Hello Mr. Doig,

I wanted to let you know that we successfully completed the National Endowment for the Humanities grant for which you wrote a letter of support. We now have three additional members of Northwest Digital Archives (Boise State University, Montana State University, The Evergreen State College) and 530 more finding aids available in the database.

It's been two years of considerable growth and development of the program, and we're now taking a pause to contemplate our next steps and aspirations. We have some really exciting opportunities ahead of us and look forward to continuing to develop things that support your work and that of other writers, historians, students, and others who need good information on primary sources in the Northwest.

Thanks again for your good support. As you may recall, your letter was extremely instrumental in getting the project, and we are very grateful to you.

I hope to see you in Missoula at your upcoming reading.

Best, Jodi

Jodi Allison-Bunnell
Program Manager, Northwest Digital Archives
Orbis Cascade Alliance
jodiab@orbiscascade.org
(406) 829-6528
fax (406) 540-8281

I am in the Mountain time zone (two hours ahead of Alaska, one hour ahead of Pacific, one hour behind Central, two hours behind Eastern)

Researcher website: http://nwda.orbiscascade.org/index.shtml
Member website: http://orbiscascade.org/index/northwest-digital-archives
tip from David Laskin:
click on Google "more" to get to books
The Buzzwords of the Crowd

In his novel “Tender Is the Night,” F. Scott Fitzgerald wrote that American tourists in Europe languished whenever “no fragments of their own thoughts came suddenly from the minds of others.”

Fitzgerald wasn’t alone in intuiting the social relationship of language and thought; George Orwell wrote of “gumming together long strips of words which have already been set into order by someone else.”

These writers would surely have marveled at Google’s new n-gram tool, which draws on a database of millions of books, in multiple languages, to show the annual popularity of any published word or phrase over the last several centuries.

The long time span of the database allows us to see how a word’s popularity rises and falls smoothly through social diffusion, like “therefore” from the late 19th century. “Frapper” from the 1920s, “groovy” from the 1960s and “deconstruction” from the 1970s. The rise and fall of “therefore” took most of a century, while “feminist” rose in the final two decades of the 20th century and was already on its way down by 2000.

We can see this in specific fields, too, like science. There’s no question that certain innocuous words in the scientific literature, like “robust” and “nuanced,” have become trendy. And it’s easy to track the rise of specific fields: the surge in the phrase “plate tectonics” in the 1960s, for example.

These insights into the evolutionary history of words raise an important question: could fashionable buzzwords reflect the limits of public interest in a particular area of science? And what if the relative ubiquity of certain words affected what scientists chose to focus on?

We considered this question in a recent paper. Using the raw data in Google’s freely available files, we focused on general books in English about climate science. We then obtained the yearly popularity data for a specific set of key words, like “biodiversity,” “global,” “Holocene” and “paleoclimate.”

We then established a baseline: for the last 300 years, the number of words published annually grew exponentially by about 5 percent per year. From about 20 million words for 1700, the annual word count grew to several trillion for 2000.

Against this baseline, we took the popularity data for each key word over the years and plotted them along a timeline according to a mathematical model of fashion waves. In that model, the chance that a word, as part of a quotation, is copied into another text increases with the popularity of the word (more instances if it is around to copy), whereas the chance of that word appearing by itself is always the same. Most of our key words fit this model perfectly.

We must be careful here, because we do not want to confuse fashionable copying effects with simple adoption of words necessary to communicate new ideas. The word “automobile” peaked in the 1940s and has declined in popularity since. But that doesn’t mean the importance of cars has declined. Similarly, the Holocene is no less real as a geologic epoch because the popularity of the word (in books) peaked about a decade ago.

But what about scholars uninterested in the world outside the lab, so to speak? Within the narrow realm of climate science literature, key words were not subject to nearly the same degree of boom-and-bust patterns as in the popular media. Our findings highlight the benefits of rigorous, specialist-access academic journals that can be a bulwark against all the chatter that otherwise blurs the lines between scientific work and social media.

Will that be enough, though, in the Internet age? Traditional printed books and journals, the coin of the scientific realm, now share attention space with digital media, where fashion cycles are faster, the lines between academic science and public discourse blur, and scientists are deluged with information.

And, as we have found, when humans are overloaded with choices, they tend to copy others and follow trends, especially apparently successful ones. In a time of sound bites and viral tweets, scientists are under pressure to have public “impact” (another rising buzzword) as well as to publish splashily, highly cited articles. This is a clear trend, as reference lists focus more and more on recent articles in top-tier journals like Nature and Science.

A current decline in popularity of key words associated with a certain science may well predict a decline in the practice of that science itself, as younger generations pick up on other rising topics in popular literature. But we shouldn’t despair: knowing the pressures on scientists and what is at stake, we can equip ourselves to use big data to ferret out the signatures of trend chasing. We can use tools like Google n-gram to identify trends and counteract the deleterious effect of buzzwords on scientific research.

Popularity does not guarantee quality. The “wisdom of crowds” requires the space to think independently first.
I should be wiped off the books and you endorsed same-sex marriage, getting out ahead of many Democrats who had just had elections to worry about and weren't yet seeing polls as much support for same-sex marriage as they wanted to see. But your comments since then have been sparse and somewhat ambiguous: no more than a written statement in favor of the 2011 bill to legalize same-sex marriage in New York, your home state, and a recorded message urging North Carolinians last spring not to adopt a ban on same-sex marriage in their state's Constitution, which they did anyway.

At the convention in Charlotte three months ago, in remarks that sprawled over 48 minutes, you seemed to find room for ambiguity and even a hint of discomfort on the subject. It was a remarkable misstep for a president who has staked his reputation on drawing a bright line between the old politics of division and the new politics of inclusion. And yet, even after all the talk about the gay rights that are human rights and the idea that those rights are a priority in American diplomacy, you addressed many of those statements on Wednesday, at an event marking the 20th anniversary of an organization called Gays and Lesbians in Foreign Affairs Agencies, and you implored her audience "to leave this celebration knowing that what more each and every one of you can do to promote better, fairer treatment of gay people."

Well, she can do more. So can you, President Clinton.

I was sloppy at the start. What I and many others want most from you isn't really an apology. It's full membership — and, better yet, leadership — in a movement that's headed inexorably in the right direction, with or without you.
Hiring
The Blind, While Making
A Green Statement

When Chris Year, chief execu-
tive of Wet n Wild, a chain of
1,500 discount makeup stores, was looking
for a new store design, it was important that it be within 80 miles of where the store was
located. Based, according to Wet N. Wild's
mission statement, on "creative solutions that
are bold, innovative, environmentally
sustainable," Mr. Year found that after trans-
momenting what he called "the 180-degree turn,"
the company had found a factory in Win-
nock, N.C., that was a perfect fit. The company
bought the factory and worked with it to
re-arrange the factory's space and add new func-
tions. It then leased it to Wet N. Wild, and
re-opened it as an on-site factory. The factory
has a green work force that is blind or otherwise visually impaired. The factory is also
green because it has had a "green" design
and a "green" mission. Even though the factory
is located within the規定的地域範囲，it is still a challenge
to ensure that people who are visually impaired
have the same access to the factory as people
who are not. In fact, it is equally
important to make sure that people of
different ages and abilities have
access to the factory.

Anastasie Powell, top, sewed T-shirts at
Winston-Salem Industries for the Blind in North Carolina. A casual
shirt on her machine helps her see the
right side of the chart. Chris Year, above at the Winston-Salem
factory, is the founder of
Winston-Salem, which makes clothing from recycled materials for
colleges and universities.

The unemployment rate for blind workers is now 87 percent, a figure
that is not unique to the United States. In fact, it is
also found in other countries. According to
the World Health Organization, 50 percent of
blind workers in the United States are
disabled workers. The problem is
that they are often forced to work long hours,
and they are paid less than people with
disabilities. In fact, they may even be
paid less than people without disabilities.

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paid less than people without disabilities.

Avalanches of Words, Sifted and Sorted

As I was cooking dinner, the phone rang and
the voice on the other end of the line was,
"Hello, this is John McPhee." I knew who it
was immediately. I had been expecting a
call from him, but I was still surprised
when he called. We had been friends for
years, and I knew that he was a
brilliant writer. I had always admired
his work, and I was excited to hear from
him.

I asked John what he was working on,
and he told me that he was working on
a book about avalanches. He had been
studying avalanches for many years,
and he was interested in writing a book
about them. I told him that I was inter-
ested in his work, and I asked him if he
would like to come and see me. He said
that he would love to come, and we
made plans to meet up later in the week.

When John arrived, he was
wearing a blue shirt and jeans. He
greeted me with a warm smile, and
we shook hands. We sat down in my
kitchen, and we started talking
about avalanches. He had
been researching avalanches for
many years, and he was
very knowledgeable about
the subject. He told me
about the different types of
avalanches, and he explained
how they were formed. He
also told me about the
people who study
avalanches, and he
explained how they
study them. He
also told me
about the dangers
of avalanches,
and he explained
how they can be
dangerous.

John also told me
about his
book. He
said that he
wanted to write
about avalanches
in a way
that was
interesting and
entertaining. He
said that he
wanted to
make people
think about
avalanches
in a new
way. He
also said
that he
wanted to
make people
understand
how avalanches
work.

I asked John
if he
thought
that
his
book
would be
successful. He
said that
he didn't
know, but
he was
optimistic.
He
said that
he
wanted
his book
to
make
people
think
about avalanches
in
a new
way.

We
spent
several
hours
talking
about
avalanches,
and
we
enjoyed
our
conversation.

John
left
later in
the evening,
and
I sent
him
off with
a
smile. I
was
very
happy
that
I
had had
the
opportunity
to
talk
with
John
about
his
work.

Researchers are tracking computers to sort the words of
vicious workers, who are
searching for innovative
search of computer
founder, Adam Goldstein,
standing center, and
right, are sitting on those
rooms on a bench to
change language over
time. Below in the
bottom, a computer
searching through
data on language.

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SUNDAY MONEY

ECONOMIC VIEW

TODD GREEN

Call It The Age Of The Shadow Bank Run

I

R

E
cently asked a group of col

deagues what had been the sin-
ggle most important develop-


cing story of the year—and it was

clearly the shadow-bank crisis. Most of us had a common an-
sw
er: The shadow-bank crisis.


Since the end of World War II, econo-
icists have long pointed out that such as banks were dead, at least as a phe-
nomenon in advanced nations. In the


United States, for example, bank depo-
sits are now captured by the Federal Deposit Insurance Corporation, and, as a re-

sult, the Federal Reserve cannot simply raise deposit rates to stimulate the econ-
omy. However, the new regulation is that bank-


banks are less regulated. For example, they now have access to the federal funds market via


modest short-term loans. The result has been a reduction in the regulatory capital re-


quirements of traditional banks for overnight loans from the Federal Reserve, and, as a re-

sult, the Federal Reserve cannot simply raise deposit rates to stimulate the econ-
omy. However, the new regulation is that bank-


capital markets are becoming less se-


cular, and banks are looking to the


shadows for new sources of cash. This has


resulted in a shadow-bank crisis, as banks


are unable to raise new capital.


In the modern economy, shadow banks are


becoming increasingly important. In the United States, for example, shadow banks


now account for a significant portion of the


total credit market. In fact, some economists


have argued that shadow banks are more


important than traditional banks.


This has led to a new form of financial


institutions, known as shadow banks.


Shadow banks are financial institutions


that operate outside the traditional bank-


ing system. They are typically


created to provide financial services to


individuals or businesses that are not


able to obtain financing from traditional


banks.


Shadow banks can take many different


forms, including investment banks,


commercial banks, and even


shadow banks.


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created to provide financial services to


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banks.


Shadow banks can take many different


forms, including investment banks,


commercial banks, and even


shadow banks. To be deemed a shadow


bank, an institution must meet certain


requirements, such as being


solvent, having


liquidity, and being


able to


operate in a


non-traditional


banking


environment.


Shadow banks are


operating outside


the traditional


banking system


and are not


subject to


the same


regulations


as


traditional


banks. This


means


that


shadow banks


are able to


operate


in markets


that


are


not


available


to


traditional


banks.


For


example,


shadow banks


are


able to


borrow


from


non-bank


entities,


such


as


insurance


companies,


and


are


able to


operate


in


emerging


market economies.


Shadow banks are


important


because


they


are


able to


provide


financial


services


that


traditional


banks


are


not


able


to


provide.


Shadow banks


are


able to


provide


services


such


as


lending,


leasing,


and


underwriting.


Shadow banks


are


able to


provide


services


that


traditional


banks


are


not


able


to


provide.
Carol....here is Cindy's info...I haven't had time to look at it yet but this will give you some idea...maybe it will be on the news tonight. ...Jean

From: Cindy Goodloe <CGOODLO@clemson.edu>
Date: April 18, 2013 12:19:43 PM PDT
To: "baytown68@aol.com" <baytown68@aol.com>
Subject: FW: Digital Public Library of America (DPLA) Launches Today

Mom,
I haven't clicked on link yet, so not sure what this is, but anyway, here it is...

Dr. Cindy R. Goodloe
Lecturer in Music, Dept. of Performing Arts, Clemson Univ.
Rm. 217, Brooks Ctr.
cgoodloe@clemson.edu

From: C Cooper
Sent: Thursday, April 18, 2013 12:27 PM
Subject: Digital Public Library of America (DPLA) Launches Today

(This email is going to everyone in the English and Performing Arts departments. Feel free to share endlessly.)

Straight from the press release below, this statement encapsulates what the Digital Public Library of America is. And what it is is incredibly exciting.

“The portal delivers millions of materials found in American archives, libraries, museums, and cultural heritage institutions to students, teachers, scholars, and the public. Far more than a search engine, the portal provides innovative ways to search and scan through its united collection of distributed resources. Special features include a dynamic map, a timeline that allow users to visually browse by year or decade, and an app library that provides access to applications and tools created by external developers using DPLA’s open data.”

Better still, Clemson is on the front page. Take a look: http://dp.la/

Enjoy.

Camille

C. Camille Cooper
Associate Librarian
English, Performing Arts, & the RCID program
501 R. M. Cooper Library
Clemson University
Clemson SC 29634-3001
(864) 656-0841
cooper2@clemson.edu

From: CLEMSON LIBRARY EMPLOYEES [mailto:LIB_EMPLOYEES-L@LISTS.CLEMSON.EDU] On Behalf Of Christopher Vinson
Sent: Thursday, April 18, 2013 12:18 PM
To: LIB_EMPLOYEES-L@LISTS.CLEMSON.EDU
Subject: Digital Public Library of America (DPLA) Launches Today
Hello all,

I wanted to let you know of the launch of the Digital Public Library of America (DPLA), which Clemson Libraries has been involved with since its inception. And, we made it on the front page! In addition to providing access to Clemson and South Carolina Digital Library materials, the team here at Clemson developed one of the exhibits, *This Land is Your Land: Parks and Public Spaces*, using digitized items from the Open Parks Network grant. I encourage you to explore and engage, and be proud to be a tiger today!

**Digital Public Library of America (DPLA) Launches Today**

*April 18, 2013*

The Digital Public Library of America (DPLA) launched a beta of its discovery portal and open platform today. The portal delivers millions of materials found in American archives, libraries, museums, and cultural heritage institutions to students, teachers, scholars, and the public. Far more than a search engine, the portal provides innovative ways to search and scan through its united collection of distributed resources. Special features include a dynamic map, a timeline that allow users to visually browse by year or decade, and an app library that provides access to applications and tools created by external developers using DPLA’s open data.

“The wonder and joy of entering an expansive library for the first time is truly a special feeling. We are delighted to be able to share this unified, open collection with Americans and the world, and can’t wait to see what people discover, and what new applications and knowledge will be created,” said Dan Cohen, Executive Director of the DPLA.

“Many decades in the visioning, two and a half years in the planning, with a small steering committee and an incubation hub at the helm, and featuring dozens of great libraries, universities and archives involved in hundreds of meetings, workshops, plenary meetings, and hackathons, attracting thousands of volunteers backed by millions of foundation and government dollars, today the Digital Public Library of America goes live! It’s a great day for education and progress, as if the Ancient Library of Alexandria had met the modern World Wide Web and digitized America for the benefit of all,” said Doron Weber, Vice Chair of the DPLA Steering Committee and Vice President, Programs at the Alfred P. Sloan Foundation, a major, active funder of the project.

The DPLA portal is powered by a rich repository of information, known as the DPLA platform, which enables new and transformative uses of America’s digitized cultural heritage. With an application programming interface (API) and maximally open data, the DPLA can be used by software developers, researchers, and others to create novel environments for learning, tools for discovery, and engaging apps. The DPLA App Library ([dp.la/apps](https://dp.la/apps)) features an initial slate of applications built on top of the platform; developers and hobbyists of all skill levels are freely able to make use of the data provided via the platform.

“DPLA launches virtually today, a symbol of what people can accomplish through collaboration in a networked era,” said John Palfrey, President of the Board of Directors of the DPLA. “The most exciting idea is that we cannot begin to imagine the extraordinary things that librarians and their many partners can accomplish with this open platform and such extraordinarily rich materials, from so many institutions large and small, together and at the ready. We will create new knowledge together and make accessible, free to all, information that people need in order to thrive in a democracy.”

“The DPLA’s goal is to bring the entire nation’s rich cultural collections off the shelves and into the innovative environment of the Internet for people to discover, download, remix, reuse and build on in ways we haven’t yet begun to imagine,” said Maura Marx, Director of the DPLA Secretariat. “Regular users can search in the traditional way using the portal, and developers and innovators can build on big chunks of code and content using the platform—we’re creating access, not controlling it.”

Led by Cohen, the DPLA aims to expand the realm of openly available materials, and make those riches more easily discovered and more widely usable and used. To date, the DPLA has partnered with six state and regional digital libraries and an equal number of large cultural heritage institutions—including the National Archives and Records Administration (NARA), the Smithsonian Institution, the New York Public Library, and Harvard University—to provide access to millions of unique digital objects.

“Among the 2.4 million records available at launch, you will find gems that include daguerreotypes of former Presidents George Washington and Abraham Lincoln, images of women marching for the vote in Kentucky, news film clips of the Freedom Riders during the Civil Rights movement, The Book of Hours, an illuminated manuscript from 1514, *Notes on the State of Virginia*, written by Thomas Jefferson, and paintings by Winslow Homer,” said Emily Gore, DPLA Director for Content.

With its content partners, the DPLA has developed a number of diverse virtual exhibitions ([dp.la/exhibitions](https://dp.la/exhibitions)) that tell the stories of people, places, and historical events both here in the US and abroad; all are available freely via the portal. *A History of Survivance: 19th c. Upper Midwest Native American Resources in the DPLA*, developed by the Minnesota Digital Library, tells the story of extraordinary cultural disruption, change and continuity in Minnesota and the surrounding areas during the 19th century through objects of both Native and non-Native origin. Other
exhibitions include *Boston Sports Temples*, developed by Digital Commonwealth (Massachusetts), which celebrates the rich histories of Boston’s professional stadiums and arenas; and *This Land Is Your Land: Parks and Public Spaces*, an exploration of the history, impact, and significance of our national parks and protected areas curated by the South Carolina Digital Library.

“The project unleashes access to a volume and variety of historical and cultural assets through a dynamic, digitized information platform,” said Jorge Martinez, Vice President and Chief Technology Officer at the Knight Foundation. “It offers an invaluable opportunity to reanimate this information and further strengthen the roles of libraries as centers for engagement—bringing communities together, fostering deeper understanding and connecting people with traditional culture—by leveraging the power of new technology.”

The DPLA began in October 2010 with a small meeting of representatives from foundations, research institutions, cultural organizations, government, and libraries who came together to discuss best approaches to building a national digital library. In 2011, the Berkman Center for Internet & Society at Harvard University established, with the support of Alfred P. Sloan Foundation, a two-year planning initiative to guide the conceptualization, planning, and development of the DPLA.

Today’s launch is, in large part, the culmination of that effort, marking the transition from a two-year planning initiative towards a fully realized, standalone 501(c)(3) non-profit organization that will continue to make the riches of America’s libraries, archives, and museums freely available to the world.

A series of festivities to celebrate the launch, scheduled to occur at the Boston Public Library today and tomorrow, were postponed until the fall in the wake of the April 15 Boston Marathon tragedy, which occurred near the storied public library.

“I see the building of a new library as one of the greatest examples of what humans can do together to extend the light against the darkness,” said Dan Cohen, reflecting on the recent events in a letter to the DPLA community. “In due time, we will let that light shine through.”

**About the Digital Public Library of America**

The Digital Public Library of America (DPLA) brings together the riches of America’s libraries, archives, and museums, and makes them freely available to the world. It strives to contain the full breadth of human expression, from the written word, to works of art and culture, to records of America’s heritage, to the efforts and data of science. The DPLA aims to expand this crucial realm of openly available materials, and make those riches more easily discovered and more widely usable and used.

The DPLA is supported by the Alfred P. Sloan Foundation, the Arcadia Fund, the Institute of Museum and Library Services, the John S. and James L. Knight Foundation, and the National Endowment for the Humanities.

More information is online at [http://dpl.a](http://dpl.a).
discover
the sources of
northwest history
Northwest Digital Archives
nwda.wsulibs.wsu.edu

Online searchable database of Guides
to Primary Sources at repositories in:

Alaska
Idaho
Montana
Oregon
Washington

The Northwest Digital Archives was
established in 2002 with funding from
the National Endowment for the
Humanities and the National Historical
Publications and Records Commission.
Welcome to the Northwest Digital Archives

The Northwest Digital Archives (NWDA) provides enhanced access to thousands of archival and manuscript collections in Alaska, Idaho, Montana, Oregon and Washington through a union database of Encoded Archival Description finding aids.

Subjects include the major economic forces in the region — agriculture, forest products, fisheries and natural resources; urban and rural social and progressive movements; local, state, regional and national politics; outdoor recreation; Native American language and culture; and the place of religious communities in the region.

The NWDA database is useful for anyone interested in using primary sources relating to the history of the Northwest. Users range from academic researchers at the region’s large universities to K-12 teachers and students. Genealogists, community historians, cultural resource managers and legal and environmental specialists are among the many community members who will also find the database useful.

By exploring the NWDA database, you will discover descriptions of architectural drawings; artifacts; letters, diaries and other personal papers; business, government and organization records; maps; moving images; oral histories; sound recordings; and photographs from archives, libraries and museums in Alaska, Idaho, Montana, Oregon and Washington.
member institutions

• Alaska State Library, Historical Collections
• University of Alaska Fairbanks, Rasmuson Library

• Idaho State Historical Society,
  Public Archives and Research Library
• University of Idaho Library,
  Special Collections and Archives

• Montana Historical Society Archives
• University of Montana,
  Maureen and Mike Mansfield Library

• City of Portland Archives
• Lane Community College Archives
• Lewis & Clark College
• Oregon Historical Society Research Library
• Oregon State University Libraries:
  Special Collections
  University Archives
• Portland State University Library
• University of Oregon Libraries

• Eastern Washington State Historical Society,
  Northwest Museum of Arts & Culture
• Gonzaga University
• Pacific Lutheran University,
  Archives and Special Collections Department
• Seattle Municipal Archives
• Museum of History & Industry, Seattle
• University of Washington Libraries
• Washington State Archives:
  Main Branch
  Central Regional Branch
  Northwest Regional Branch
  Puget Sound Regional Branch
  Southwest Regional Branch
• Washington State University Libraries,
  Manuscripts, Archives and Special Collections
• Western Washington University,
  Center for Pacific Northwest Studies
• Whitman College
• Whitworth College
Can't Find a Book Excerpt? Google It

Search Engine Tests Service To Locate Written Passages And Steer Users to Sellers

By MYLENE MANGALINDAN
And NICK WINGFIELD

Google Inc. quietly has begun testing a service that lets users search excerpts of books, a sign of its broader ambitions in the search market.

Google is steering users who read the book excerpts to Amazon.com Inc. and other online stores. Long term, though, the service could represent an escalation of its growing rivalry with Amazon.

Users can search for Microsoft-related books, for example, on the service, called Google Print, by typing "Microsoft site:print.google.com" into the search-query box. It will pull up excerpts for Microsoft-related books, just like other Web pages that Google's software turns up when it "crawls" the Web. Those book excerpts will be interspersed with other search results in the future, said Susan Wojcicki, Google's director of product management.

The closely held Mountain View, Calif., company wants to provide more-useful information to its users, as well as to its publishers and advertisers, Ms. Wojcicki said. The service is free to publishers and advertisers, and Google said it has no business relationships with any of the parties listed on those book-excerpt pages.

The company, which had to receive permission from publishers or business partners to host and display copyrighted book information, declined to say how many publishers it has crafted agreements with.

Google's entry into the book field also raised the issue of whether search by itself has become a commodity, forcing Google to look for other ways of differentiating itself with unique content.

In October, Amazon.com, the No. 1 retailer of books and videos, introduced a long-awaited "search inside the book" function that lets consumers browse for words in the complete text of electronic copies of books. Amazon, which has received permission from more than 190 publishers to post electronic versions of their books online, hopes the feature will help bolster the sale of books.

Google's Ms. Wojcicki denied that the company is competing directly with Amazon, which is a partner to which Google provides search and search-advertising services. Google sees the new service as complementary to Amazon because it refers users to the retailer's Web site via links alongside the book excerpts.

While Google's book-search feature doesn't appear to directly encroach on Amazon or other retailers' businesses, this could portend future clashes. Amazon, Microsoft Corp., Yahoo Inc. and others are increasingly focusing on search technology as the main starting point for various online activities, including electronic commerce. Earlier this year, Amazon established a Silicon Valley office to develop its own shopping-search technology. Yahoo bought search-technology companies Inktomi Corp. and Overture Services Inc. so it would own the tools for algorithmic search and search-related advertising.

Motorola Inc.

Registration Statement Filed To Split Off Semiconductor Unit

A day after announcing its new chairman and chief executive, Motorola Inc. proceeded with plans to split off its semiconductor unit as a publicly traded firm. The Schaumburg, Ill., firm filed its registration statement for an initial public offering with the Securities and Exchange Commission under the temporary name SPS Spino Inc. A final name will be chosen before the IPO. The chip operations, or Semiconductor Products Segment, is Motorola's second-largest division behind cellphones. The company announced its intention to split off the subsidiary in October—after Christopher Galvin had disclosed his intention to resign as Motorola's chief and before Ed Zander was selected to succeed him. Mr. Zander said he supports the move. The money-losing unit fell off the list of top-10 world chip makers this year. The division accounted for $1.5 billion of Motorola's $1.8 billion operating loss last year. The company is to be based in Austin, Texas, site of the 23,000-employee semiconductor unit.

Buyers May Have Been Outsourced

Continued From Page Bv

this is hurting the sector. Germany's SAP, the world's biggest maker of such software by revenue, has seen increased customer interest in business-process outsourcing. But it says it doesn't view that as competition or a threat to its profit margins. Under a recently announced alliance, Accenture will use SAP software for some of its business-process outsourcing services to financial and insurance-industry clients.

"We definitely see the outsourcing trend as an opportunity," said a spokeswoman in Wood Shores, Calif., making as it tries to fend off the takeover bid for rival Peoplesoft. SourceSoft spokesman pronounced the deal not a "good move" for Oracle.

Oracle Corp.
States to Help Residents Import Drugs From Canada

Continued From Page B1

insist that such drugs be made in the U.S. as a safety measure, Mr. Packard says. The state also wants to use men- tal-health drugs from Canada for Medic- aid recipients. Mr. Packard says the state plans to move ahead with such plans even over any federal objections.

Minnesota is also establishing a Web site for Canadian drug purchases and has begun elaborate preparations. The state has asked detailed questions of Cana- dian provincial authorities to verify that Canadian suppliers are legitimate, says Tom Susman, the West Virginia’s acting cabinet secretary for administration. The aim is to allow all state residents to get the Canadian medicines, and inte- grate the import orders into the systems of pharmacy-benefit managers, the pro- grams through which many workers ob- tain prescription drugs.

“We’ll just use the normal channel, and not try to create a new channel,” says Mr. Susman. West Virginia will ask for federal approval, though it’s not yet clear if it would move ahead without it.

Some states, such as Illinois and Ver- mont, are considering signing up state workers with a Canadian pharmacy-ben- efit manager that would mail-order their drugs. A spokesman for Illinois Gov. Rod Blagojevich says his state plans several sa- feguards, including inspections of the facilities in the PBM’s network and testing of a sample of imported and also domestic mail-order drugs to ensure they aren’t counterfeit. The state also would create a new structure that would link employees to pharmacists who would be responsible for tracking their prescrip- tions, the spokesman says.

Both Vermont and Illinois are seeking federal approval of their programs.

Already, Springfield, Mass., has a lim- ited drug-importation plan that was launched in July. The program raises the co-payments on U.S. drugs for city em- ployees and retirees, while they pay noth- ing for those from Canada. The small city’s initiative so far involves only about 3,000 people ordering Canadian drugs.

A spokesman for the U.S. Department of Health and Human Services says its head, Secretary Tommy Thompson, doesn’t have the power to grant waivers to state and city importation programs. The secretary can under some circum- stances allow importation if he can cer- tify that the drugs are safe, but Mr. Thompson and previous secretaries haven’t found that, the spokesman says.

Under the new Medicare bill, the depart- ment will study whether there are ways to bring in drugs safely.

In Canada, regulators have made few concrete steps to stem the flood of drugs exports, but some pharmacies are worried they could face shortages. Drug companies are moving to curtail the supply of medi- cines headed through Canada to the U.S. The FDA has argued that a drug that falls outside the closed U.S. distribution system can’t be guaranteed safe.

State regulators, despite the initiatives of their governors, have often sided with the FDA. Indeed, Paul Boisvenue, the exec- utive director of New Hampshire’s board of pharmacy, says his board hasn’t worked on the state’s importation plan, and without special permission from fed- eral authorities the state’s licensed phar- macists probably can’t legally distribute imported medicines.

Peter J. Pitts, the FDA’s associate commissioner for external relations, says litigation against states or cities is “an option for us if we feel it is appropri- ate to protect the public health.” In No- vember, a federal court ruled that a ma- jor operator of Canadian drug store- fronts, Rx Depot Inc., must stop helping U.S. consumers get Canadian drugs.

In a letter to California officials in August, the FDA warned that “almost every time a city, county or state pro- gram imported a drug from Canada, that program would violate” federal law, and “individuals or programs that cause illeg- al shipments” are also illegal.

Attorneys say the states could be liable even if they are not themselves im- porting the drugs. “The federal govern- ment can take the position that the state is facilitating an action that is illegal un- der federal law,” says Stuart Pape, a former FDA official who is now an attor- ney in private practice.

Yesterday, the FDA said it was plan- ning to develop recommendations on how states can save money on U.S. drugs through options such as substitution of generics, as well as group-purchase plans.

“We want to facilitate states’ ability to provide access to safe and effective medi- cations within the law,” says the agency’s Mr. Pitts. The agency says it will work with the Centers for Medicare and Medi- care Services to develop these plans.

China Makes Pitch
To Sell Electronics
Under Its Own Brands

Continued From Page B1

more than half of the wine-refrigerator market in the U.S.

More are likely to come. Squeezed by tough competition from both local and for- eign companies at home, Chinese manufac- turers need new markets to grow. Only China’s top 50 companies by sales formulate an overseas expansion strategy, according to a recent study by Strategy Consultants.

This will clearly put pressure on interna- tional second-raters like Sanyo, JVC, M-

Initial Demand for Monograms

Continued From Page B1

Marcus, says there’s been no crunch for those customers since most ordered in bulk in the fall. Priorities co-owner Howie Greenspan says it’s panicked individual customers who are calling with last- minute orders.

Desperate times call for improvisa- tion, he says with a laugh. “We have some stuff in stock where we’ll say ‘we don’t have the green letter, but we can do the A in black.’" ... We’ve been doing a lot of substituting." Mr. Greenspan says company sales have skyrocketed this year and will probably reach...
To satisfy a Lawsuit, Internet Powerhouse Must Turn to Print Ads

By NOAM COHEN

Last month an e-mail message washed up at the offices of The Cook Islands News in the South Pacific. It was a request to place a half-page advertisement in the newspaper, which has a circulation of 2,500. The cost was $370.

“We were amazed — it came from out of nowhere,” the newspaper’s editor, John Woods, said in a telephone interview. “We are very skeptical of ads like that.”

Even more surprising was who was paying for it: Google.

Google, the online giant, had been sued in federal court by a large group of authors and publishers who claimed that its plan to scan all the books in the world violated their copyrights.

As part of the class-action settlement, Google will pay $125 million to create a system under which customers will be charged for reading a copyrighted book, with the copyright holder and Google both taking percentages; copyright holders will also receive a flat fee for the initial scanning, and can opt out of the whole system if they wish.

But first they must be found.

Since the copyright holders can be anywhere and not necessarily online — given how many books are old or out of print — it became obvious that what was needed was a huge push in that relic of the pre-Internet age: print.

So while there is a large direct-mail effort, a dedicated Web site about the settlement in 36 languages (googlebooksettlement.com/r/home) and an online strategy of the kind you would expect from Google, the bulk of the legal notice spending — about $7 million of a total of $8 million — is going to newspapers, magazines, even poetry journals, with at least one ad in each country. These efforts make this among the largest print legal-notice campaigns in history.

That Google is in the position of paying

Continued on Page 4
Wein Seeks to Regain Control of Newport Festivals

By BEN RATLIFF

Amid rumors of an uncertain future for the Newport jazz and folk festivals, the veteran jazz concert producer George Wein—who founded them in the 1950s but ceded control over them two years ago—Tuesday gained permission to negotiate to regain them.

He said he intended to hold the festivals at Fort Adams State Park, their usual site in Newport, R.I., but the names of the festivals, the corporate name that Mr. Wein might use and a corporate sponsor are still undetermined.

Mr. Wein is returning as a festival producer in altered circumstances. After pioneering the outdoor jazz-festival business and serving as boss for dozens of international festivals, he has in recent years seemed content to assume a back-seat position. In 2007 the Festival Network LLC, a new business under the leadership of the entrepreneur Chris Shields, bought the assets of Mr. Wein's company, including the trademarks of the Newport Jazz and Folk Festivals, for a figure in the low millions, while giving him a salaried producer-emeritus position within the company. Mr. Wein said he had not been paid since Nov. 15.

Since 2007 the Festival Network aggressively pursued the concept of mixed-genre destination festivals, in vacation spots like Jackson Hole, Wyo.; Martha's Vineyard, Mass., and Whistler, British Columbia. But The Providence Journal-Bulletin and The Boston Globe have reported recently that the company lost millions of dollars last year and at least until January was in debt to the Rhode Island Department of Environmental Management for last year's use of Fort Adams State Park. Mr. Shields was not available for comment. John Phillips, who has helped produce the festivals for 30 years under Mr. Wein and Mr. Shields, said the Festival Network had recently paid off its debts; this was confirmed by Larry Mouradian, the associate director of natural resources for the department.

However, according to Mr. Mouradian, the department declared the Festival Network's license agreement for running the festivals in Fort Adams Park null and void because of the late payment. This, according to Mr. Mouradian, "opened the door for us to be able to look for an alternative" producer to hold jazz and folk festivals at the park.

Talks began with Mr. Wein, and on Tuesday, at a meeting of the Rhode Island State Properties Committee in Providence, Mr. Wein received approval to negotiate a new music-festival license agreement for the use of Fort Adams State Park with the state.

Mr. Wein said that he would like to put on his Newport festivals with or without a sponsor, even though he knows he would lose money without one.

It remains to be seen whether the annual end-of-June jazz festival in New York — produced for years by Mr. Wein's company and then by the Festival Network — will be presented at all, or in reduced form.

At the moment, Mr. Wein, 83, said, his ambitions were limited. "The easiest thing for me would be to run away, but I got a few more years to live," he said, adding that he's going to go back in business primarily to save Newport. "In my mind, it's just a matter of preserving my legacy."

George Wein said he was hoping to go back in business to save the jazz and folk festivals.

A veteran producer will negotiate with Rhode Island for the shows he founded.

KenKen

Fascination Endures

Answers to
Previous Puzzles

2 3 1 4
A Google Search of a Retro Kind

From Weekend Page I

for so many print ads "is hilarious — it is the ultimate irony," said Robert Kronof, dean of Lawis & Clark Law School in Portland, Ore., and the author of a recent law review article titled "Making Class Actions Work: The Untapped Potential of the Internet." So far, more than 200 advertisements have run in more than 70 languages: in highbrow periodicals like The New York Review of Books and The Poetry Review in Britain; in general-interest publications like Parade and USA Today; in obscure foreign trade journals like China Copyright and Svensk Bokhan- del; and in newspapers in places like Fiji, Greenland, the Falkland Islands, and the Micronesian island of Niue (the name is roughly translated as Behold the Coconut), which has one newspaper. The almost comically sweeping attempt to reach the world's entire literate population is a reflection of the ambitions of the Google Book Search project, in which the company hopes to digitize every book — famous or not, in any language, published anywhere on earth — found in the world's libraries. Under the proposed settlement, reached on Oct. 28 and still subject to court approval, there must be an effort the court finds "reasonable and practicable" to find authors and publishers — especially copyright holders of so-called orphan books, which are still in copyright but long out of print. So the task means placing at least one advertisement in every country in the world. One reason courts have required such heroic efforts to reach the people covered by a settlement is that unless parties opt out of the settlement, they are automatically opting in. The least that must be done, the argument goes, is let those affected know about it. But as it turns out, authors and publishers are hard to track down. More than members of most settlement classes, said Kathy Kinsella of Kinsella Media in Washington, which is directing the ad campaign, these are a particularly diffuse group. "We looked at how many books were published in various areas," she said, "and we knew from the

Old-fashioned legal notices prove best in tracking down far-flung authors.

plaintiffs and Google that 30 percent were published in the U.S., 30 percent in industrialized countries. The rest of the world is the rest." "We had some choices," she added. "We thought it made sense that in order to meet the due-process standard that we were as broad-based as possible." So, using United Nations data, her company created a list of countries and territories. Some nations, including Iraq, Afghan-istan and Iran, were excluded because they do not agree to international copyright terms. In others, like Cuba, North Korea and Myanmar, her company is prohibited from buying ads because of United States trade embargos, Ms. Kinsella said.

Kinsella Media also hired a company to run the telephone line that takes calls, which, Ms. Kinsella said, raised its own questions: "How do you handle calls in 80-some languages around the world? How do you staff that? Is it worth having someone in French all the time?" Michael Boni, a lawyer representing the Authors Guild, one of the parties that sued Google, acknowledged there was an aspect of "belts and suspenders" in using print and the Internet to spread the word about the settlement, but he added that "the Internet is not used to the same extent outside the U.S." "I have been doing class-actions for over 20 years, and I don't think there is a notice program as comprehensive as this notice program," he said. For centuries, legal notices have been a reliable source of income for newspapers and, more recently, trade publications and television. Class-action notices constitute a significant chunk of this revenue, with an estimated $50 million to $75 million spent a year, the bulk going to print advertising, according to Todd B. Hilsen, a communications expert in Philadelphia who advises courts on the issue. Fran Biggs, the office manager at the weekly Penguin News in the Falkland Islands, said she was surprised by the Google settlement ad in her paper: "I suppose it did seem a bit odd, but if people are paying for it, why not?" She added that the advertising climate there is not as dire as it is in the rest of the world. "We never have any problems filling up pages," she said. "We have a bunch of big stores." At The Cook Islands News, the advertisement led to a follow-up article the next week that quoted a prominent resident author, Ron Crocombe, who praised the convenience of the currently available Google Book Search (books.google.com), which publishes excerpts and tables of contents. He said it was useful "especially for us in small places like Rarotonga, where there are no big libraries or big bookshops." It turns out, however, that in the Google matter, the advertising side of the newspaper bent its rule of insisting on payment in advance. That led to a few nervous moments when the publisher had not received its money. By the week's end, however, the editor, Mr. Woods, reported that he had received a credit card authorization.
A Conductor Reveals in His Element

To judge from his own words as well as from the evidence at hand, Zubin Mehta was thoroughly in his element conducting the Vienna Philharmonic in Strauss’s “Heldenleben” (“Hero’s Life”) at Carnegie Hall on Sunday afternoon.

“In truth,” Mr. Mehta writes in the first chapter of his 2006 autobiography (newly published by Amadeus Press in a translation from the German as “Zubin Mehta: The Score of My Life”), “I became a conductor because deep down I wanted to conduct Brahms’s four symphonies and Richard Strauss’s tone poems.”

In the second chapter, “My Student Years in Vienna,” he describes his musical coming of age in that city and the beginning of his career-long infatuation with its musical life and the Vienna Philharmonic in particular—a theme throughout. The orchestra made him an honorary member in 2001.

Together they captured the grandiosity and the grandeur of Strauss’s paean to himself (the acknowledged hero of “A Hero’s Life”). The orchestra’s beefy brasses and thinnish, penetrating woodwinds brought out the great washes of color in Strauss’s masterly orchestration; the woodwinds were especially needling in “The Hero’s Adversaries” (namely, critics).

Rainer Küch, the concertmaster throughout the weekend, played the extended, mercurial solo representing “The Hero’s Companion” with beauty, spirit, and fire, as appropriate to the moment. (The German word Gefährtin, incidentally, denotes that the companion is female, and it will be a red-letter day in the Vienna Philharmonic’s glacial and anguished progress toward sexual equality when this part is performed by its concertmaster in waiting, Albena Danailova.)

This was the second exceptional performance of the afternoon. The first, of the Overture to Mozart’s “Marriage of Figaro,” probably owed less to Mr. Mehta. The Vienna Philharmonic players, all members of the Vienna State Opera Orchestra, perform this music more often in its natural habitat, the opera pit, and the proprietary affection and familiarity showed.

There was such drive and anticipation here that a listener vainly nourished the preposterous hope that the entire opera would follow. What came instead was Haydn’s “London” Sympho-

Zubin Mehta conducting the Vienna Philharmonic.

Vienna Philharmonic
Carnegie Hall

The finest concert beginning to end, and the real revelation, came on Friday evening, with Schoenberg’s atmospheric “Verklärte Nacht” (“Transfigured Night”), followed by Bruckner’s mighty Ninth Symphony. Mr. Mehta professes a special fondness for the Second Viennese School (Schoenberg, Berg and Webern), and the performance of “Verklärte Nacht” — early unrivaled intensity and force. (No wonder they plant those extra instruments onstage before a concert for use in the event of a broken string.) And those organ-like blocks of sound in the brasses — seemingly poured out, rather than pushed or heaved — seem to emanate from a limitless collective store of breath.

Like Strauss, Mr. Mehta might to some extent have felt himself in the presence of adversaries on his return to New York. His book gives relatively short shrift to his 13 years as music director of the New York Philharmonic: “The entire time I was subjected to malicious attacks in the New York press, especially during my last years there.”

As one who was often critical of him at the time, I well recall the pervasive sense that Mr. Mehta seemed averse to quiet playing. True pianissimos were rare, and the basic minimum dynamic seemed to be mezzo forte.

There were fine quiet moments in the inner movements of Schubert’s Ninth Symphony on Saturday evening. But the times when the orchestra seemed to be in synch with the conductor’s phrasing and music were the exception rather than the rule.

Schoenberg thought it is, in a supersaturated Romantic style — showed his affection and understanding.

This discursive 30-minute, single-movement work does not readily yield up its organizing principle, but Mr. Mehta and the orchestra made clear with meticulous phrasing and balances how much of it derives from the opening melody, simply a descending scale in a light rhythm. At times it becomes a veritable cascading scale, a choice of theme to follow.

Jennifer Taylor for The New York Times
In 500 Billion Words, New Window on Culture

By PATRICIA COHEN

With little fanfare, Google has made a mammoth database culled from nearly 5.2 million digitized books available to the public for free downloads and online searches, opening a new landscape of possibilities for research and education in the humanities.

The digital storehouse, which comprises words and short phrases as well as a year-by-year count of how often they appear, represents the first time a data set of this magnitude and searching tools are at the disposal of Ph.D.'s, middle school students and anyone else who likes to spend time in front of a small screen. It consists of the 500 billion words contained in books published between 1500 and 2008 in English, French, Spanish, German, Chinese and Russian.

The intended audience is scholarly, but a simple online tool allows anyone with a computer to plug in a string of up to five words and see a graph that charts the phrase's use over time — a diversion that can quickly become as addictive as the habit-forming game Angry Birds.

With a click you can see that "women," in comparison with "men," is rarely mentioned until the early 1970s, when feminism gained a foothold. The lines eventually cross paths about 1986.

You can also learn that Mickey Mouse and Marilyn Monroe don't get nearly as much attention in print as Jimmy Carter; compare the many more references in English than in Chinese to "Tiananmen Square" after 1989; or follow the ascent of "grilling" from the late 1990s until it outsized "roasting" and "frying" in 2004.

"The goal is to give an 8-year-old the ability to browse cultural trends throughout history, as recorded in books," said Erez Lieberman Aiden, a junior fellow at the Society of Fellows at Harvard. Mr. Lieberman Aiden and Jean-Baptiste Michel, a postdoctoral fellow at Harvard, assembled the data set with Google and spearheaded a research project to demonstrate how vast digital databases can transform our understanding of language, culture and the flow of ideas.

Their study, to be published in
Continued on Page A3
fied the location of Smith Prison. It is in Glennville, not Downing. The article also referred imprecisely to the relationship between Elaine Brown, a longtime advo-
killing of a fashion designer, Sylvie Cachay, at the Soho House in New York misidentified the location of a branch of the club. It is in Miami Beach, not Miami. The er-

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Captive de
Jean-Baptiste Michel, left, and Erez Lieberman Aiden led a project tracking published words and phrases over the centuries.

In 500 Billion Words, a New Window on Culture

From Page 64

the journal Science on Friday, offers a tantalizing taste of the rich field of research opportunities now open to literature, history and other liberal arts professors who may have previously avoided quantitative analysis. Science is taking the unusual step of making the paper available online to nonsubscribers.

"We wanted to show what becomes possible when you apply very high-impact data analysis to questions in the humanities," said Mr. Lieberman Aiden, whose expertise is in applied mathematics and genomics. He called the method "culturometrics."

The data set can be downloaded, and users can build their own search tools.

Working with a version of the data set that included Hebrew and started in 1800, the researchers measured the endurance of fame, finding that written references to celebrities faded twice as quickly in the mid-20th century as they did in the early 19th. "In the future everyone will be famous for 15 minutes," they write.

Looking at inventions, they found technological advances took, on average, 66 years to be adopted by the larger culture in the early 1900s and only 27 years between 1880 and 1920. They tracked the way eccentric English verbs that did not add "ed" at the end for past tense (i.e., "learnt") evolved to conform to the common pattern ("learned"). They figured that the English lexicon has grown by 76 percent to more than a million words in the last 50 years and they demonstrated how dictionary entries could be updated more rapidly by pinpointing newly popular words and phrases.

Steven Pinker, a linguist at Harvard who collaborated on the Science paper's section about language evolution, has been studying changes in grammar and past tense forms for 20 years. "When I saw they had had this database, I was quite energized," he said. "There is so much ignorance. We've had to speculate what might have happened to the language."

The information about verb changes "makes the results more convincing and more complete," Mr. Pinker added. "What we report in this paper is just the beginning."

Despite the frequent resistance to quantitative analysis in some corners of the humanities, Mr. Pinker said he was confident that the use of this and similar tools would "become universal."

Reactions from humanities scholars who quickly reviewed the article were more muted. "In general it's a great thing to have," Louis Menand, an English professor at Harvard, said, particularly for linguists. But he warned that in the realm of cultural history, "obviously some of the claims are a little exaggerated." He was also troubled that, among the paper's 13 named authors, there was not a single humanities involved.

"There's not even a historian of the book connected to the project," Mr. Menand noted.

Alan Brinkley, the former provost at Columbia and a professor of American history, said it was too early to tell what the impact of word and phrase searches would be. "I could imagine lots of interesting uses, I just don't know enough about what they're trying to do statistically," he said.

Aware of concerns raised by humanities scholars about the essence of their art is a search for meaning, Mr. Michel and Mr. Lieberman Aiden emphasized that culturometrics simply provided information. Interpretation remains essential.
Drug for Breast Cancer To Lose F.D.A. Approval

From Page A1

whether to grant the company a hearing.

Other approved uses of Avastin — to treat colorectal, lung, kidney, and brain cancers — will not be affected. So even if the re-
vocation for use against breast cancer is final, doctors could still use the drug off-label.

But insurers would be less like-
ly to pay for off-label use of a
drug that is very expensive. If ap-
proval is withdrawn, Genentech
would remove breast cancer treatment from its program, cap-
ing yearly expenditures on
Avastin at about $57,000 for those with incomes under $18,000.

Without the price cap, Avastin
would cost about $86,000 a year.
Genentech says the drug is used by
about half of the 29,000 Ameri-
cans receiving a diagnosis of metastatic breast cancer each year.

The F.D.A.’s decision also drew
political criticism, with some Repub-
clicans contending that with-
drawing this treatment for breast
cancer was akin to rationing un-
der the new health care law.

“it is troubling that women in
Germany and France will soon
have access to a life-saving drug,
while women in the U.S. will not,” Represen-
tative Kay Gras-
ger, a Texas Republican, said in a sepa-
rate statement.

Dr. Janet Woodcock, director of
the Center for Drug Evalua-
tion and Research at the F.D.A.,
said cost was not a factor. She
said that Medicare and Medicaid
would not consider changing re-
imbursment policies until a final
decision was rendered.

Elizabeth Dove of Colorado
Springs is taking Avastin to treat her advanced breast cancer, and
said her doctor had told her she
only had weeks to live before she
started using the drug three
years ago.

“I’m really afraid it’s not going
to be available to anyone,” she
said. “It has saved my life.”

Dr. Edith A. Perez, a breast
cancer specialist at the Mayo
Clinic, said she was shocked and
saddened by the decision, saying
the option should remain open to
patients.

“It’s like any other drug I have
in oncology,” said Dr. Perez, who
consults for Genentech but whose
fees go to her hospital, not
her. “I never knew if the patient
in front of me will benefit.”

Some breast cancer patient ad-
vocacy groups praised the deci-
sion.

“We applaud the F.D.A. for re-
sponding to the scientific evi-
dence in the face of significant
political and public pressure,” the
National Breast Cancer Coalition
said in a statement.

Musa Mayer, an advocate in
New York who has had breast
cancer, said the F.D.A.’s decision
“sends a clear message that
women with metastatic breast
breast you can.

cancer need treatments that pro-
gress their long-term survival, show clear evi-
dence of improvements in quality of life and clear clinical benefit
And Avastin has not demonstrat-
ed any of that.”

Avastin, also known as bevaci-
zumab, is the world’s best-selling
cancer drug, with sales last year of
about $6 billion.

Analysts have said revocation
could cost Roche, the Swiss phar-

aceutical company and parent
of Genentech, from $500 million
to $1 billion in lost sales. Roche,
which paid $46.8 billion in 2009 to
acquire the 44 percent of Genen-
tech it did not already own, is in
the process of cutting its work
force, partly because of the di-
minishing sales prospects for
Avastin.

Genentech said it was disappoin-
ted in the decision and that
Avastin should remain a choice
for women.

Avastin was given accelerated
approval as a treatment for
breast cancer in 2008 under a
program that allows for speedy
approval of drugs for serious dis-
ases. In the initial clinical trial,
the use of Avastin and the chemo-
otherapy drug paclitaxel delayed by
5.5 months the median time before the disease worsened compared to the use of paclitaxel alone. However, Avastin did not prolong lives by a statistically significant amount.

But accelerated approval is sub-
ject to further studies to con-
firm a drug’s effectiveness. And
in two new trials, in which it was
combined with different chemo-
therapy agents, Avastin did not
perform as well. It delayed the
progression of cancer by only a
month to about three months. It
did not prolong lives at all and
subjected many women to severe
side effects.

An advisory committee to the
F.D.A. voted 12 to 1 in July that
the breast cancer approval should
be withdrawn.

But since then, there has been lobbying by some patients and
doctors to keep the approval.

Christi Turnage, a nurse in Mad-
sion, Miss., who is using the drug,
submitted a petition with 9,500
signatures and her son posted an
emotional video on YouTube.

It is rare for the F.D.A. to take a
drug off the market that it had
earlier granted accelerated ap-
proval. Agency officials pointed
out that European regulators had
given full approval to Avastin,
but continued approval as the
F.D.A. had. F.D.A. officials said
one reason was why the approval
was not revoked in Europe. Many ex-
erts said Avastin appeared to
slow growth longer after.

But right now, it is impossible to predict in advance which pa-

tients. If Genentech could figure
out how to predict this — such as
by a genetic test — it would clear the
way for the drug to remain
approved for a subset of patients.
The Jargon of the Novel
Computer analysis reveals the stylistic tics unique to fiction writing.

By Ben Zimmer

The Mechanic Muse

“BOLT UPRIGHT” | FREQUENCY OF PHRASE PER 100 MILLION WORDS | 1990 — PRESENT

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We like to think that modern fiction, particularly American fiction, is free from the artificial stylistic pretensions of the past. Richard Bridgman expressed a common view in his 1966 book “The Colloquial Style in America.” “Whereas in the 19th century a very real distinction could be made between the vernacular and standard diction as they were used in print,” Bridgman wrote, “in the 20th century the vernacular had virtually become standard.” Thanks to such pioneers as Mark Twain, Stephen Crane, Gertrude Stein and Ernest Hemingway, the story goes, ornate classicism was replaced by a straightforward, precise prose.

Now in the 21st century, with sophisticated text-mining tools at our disposal, it is possible to put Bridgman’s theory to the test. Has a vernacular style become the standard for the typical fiction writer? Or is literary language still a distinct and peculiar beast? Scholars in the growing field of digital humanities can tackle this question by analyzing enormous numbers of texts at once. When books and other written documents are gathered into an electronic corpus, one “subcorpus” can be compared with another: all the digitized fiction, for instance, can be stacked up against other genres of writing, like news reports, academic papers or blog posts.

One such research enterprise is the Corpus of Contemporary American English, or COCA, which brings together 450 million words of text from the past two decades, with equally large samples drawn from fiction, popular magazines, newspapers, academic texts, and transcripts of spoken English. The fiction samples come from the first chapters of hundreds of novels from major publishers. The compiler of COCA, Mark Davies at Brigham Young University, has designed a freely available online interface that can respond to queries about how contemporary language is used. Even grammatical questions are fair game, since every word in the corpus has been tagged with a part of speech.

Suppose we’re interested in looking at past-tense verbs. The most common examples in COCA are non-referent: “said,” “came,” “got,” “went,” “made,” “took” and so on. On the surface, the fiction offerings aren’t that different: “said” is still the big winner, while some others move up the list a few spots, like “looked,” “knew” and “thought.” But ask COCA which past-tense verbs show up more frequently in fiction compared with, say, academic prose, and things start to get interesting: the top five are “primped,” “scowled,” “grunted,” “wiggled” and “gritted.” Sour facial expressions, gruff noises and emphatic bodily movements (wriggling fingers and gritting teeth) would seem to rule the verbs peculiar to today’s published fiction.

Beyond the use of individual words, researchers can uncover even more striking patterns by looking at how words combine with their neighbors, forming “collocations.” Dictionary makers take a special interest in high-frequency collocations, since they can be the key to understanding how words work in the world. It’s a particular boon for making dictionaries that appeal to learners of English as a second language. When the lexicographer Orin Hargreaves was studying collocations for a project at Oxford University Press (where I previously worked as editor for American dictionaries), he struck upon a trove of collocations that “would not be statistically significant were it not for their appearance in fiction.” And these weren’t just artifacts of genre fiction, like “warp speed” in sci-fi or “fiery passion” in bodice-ripping romance novels.

Using the Oxford English Corpus, encompassing about two billion words of 21st-century English, Hargreaves found peculiar patterns in simple words like the verb “brush.” Everybody talks about brushing their teeth, but other possible companions, like “hair,” “straw,” “lock” and “lip,” appear up to 150 times more frequently in fiction than in any other genre. “Brush” appears near “lips” when two characters’ lips brush against each other or one’s lips brush against another’s cheek — as happens so often in novels. For the hair-related collocations, Hargreaves concludes that “fictional characters cannot stop playing with their hair.”

“Bolt upright” and “drawing one’s breath” are two more fiction-specific turns of phrase revealed by the corpus. Creative writers are clearly drawn to descriptive idioms that allow their characters to register emotional responses through telling bits of physical action - “business” as they say in theater. The conventions of modern storytelling dictate that fictional characters react to their worlds in certain stock ways and that the storytellers use stock expressions to describe those reactions. Readers might not think of such idioms as literary clichés, unless they are particularly egregious. Individual authors will of course have their own idiosyncratic linguistic tics. Dan Brown, of “Da Vinci Code” fame, is partial to eyebrows. In his techno-thriller “Digital Fortress,” characters arch or raise their eyebrows no fewer than 14 times.

Brown’s eyebrow obsession may simply signal a lack of imagination, but corpus research can also illuminate a writer’s stylistic creativity. Masahiro Hori, a professor of English linguistics at Kunitomo Gakuen University in Japan, has studied how Charles Dickens breathed new life into literary collocations. In “The Pickwick Papers,” for instance, Dickens played off the idiom “to look daggers at someone” (meaning to shoot a wrathful glare, itself descended from Shakespeare’s “to speak daggers”) by innovatively replacing “dagger” with “carving-knives”: an old lady “looked carving-knives at the hardheaded delinquent.” To be sure, a careful reader might have discerned the originality of the phrase on his own, but corpus analysis allowed Hori to confirm and extend his insights into Dickens’s originality.

For David Bamman, a senior researcher in computational linguistics at Tufts University’s Perseus Project, analyzing collocations can help unwrap the way a writer “indexes” a literary style by lifting phrases from the past. Often this can consist of conscious allusions — Bamman and his colleagues used computational methods to zero in on the places in “Paradise Lost” where John Milton is alluding to the Latin of Virgil’s “Aeneid.” Though traditional literary scholarship has long sought to track these echoes, the work can now be done automatically, transcending any single analyst’s selective attention. The same methods can also ferret out how intertextuality can work on a more unconscious level, silently directing a writer to select particular word combinations to match the expectations of the appropriate genre.

When we see a character in contemporary fiction “bolt upright” or “draw a breath,” we join in this silent game, picking up the subtle cues that telegraph a literary style. The game works best when the writer’s idiomatic English does not scream “This is a novel!” but instead provides a kind of comfortable linguistic furniture to settle into as we read a novel or short story. While Twain, Hemingway and the rest of the vernacularizers may have introduced more “natural” or “authentic” styles of writing, literature did not suddenly become unliterary simply because the prose was no longer so high-flying. Rather, the textual hints of literariness continue to wash over us unannounced, even as a new kind of brainpower, the computational kind, can help identify exactly what those hints are and how they function.
Modern Family

Continued from Page 1

case, reach it by simulating sex with a toy baseball bat.) Should their parents be held responsible, or are they equally victimized by the seductions and traps of digital life?

These are among the anxious, perhaps as yet unanswerable questions that propel Schulman's riveting narrative. To call "This Beautiful Life" timely is almost an understatement, since real life regularly generates plenty of clueless but weirdly understandable behavior like that of Schulman's characters. Yet as much as this book fiercely inhabits our shared online reality, it operates most powerfully on a deeper level, posing an enduring question about American values—is it worth leaving a "perfectly good life to grab a chance for something more?"

In the immediate aftermath of the video's release, Jake is suspended from his Riverdale private school, spending long days at home in a self-loathing funk. Richard, his father, is forced to take a leave of absence from his new job in the administration at a Columbia-like university, where he is spearheading a project to claim "blighted" uptown blocks for an extended campus. Liz, Jake's mother, who hasn't worked much since finishing her art history Ph.D. is plunged by the family's debacle into her own Internet-enabled dysfunction, obsessively following the blog of an ex-boyfriend, endlessly watching Daisy's video, going down the rabbit hole of Internet porn. Liz accidentally leaves Daisy's video open, where it's seen by the baby of the family, irrepressible Coco, adopted from China, who promptly re-enacts Daisy's wild sexual dance at her pricey kindergarten. It's a total family breakdown, 21st-century Manhattan style.

"Nothing goes away now," Richard's boss tells him. "Forgetting is over." That's hard for an old-school go-getter like Richard to understand: "There should be a service to suck this kind of stuff out; he'll look into that." Even more foreign is the privacy-allergic generational mindset in which the video was created and disseminated. As he visits a lawyer to try to fix the mess, Richard concedes that he "doubts his son has ever thought about confidentiality as a concept." And yet Schulman is no Internet-age Cassandra. As in her previous novel, "A Day at the Beach," in which the events of 9/11 set in motion another wealthy Manhattan family's crisis, the book's tragedy seems to have been in progress long before the precipitating events occur.

The dark heart of the story resides not in the lawless online ether but in the Bergamots' status as strivers, outsiders to a ruthless world of money and privilege they aren't emotionally equipped to navigate. Schulman smartly sets the novel in 2003, before rougher times hit even the high fliers, and her mockery of class, restless New York City culture at the dawn of "this new moneyed century" is perfect. Liz, who grew up in the "hard, unyielding, concrete universe" of Co-op City, the Bronx, is unable to make real friends among the skinny, Botuxed Manhattan moms, with their drivers and decorators and art consultants, their "long, shiny, blow-out streaked hair" and skin of "pure leather." Richard, who had a "simple and predictable and hard" upbringing in California, longs for advice about managing the family's mess from his own dead father, an uneducated postal worker who had a "wisdom" that "golden boy" Richard, with his scholarship to Princeton, his Stanford M.B.A. and Ph.D., and his tireless drive for success, realizes he lacks.

Sensitive Jake, for his part, pines for a girl, Chinese-born, adopted Audrey, who is out of his league, the girlfriend of a "tall and blond" guy whom "you could kind of imagine in a suit someday." Jake is overmatched by the city kids, most of whom are older because their parents held them back to get them "into a first-tier kinder-
garten." They exchange clever jibes and spend weekend nights walking up and down Park Avenue, dropping into "ad hoc parties" in parent-free apartments. The boys face a confusing pressure to hook up with any girl who offers. When Jake is re-admitted to school after the video debacle, he's horrified to find himself embraced as an outlaw hero.

Richard and Liz were content back in Ithaca, where the compact pleasantness of daily rounds with her kids in "the coo-con of her car" made Liz feel "practically winged." But they take for granted the appeal of ever upward mobility, ever more wealth, and the contradictory principles guiding their choices are largely unexamined. Richard has vowed to live a life of "public service — public service with money." Liz has let her own career as an art historian slide as she enjoys the "luxury of time" (albeit defensively; she never imagined she'd be "dependent on a man for money"). Yet Liz is not, she ruefully admits, a better mother for having nothing else going.

Schulman somehow makes all these characters lovable, even when their least attractive qualities are on display. Perhaps most fascinating is "plump, prettish" Daisy Cavanaugh, hovering throughout as both specter and spectacle, removed from school but ever present via her video. Her rich, neglectful parents' enormous Riverdale house has "three glassy levels" that "seemed to rise out at some new angle to better capture a view of the Hudson." Sad, needy, uncherished, she is nonetheless bizarrely empowered, a twisted update on that other Daisy in the novel's most obvious predecessor.

Schulman has Jake read "The Great Gatsby" while he's suspended from school, and he's upset by the passage in which Fitzgerald calls Tom and Daisy Buchanan "careless people." It should by rights apply to the Cavannahs, and yet Jake knows he too has "smashed up things." But it's his unrequited crush, Audrey, who stands for what comes to seem truly out of Jake's reach: a kind of purity. She decides to step away from "all the idiot boys," away from the casually cruel social scene in which Jake and Daisy have lost their bearings. Her mystique has nothing to do with money or glamour: "He'd heard her parents were, like, old hippie social workers who had lived in Northampton or something, until they took her home from China."

In an earlier era, a misstep in the sexual realm by a simple but aspiring guy like Jake would have ended bloodily, but "This Beautiful Life" presents a more ambiguous picture, befitting the new threats of the Internet age, when not necessarily homicide but social or career death seem to loom just a click away. Jake's action in forwarding the video leads to consequences that are, if not truly tragic, immensely sad. Perhaps he's best seen as a casualty not just of the Internet but of a time in which parents are unsure how to guide libidinous teenagers, whose natural tenderness is under assault as sexual mores change at a furious pace. Schulman hints that the most shocking thing about the video is that, for all its power to unravel the fragile Bergamots, in the grander scheme of things it's not such a big deal. Daisy's willingness to perform so vulnerably for Jake, although misguided, taps into a kind of desperate brio that our culture rewards. The epilogue gives us a glimpse of an older Daisy, and she's not where we might imagine her to have landed. What if Daisy is an example to us all, here in pettish postmodern America? Forgetting is over, but no one remembers that much either.
Orbis Cascade Alliance Receives National Endowment for the Humanities Grant, “Northwest Digital Archives: Expanding Access to Northwest Archival Collections”
2011 April 27
For Immediate Release

The Orbis Cascade Alliance’s Northwest Digital Archives program, which offers enhanced access to archival collections in Washington, Oregon, Idaho, Alaska, and Montana, has received a $137,756 grant from the National Endowment for the Humanities to mark up 482 finding aids in Encoded Archival Description and add them to NWDA’s database at http://nwda.orbiscascade.org/index.shtml.

Six institutions hold the regionally and nationally significant collections represented by the finding aids. The participating institutions are Montana State University, Western Oregon University, The Evergreen State College, Oregon Institute of Technology, Eastern Washington University, and Boise State University.

The project, which will begin in July 2011 and conclude in June 2012, will add three new members to the NWDA program and provide additional support for three current NWDA members who have been unable to participate fully in the program. The end results will be expanded access to the participants’ collections, skill building, and revisions to descriptive practices and processing workflows that will continue this level of access to their collections in the future.

As of July 2011, Northwest Digital Archives will have 37 members (including three new members from this grant and six new members from a National Historical Publications and Records Commission grant): Alaska State Library, Boise State University, Central Oregon Community College, Central Washington University, Concordia University, Eastern Oregon University, Eastern Washington State Historical Society, Eastern Washington University, The Evergreen State College, George Fox University, Idaho State Historical Society, Montana State University, Lane Community College, Lewis & Clark College, Montana Historical Society, Oregon Health & Science University, Oregon Historical Society, Oregon Institute of Technology, Oregon State University, Pacific Lutheran University, Pacific University, Seattle Municipal Archives, Seattle Museum of History & Industry, Seattle Pacific University, Seattle University, University of Alaska Fairbanks, University of Idaho, University of Montana, University of Oregon, University of Puget Sound, University of Washington, Washington State University, Western Oregon University, Western Washington University, Whitman College, Whitworth University, and Willamette University.

Contact Jodi Allison-Bunnell, NWDA Program Manager, Orbis Cascade Alliance, jodiab@uoregon.edu
Dear Mr. Doig—

I am pleased to report that the NEH awarded us the grant for which we applied last summer!

Our program officer reported that the letters of support made all the difference, demonstrating to reviewers the national importance and impact of collecting in this region. We are immensely grateful to you—thank you.

Regards—Jodi Ahlvin-Bernal

2011 April 27
ORBIS CASCADE ALLIANCE

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Missoula MT 59801

www.orbiscascade.org

JODI ALLISON-BUNNELL
Northwest Digital Archives
Program Manager
ANNOUNCING
ONLINE JOURNALS

You asked, we listened! UWAA members now have access to the EBSCO Academic Search Alumni Association database, which contains over 3,000 academic journals in full text and indexing for 5,000 more. It’s an invaluable resource, whether you want to pursue serious research or just satisfy your curiosity. Find out more about UWAA’s latest (and most popular) benefit for members at UWalum.com/membership.

150TH ANNIVERSARY OF THE UW
MARK YOUR CALENDARS —
W DAY IS NOVEMBER 4TH

Celebrations of the 150th anniversary will be happening all year, starting with Freshman Convocation and continuing through Commencement in June, but November 4th marks the day when the UW was founded in 1861. Look out for purple surprises, both online at uw.edu/150 and in the real world.

Make a special 150th anniversary gift!

We are inviting you to make a special gift in honor of the UW’s 150th anniversary to support the programs that make the alumni community strong and make the UW an ongoing part of your life. Members who give $150 or more in addition to their dues will receive:

- A special UW 150th membership card that’s renewable just like your current card
- A commemorative brass “W” in the shape of the new bronze “W” that welcomes you onto campus.

Find out more at UWalum.com

MEMBER BENEFITS

Save money this fall with your UWAA membership.

- Join Costco as a new member and receive coupons for free products and other great savings valued at more than $50. Log into the UWAA members-only site to print the offer invitation. Expires 6/30/12.

- Members save $30 on the Seattle Children’s Theatre’s six-ticket Flex Pass. In celebration of the UW’s 150th Anniversary, members can buy the Flex Pass for only $150. Your admissions are redeemable for any play in the 2011-12 season. Use it for yourself or anyone of any age with whom you choose to share it. (Limited quantity available.)

- Buy new Husky football season tickets and get a free “UW Alumni” license plate frame. This UWAA member offer expires soon, so you’ll need to act fast! Get more details at UWalum.com/seasonottickets.

These and all UWAA member discounts have expiration dates and may contain exclusions. To see your currently available benefits and instructions on how to redeem them, go to UWalum.com/benefits.

Keep in touch with the 150th Anniversary Directory

2011 is the 150th Anniversary of the University, and the whole University is celebrating! UWAA is commemorating the event with a special directory of your fellow alumni. Keep a lookout in your mailbox for a postcard about the directory, and help stay connected to your fellow alumni.

Come see us at UWalum.com
Family Events for Members

This fall brings a host of events for alumni families. In October, the UWAA has reserved the Seattle Children’s Theatre for an exclusive performance of *Harold and the Purple Crayon*. Stick around after the show for a members-only Q&A with the actors! Also in October is the *26th Annual Dawg Dash*—bring your kids or dogs for your last chance to run on the track at Husky Stadium before the renovation—don’t forget your member discount!

Later on in the season, the UWAA will be hosting *UWAA Member Night at the Nutcracker* with the Pacific Northwest Ballet. Admission to this event and others is open only to UWAA members and their guests, so keep watching your inbox for this and other exclusive invitations. Make sure we have your current e-mail address at UWalum.com/update.

Around the Country—

**Husky Action Where You Live!**

Get plugged into Husky football action across the country! Whether it’s attending one of our pre-game parties (Washington Warm Ups presented by Miller Lite) or watching the game at a Husky Viewing Party, keep up with your team wherever you are. Keep checking in at UWalum.com/cheer for updates on activities in your area.

New Member Benefit:

**Early Registration for the Graduate School Lecture Series**

Every year the UW Graduate School brings top speakers from around the world for fascinating lectures, and this year is no exception. This year’s speakers include author *Amy Tan*, journalist *Seymour Hersh*, and other luminaries from such widely varied fields as global health, statistics, neurobiology and international security. The UWAA is pleased to announce exclusive early registration for UWAA members. Make sure we have your current e-mail address, so you can keep informed about these and other upcoming events.
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MEMBER TRAVEL

The UWAA Alumni Tours 2012 calendar is online! Whether you want to explore the rich history of Turkey, or visit the polar bears in Churchill, Manitoba, UWAA Alumni Tours has a destination for you. Learn more at UWalum.com/tours.

Earlier this year, members traveling to Egypt got to be eyewitnesses to history as the Arab Spring swept over the country. Read their accounts, with photographs and audio recordings, at the Tours Blog section of our website.

If your life membership card is in tatters, we'd be happy to replace it. Just give us a call during normal business hours at 800-289-2586.

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University of Washington Alumni Association
Box 359508, Seattle, WA 98195-9508

Issue #3, September 2011. Member Update is the quarterly newsletter for all members of the University of Washington Alumni Association, 4333 Brooklyn Ave N, Box 359508, Seattle, WA 98195.
Ivan Doig  
17277 15th Avenue NW  
Seattle, WA 98177  

2010 June 23  

Dear Mr. Doig:  

Thank you very much for your fine letter of support for the Northwest Digital Archives’ application to the NEH. Your enthusiasm and specific examples of collections that have benefited your work provide a very strong framework for the application. As you requested, I have shared a copy with Brian Shovers at the Montana Historical Society.  

I enclose a NWDA brochure in hopes that you’ll find the existing database of over 5,500 finding aids useful in your work. If we are awarded the grant, the guides from the six participating institutions will appear in early 2012. 

I have enjoyed every one of your books and look forward to what may come next.  

Thank you once again for your kind response to our request. 

Cordially,  

Jodi Allison-Bunnell  
NWDA Program Manager
Google Is Most Popular But Other Search Sites Sometimes Do It Better

ISAIAH does the best search engine on the Web? It's a question you might want to ask. The answer is clearly that no one search engine stands out as the best. But the results you get back, at least as of late, have been in the majority of cases what you might want, without the need for a lot of extraneous garbage, rules, or what you might call a search "filter." But the results you get back, at least as of late, have been in the majority of cases what you might want, without the need for a lot of extraneous garbage, rules, or what you might call a search "filter." In other words, the top four or five search engines in the world are likely to do a good job of finding what you want. But the results you get back, at least as of late, have been in the majority of cases what you might want, without the need for a lot of extraneous garbage, rules, or what you might call a search "filter." In other words, the top four or five search engines in the world are likely to do a good job of finding what you want. But the results you get back, at least as of late, have been in the majority of cases what you might want, without the need for a lot of extraneous garbage, rules, or what you might call a search "filter." In other words, the top four or five search engines in the world are likely to do a good job of finding what you want. But the results you get back, at least as of late, have been in the majority of cases what you might want, without the need for a lot of extraneous garbage, rules, or what you might call a search "filter." In other words, the top four or five search engines in the world are likely to do a good job of finding what you want.
heaven' For Suite

ELEVEN

Oracle's "Oracle Scam" is a proof of concept project to increase accuracy, lower costs, and support its 8,000 stores.
Google Experiment Provides Internet With Book Excerpts

By JOHN MARKOFF

SAN FRANCISCO, Dec. 17 — Google, the Internet search engine, has begun an experiment with book publishers in which the contents of the first chapters of books, reviews or other bibliographic information is indexed and made available to Web surfers.

Although the experiment, called Google Print, was begun quietly earlier this month, the company described its test on Wednesday in general terms after Google users began noticing the content in their information searches. Google executives were quick to point out that the company now considers the service to be a test, or “beta,” version, and it is not generating revenue from either the search information or from ads or other related information that appear on the retrieved pages.

“Google Print is consistent with what we’ve been doing since Google first started,” said Susan Wojcicki, the company’s director of product management. The company is still reviewing how the service might generate revenue, she added.

“We believe one of the ways we can offer a better experience for our users is to crawl a richer set of information,” she said. “Reaching out to publishers is just another way we are trying to improve our user experience.”

While the service does not index or provide the full text of books, the company said it was talking about the idea of being the host of electronic texts for publishers.

The new Google service parallels in some ways a similar feature that Amazon.com began offering in late October called Search Inside the Book. It enables customers to find books by searching and previewing the content from more than 120,000 books.

The Amazon search capability had led to industry speculation that Amazon might increasingly compete with Google as a general search provider. Google said on Wednesday, however, that Amazon was a partner and that the results page of Google Print directs Google users to three companies: Amazon, Barnes & Noble.com and Books-a-Million.

“Google has a partnership with Amazon for both search and for Web search,” Ms. Wojcicki said. “The general idea behind Google Print comes from our company mission, which is to provide access to all the world’s information and make it universally useful and accessible.”

Google executives would not disclose how many book excerpts and reviews were now available nor how many publishers the company was working with. The company also said it did not know how long the experiment would last.

When books are matched during a search, the reference is preceded by the phrase “Book Beta.”

“I think there’s general interest from the publishers,” Ms. Wojcicki said. “We’re still trying to figure out what the right solution is for them.”

In recent years, book publishers have been increasingly concerned about the potential perils of online publishing, which conceivably makes Napster-style sharing of texts and piracy simple.

Google officials said that they were familiar with the concerns but that they had made no decisions on what a final Google Print service might look like.

Publishers have supplied the electronic data for the initial experiment, the company said. Google does, however, have experience with scanning printed information to permit storing it in electronic form. A two-year-old experiment called catalogs.google.com has scanned and posted online a large number of mail-order catalogs.

Google executives have also discussed with university librarians the possibility of converting library collections into a digital format but they have declined to comment on any plans.
Mutual Fund Ex-Executive Sentenced in Trading Case

Continued From First Business Page

sends a message that obstruction of any regulatory investigation is a serious offense from which the most serious of consequences will flow."

Representatives for both regulators said that their investigations into trading at Alger were continuing.

The sentence surprised many people, including employees at the attorney general's office, according to

A severe punishment is seen as incentive for others to settle.

people there, because of Mr. Connelly's role in helping Alger recover from the terrorist attacks on the World Trade Center, where the investment company had offices. Twenty of Alger's Af

sentence for his client.

Nine days after the terrorist attack, Mr. Connelly's daughter had an operation on her skull "that went terribly wrong," Mr. Vinegrad said, adding that Mr. Connelly was heavily involved in his daughter's care, including taking her for therapy.

After the sentencing, Mr. Vinegrad said that the outcome was "a horrible tragedy."

"He is a person of extraordinary accomplishment, both professional and personal who made a terrible mistake," Mr. Vinegrad added.

A spokesman for Alger said in a statement that the firm would "remember Jim's contributions to the company, particularly in the wake of Sept. 11."

In documents filed in connection with its settlement with Mr. Connelly in October, the S.E.C. said it had evidence that Mr. Connelly had permitted certain investors to trade in and out of Alger's funds rapidly, contrary to language in the funds' filings with the S.E.C. restricting such trades. In return for allowing those short-term trades, Mr. Connelly and Alger

James Patrick Connelly Jr., former executive at Fred Alger Management, leaves court in Manhattan yesterday after being sentenced.

even though he knew that one fund, Veras Investment Partners, had been allowed to trade after 4 p.m.

A spokesman for Alger declined to comment yesterday on the status of explicitly prohibiting market timing, he said. Certain limits on trading are described in a supplement to the prospectus, known as the statement of additional information, which
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Frederick G. Kilgour, Innovative Librarian, Dies at 92

By MARGARET FOXX

Frederick G. Kilgour, a distinguished librarian who nearly 50 years ago transformed a consortium of Ohio libraries into what is now the largest library cooperative in the world, passed away on April 7, 1986. He was 92.

Kilgour was born in 1894 and graduated from the University of Chicago in 1916. After serving in World War I, he returned to the University of Chicago where he earned his Master's degree in Library Science in 1926.

In 1928, Kilgour joined the Ohio State Library as a cataloger and was later named director. He was instrumental in the creation of the OhioLINK consortium, which is now the largest cooperative library network in the world.

Kilgour was a pioneer in the field of library automation and was a key figure in the development of the first electronic cataloging system. He was also a strong advocate for the use of technology in libraries.

Kilgour was a member of the American Library Association and served as its president in 1952. He was also a member of the Ohio Library Association and served as its president in 1946.

Kilgour was known for his innovative ideas and his ability to bring people together to work toward a common goal. He was a true visionary and a leader in the field of librarianship.

Kilgour was remembered as a humble and kind person, who always put the needs of his library and its patrons first. He was a beloved figure in the library community and will be greatly missed.
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GOOGLE IS ADDING MAJOR LIBRARIES TO ITS DATABASE

EXPANDING REACH OF WEB

15 Million Volumes to Be Put in Form That Can Be Easily Searched

By JOHN MARKOFF and EDWARD WYATT

Google, the operator of the world’s most popular Internet search service, plans to announce an agreement today with some of the nation’s leading research libraries and Oxford University to begin converting their holdings into digital files that would be freely searchable over the Web.

It may be a long road toward the long-predicted global virtual library. But the collaboration of Google and research institutions that also include Harvard, the University of Michigan, Stanford and the New York Public Library is a major stride in an ambitious Internet effort by various parties. The goal is to expand the Web beyond its current valuable, if eclectic, body of material and create a digital card catalog and searchable library for the world’s books, scholarly papers and special collections.

Google — newly wealthy from its stock offering last summer — has agreed to underwrite the projects being announced today while also adding its own technology to the task of scanning and digitizing tens of thousands of pages a day at each library.

Although Google executives declined to comment on its technology or the cost of the undertaking, others involved estimate the figure at $10 for each of the more than 15 million books and other documents covered in the agreements. Librarians involved predict the project could take at least a decade.

Because the Google agreements are not exclusive, the pacts are almost certain to touch off a race with other major Internet search providers like Amazon, Microsoft and Yahoo. Like Google, they might seek the right to offer online access to library materials in return for selling advertising, while libraries would receive corporate help in digitizing their collections for their own institutional uses.

“Within two decades, most of the world’s knowledge will be digitized and available, one hopes for free reading on the Internet, just as there is free reading in libraries today,” said Michael A. Keller, Stanford University’s head librarian.

The Google effort and others like it that are already under way, including projects by the Library of Congress to put selections of its best holdings online, are part of a trend to

Continued on Page C3
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Google to Add Top Research Libraries to Database

Continued From Page A1

potentially democratize access to information that has long been available only to small, select groups of students and scholars.

Last night the Library of Congress and a group of major research libraries from the United States, Canada, Egypt, China and the Netherlands announced a plan to create a publicly available digital archive of one million books on the Internet. The group said it planned to have 70,000 volumes online by next April.

"Having the great libraries at your fingertips will allow you to create great works based on the work of others," said Brewer Kahle, founder and president of the Internet Archive, a San Francisco-based digital library that is also trying to digitize existing print information.

The agreements to be announced today will allow Google to publish the full text of only those library books old enough to no longer be under copyright. For copyrighted works, Google would scan in the entire text, but make only short excerpts available online.

Each agreement with a library is slightly different. Google plans to digitize nearly all the eight million books in Stanford's collection and the seven million at Michigan. The Harvard Law Library, which is permitted to scan only about 40,000 volumes. The scanning at Bodleian Library at Oxford will be limited to an unspecified number of books published before 1900, while the New York Public Library project will involve fragilizable material. Stanford said that library officials said would be of interest primarily to scholars.

At Stanford, Google hopes to be able to scan 50,000 pages a day within the month, eventually doubling that rate, according to a person involved in the project.

The Google plan calls for making the library materials available as part of Google's后悔搜索服务, which currently has an estimated eight billion Web pages in its database and tens of millions of users a day. As with other information on its service, Google will sell advertising tied to each link to the library material. (In its existing Google Print program, the company shares advertising revenue with the participating book publishers.)

Each library, meanwhile, will retain the right to remove any copy of the database created from that institution's holdings, which the library can make available directly through its own Web site if it chooses.

Harry Potter fans had the best collection, with J.K. Rowling's series of books. The computer version, however, was not quite as good as the real thing.

But Paul LeClerc, the president and chief executive of the New York Public Library, sees it as an expansion of libraries' reach, not a replacement for physical collections. "Librarians will add a new dimension to their work," Mr. LeClerc said. "They will not abandon their mission of collecting information and keeping them for decades and even centuries."

Google's founders, Sergey Brin and Larry Page, have long vowed to make all of the world's information accessible to anyone with a Web browser. The agreements to be announced today will put them a few steps closer to that goal—at least in terms of the English-language portion of the world's information. Mr. Page said yesterday that the project traced to the roots of Google, which he and Mr. Brin founded in 1998 after taking a leave from a graduate computer science program at Stanford where they worked on a "digital library" project. "What we first discussed at Stanford is now becoming practical," Mr. Page said.

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Harry Potter fans had the best collection, with J.K. Rowling's series of books. The computer version, however, was not quite as good as the real thing.
Kiwi shoe polish is so familiar it's nearly invisible. A new campaign aims to change that.

An irreverent campaign helps a venerable product named after a flightless bird fly off the shelves.

That is the ambitious goal of the campaign now under way for Kiwi, the line of shoe care products that dates to 1916. Kiwi is sold in almost 180 countries by the Sara Lee Corporation, the packaged-goods giant that also markets brands like Ball Park, Champion, Jimmy Dean and Hanes.

After several years of little or no marketing support for Kiwi, Sara Lee is running print advertisements in a variety of national magazines.

The ad debuted by the Richards Group in Dallas, use sassy humor to try to stimulate demand for the brand. What is new — among the brands like Brute, Brillo, Forman, Coca-Cola, Palm-Olive, PepsiCo and Unilever — that are increasing marketing budgets for their respective brands.

The Kiwi ads are printed in bright red, matching the color in the background of the Logo, and printed as a can of Kiwi black shoe paste under snacky headlines. The sardonic tone is reminiscent of campaigns for Cheez-It crackers ("Get your own box") and Dodge ("Grab life by the horns"). The ads intend to persuade consumers, mostly male, to use the Kiwi shoe polish they already have in their homes. That, of course, would lead to more purchases of Kiwi shoe polish, shoe paste and shoe sponges.

The strategy is a familiar one for brands that, like Kiwi, dominate their product categories. Remember the long-time theme for Campbell's soup: "Campbell's... it's right on your shelf?" Kiwi is the best-selling shoe care brand in the world and has about 65 percent of that market in the United States, Bob Clark, marketing director for shoe care at the Sara Lee household and body care division in Exton, Pa., estimated.

But such familiarity breeds, if not contempt, then perhaps indifference, particularly in prosaic product categories like shoe care. That is especially true when it costs so much to buy commercial time and advertising space.

Decades ago, there were campaigns galore for ordinary products like hair tonic, gravy, watch bands and — yes — shoe polish, that the jingle for Esquire Boot Polish that promised it "gives your shoes that looking-glass shine." (Esquire, by the way, was acquired by Sara Lee years ago and discontinued.)

"Some people say it's a bygone product for a bygone era," said Rob VanGorden, a principal at Richards, citing the trend toward dressing more casually.

"But Kiwi dominates the category, has positive associations and a rich heritage," he said.

"Although you can find Kiwi in just about every pantry, people only buy Kiwi when they run out," he added. "The real issue is, how do we get them to run out of polish more often?"

Mr. Clark said: "When we spoke to consumers, they said that they knew all about taking care of their shoes but were not doing it as much as they used to, even though they're taking care of all other kinds of grooming like their hair. It was not that they didn't want to do it, it's just not top of mind."

The result was the print campaign, with a budget estimated at more than $2 million, which is appearing in 18 magazines with a predominantly or primarily male readership. The locational approach is meant to slyly nudge men to consider what shape their shoes are in, through irrelevant headlines like these:

"The difference between 'Here's my number' and 'Here's my real number.'"

"The distressed look only works for jeans."

"Dull shoes counteract polished resumes."

"Hey, a topical cream that really does make you more attractive."

"Men, your shoes should be polished regularly. Also, your sleeve is not a napkin."

"Raise your chance of dating a supermodel from 0 to 10."

"Unpolished shoes are the open fly of footwear."

Richards undertook what Mr. VanGorden called a "state of the shoes" exploration, going to bookstores, coffee shops and workplaces, talking to people about their shoes. The research showed that "most men are embarrassed," he said, making remarks like "I was going to polish them tonight" and "Don't take my picture."

"The benefits of polishing your shoes are well known," Mr. VanGorden said, noting that even light users of polish say that having shined shoes is good. "The objective is increasing usage frequency that drives purchase, which is pretty simple, but sometimes simple ideas are what they need." Richards is creating the campaign for Sara Lee on a project basis. The Kiwi agency of record remains Grey Worldwide in New York, part of the Grey Global Group. The Kiwi brand was called a "dark horse" in the campaign. Mr. VanGorden recalled, after reading an article in the trade publication Brandweek about Chick-fil-A, a Richards client along with brands like Corona, Home Depot and Motel 6.

"Chick-fil-A, the fast-food chain, is an under-$10 million client," Mr. VanGorden said, but the Kiwi executives said they thought the media spend was $50 million to $100 million, based on the ubiquity and popularity of the campaign, which represents company's commitment to "Save a cow, eat more chicken."

The Kiwi campaign is running in magazines like Black Enterprise, Car and Driver, Cargo, Ebony, Esquire, Men's Fitness, National Geographic, Newsweek and Popular Science.

There are also plans to create versions of the campaign for ad space in television and online, as well as to put it up on a Web site.

Kiwi and Richards would like to "reach men when they're in places they can notice the poor state of their shoes," Mr. VanGorden said, like bars, gyms, health clubs, restrooms and taxicabs.

ADDITION

Radio Ad Revenue Increased in October

Radio advertising revenue rose in October, according to the Radio Advertising Bureau in New York reported.

Combined local and national ad revenue increased 1 percent in October from a year earlier, the bureau said.

National ad revenue rose 6 percent, the biggest gain in six months, while local ad revenue fell 1 percent. In September, the combined national and local ad revenue increased 4 percent after declining 1 percent in August.

For the first 10 months of the year, combined revenue grew 2 percent compared with the year-earlier period. Gary Fries, president and chief executive at the bureau, said ad revenue for the full year would probably be modestly higher from 2003.

Systemane Said To Be in Talks For Veritas

Continued From First Business Page

data backup, storage and archiving. According to a recent research firm IDC, the company has 48 percent of the market for backup and archiving software as well as 49 percent share of Computer Associates International's 19 percent and EMC's 12 percent. In the market for file servers, which stores and organizes data files, Veritas is the market leader by an even wider margin, with a 60 percent share.

Last year, Veritas had revenue of $1.75 billion. The company operates in about 40 countries and employs...
David Smith, a product manager in Seattle, knows of the hubbub surrounding Amazon.com’s new feature, Search Inside the Book. The service, introduced two weeks ago, allows people to do keyword searches within the text of books before buying them. Predictions about the future of books have been swirling in the air ever since.

Will people want to buy books, since they are now able to view and print the pages they want without paying for them? Will they buy more books, because they will be better able to find what they need? What will happen to that time-honored tradition of standing for hours in the library or bookstore, thumbing through pages after page?

Interesting questions, Mr. Smith agreed. But something else prompted him to Search Inside the Book. He had spent futile hours trying to recall the title or author of a pulp novel that he had read more than 10 years ago. All he could remember, he said, was that it was an action adventure set in Antarctica. He had tried Google. He had browsed catalogs of titles and authors. He had nearly given up.

“But today,” he wrote in an entry on his blog (www.nonfamous.com) two weeks ago, “I searched for ‘antarctica seal marines invisibility’ (yes, the book did touch on all these plot points!) and found ‘Ice Station’ as the sixth search result. Brilliant!”

He clicked to his Amazon wish list, filled it with other books by the same author (an Australian writer named Matthew J. Reilly) and told his friends to go there before Christmas.

The impact of Amazon’s new service may well mean profound changes for the book industry. Or it may lead to nothing more than a blip in buying behavior. But for now, if you are a book lover, researcher, you may, like Mr. Smith, be having a field day just trying out the service.

Type in your name and watch it appear in an obscure footnote. Hunt down a familiar quotation and read it in context. Resurrect books long forgotten by author and reader alike. And in the future, you may suddenly find yourself catching a glimpse into the memory of others.

Mr. Reilly’s book, for example, may make him a good customer in the long run, but he is also using the tool in a way that may be less palatable to publishers: he discovered a “Dilbert” book that had been scanned in as part of Amazon’s new service. Now he fills a few minutes of free time each week flipping through the pages online, reading cartoons without paying for them.

In an interview, Mr. Johnson predicted that such practices would cause some book publishers to pull out of the Search Inside feature. Intellectual property that can fit on one or two pages, like poetry, recipes, tips from travel books, and encyclopedia entries, may tempt people to read them from home without paying.

Mr. Kessel of Amazon said that no publishers had pulled out of the program and that 37 new ones had expressed interest. But Amazon said that 15 authors had asked to have their books extracted from the service. In one case, reported by The Seattle Times, Avalon Travel Publishing contacted its 140 writers to explain the program and offer to remove the books of those declining to take part. Bill Newlin, the publisher, said in an interview that 10 authors had asked that their books be withdrawn and several dozen had explicitly asked to remain in the program.

Until last week, users could print pages too, but Amazon shut off that feature so that a printout will now show a blank space where the book’s text had been. (Of course, people are already talking about how savvy users with screen-grab software may get around that restriction.) Amazon has also said that it will limit any reader to viewing 20 percent of a book’s pages in a given month, although it is not clear how the company would prevent people from logging in under multiple names or from different computers. Amazon declined to discuss security measures. “If a student just needs six to eight pages of a law book,” Mr. Johnson of Creighton said, “I could see a student doing a screen capture and printing from that.”

But Amazon does not appear to be too worried about it. It says that sales of books with Search Inside features have grown faster than sales of its other books.

Some have speculated that the search tool will become useful in niche applications but no more than a novelty to people in search of a novel that matches their mood and is intended to be read as a whole.

Steven J. Gordon, founder of AllReaders.com, expects that people looking for a mystery set in a romantic place will continue to go elsewhere. (He hopes his own Web site might be one of those places. AllReaders offers a free search engine with a database of details like characters, plot and setting; it includes references to more than a million books that can be read online.)

“When you liked a book recently, was it because it had a certain word in it used over and over?” Mr. Gordon said. “No. You liked it because of certain traits or themes or characters.”

But there is something tantalizing about keywords, too, especially when they can be merrily appropriated to play the citation game.

That’s the latest fetish of Timothy Noah, a columnist at the online magazine Slate. Mr. Noah delights in calling Search Inside the Book the greatest time-waster since the dawn of the Guinness Book of World Records. Twice last week he used the service to see how many times the names of famous people were cited in Amazon’s subset of books. “Deities score especially high,” he wrote. “The somewhat generic word ‘God’ gets 94,190 hits, while ‘Jesus Christ’ scores 23,016 and ‘Buddha’ yields 11,074.”

As it happens, several services similar to Amazon’s already exist. Patrons of libraries that subscribe to services like Library and netLibrary have offered free online access to tens of thousands of scanned books for a year or more. And some of these services can usually view and print the books as they want. With the time to waste, they could even have embarked on the same deity hunt.
Quixotic Inventions

To the Editor:

Re “Ideas Unlimited, Built to Order” (Oct. 30), in which some prominent people suggested what they would like to see invented:

How curious that the musician Moby, of all people, wants recreational drugs that are both nonaddictive and nonaddictive. For eons mankind has been getting healthy highs from music. For many, what finer transcendence could one expect than that obtained by submitting oneself to the spells wrought by Bach, Beethoven, Schubert, etc.

The benefits accrue: under the influence of my 22-year-old son, this 60-year-old recently developed a fascination with Moby’s beautifully hypnotic compositions; indeed, I find I’m rather addicted to them.

Robert A. Baron
New Rochelle, N.Y.

To the Editor:

Re “Ideas Unlimited, Built to Order” (Oct. 30): The “cat finder” sounded like a great idea at first. But trying to type with my own feline stepping all over my desk onto the top of my hands on the keyboard makes me wish for a “cat transporter” — something that would, at the push of a button, gently send him to a far corner of the house, where he’d likely fall fast asleep until hunger or boredom sent him back moaning my way.

John Kengery
Cincinnati

INCOMING

Rewarding Apple Loyalty

To the Editor:

“Apple’s Latest 0.1 Adds a Lot” (State of the Art, Oct. 23), about the 10.3 version of the Mac OS X operating system, known as Panther, hits the nail on the head when it asks whether devoted Apple users are frustrated by having to pay $130 for a new upgrade every year.

As a proud 17-year Macintosh user who has never owned a Windows machine (nor wanted to), I can brag about the distinct advantages of Apple computers and the Mac operating system to anyone who will listen. But Apple alienates users like me when it doesn’t give us any break on purchasing over-first-time users who are just discovering Apple, or overly cautious Apple users who have yet to convert from version 9, even though OS X was introduced three years ago.

Is it so hard for Apple to offer System 10.2 owners a Panther upgrade price of, say, $80 to $90? Something — anything — a gesture to reward the good word-of-mouth that helps them stay in business.

Zachary Know
Brooklyn

Stiffening Patent Laws

To the Editor:

Re “Nipping at the Heels of a Celebrated Scooter” (Oct. 16): Trevor Blackwell’s belief that he constructed his own home-built version of the Segway scooter under an exemption in patent law involving research to advance the art is, unsurprisingly to those who know patent law, good sense and completely wrong. There is no such exception in patent law, which has become, like copyright, trademark and all other so-called intellectual property law, frighteningly overbroad and bad for science in general.

There certainly should be an experimental exception to patent law, and many have advocated an exception for research, academic or experimental purposes. However, the Court of Appeals for the Federal Circuit, unfortunately the sole court responsible for patent law, has limited the exception to activities conducted “for amusement, to satisfy idle curiosity, or for strictly philosophical inquiry.”

That court has added that there is the “slightest commercial implication,” thus it constitutes patent infringement. This, of course, is disastrous for the nation’s scientific progress, since an experiment that lacks even the slightest profitable consequences is one unlikely to receive financing.

Michael H. Davis
Cleveland

The writer is a professor of law at Cleveland State University.

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Web log is a service to readers, a challenge to a veteran journalist

MICHAEL R. FANCHER
Seattle Times executive editor

One minute Tom Brown was celebrating his 20th anniversary at The Seattle Times and the next he was taking on yet another new assignment, something completely different for him and the paper.

But doing something new is old hat for Brown, who attended Edmonds High School and the University of Washington. Even before he started at The Times in 1983, his experience included jobs young journalists dream about.


By the time he returned to Seattle in 1983 he'd pretty much done it all, but he was just getting started. He began as night city editor, was promoted to associate city editor, then special-projects editor. He oversaw three stories that were finalists for Pulitzer Prizes: Hanford Nuclear Reservation, the Saga of the Pacific Salmon and an investigation of the Green River killings.

In 1988 he asked for a change and took on the role of Pacific Rim reporter. Five years and untold travel miles later, he moved back into editing as politics editor.

Not long after that, we created a position of reporter/coach for computer-assisted reporting. That morphed into an assignment helping bring a new computer-editing system into the newsroom, which morphed again into being a software analyst. I think a software analyst sees it to that technology works for journalists, rather than the other way around.

So, after all of that, what could we possibly come up with that would be new? It's a Web log, which is sort of an online personal journal. Called "Battle Lines," it is part of a special online section at www.seattletimes.com.

The section, "Conflict with Iraq," provides breadth, depth and immediacy beyond the pages of The Times. "Battle Lines" offers links to even more information and opinions, as well as providing an interactive forum.

"I view these Web logs, or blogs as most wired folks call them, essentially as a way to facilitate understanding," Brown says. "Rather than doing any reporting myself, I'm trying to identify threads in the news that seem worth following, then trying to locate Web sites that have something useful to say about them."

"The longer sections I write are basically kind of a synopsis of what I've found on a particular topic, intended to encourage people to check out some information or opinion they may not have encountered."

"If I can show visitors to our site the way to a number of different points of view on something as serious as war, it seems to me like an important public service. And if there is a war, I think the blog site will be useful in keeping people up to date during hours when we don't publish by trying to find the best stories about breaking events."

"Another way I think the blog can add to our regular coverage is by taking readers to material that just doesn't show up in the paper. This can include everything from original documents and think-tank reports that are just too long for us to publish to some of the bottomless well of commentary that's on the Web."

Editors thought Brown was uniquely qualified for this role. "His experience — years as a reporter overseas, a stint as our political editor, and his technical expertise — gives him a powerful toolbox to bring to this challenge," said David Boardman, assistant managing editor for business, sports and investigative news.

"As we've seen in its first week, Tom's blog will be a place for readers to go to get a fresh, informed and evenhanded perspective on what's being said and reported on the U.S.-Iraq situation. They will find links to both primary documents and to quality reportage, sorted by the skilled hand of a seasoned journalist," Boardman added.

Brown says, "This assignment came out of the blue. It seemed to me that it would be a great opportunity to learn something new, which is always a good thing to do. So far, I'm really enjoying it."

What better way to celebrate your 20th anniversary?

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Sue Irvine until Doug, nearing 60, lost others, face a future they had not imagined.

If one can dream

Bush to tell U.K., Spain: Time to end diplomacy

Address to nation may come tomorrow

BY MIKE ALLEN
The Washington Post
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Saddam, his two sons and three of his sons-in-law on
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Senior Vice President, Circulation
IDEAS & TRENDS

Have Hope, All Ye Who Enter Here

By NOAM COHEN

CONTENTS

As the world's statesmen have worried aloud about climate change, the climate itself has been busy making headlines of its own. From the worst flood ever in New York City to the driest summer on record in the American Southwest, the weather has been both a threat and an inspiration to humanity. The climate is not just a force to be feared, but also a canvas on which we can create a sustainable future. In this issue, we explore the latest developments in climate science, politics, and policy, as well as personal stories of hope and resilience in the face of climate change.

Among Climate Scientists, a Dispute Over ‘Tipping Points’

By ANDREW C. HURRIN

Last month, a leading climate scientist called for governments to be put on notice: the Earth is at risk of entering irreversible states of climate change, tipping points. The term has been used by scientists for more than 40 years, but recent studies have shown that these points could be much closer than previously thought. The debate over tipping points is not just an academic exercise, but a matter of life and death for our planet. In this article, we explore the science behind tipping points and the implications for our future.

Will the planet change gradually as it warms, or face sudden disasters?

A regime transition and an advocate of sudden (or abrupt) climate change argue: "If we go past a particular threshold, we will cross an absolute boundary. This is a world without a future."

Other observers, who study climate extremes, say: "Even if we go past a particular threshold, the climate system will remember its past state in the future."

Environmentalists and some climate experts are worried that the tipping points could trigger irreversible environmental changes, leading to the collapse of entire ecosystems and potentially destabilizing the entire planet. The recent studies on tipping points have raised concerns among environmentalists and politicians about the implications of a "butterfly effect" in climate change.

But other scientists say there is little hard evidence to back a "butterfly effect" argument. They warn that the use of the term "tipping point" can be misleading and can lead to unfounded fears about the stability of our climate system.

The question of tipping points is complex and has implications for our future. As we continue to gather more data and improve our models, we will be able to better understand this challenge and find ways to mitigate its impact. In the meantime, we must act now to reduce our carbon emissions and transition to a sustainable future.
The World

English-Speaking Capitalism On Trial

Page 1

The harshness of Western Europe. The British government's efforts to reduce the capitalization of Britain's banks and cut a slice of the country's financial pie were part of a global economic strategy that many analysts said would spell the end of Western Europe.

But Mr. Brown has a plan, set out at the begin- ning of the year, that he hopes will help him win an election, and eventually bring in a more regu- lated, less risky economy. His plan is to reduce the influence of the City of London, which he calls "the capital of the world" and which he claims has been "too big to fail" and "too big to save." The plan, he argues, will make Britain a "model for the world" and "the best place to do business in Europe." The plan includes measures to increase the role of the state in the economy, reduce the influence of financial institutions, and introduce more transparency and accountability to the financial sector.

In many ways, the new order was the legacy of the financial crisis of 2008, which demonstrated the fragility of the global economy and the need for stronger regulation. The crisis also highlighted the need for stronger leadership in the financial sector, and the British government has been working to put in place new regulatory measures to ensure that the country is better prepared for future crises.

But while the plan has been met with some support, it has also faced criticism from some quarters, who argue that it will stifle economic growth and innovation. The plan has also been met with resistance from some of the City's financial institutions, who see it as a threat to their profits.

In the end, the British government's plan for a "New Financial England" will be judged on its ability to balance the need for stronger regulation with the need for economic growth and innovation. It will be watched closely by the world, and the success or failure of the plan will be a key indicator of the country's ability to adapt to the challenges of the 21st century.

The Nation

One State's Lesson on Health Care: Don't Rush the Cure

What Massachusetts Has Done, What Obama Has Proposed

Page 1

Mass. Plan

What's In It

- Mass. plan will cover all adults with no upper-income cap
- States would help pay for health care
- Mandate that all employers cover employees
- Job losses
- Significant reductions in prescription costs
- No copays for preventive care
- Access to care
- No insurance
- Help people shop for insurance
- Save money
- Strengthen health care system
- Generate jobs
- Improve health care
- Reduce costs
- Create a more competitive health care system
- Reduce cost of care
- Increase access
- Improve quality
- Reduce waste

The Massachusetts plan would cover all adults with no upper-income cap, and it would help people shop for insurance. It would also strengthen the health care system, reduce costs, and create a more competitive health care system.

Obama's Plan

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The key difference between the two plans is that Massachusetts has a more comprehensive plan that includes job losses, significant reductions in prescription costs, no copays for preventive care, and access to care. Obama's plan, on the other hand, focuses on increasing access to care and improving quality, but it does not address job losses or prescription costs.

In conclusion, both plans have their merits, and both have the potential to improve the health care system. However, Massachusetts' more comprehensive plan may be a better model for the nation, as it addresses a wider range of issues that are critical to improving the health care system.
Google to Offer Print-Archives Searches

By JOHN MARKOFF

SAN FRANCISCO, Sept. 5 — Google plans to announce on Wednesday that it is offering a service that will permit Internet users to search through the archives of newspapers, magazines and other publications and uncover material that in some cases dates back more than 200 years.

The new feature, to be named Google News Archive Search, will direct Google searchers to both paid and free digital content on publishers’ Web sites, but will not directly generate revenue for Google.

Google would not state how many publishers were taking part in the new service, for which Google has independently indexed material from online databases and will display the results both as part of standard searches and through a new archive search page (news.google.com/archivesearch). However, it announced a number of partners including The Wall Street Journal, The New York Times, The Washington Post, Time, Guardian Unlimited, Factiva, Lexis-Nexis, HighBeam Research and Thomson Gale.

In contrast to Google’s book scanning project, which has led to legal skirmishes with some publishers over copyright issues, some of the partners involved with the new service said they had been pressing Google to offer access to their archives for several years.

The databases included in the service are part of what some have called the “dark Web” because they cannot be “spidered,” or indexed, by standard search engines and so have not been accessible through them.

“We have been asking Google and other search engines to please spider our content for some time,” said Patrick Spain, chief executive of HighBeam Research, a digital content library based in Chicago.

Some of HighBeam’s 3,300 publications and 40 million documents will be available free, while in other cases users will see just the headline and the first 600 characters of a document. To see the whole thing, users must be subscribers to the firm’s entire database, which is already freely available and supported by advertising. The magazine made its archive, consisting of 4,300 issues and 300,000 articles dating back to 1923, available free through www.time.com last month.

With some publications, including The New York Times and The Washington Post, searchers will be sent to Web sites where they will be able to buy individual articles.

Google executives said that the archive service would not generate revenue directly and that the company did not yet know how it would make money from it.

“We’re not focusing on monetization yet,” said Anurag Acharya, a distinguished engineer at Google who helped develop the service. “This is new territory for us.”

The new service is not encyclopedic, Mr. Acharya said, but instead presents users with a representative list of relevant articles that are arranged in a timeline fashion. The service tries to offer a pointer to the time period that is most relevant to the search query. For example, in the case of the search phrase “moon landing,” an arrow points the user to 1969.

Mr. Weiner of Gartner said he expected Google to link the archive service to its Google Checkout payment system. In the future, he said, video archives are almost certain to be added.

“They have to convince CBS News to make Edward R. Murrow available,” he said.
Intel to Cut Work Force By 10,500

SAN FRANCISCO Sept. 5 — Intel, the world's largest chip maker, moved Tuesday to revamp its business as it seeks to reverse a slide in its market share and its profit. The two-year effort will reduce its workforce by 10 percent and cut $5 billion in costs. Intel insisted that the spending reductions now planned to build next-generation factories will not affect major projects.

BY JOHN MARKOFF and LAURIE J. FLYNN