

# Events, Past & Future



## **PAST: Among the Ranks of the Rotary**

**EARLY IN SEPTEMBER**, Friends Board President Karen Butter (far left, shown with Karen Kenney, President of the Rotary and former Library Foundation Board Member) gave a talk to members of the Rotary Club. She described the history, activities, and people of the Friends and told how the two volunteer groups can aid and support each other. ☐

## **PAST: Banned Books: Who is Next?**

**FOR YEARS SEPTEMBER** has been both a celebration and a defense of books. This month is honored in Alameda by a day devoted to banned books. Read by invited guests and patrons who sign up for 30 minute stints. Both newly appointed Alameda Poets Laureate have been asked to read, and a warm Friends welcome to Cathy Dana and Gene Kahane. "Ideas you disagree with won't hurt you; in fact they may inform and strengthen you," according to former Poet Laureate Julia Park Tracy, who listed obviously forbidden volumes such as Hitler's *Mein Kampf*, and head-scratchers—*Where the Wild Things Are* by Maurice Sendak. ☐



## **FUTURE: Art Docent Talk on Teotihuacan, Mexico**

**MONDAY, OCTOBER 16, 6:30 p.m.**, Stafford Room, *Teotihuacan: City of Water, City of Fire* shows how artworks from the Mexican city shape our understanding of its ancient culture, its urban environment, and its value as an UNESCO World Heritage Site. DeYoung Museum exhibit goes through February 11, 2018. Note: FAL-sponsored docent talks fill up quickly, so please arrive early. ☐

## **FUTURE: Art Docent Talk on Gods in Color: Polychromy in the Ancient World**

**MONDAY, NOVEMBER 13, 6:30 p.m. Stafford Room.** Docent Alfred Escoffier will show slides and discuss *Gods in Color*. This stunning show offers a look at classical sculpture swathed in its original vibrant colors, questioning the perception of an all-white "classical" ideal. Ancient sculpture and architecture are revealed as intended—garishly colorful, richly ornamented, and full of life. (See examples on the right)

This exhibit runs through January 7, 2018, California Palace of the Legion of Honor, San Francisco. Note: FAL-sponsored docent talks fill up quickly, so please arrive early. ☐



**Vintage Book  
Sale Poster**



## October 20-22 Book & Media Sale

Be part of a venerable tradition that still thrives after more than forty years, the fall and spring sales led by the Friends to benefit the Library. The inaugural sale was in 1975 at Wood School (see handsome linoleum-cut poster on left) and in addition to books it offered a silent auction of some volumes deemed special because of autographs, scarcity, or antiquity.

Now it is 2017 and we need help soon for this October sale. These activities offer a way to meet new people, consolidate friendships from previous years, have fun with a like-minded group, and best of all, support and enhance the Library.

**Sale jobs: BEFORE AND DURING THE OCTOBER 20-22 SALE: \*Set up Tables \*Pre-count Books \*Cashier \*Book Sitters \*Hand Truck Drivers \*Book Boxers \*Clean Up \*Break Down Tables CRITICAL NEED: Strong-backed and well-tempered folks who will ferry boxes from the Main book room to storage at Alameda Point, transport boxes to customers' cars, pack up and move sale leftovers and more. Experience great satisfaction doing these tasks and enjoy the afterglow of success in helping the Friends and the Library !**



### Digital Headliners Installed Thanks to Friends Fund Raising

Last year, asked for her highest short-term priority, Library Director Jane Chisaki requested digital flat screens for each library, to update patrons on events, programs, and calendar changes. The cost including installation, was about \$10,000. The Friends' "Ten Years, Already?!" campaign – celebrating the first decade of the new Main Library—raised the money. Now the installations are complete,

thanks to the skill of Si Lewis from Digital Connections, (left) at work at the West End Branch. Librarian Valerie pointed out benefits: screen viewing saves paper as fewer flyers need to be printed, and the visual attraction is obvious, including both color and movement. She thanked the Friends for their generosity in providing a device so up-to-date and useful to both staff and library users. Longtime West Enders Jacquelyn (right) agreed, taking time from her library research project of comparing fashions today with those of a century ago during the Art Deco era. □



## Teen Book Club and Teen Advisory Board

**PARTICIPANTS IN BOTH GROUPS** are provided with books, snacks, movie tickets, film food, and more, thanks to funding from the Friends. The Book Club meets November 1 from 4 to 5 p.m. to discuss a spooky collection of short stories *Through the Woods* by Emily Carroll.

**Teen events in October:** Study Hall from 3:30 to 5 p.m., every Monday; Halloween Party-Escape Room, October 21; Last Minute Costume Workshop, 3:30 to 5, October 24. **The Teen Advisory Board** will meet on November 1 from 5:30 to 6:30 p.m. when they'll start planning events for the next few months. □



# Meet Friends Board Member Billy Reinschmiedt



## What are your earliest memories of reading and books?

I always read books from my grade school library, but was greatly influenced by a junior high friend who was an avid reader and was always suggesting titles to me.

## Do you enjoy “actual” books? Ebooks? Both? Why or why not?

I like actual books. I am pleased that the digital realm has expanded access and provides great resources, but for me...I like to turn the page, make notes in the margins (of my own books) and physically pass on to friends books I think they would enjoy.

## You are hosting a literary dinner party in your favorite Alameda restaurant. Which authors (alive, or not or imaginary) would you invite and why? Which restaurant and why?

I'd invite Harper Lee, Joan Didion, and John Irving. I'd ask each of them to bring an author of their choosing. I think it would be an interesting evening of conversation in the corner booth at Asena, a restaurant that has already provided many nights of great conversation.

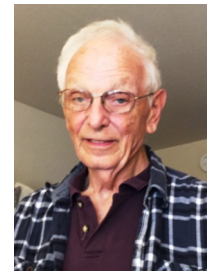
## Tell us a bit about your personal involvement with the Friends, the Free Library Foundation . . .

I've been a Foundation board member since 2014 and take great pride in being able to use my video-photography-graphic background and skills to support such an important community effort as the Friends. ☐



### NEW BOARD MEMBERS.

Karen Roemer and David Beall have joined the Board of the Friends of the Alameda Free Library. Welcome and many thanks. Enjoy your tenure.



### KEEP IN TOUCH! WITH FAL ACTIVITIES

- ◆ Information: [Info@alamedafriends.com](mailto:Info@alamedafriends.com)
- ◆ Volunteer: [Volunteer@alamedafriends.com](mailto:Volunteer@alamedafriends.com)
- ◆ Donate funds, services, etc.: [Donate@alamedafriends.com](mailto:Donate@alamedafriends.com)

### COMING IN NOVEMBER ISSUE!

- Immigration Panel Report
- Council Honors FAL with Proclamation
- Thanks to Book Sale Volunteers

Notes from Editor  
Kris Matarrese



**Contributors to this issue:** Thanks to Karen Butter, Luzanne Engh, Kumar Fanshe, Judith Lynch, Karen Manuel, Martha Peck, Billy Reinschmiedt, Peg Rosen, Eileen Savel.

**We would like to hear from you:** This newsletter is published by Friends of the Alameda Free Library (FAL). Have a story idea, a correction, or an image to share? Our deadline for the November issue is October 23. Please email inquiries and submissions to [judithlynch7@gmail.com](mailto:judithlynch7@gmail.com).

**To start or stop newsletter delivery:** Please send an email to [info@alamedafriends.com](mailto:info@alamedafriends.com) and allow us two months to get it done. ☐

### Mission: Friends of the Alameda Free Library

✳**TO PROVIDE A VARIETY** of ways to contribute to the ongoing services and growth of the Alameda Free Library for the enjoyment and benefit of the entire community.

✳**TO ACT AS STEWARD** for the library and its many services and programs through advocacy, volunteerism, and fund-raising to supplement public funding.


### 2017 FAL Officers and Board Members

President: Karen Butter; Vice President: Kumar Fanshe; Secretary: Karen Manuel; Treasurer: Bill Gibbs; Board members: Eileen Bitten, Luzanne Engh, Marlene Greevich, Nancy Horton, Honora Murphy, Billy Reinschmiedt, Carole Robie, Eileen Savel, Cindy Silva, and Jo Winzenread. The Board meets the fourth Monday of each month except December, at 6:30 p.m. in the Family Room, Main Library. The public is welcome. ☐

*Friends*  
of the  
Alameda  
Free Library

**P.O. Box 1024**  
**Alameda, CA 94501**  
Return Service Requested

## FRIENDS CALENDAR

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- ☉ Monday October 16, **Art Docent talk**  
“Teotihuacan,” page 3
  - ☉ October 15-17, **National Friends of the Library Week**
  - ☉ Tuesday October 17, **City Council Proclamation** to honor FAL as part of National Friends of the Library Week, page 5

- ☉ Friday-Sunday, October 20-22, **Friends Book & Media Sale.** pages 1,2,4
- ☉ Saturday October 28, **Live@theLibrary Concert, “From Classical to Jazz: The Piano Trio in the 20<sup>th</sup> Century,”** page 2
- ☉ Wednesday November 1, **Teen Book Club, “Through the Woods,”** page 4
- ☉ Wednesday November 1, **Teen Advisory Board, “Planning Our Future,”** page 4
- ☉ Monday November 13, **Art Docent talk “Gods in Color,”** p. 3
- ☉ Saturday Dec. 2, **Live@theLibrary Concert, “The Peggy Lee Project,” Suzanna Smith,** page 2

