



UCLA LIBRARY

DEVELOPMENT NEWS

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MUSIC HISTORY AT THE MUSIC LIBRARY: THE A&M RECORDS ARCHIVE

Their legendary partnership began with a duo called the Diddley Oohs and the 1961 single “Hurray for the Big Slow Train.” The song sank without a trace, but the duo didn’t – Herb Alpert and Jerry Moss would go on to make musical history when they launched A&M Records.

Neither were neophytes to the music business. Alpert had been playing the trumpet since childhood; co-wrote “Wonderful World,” a 1960 hit for Sam Cooke; and produced recordings for Jan and Dean. Moss, who moved to Los Angeles from New York in 1960, was a music promoter, producer, and public relations representative.

From an office in Alpert’s garage and a “stable” of a single artist – Alpert himself – the two built the company into the largest independent recording label in the United States. A&M achieved early success with hits by Alpert and the Tijuana Brass, including “The Lonely Bull,” “A Taste of Honey,” and “What Now My Love,” with revenue topping \$50 million by 1968. Only the Beatles and Elvis Presley outsold the Tijuana Brass during the 1960s, when their sales reached some 45 million albums.

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NEW DIRECTOR OF DEVELOPMENT

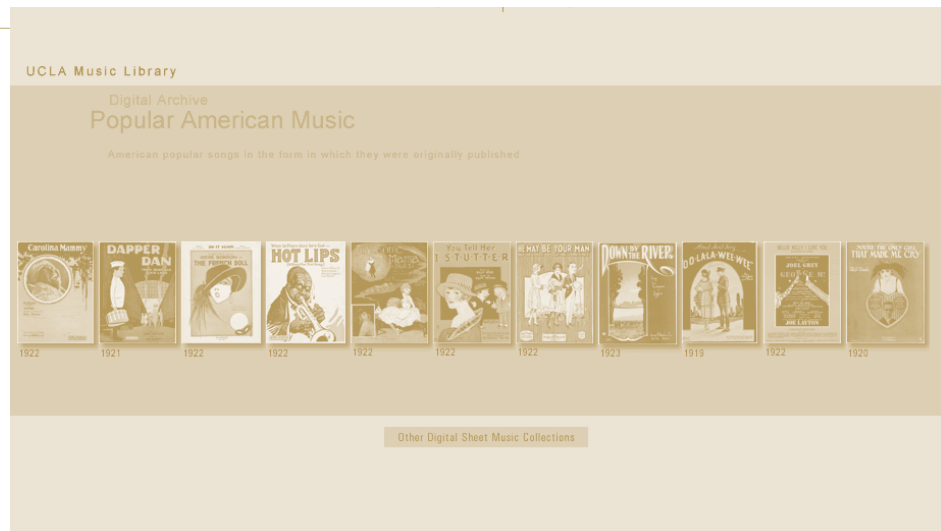
Amy Smith has joined the UCLA Library as director of development, succeeding Laila Rashid, who moved to Chicago with her family. Smith has a unique background: she was a reference and research librarian for fifteen years before moving into academic fundraising. She established the fundraising program at the Madden Library at California State University, Fresno, before being recruited to the University of California at Riverside to establish the fundraising program for the College of Humanities, Arts, and Social Sciences. She is also the author of *Legacies for Libraries: A Practical Guide to Planned Giving*, published by the American Library Association in 2000.

MUSIC HISTORY AT THE MUSIC LIBRARY: THE A&M RECORDS ARCHIVE

The company's roster of performers expanded dramatically during the late 1960s and early 1970s to encompass the Flying Burrito Brothers, the Carpenters, Cheech and Chong, Joe Cocker, Carole King, Leon Russell, and Cat Stevens. A&M's golden touch continued undimmed during the late 1970s and 1980s with the signing of Janet Jackson, Joe Jackson, the Police, Squeeze, Styx, Supertramp, and Warren Zevon. Then, after three decades of chart-topping success, Alpert and Moss sold the company to Polygram in 1989.

Even the company's offices were legendary. Built in 1917 by Charlie Chaplin as his movie studio, the landmark complex near the corner of Sunset Boulevard and La Brea Avenue became home to A&M Records in 1966. Many of the label's famous acts recorded there; it was also the location for the recording and video of "We Are the World" in 1985.

Alpert and Moss recently donated the invaluable archive of this renowned company to the UCLA Library, where it will be housed in the Music Library Special Collections. The materials include sound



recordings, manuscript musical arrangements, photographs, promotional materials, posters, framed gold albums, books, and collectibles. In addition, a substantial cash gift will support processing of and access to the collection and oral histories with Alpert and Moss. These unique primary sources will provide students and scholars with a rare, personal view into the history of both the creation and business of popular music in the second half of the twentieth century.

An exhibit celebrating the intellectual and creative history of A&M Records will be on view in the Charles E. Young Research Library lobby from January through March 2005.

For information about the exhibit, including library hours, directions, and parking details, call the recorded information line at 310.825.6925. Selections from the archive are also being digitized and will be accessible from the Library Web page at <<http://www.library.ucla.edu>>.

THE DIGITAL ARCHIVE OF POPULAR AMERICAN MUSIC

Wonder what songs people were singing, humming, or whistling during the Roaring '20s?

The Music Library's Archive of Popular American Music (APAM) contains the answer.

One of the largest collections of its kind in the country, this invaluable and comprehensive archive of music from 1790 to the present holds more than four hundred thousand pieces of sheet music, anthologies, and arrangements for band and orchestra as well as some sixty thousand recordings on disc, tape, and cylinder.

The archive recently entered the electronic age with the launch of the Digital Archive of Popular American Music, which enables users across the campus and around the world to access digital versions of sheet music and performances of popular American songs in the public domain. Nearly four thousand songs from the late nineteenth and early twentieth centuries have been digitized to date and can be viewed at <<http://digital.library.ucla.edu/apam>>.

To learn how you can support Digital APAM or the other digital collections of the UCLA Library, please contact Amy Smith, director of development, by telephone at 310.206.8551 or by email at <amys@library.ucla.edu>.

FROM THE UNIVERSITY LIBRARIAN



DEAR FRIENDS AND SUPPORTERS OF THE UCLA LIBRARY,

Of the top ten research libraries in the U.S., do you know which is the youngest? That's right - the UCLA Library. But youth is no barrier to excellence, as the richness and variety of our collections and services show. I think of Jorge Luis Borges's words: "The library, which some call the universe..."

Physically, our collections are spread across campus in:

- Arts Library
- Louise M. Darling Biomedical Library
- College (Undergraduate) Library
- Richard C. Rudolph East Asian Library
- Eugene and Maxine Rosenfeld Management Library
- Music Library
- Charles E. Young Research Library
- Science and Engineering Library
- Southern Regional Library Facility

And whether physical or virtual, our collections span centuries of human endeavor. Designed to support the research and teaching of UCLA students and faculty, these materials range from unique historical treasures to online multimedia projects.

Connecting collections and users is the measure of our success. To this end, earlier this year the Library launched the Center for Primary Research and Training, a program that pairs graduate students with unprocessed and under-processed special collections in their areas of expertise, trains them in archival methods, and produces finding aids, or inventories, of collections for the use of future scholars. Students directly benefit by having access to materials that others have not yet investigated, which can turn into thesis or dissertation topics. In addition, they learn skills valuable to junior scholars pursuing careers in academe.

We connect users and collections physically in our facilities, but we also connect them virtually through the Internet by creating and implementing new online paradigms for information access, dissemination, and instruction. Our efforts in this area are enhanced by the California Digital Library, which supports scholarship, builds collections and services, and fosters innovations and collaborations on behalf of all ten University of California campuses.

We have much to be proud of, yet we have more work to do. We are honored to be among the top ten research libraries in North America, but we want to be among the top five. And that will not happen without your support.

We must establish and expand collection endowments to support ever-widening areas of research and instruction. We need to attract and retain the talented, dedicated staff needed to provide our users with responsive, knowledgeable services. We have to enhance our facilities to create welcoming, inspiring spaces for study, collaboration, contemplation, and relaxation.

The UCLA Library is the bedrock of this renowned university's academic enterprise, and your visionary and transforming support can help secure a firm foundation to build on for years to come. I applaud your generosity in the past, and I look forward to working with you to support the future both of the Library and of the campus we serve.

A handwritten signature in black ink that reads "Gary E. Strong". The signature is written in a cursive, slightly slanted style.

Gary E. Strong
University Librarian

THE UCLA LIBRARY ASSOCIATES

Support from the UCLA Library Associates ensures that critical needs, from special-opportunity acquisitions to information literacy programs, are addressed. Discretionary funds available to the University Librarian will make a significant impact on the quality, innovative services that the UCLA Library is able to offer.

COLLECTION ENDOWMENT INITIATIVE

The Collection Endowment Initiative provides critically needed funds to acquire, preserve, and make accessible library materials in a particular subject area of interest. Collection endowments begin at \$25,000, and the Library invites donors to make a single gift or to build an endowed fund over several years. Special bookplates reflecting the interests of the philanthropist are designed in consultation with the donor and affixed to each item added to our collections that was made possible by his or her generosity.

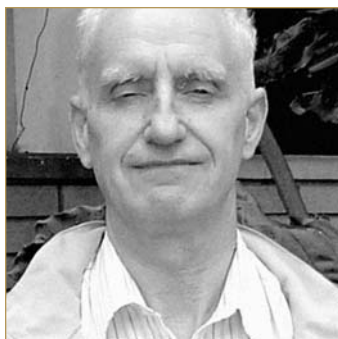
MAKING A BEQUEST

In writing a will or living trust, donors can specify that they would like their estate to benefit the UCLA Library. In recognition of alumni, friends, faculty, and staff who have chosen to benefit the university through planned giving, they are welcomed as members of the prestigious First Century Society. Planned gifts include gifts through wills, living trusts, charitable trusts, charitable gift annuities, retirement plans, or other estate planning arrangements.

If you would like to receive more information about these or other options to support the UCLA Library, please contact the UCLA Library Development office by phone at 310.206.8526 or by email at <giving@library.ucla.edu>. Or visit our Web site at <<http://www.library.ucla.edu/development>>.

GIVING Opportunities

HENRY ADAMS MORE THAN A MUSIC ENTHUSIAST



Henry Adams

ROBERT ECKERT ESTABLISHES GIFT ANNUITY IN HONOR OF BROOKE WHITING

Retired librarian Robert Eckert '51 has established a gift annuity in honor of Brooke Whiting, former rare books librarian in the Charles E. Young Research Library Department of Special Collections. Eckert's gift will ultimately provide discretionary support for the department after providing him and his partner, Jerry Elliott, with income for their lifetimes.

Gift annuities are a meaningful way to provide support for the UCLA Library while receiving a fixed lifetime income as well. Annuity rates and amount of annual payment are determined by age at the time of gift; for example, a seventy-year-old donor currently receives an annuity rate of 6.5%.

If you would like more information on gift annuities or other income producing gifts, please contact Amy Smith, director of development, by telephone at 310.206.8551 or by email at <amys@library.ucla.edu>.

Growing up in Northern California, Henry Adams developed an abiding interest in two subjects: natural resources and film music. As he tells it, one ultimately became his vocation, the other his avocation.

Henry's grandparents owned a working farm near Fremont, where he spent countless hours outdoors enjoying the still relatively undeveloped landscape. This interest in the natural environment led to a career with the Department of Agriculture that took him to various locations in California, where he worked in natural resource management.

Like most kids, Henry also enjoyed watching movies. In particular, he remembers going to see "The Alamo" when he was a teenager and being struck by the tune "The Green Leaves of Summer." Wanting to hear it again, Henry inquired about the availability of the music and was delighted to learn that the soundtrack could be purchased. He bought the album and was hooked – today, nearly fifteen hundred soundtracks later, Henry is still collecting film music.

Henry's vocation and avocation have more in common than their spelling; both reflect a concern for preserving and conserving unique resources for future generations. While his working hours were spent assisting land owners with conservation issues, his spare time was increasingly devoted to preserving film scores. In the 1980s he joined the Society for the Preservation of Film Music – now the Film Music Society – which is dedicated to preserving and building awareness of film and television music. Members include professionals in the film and music businesses as well as film and television music enthusiasts such as Henry.

Through the Film Music Society, Henry met Stephen Davison, then head of the UCLA Music Library Special Collec-

tions, who introduced him to the library's outstanding collections of film music. Among its treasures are the Jimmy Durante Collection of Sound Recordings and Manuscripts; the Bernard Herrmann Collection of Music for Film, Television, and Radio Productions, which includes the scores for "North by Northwest" and "Psycho"; the Walter Jurmann Collection, which features songs he co-wrote for "Mutiny on the Bounty" and "A Night at the Opera"; and the Henry Mancini Collection of Motion Picture Music.

Henry's true passion is ensuring the long-term survival of original recordings of film music and then making these resources accessible to as broad an audience as possible, and he appreciates the Library's commitment to those same objectives. As an engaged volunteer – he serves on the board of the Film Music Society – Henry also recognizes that private support and strategic partnerships are vital to the success of these efforts.

So his involvement with UCLA has taken two directions. First, with the support of Henry and the Film Music Society, the Music Library acquired the CBS Inc. Television and Film Music Collection and the collection of Paul Sawtell, who composed music for numerous Irwin Allen productions, including both film and television versions of "Voyage to the Bottom of the Sea."

And second, Henry's two generous gifts of funds to the Music Library to help underwrite the processing and digitization of film music will make it possible for students, scholars, and the general public to search these collections on the World Wide Web and listen to digital files of original recordings. From a darkened movie theater to a computer monitor, Henry's undimmed enthusiasm for film music can now be shared with the world.



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LIBRARY *calendar*

UCLA LIBRARY EVENTS

Powell Library Music Series
Classical Guitarist Payam Larijani
Thursday, January 27, 4 p.m.
Powell Library Rotunda

UCLA LIBRARY EXHIBITS

“Connection, Creation, Collaboration: A Celebration
of World Arts and Cultures”
Through December 23, 2004
Charles E. Young Research Library Lobby
Photographs, recordings, articles, and publications that
explore the global interdisciplinary and multicultural
focus of the Department of World Arts and Cultures

UCLA LIBRARY DEVELOPMENT: 310.206.8526
[HTTP://WWW.LIBRARY.UCLA.EDU/DEVELOPMENT](http://www.library.ucla.edu/development)

Authors and Actors: Signed Books from the Collection
of Lawrence Grobel

Through December 23, 2004
Powell Library Rotunda

Signed and inscribed first editions by prominent
writers and performers from the collection of this
renowned author and UCLA instructor

“Make Beauty”: Costumes by Dorothy Jeakins

Through December 23, 2004

Charles E. Young Research Library Department of
Special Collections

Preparatory sketches, textile swatches, costume
designs, and comments on design by this Academy
Award-winning designer

The A&M Records Collection

January - March 2005

Charles E. Young Research Library Lobby

Recordings, manuscript musical arrangements, photo-
graphs, promotional materials, posters, framed gold
albums, and assorted books and collectibles celebrating
the intellectual and creative history of A&M Records