



WOODS HOLE LIBRARY NEWS

Fall 2015

Volume 11, Issue 6

In this issue, books of many varieties take the limelight. We include conversations with authors Elijah Wald, Andrea Rugh, and Lucy Swope, and provide a peek into the world of graphic novels. We report on the Library's newest programs and recap Carol Chittenden's Annual Meeting lecture on the effect of Amazon on local businesses.

National Theatre Has Arrived!

by Laurie Raymond

The National Theatre project roared to life before a full house at Falmouth Academy (FA) on Friday, September 25, with a showing of David Hare's brilliant drama, *Skylight*. Several years ago, WHPL Trustee Shirley Wozena conceived the idea of bringing the excellence of the National Theatre Live performances to Upper Cape audiences, thus sparing patrons the long drive to Cape Cinema in Dennis, which has been screening the performances for several years. NTLive began simulcasting via satellite in 2009, and later broadened the project to include video recordings that could be shown at a later date. After several false starts with other potential partners, the Library and Falmouth Academy have formed a collegial partnership.

The newly completed Morse Hall at FA, where the videos are shown, is equipped with the necessary high definition projection, and the venue offers a central location, ample parking, handicap access, abundant seating, and a warm setting in which to be transported to London and swept away by some of the finest theater productions on earth.

In *Skylight*, Kyra (Carey Mulligan) cooks spaghetti bolognese on stage while engaging in a charged conversation with her former lover, Tom (Bill Nighy). You can almost smell the sauce cooking!

During the intermissions, an interview with a cast member, a director, or a playwright is broadcast.

For *Skylight*, playwright David Hare disclosed his insistence that a revival of his play must include broadcast via NTLive, in order to enable a worldwide audience, far from London and New York theaters, to see the production. His roots, he said, were with traveling theater groups, which are dying out.

Volunteers and representatives from FA and the Library work at the ticket and concession tables, and the projection booth. Ticket proceeds are split among the film distributor, FA, and the Library. The Library offers tasty, light concessions, and the profits from these sales provide needed additional support for our independent Library.

Hamlet, featuring Benedict Cumberbatch, was the second performance, shown on November 13 and 14. Online ticket sales have been brisk. For more information on future schedules, play synopses, ticket sales, or volunteering, visit the Library's website, www.woodsholepubliclibrary.org, or pick up a National Theatre flyer at the Library.

Tickets for all shows are \$15, and may be purchased online through the FA website, www.falmouthacademy.org (click on 'community events'), or reserved over the phone by calling 508-457-9696, ext. 200. They can be purchased at the door with cash or check if the show is not sold out. The series will run through June 2016, with two showings of each production scheduled on Friday evenings at 7pm, and Saturday afternoons at 2pm. We look forward to seeing you "at the theatre"!

Library Hours

Mondays Noon - 5:30, 7 - 9

Tuesdays, Thursdays, and Fridays 3 - 5:30

Wednesdays 10 - 5:30, 7 - 9

Saturdays Noon - 5:30

Woods Hole Public Library

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A Conversation with Elijah Wald

by Pamela Nelson

"I can tell you absolutely where I first heard Bob Dylan, and it was in Woods Hole," Elijah Wald said to me. The previous evening he had delivered a late summer book talk at the Woods Hole Public Library, based on his recently published *Dylan Goes Electric! Newport, Seeger, Dylan, and the Night that Split the Sixties*. Elijah's Library lecture was illustrated with recorded musical examples, and after an intermission he and his wife, clarinetist Sandrine Sheon, gave a concert.

The book's release coincided with the 50th anniversary of the 1965 Newport Folk Festival's divisive closing concert. An engaging raconteur and a thorough scholar, Wald has—in *Dylan Goes Electric!*—written an engrossing account of Bob Dylan's and Pete Seeger's musical roots and how their paths diverged. Elijah Wald says "It was not the death of an old dream and the birth of a new, but the clash of two dreams...the twin ideals of the modern era: the democratic, communitarian ideal of a society of equals working together for the common good, and the romantic, libertarian ideal of the free individual, unburdened by the ideals of rules or custom."

Elijah was 6 at the time of the Newport event. "It would have been in 1969 that I first heard Dylan, when I was 10," he continued. "My dad had bought *Bob Dylan's Greatest Hits*, Dylan's only record from the sixties to go gold. It wasn't a record his fans bought. Rather it was folks like my dad who had heard of him and thought they ought to find out what he sounded like. We were in the house we had moved to on Gardiner Road, a house my father was able to buy with his 1968 Nobel prize money. I had been weaned on all the old records my grandparents had listened to in the mid-forties—the Almanac Singers, Spanish Civil War songs, Josh White, Paul Robeson, and so forth. As far as I know, I was the only person of my generation familiar with those old recordings." Even at age 10, future musician and music critic Elijah Wald had strong musical opinions. "My reaction when I heard Bob Dylan was, 'he's a terrible singer, this is junk,' and when my father said, 'but you like Woody Guthrie,' my response was 'he sounds nothing like Woody Guthrie, Woody Guthrie is a great singer, and this guy is not.'"

Son of scientists Ruth Hubbard and George Wald, Elijah enjoyed the privileges of being a Woods Hole summer kid of that era—attending Science School, going folk dancing at Community Hall, taking art from Sava Morgan and ballet from Clara Koenig, and joining Tuesday night folk singing at the MBL Club with Phyllis Switzer (later Goldstein.) He enjoyed participating as a member of the chorus in a

Gilbert and Sullivan production at Community Hall, organized and directed by Phyllis and also Liz Davis. But the event that was transformative, "the concert that changed my life," took place in 1969 when Pete Seeger docked the sloop *Clearwater* behind the MBL Club, alongside the pump dock in Woods Hole. Seeger also gave a concert in Falmouth, and Phyllis took a gang of kids with her to hear it, including Elijah. After listening to an evening of music by Pete Seeger and other folk singers who were aboard the *Clearwater*—Elijah distinctly recalls Lou Killen, Jimmy Collier, and the Reverend Frederick Douglass Kirkpatrick—he realized "that's what I want to be when I grow up."

Much of Elijah's education was self-guided. He spent time in the Woods Hole Library before its expansion, when the stacks were inside the front door on the left. He recalls sitting on the floor in the stacks, reading through the works of Mark Twain, worried that by the time he was grown up, he would have read the entire adult collection and then what would he do?



George Wald with son Elijah

After completing high school in Cambridge, Elijah enrolled for a year at NYU in order, he says, to study guitar with Dave van Ronk, who lived nearby. He then dropped out of school and headed to Europe, in subsequent years traveling around Europe, Asia, Central America, and Africa, studying music as a scholar and as a musician, giving concerts, and writing numerous books and articles.

I was surprised to learn that Elijah had recently earned a Ph.D. from Tufts. Why bother? I wondered. He is, after all, a respected world music critic, a successful performing musician, and a published author, with excellent reviews of his numerous publications. I found his response intriguing. His mother's health necessitated his being in the Boston area, and he was looking for something of interest to do there; the interdisciplinary program at Tufts, which does not require an undergraduate degree as

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Local Authors: Andrea Rugh

by Bob Pelletreau

Dr. Andrea Rugh, longtime summer resident of Woods Hole, first learned she liked to write at age 6, when she produced a school paper on turtles. Today, with twelve publications to her credit, she still gets great satisfaction and enjoyment from research and writing, often losing track of time. "I think better on paper," she said during our interview in early September. Mornings are her preferred time to write, from before breakfast to mid-day. The place is not important; she writes in Woods Hole, Garrett Park, MD, where she resides in winter months, or wherever she is traveling.

With a Ph.D. in anthropology from American University, Andrea has worked as a technical advisor for USAID development projects in the Middle East, South Asia, and Africa. These efforts have allowed her to penetrate deeply into local societies, collect original data, and gain insights that could not have been otherwise obtained. While her husband, Ambassador Bill Rugh, toiled in embassies, sometimes behind high walls, Andrea was out in the villages meeting families and talking with women, some of whom had never met an American. She learned how to reach across barriers and establish trust, all the while developing an understanding of the patterns and structures of every-day life. This degree of cultural exposure is remarkable and is reflected in her books. To gather material for *Family in Contemporary Egypt*, for example, and for *Coping with Poverty in a Cairo Community*, she conducted hundreds of interviews, returning to impoverished neighborhoods day after day to study family life and "the deep structural conditioning of culture." The same careful methodology informs her latest book, now in the process of publication, *Christians in Egypt: Strategies and Survival*.

Whereas in Egypt she accompanied her Foreign Service husband on assignment, in Syria Andrea rented a room and lived with a Syrian family in a village outside Damascus. In this way she felt she was able to gain a deep and authentic understanding of family life and child-raising, which she then compared with Egyptian practices and also with bringing up children in her own family.

In the United Arab Emirates, taking advantage of the unique access to the ruling and other elite families provided by her husband's ambassadorial position, she studied their habits and cultural patterns to produce a valuable work, *The Political Culture of Leadership in the United Arab Emirates*, to her mind her most important book. The oil and energy sector of the UAE is well studied but no other serious research has been published on family and society there.

Dr. Rugh has lived and worked in Lebanon, Syria,

Egypt, Saudi Arabia, The United Arab Emirates, Afghanistan, and Pakistan. In 2009, she spoke about her book *Simple Gestures: A Cultural Journey into the Middle East* in the series of talks organized by Woods Hole's Ad Hoc Committee for Peace and Justice in the Middle East. In addition to her own books, she has translated two books from Arabic to English, *Daughter of Damascus* and *Folktales of Syria*.

I asked whether she envisioned yet another book. "Yes," she replied. She admitted she was eager to turn to her large collection of letters and responses published in the Cairo press by Egypt's "Ann Landers." In her opinion the insights these exchanges would provide into the sensitive societal dilemmas of Egyptian life, along with her personal interview of the popular respondent himself, cried out for scholarly analysis.

Not surprisingly, Andrea is a reader as well as writer, particularly enjoying books based on cultural contrast. She regularly visits the Library, a "marvelously welcoming place." The daughter and daughter-in-law of scientists, she finds Woods Hole a comfortable environment. Her largely solitary pursuits of the morning are balanced by informal afternoon gatherings of old friends on Stony Beach and weekly lunches with fellow anthropologists and others who have worked overseas. Scientific lectures nourish and stimulate her inquiring mind. As a member of the Woods Hole Community Association Board, she is committed to keeping the best of the village alive and respected.

Dr. Rugh closed our interview stating her concern that Americans frequently admit they do not understand foreign cultures but then do very little to improve that situation. The result all too often is bad policy and lost lives. She hopes that her body of work on culture will help people understand cultural differences.



The Art of Making Books

by Terry McKee

Not all books are created equal. Most modern books are machine typeset and mass-produced with little or no contact by human hands. Lucy Swope's books are different...very different. Pick up one of her hand-made books, and the feel, the look, and the sound of the spine opening and the pages turning all tell of the care with which each one is created. Lucy writes, illustrates, hand-prints, and binds a limited number of each of these gems. During the month of August, Lucy's books and illustrations, along with a small printing press and other typesetting equipment, were on display in the Library.

The art gene was strong in the Swope family. Lucy's sister, Julie (Swope) Child of Woods Hole, is a biological illustrator and teacher. The sisters say they grew up drawing, but each took her interest in a different direction. Julie chose to specialize in rendering detailed drawings of ocean specimens, insects, and any other natural object that intrigued her, while Lucy's love of animals drew her to opt for a life of farming in Vermont. There, she and her husband, Stan, raised children, chickens, donkeys, sheep, and goats and provided a home for several household pets as well. Lucy also taught art and poetry in schools throughout Vermont.

It was at a local school that Lucy had a chance run-in with an about-to-be cast-off printing press. She spontaneously purchased it (for \$50), packed it onto a pickup truck, and brought it home. Seeking information at regional libraries, she taught herself how to use it. While printing presses may have figured in history as a means to spread political propaganda, Lucy planned to use it to print and bind, one by one, illustrated stories about her beloved animals. The books would fit snugly in a hand, like those of her favorite children's author, Beatrix Potter.

Writing the stories came naturally; each is very personal to her life. The amusing *I Am a Dragon* came from a story narrated to her by her young son, and

The Night the Animals Spoke retells a story told to her by a friend. Two books are in verse: *The Color of Nala*, in Haiku, and *Scrapbook*, in rhymed couplets. *Lucky Dog: A True Story*, is about the dog her family rescued on the New York Thruway. The name of Lucy's press is Lucky Dog Press.

"Making a book is a slow process," says Lucy, "setting the type one letter at a time. Then there's inking the press just the right amount, choosing the right paper and cover material, folding, binding, stitching, and gluing each one into a book." For the illustrations, Lucy cuts her images in linoleum, instead of wood, since its thickness is better suited to the press. A multi-color illustration requires great care, since the linocut is recut after each color has been printed (reduction printing), meaning there is no way to reprint the original cut.

For her early books, Lucy printed 200 copies, signing and numbering each one. She now prints editions of about 100. Her books are self-published, and sold from her home and local bookstores. Some have been popular enough to see second printings.

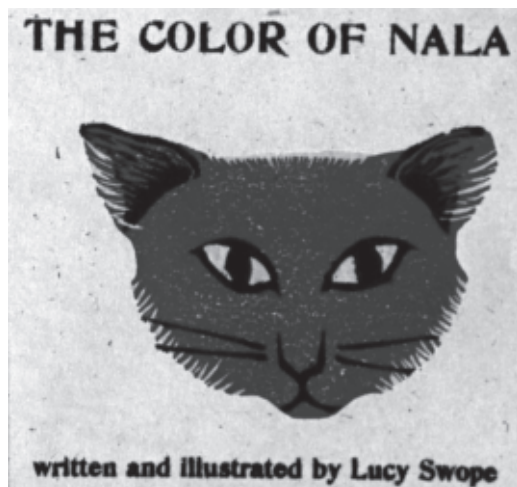
Now residing on a farm in Hudson, New York, Lucy has produced twenty-two books in as many years. Named "a living treasure" by the Vermont legislature in 2010, Lucy may return next summer to share more of her almost-forgotten art. Look for her books at the Library.

See the back of the letter for Lucy and Stan's recipe for Maple Nut Squares (artistry by Julie Child).

Elijah Wald, continued

a prerequisite, suited his needs; and although he was already teaching at UCLA, he was prevented from taking a full-time position because he did not have a Ph.D. Having the degree also would make future speaking engagements easier to book. "It makes life easier to have one, and the thesis was a project I wanted to do anyway."

With the publication of the Dylan book, Elijah has no intention of gathering any moss. His next book release may well be drawn from his Ph.D. thesis. Entitled *Reinventing Ranchera: Music, Language, and Identity in the Southwest*, it is a "mixture of ethnomusicology and sociolinguistics, looking at two styles of music, both of which mix Mexican and Anglo musical styles and also mix Spanish and English." It focuses on the oldest Spanish-speaking population in the United States, residing in New Mexico, as well as first-generation immigrants in Los Angeles, comparing the bilingual and bimusical styles of these populations. Like *Dylan Goes Electric!* his next book release is likely to combine erudition and the flowing, readable style that characterize his work.



Graphic Novels

by Kellie Porter

Graphic novels, or comics, are a rapidly growing genre appealing to everyone from kids to adults. Memoir, politics, history, fiction, even cookbooks can be found under the heading of “Graphic Novel.” Here is just a small sampling of what’s available for adults in the world of comics.

The popular perception of comic books as superhero stories for kids, began to change in the 1980s, with the publication of Art Spiegelman’s *Maus*. The first graphic novel to receive a Pulitzer Prize, it opened the door for more serious literary comics to enter the mainstream. Marjane Satrapi’s *Persepolis* was first published in English in 2004, and was later turned into a highly acclaimed animated film (2007), further increasing the popularity of the genre. Both Spiegelman’s and Satrapi’s works show how graphic novels can capture the nuance and emotion of memoir.

In fact, many of my favorite graphic novels are autobiographical. Alison Bechdel’s graphic memoir, *Fun Home* (2006), chronicles the author’s childhood in rural Pennsylvania, focusing on her relationship with her funeral director/English teacher father. This book is no stranger to controversy—it has appeared on many banned books lists due to its themes of sexual orientation, gender identity, and death. As a graphic memoir, *Fun Home* makes these weighty themes more accessible, demonstrating why I think this format shines. Another example of the genre, Roz Chast’s *Can’t We Talk About Something More Pleasant?* (2014) is a graphic memoir which deals with her parents’ final years. By using cartoons, Chast successfully captures the hardship and absurdity, as well as the moments of levity of her parents’ old age.

If lighter fare is more to your liking, the work of Woods Hole’s own Glynnis Fawkes just might appeal to you. Her books range from an autobiographical account of her family’s time living in East Jerusalem (*Time Out in Palestine*) to a graphic version of a story from Boccaccio’s Decameron (*The Sultan’s Daughter*). One of the library’s newest acquisitions is Fawkes’s small book, *Woods Hole*, a delightful vignette of our special village.

I haven’t even covered our young adult and children’s titles! I do encourage curious adults to ask for a recommendation or to venture into these sections to see what is available.

Newsletter Staff

Terry McKee and Pamela Nelson, with Emma Dvorak
Contributors: Vicky Cullen, Linda Calmes Jones,
Bob Pelletreau, Kellie Porter and Laurie Raymond

Coloring Club

by Terry McKee

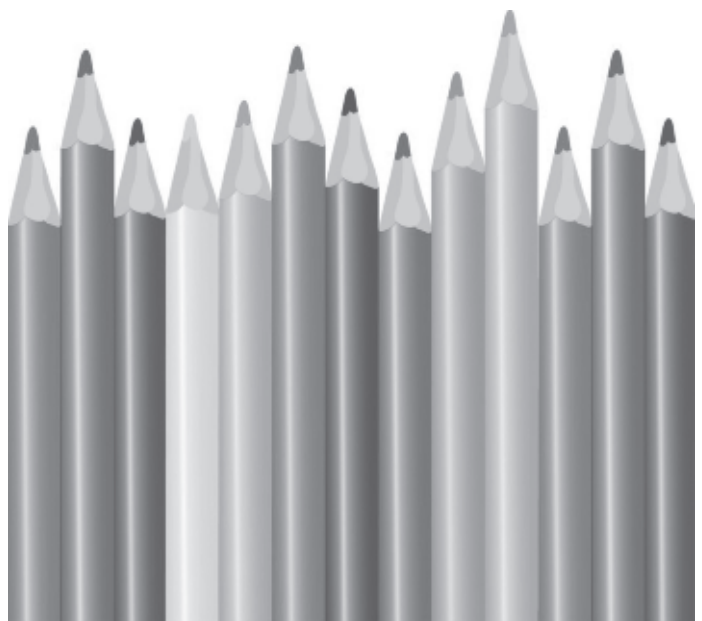
If you found yourself at loose ends this past summer, you only needed to look at the Library calendar of events to find stimulating entertainment. Special events, programs, and exhibits of interest to all ages occurred almost daily. One program in particular—Coloring Club—garnered considerable media attention both locally and within the larger library community.

Librarian Kellie Porter started the club in May, inspired by a coloring book, a gift to Library Director Margaret McCormick from her daughter Kata. Kellie was aware of the growing popularity of coloring as a pastime, and thought it might catch on at the Woods Hole Library. It did.

Once a month, 15 – 20 coloring enthusiasts gather around a large conference table to relax and chat, while coloring an image from one of the many adult coloring books now in print, like *Creative Haven Incredible Insect Designs Coloring Book* and *Victoriana Coloring Book: A Delightful Selection of Vintage Patterns*. According to Ken Katzman, marketing Vice-President of Dover Publications, the books have been flying off the shelves, appealing to a need for a stress-relieving activity. Coloring with a group offers social time as well. It allows people to gather together to pursue an uncomplicated and satisfying pastime that requires little skill and no materials, since the Library provides the pencils and artwork. “I think people really like the low-tech aspect of it,” Kellie says. “They’re just sitting with a piece of paper and coloring, and that’s really relaxing.”

Two professional Library publications, *Library Journal* and *American Libraries*, contacted Kellie to

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David Weston Joins WHPL Board of Trustees



Cape Cod native David Weston joined our Board of Trustees at the Library's annual meeting in July 2015. A trust officer and investment advisor for the Martha's Vineyard Savings Bank, of which he is a vice president, he is currently based in their Falmouth branch, by the hospital lights.

David spent his childhood in Yarmouth and Dennis, graduating from high school there in 1980. Then, armed with a BA in economics and political science and an MBA in finance, David worked for insurance companies and a bank in Connecticut until 2014, when he joined the Martha's Vineyard Bank. In fact, their house in Yarmouth drew David and his family most weekends and holidays until they were able to return full-time at last. Coming home, he says, had always been part of the plan. He and his wife Colleen, a CPA, are now empty-nesters, with one son pursuing a PhD in engineering and the other seeking a combined degree in natural resources conservation and landscape contracting.

David is eager to devote his time and talents where they will be most useful, especially on the Upper Cape and in the Falmouth communities. In addition to accepting a position on our Board, he is a board member of Falmouth VIPS (Volunteers in Public Schools) and a board nominee for the Community Health Center of Cape Cod. He is also a member of the Falmouth Rotary. Somehow he finds time to enjoy boating, hiking, and biking around the Cape, and he expresses a particular interest in the geology, natural history, and cultural history of our region.

Help us welcome David to our Board by stopping in to see him at the Bank or catching up with him at the Library.

Making Fundraising Fun

by Terry McKee

The Library board and staff rallied to a call by board treasurer Rob Goldsborough to find ways to raise funds for our operating costs. Historically, our fund-raising events have included three or four book sales annually, a spring plant sale, the summer Kids Carnival and Tag Sale, several concerts, and perhaps a special summer social event.

This year we added two sales of gently used goods—our Superbowl Sunday Fabric and Yarn Sale, and the August Accessories and Adornments Sale. Both were phenomenal successes in terms of the numbers of people who enjoyed contributing and hunting for bargains, and the funds brought into the library.

As part of the Cape Cod Hydrangea Festival, we held a Tea and Talk, offering tea, sumptuous treats, and an engaging and informative presentation by horticulturist Marsha Chapman. In addition, a silent auction of works made from old nautical charts was held at the closing reception of an exhibit of the various works of art. And, a great deal of effort went in to collaborating with Falmouth Academy to bring videos of London National Theatre performances (page 1) to the community.

As Carol Chittenden emphasized in her talk at the Library's Annual Meeting in July, local businesses donated graciously to some of these events, and we'd like to take this opportunity to acknowledge their generosity. As in past years, Woods Hole businesses, (Jimmy's, Woods Hole Market, Coffee Obsession, and Candy Go Nuts) provided vouchers for the Summer Reading program. Under the Sun and Liberty House donated items for the Adornments and Accessories Sale. Falmouth's Stop and Shop and Ghelfi's contributed toward refreshments served at the National Theatre performances. We are grateful to these businesses for their generosity.



Angelina Dvorak and mother Emma with librarian Kellie Porter at the Accessories and Adornments Sale

HOLIDAY EVENTS AT THE LIBRARY!

Holiday Book Sale: Saturday, December 5th, 10am to 5pm, and throughout December during regular library hours.

Holiday Party: Wednesday, December 9, 5:30 to 7pm

Pottery Raffle: Tickets on sale at the Library and at the Renaissance Fair. Check the website for photos of the pots. Drawing at the Holiday Party.

For a list of other upcoming library events, visit www.woodsholepubliclibrary.org

Coloring Club, continued

interview her on the success of the club, as did a local reporter for the *Falmouth Bulletin*. Librarians from across the country have sought advice from Kellie on how to set up their own clubs. *Library Journal's* August 2015 article reported "Barely a day goes by without a story on adult coloring books in major media, from CNN to the *New York Times* to the cover of *Parade*. Dover's new product manager expects to see more sophisticated variations on standards like "how to draw" and "color by number."

Initially, some attendees found it hard simply... coloring. They expected rules or instructions. The only directive Kellie gave was "we just color." Not surprisingly, the younger participants didn't wait for instructions. Sadie Leveque, daughter of Josh and Lauren Leveque, selected her artwork and colored quickly and quietly, with admirable results. Local artist Barbara Whitehead came often with her granddaughter, Clara Gainer, to "enjoy the conversation and the peaceful concentration of the moment."

Margaret and Kellie attended the Massachusetts Library System Small Libraries Forum in September, where they presented information about the club as part of the meeting's discussions. The organization provides a forum for exchanging ideas on programs, fund-raising, networks (like CLAMS), and other common concerns. Easy and economical to get going, the Coloring Club captured a lot of interest at the forum.

Kellie plans to keep the club going through the winter on the last Tuesday of every month at 4:00.

Forgotten Gems Book Group

Group moderator and WHPL librarian Kellie Porter opened a discussion of Reynolds Price's first published novel, *A Long and Happy Life*, with a thought-provoking statement. "I wonder if anyone would care to comment on the importance of *seeing* in our novel and on how Rosacoke's reliance on what she *sees* informs her ideas about faith and love." The dozen readers gathered at the first meeting of the Library's winter book group considered Kellie's observation.

Set in the rural South in the middle of the twentieth century, the novel tells the story of young Rosacoke Mustian's infatuation with the wild and handsome young Wesley Beavers. Each participant approached the book from his or her own perspective, considering its representation of Southern culture, its structure and symbolism, the male-female relationships, the humor, the sadness. So began the first meeting of readers for a list of eight "forgotten gems," books that at one time achieved literary recognition, but that are rarely read today.

The group will meet on the first Wednesday of each month through June from 4 to 5 pm. Books will be available for checkout at the Library. The complete schedule and list of books can be found on the library website, <http://www.woodsholepubliclibrary.org>

Relaxing with Raggedy Ann



November 1st marked Margaret McCormick's tenth anniversary as Library Director. We are grateful for her continuing skillful leadership and enthusiasm.

Library Assistant Carol Wagner plans to retire at the end of the year and looks forward to traveling with her husband Steve.

For a complete list of upcoming library events, visit
www.woodsholepubliclibrary.org

Chittenden on Amazon

by Vicky Cullen

The Library's July 2015 annual meeting featured a talk by Carol Chittenden, who retired recently following 28 years of owning, managing, running—in fact, “living and breathing”—her Eight Cousins book shop on Main Street in Falmouth. Her talk focused mostly on the state of bookselling locally and nationally.

Carol noted that there were six bookstores in Falmouth when she and her mother started Eight Cousins in 1986. As Amazon steadily eroded the local retail book business, each of the others closed until Eight Cousins is now the only survivor, thanks to loyal local customers, many of them from Woods Hole. Carol's remarks largely centered around a statement by the Institute for Local Self Reliance that says “case studies have found that about \$45 of every \$100 you spend at locally owned stores stays in your community.” Research Carol undertook on the local market shows that money spent online has essentially no impact on local jobs, rents, taxes, shopping experience, and donations to community organizations.

Every \$10 million spent at independent businesses generates 47 jobs, while the same amount spent at Amazon creates just 14. Folding of local businesses reduces property values and thus tax income to the community. Carol pointed out that Amazon pays 3.5 to 6 percent in federal taxes, probably about the same for the state, so that those in the 25 percent or higher income tax categories subsidize Amazon.

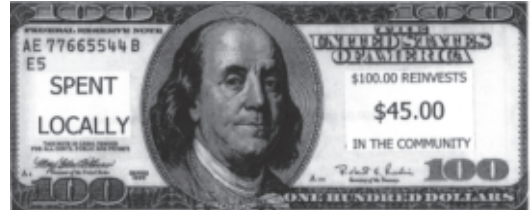
“Amazon,” Carol said, “is notoriously opaque, but if you skim through *The Everything Book: Jeff Bezos and the Age of Amazon* by Brad Stone, you will soon see Bezos's pattern of pressing absolutely every angle to its absolute limit in the name of his ‘Get Big Fast’ strategy, with the goal of dominating world retailing. Secrecy is the angle that protects all the rest.”

“Get Big Fast” began with the publishing industry, where Amazon rapidly took over large market share. But publishers who originally welcomed Amazon to the marketplace soon found that you don't work *with* Amazon, you work *for* Amazon, which exacts many concessions. Regarding prices, Carol found that Amazon prices are generally a wash with local prices—and she noted that 80 percent of Falmouth's Main Street retailers have websites for those who prefer to shop online. In actual trial purchases of the same items from local merchants' websites and on Amazon, some things cost more at Amazon, some less, notably books.

Carol described local shopping experiences as “mingling” experiences. Local businesses and their employees contribute to local charities, volunteer for local committees, help with parades and other

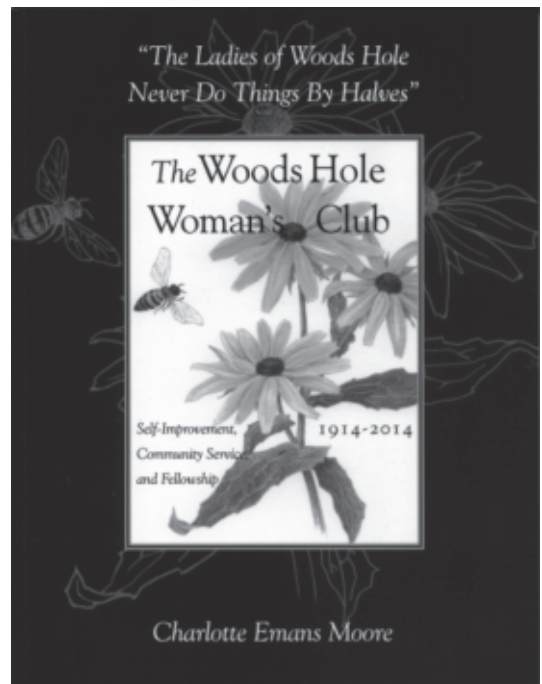
community events, put out bowls of water for customers' dogs, and let “antsy little kids” use their bathrooms. Despite the many pressures on a local business, thanks to an extremely dedicated staff, along with a diligent trade group and loyal customers, Eight Cousins has survived.

As she concluded her talk, Carol passed out imitation hundred dollar bills bearing a message that encouraged the audience to think about who benefits from their purchases: does the money stay in town or does it go outside the community?



The complete text of Carol's talk was published in the The Falmouth Enterprise and is available at the Library.

A New Publication from the Woods Hole Historical Museum



Carefully researched and written by Charlotte Emans Moore and designed by Barbara Whitehead, The Woods Hole Woman's Club chronicles the 100-year history of the Woods Hole Woman's Club, from its beginning in 1914 to the present. The stories and photos bring to life the activities of the club. The book is available for sale (\$20, including tax) at the Library.