Saving Land the American Way

By Richard Brewer, Professor Emeritus and President, Friends of the University Libraries

[The Friends' annual program includes at least one guest lecture each year. The following article is excerpted from a presentation on April 3, 2001, by Richard Brewer who has been influential in the development of the Southwest Michigan Land Conservancy, and other land trusts.]

Each town should have a park, or rather a primitive forest, of five hundred or a thousand acres, for instruction and recreation.

—H. D. Thoreau, 1859

The Southwest Michigan Land Conservancy (SWMLC) is a local land trust. The phrase “land trust” became widely used in the 20th century, and is defined as a private, non-profit organization whose mission is owning and taking care of natural lands and open space. As of October 2001, the Southwest Michigan trust is ten years old, has a membership of about 1,000, and a full-time staff of six. SWMLC has focused on nine counties and currently protects some 2,500 acres of land that will remain forever undeveloped. For more information about the Southwest Michigan Land Conservancy, go to www.swmlc.org on your Internet browser, or call (616) 324-1600.

Land conservation is an American invention that developed in the 19th century when concerned citizens began to react to the rapid destruction of the natural landscape. What we now recognize as one of the first land trusts, the Trustees of Reservations, was founded in Boston in 1891. The idea came from Charles Eliot, son of Harvard College president Charles W. Eliot. Eliot proposed that, just as art lovers had banded together to save great art in the Museum of Fine Arts in Boston, people who loved the land should form an organization to save the remaining great pieces of land.

A year later, in San Francisco, another land-saving group, the Sierra Club, was founded. In retrospect, these two organizations are prototypes of the two models of private land conservation. The Sierra Club was the first land advocacy organization. Rather than independently purchasing property, the Sierra Club protects land by persuading the government to buy land for parks and preserves, to set aside land already held, and to achieve appropriate use of privately owned land by such means as wetland regulation.

Land trusts, by contrast, protect land by owning it. They buy it or receive it as gifts. In the last three decades, they have also used a related approach, the conservation easement, by which some of the rights of ownership are permanently transferred to the trust.

For many decades, governments did a generally adequate job of protecting land in the form of preserves, parks, wildlife refuges, and designating state and national forests. Land advocacy organizations accomplished much good, and the land trust model seemed of minor importance. However, in the last three decades of the 20th century, in the 1970s and, more obviously in the 1980s, individuals and organizations opposing government land protection—even government ownership of land—began to gain prominence.

As it became evident that our government was faltering in the task of saving land, new land trusts began to be formed, with the trend accelerating into the 1990s. From fewer than 50 local land trusts in 1960, there have grown to be about 1300 today, with new ones forming weekly. Together, land trusts have protected close to 5 million acres.

The land trust approach is acceptable to people across a wide range of political persuasions. Because a trust doesn’t depend on government ownership or regulation, some see it as a more American way of conserving land. On the other hand, the idea that parks and open space are a legitimate way to spend public money has always made sense to the majority of the American people. As a result, the land trust approach to saving land is powerful, but should not be considered more “American” than environmental advocacy.

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The Business of Friends

By David McKee and Donna Ring

In 1958-59, when Waldo Library was built and opened on the West Campus, a separate Business Library was established in the old library building, North Hall, on the East Campus. This branch library flourished for many years serving thousands of faculty, students, and community users. Then, in the early 1990s, a new building, Schneider Hall, was designed and built for the Haworth College of Business on the West Campus. The Business Library, both collections and staff, was integrated into the Waldo Library renovation and reorganization that occurred during the same years. Because of a strong business commitment to the University and community at large, two Central Reference Librarians continue to specialize in business related reference service. In addition, both are active members of the Friends of the University Libraries. David McKee has served as Treasurer and is current Vice President. Donna Ring is Treasurer for 2001-2002, and is responsible for review of gift books and the determination of which are added to the library collection and which become contributions to the Friends’ book sales.

Development and Services

[David McKee is the veteran librarian of the old and new business collections with 30 years of service at WMU. Born in East Cleveland, OH, David earned his undergraduate degree in business administration at Bowling Green University, his M.S. in Library Science from Case Western Reserve University, and a M.B.A. at WMU while employed in the Business Library. David began his professional library career at the University in 1971, and is an Associate Professor and Business & Law Librarian in the University Libraries. He serves as the faculty library liaison for the departments of Marketing, Accountancy, and Finance & Commercial Law.]

The WMU Business Library, under the direction of James Tydeman, was a key part of the School of Business that was formed in 1956 with Dr. Arnold Schneider as Dean. This was in preparation for the attainment of university status that occurred a year later in 1957. Prior to that time, a department of Business Studies had existed as one of five major areas of study at Western Michigan College. In 1958, the School and its library were located in North Hall, and before long six levels of “stacks” remaining from the original Library building on East Campus were occupied by the library. A third floor was added in North Hall to provide space to house the collection, offices, and study tables and chairs. The high arch of the original multi-storied reading room remained as the ceiling of the third floor Business Library. Jim Tydeman, the first business librarian, quickly developed a superior collection of academic materials that would support the research needs of the students and faculty of the business program. Because of the somewhat isolated location of the library, the collections and services were essentially self-contained although acquisitions and cataloging were handled at Waldo Library.

In 1970, the “schools” at WMU were designated as colleges, and in 1971, a second business librarian was added to the library faculty. By 1976, the College of Business, under the leadership of Dean Darrell Jones, provided undergraduate education to 3,600 students and graduate programs to over 500 students. The undergraduate program had been accredited by the AACSB in 1969, and the graduate accreditation came in 1981. Enrollment burgeoned even further with that key standard met, a third professional librarian was named, and commercial online databases made information readily accessible. Premier among them was Lexis-Nexis that, today, is open to all students, faculty, and staff from the Libraries’ WWW site. This source offers a wide breadth of medical, legal, business, and general full-text information from journals, newspapers, and government sources of all kinds.

By the late 1980s, the College of Business served some 5,200 undergraduate majors and 900 graduate students. President Diether H. Haenicke saw an opportunity and quickly persuaded the State to provide funding for both a new business college on the West Campus and Waldo Library renovation. In the planning, the Business Library was merged with the Waldo Library collection. This occurred over the summer of 1991, and when Waldo Library re-opened in August of 1991, business had become a significant part of the collections and reference service located in Waldo. Today, the business collection of monographs and bound periodicals resides in the east wing of the second floor of Waldo Library while the large business reference collection is shelved with the general Central Reference collection on the first floor. Because of high demand, a major portion of the books found in the special Desk Collection are also related to business, e.g., the Million Dollar Directory, Value Line, key sources of statistics, the advertising “Red Book,” etc. Currently, the print and online databases support programs in Accountancy, Finance, Advertising, Food Marketing, International Business, Real Estate, Commercial Law, Business Communication, Computer Information Systems, and all aspects of Management.

In addition to the large print collection found in Waldo Library, business information of all kinds is now available through the WWW. Hoover’s publications are accessible, as is the current data from Moody’s (now published by Mergent, Inc.). Annual and 10-K reports, and other documents required by the Securities and Exchange Commission are

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As evident from the rapid development of land trusts, many find the land trust approach more personally fulfilling for several reasons. First and foremost, the work of land trusts is based on love of the land rather than anger at fear of environmental degradation. All land trusts are place-based, connected to a local or regional piece of land. A successful project preserves land where we can hike, go birding, hug trees, or meditate.

Another reason for support is the fact that land trust organizations are taking direct action rather than depending on a town council, a department of environmental quality, or a state or national legislature to agree with them. Moreover, the accomplishments of a trust are permanent. The land is preserved, and the whim of the next batch of politicians or bureaucrats has no effect.

Despite the value and strength of land trusts, this brief commentary is not intended to reduce the number of advocates and increase the land trust memberships and donors. We need more of both! Especially at this time in our history, the need for environmental heroes has never been greater.
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easily located. Government agency information such as IRS publications (including any income tax form you may want), and all of the Census Bureau data are now available at appropriate Web sites. All can be directly linked through search screens found on the Libraries' basic site (http://www.wmich.edu/library/). For scholarly articles and general business information, the ABI/Inform Global database, found under Article Indexes and Databases on the University Libraries' Research Resources screen, is basic to all searches. One of its unique aspects is that it provides full-text and full-image articles for many of the items indexed.

Today's business collection in Waldo Library is a totally integrated, uniquely sophisticated, but readily accessible combination of print and online information. The Haworth College of Business, with Dr. James Schmotter as Dean, and Western Michigan University have established academic relationships with at least 38 other universities and agencies in 21 countries. Programs in regional centers in Michigan, and on-campus curricular needs of a large number of non-traditional students require the University Libraries to update continually and add to the existing sources. The library faculty is dedicated to teaching on- and off-campus students, faculty, staff, and community users about the new databases and other resources available. The University Libraries faculty and staff consider the business resources and services to be one of the outstanding strengths of WMU.

A Wealth of Resources
[Donna Ring, Associate Professor and Business Librarian, joined the faculty of Western Michigan University in 1984. In particular, she coordinated the emerging database services that were beginning to dominate the field. Donna earned a B.S. in Social Work from Northern Michigan University, a Master of Science in Librarianship from Western Michigan University, and, while employed at WMU, completed the requirements for a M.A. in Educational Leadership. She currently serves as Business Librarian and Database Services Librarian in Waldo Library, and is the library faculty liaison to the departments of Business Information Systems, Economics, and Management.]

The librarians in Waldo Library field a multitude of business questions and needs. Among the primary users are the undergraduate and graduate students of the Haworth College of Business, but many other users also make business-related queries. One of the most common questions that comes to Central Reference

Donna Ring, Business and Database Librarian

is from a patron looking for information on a company, as, for example, a class assignment in Management 414 Entrepreneurship; an individual who is preparing for a job interview; or a community user who needs general company data.

There are many resources available in Waldo for this type of research: Dun & Bradstreet's Million Dollar Directory will tell you if the company is public or private and supply some basic data about sales, employees, and officers. Ward's Business Directory not only provides this information, but will also give you a list of competitors in that line of business. Part of the process also involves identifying the special code, SIC or NAIC, that classifies economic activities by four-digit numbers. Once the code is known, other sources reveal additional comparative or informative data relating to the classification. This, however, only scratches the surface. Anyone wanting detailed data should consult the guide to many types of company information on the Libraries' WWW screens: "How to Find Information on a Company" (http://www.wmich.edu/library/handouts/find-info-company.html). For even more details on all kinds of business information, see "Business, A Subject Guide to Resources" (http://www.wmich.edu/library/sr/business.html).

One of the major sources for company information is the annual report. The Libraries have maintained a large print collection of annual reports for many years, and also subscribes to FISonline (http://www.fisonline.com/top_b1.htm), published by Mergent, Inc., for company annual reports published by Mergent, Inc. This is currently located under the original title of Moody's Investors Services on the Article Indexes & Databases screen (http://www.wmich.edu/library/db/index.html).

(The well-known Moody's company manuals—with Mergent now printed at the top of the spine—are still available in paper on an Index Shelf in Central Reference). This full text database includes the company history, business description, property, subsidiaries, officers, directors, long-term debt, capital stock, earnings estimate, annual income and balance sheets, cash flow and more. Data can be retrieved in text or spreadsheet format.

Another common question from all segments of the patron community is a need to find the price of common stock for a company in a given year or trace the growth of the stock. An easy first print choice is the already mentioned set of well-known Moody's manuals for public companies, published in print form or on microfilm dating from 1909. Later information on stock prices is readily found in the Daily Stock Price Record: New York Stock Exchange (NYSE), which dates from 1972. Needless to say, the WWW also offers multiple sources on individual stocks although the historical coverage may vary considerably.

Still another question from students and local businessmen deals with surveys of industries, e.g. apparel, automotive, toys, etc. One good place to begin would be Standard and Poor's Industry Surveys. Another equally valuable source for industry, company and stock information is Value Line. When seeking a special piece of evaluative data, such as the beta of a stock, then the Value Line Investment Survey is the recommended source for over 1,700 companies in about 95 industries. This service analyzes and rates timeliness, safety, and beta. Another useful screen on the Libraries' Web page deals specifically with these and many other investment sources. It is titled "Investment Guide" and is found on the Research Resources screen under Handouts.

Marketing data are key concerns of the business world. For the latest U.S. census data, use the Government Documents link on the drop down menu for WMU Libraries and Collections on the Libraries' main screen (http://www.wmich.edu/library/depts/gov/current.html).

A useful CD-ROM database for market analysis is Simmons Study of Media and Markets/Choices II. Simmons is an electronic resource to consumer demographics by product type and product name. It is an annual survey of over 19,000 adults, ages 18 and over. The study is comprehensive measuring ownership, purchase and use of hundreds of specific products and services; media exposure (TV

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program viewing, radio listening, magazine and newspaper reading); and the demographic characteristics of the individual and his/her household. This CD-ROM allows the user to create customized reports.

Much more information relating to businesses, their records, and the way that they are referenced can also be found in the many print and online references available through the Libraries’ Web pages and collections. Business librarians regularly locate company and industry data using ticker/trading symbols, SIC/NAIC code number, Dun’s numbers, the CRISIP number, as well as find company information on brand names, company officials, financial data, current business surveys, stock markets averages, ratios, and any word or concept used in the business world.

This all too brief assessment of WMU’s comprehensive business and law collection will close with a special note on three major periodical databases. The first, ABI/Inform Global is an excellent source for citations, abstracts, and images to, 1,000 English-language and selected foreign journals on administration, banking, human resources, information science, law, management, marketing, and other business-related areas. The coverage begins in 1971 and includes articles published up to the past month. Extremely important is the fact that a large majority of the recent articles have selected full-text and full-image of articles, which means that WMU users located at any computer terminal can access the information remotely. Similarly, Lexis-Nexis offers a wealth of business information and legal information on companies and industries. Business NewsBank (1993-date) completes the coverage by offering full-text articles from more than 500 regional and national newspapers, journals and newswires (U.S. only). In addition to these three major databases are dozens of other sources that also provide business references and data.

Such a quick review of the University Libraries’ collections relating to business and related areas of research barely scratches the surface of the old and new “Business Library” collection that was first developed in the middle of the 20th century. Both the print and online resources offer a breadth and depth of information that is available to several thousand students, several hundred faculty and staff, and hundreds of community users who have found Western Michigan University Libraries to be their business/University/community resource.

A Secure Resource
By Beatrice Sichel, Professor Emerita & Former Head, Circulation/Reserves

[In recent issues of Gatherings, departments of the University Libraries have been spotlighted to show the complex and often unrecognized operations that make a multi-million dollar enterprise provide, as pioneer librarian Melvil Dewey once said, “The right book to the right person at the right time.” The Circulation/Reserves department is an operation that everyone takes for granted, and no one understands—except the faculty and staff who keep it running.]

When a visitor enters the atrium of Waldo Library, he or she may notice the handsome, curved wood and granite counter on the left. This area, not always seen until leaving the building, is, because of proximity to the doors, the “Keeper of the Gate.”

Such a simple phrase hardly encompasses the myriad services and a massive record-managing function assigned to the Circulation/Reserves Department. The following commentary does not, by any means, touch on all of the roles of this department, but here are five key responsibilities.

Census of Users
As almost everyone expects from a unit identified first as Circulation, the department maintains a computer file of 40,000 patron records dating back to 1991 when the “new” Waldo was reopened. University employees and students are issued ID cards upon their arrival; this card is their “library card.” The retirees of the University remain on the system for life and students retain privileges for one semester after graduation. But, in addition to the primary patrons, the Libraries serves a large number of guest borrowers. Among them are:

• students and staff of Kalamazoo College through a reciprocal borrowing agreement;
• anyone attending special seminars or programs at WMU;
• middle school students from the Academically Talented Youth Program (ATYP) of southwest Michigan;
• members of the Southwest Michigan Library Cooperative, which is made up of public, elementary and secondary school, and community college libraries, receive “courtesy passes” to use the Libraries; and, finally,
• any community resident who has permanent residence status within a radius of 50 miles of Kalamazoo and is over 18 years of age can be a guest borrower. Even the 50-mile radius is waived when the patron registers at a library that belongs to the State-sponsored Michicard program that provides access to over 250 Michigan libraries.

Patron Accountability
The thousands of users who borrow books and other materials from the Libraries provide an historical and current information record that has multiple uses. In addition to the patron’s name and address, each in-house circulation record displays the patron category (e.g., student, staff, type of guest borrower); the patron ID number; a list of the books or items currently checked out; and any assessed library fines or fees. This information is protected under the State of Michigan’s Confidentiality Act, and the department does not reveal the titles of items checked out to anyone other than the user. However, the current WestCat catalog provides a user record for one’s own personal account. On the main screen, “Your Library Account” will give each user a record of what he or she has checked out.

As a result of their key responsibility to be “keepers” of the collections, the Circulation/Reserves staff has the less pleasant, and time-consuming, duty to assess fines and fees. The Patron Services Area, found on the north side of the library, left and just past the atrium area, manages this large enterprise. As books become overdue, a statement of charges is sent to the user as a reminder to return the material. When 45 days have passed from the due date, it is the Libraries’ policy to declare the book as lost, and a lost book charge is assessed to the user. Thousands of such notices are generated each academic semester as the different due dates (undergraduates, graduates, faculty and staff, guest users) are identified through the computerized circulation system. The sheer amount of paperwork relating to library fines that is required in a university of this size means that a significant portion of the staff’s time is allocated to “keeping” the inventory under control, that is, knowing where the resources are and getting them back into use. Finally, a year after a book has been declared lost, the Acquisitions Department is notified that the title needs to be reviewed for replacement.

Not yet mentioned but what outsiders would see as the most obvious aspect of Patron Accountability is the fact that the staff of the Circulation/Reserves department physically handles every item that is checked out from and back into Waldo Library. Basic accountability for the Libraries’ resources demands that the inventory be tracked, and that the location (on the shelf, in circulation, in a spe-
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cial collection, being repaired, etc.) of a title purchased, cataloged, and shelved in the collections is known. When an item is circulated, its unique machine-readable code and the patron’s ID are linked in the system. A due date is established and noted. Each physical item is also then desensitized so that the electronic alarms are not set off when leaving the building. When a book is returned, the process is reversed at each step. In between the check out and the return, the database record of circulated items can be used for a number of management and inventory reports.

First and Last Contact

The professional staff of the Circulation/Reserves department found in Waldo Library has the very special responsibility to open and close the entire building. A member of the Circulation staff must arrive at least 15 minutes before the scheduled time of opening, and take responsibility for turning on all of the lights, unlocking department doors, and, finally, opening the three main doors. Closing is a reverse of the process, but due to the size of the building, a full “shut down” requires at least 30 minutes including a floor by floor walk-through to check for anyone who has not exited as requested. During the same period, at least three library-wide announcements are made, any last minute check outs of books and other materials have to be processed, reluctant patrons are shoed through the doors, lights turned off, and the doors locked. Waldo Library may then sleep in peace disturbed only, on occasion, by a diligent member of the Physical Plant staff.

Security Check Required

Our current society and law demand that the resources of a public institution not be stolen or damaged. Already noted is the major responsibility of the Circulation/Reserves department to notify users of overdue and lost books. Probably even more demanding is monitoring the surveillance system. Everyone who enters or leaves Waldo Library, as well as the branch collections, must pass through a set of electronic detection gates or checkpoint. All resources found in the Libraries’ collections are electronically tagged to set off an alarm if the item has not been checked out at the Circulation Desk. When the alarm is set off, the patron exiting (or entering) is called back to the Circulation Desk and his or her backpack or briefcase checked—and the material then circulated properly. On occasion, as with airport detectors, strange items can set off the alarms. The staff has found videotapes, spoons, and other innocent objects that have set off the piercing “beep beep,” and, once in a while, an embarrassed patron who is caught returning books that were never properly checked out!

Stealing or mutilating books is a serious offense. Signs indicating this fact are posted widely throughout the Libraries. Damaged or mutilated library material is considered to be evidence of intent to steal. Each such situation requires that the incident be reported to the Department of Public Safety, and the Libraries may follow up with legal action.

Reserve Resources

A common function of most academic libraries is that of providing a “closed” reserve that has special protection for valuable items—valuable for quite different reasons. There are three such “reserve” collections in Waldo Library; each is located behind the Circulation/Reserves desk, and is serviced only by the Circulation/Reserves staff.

The largest and most demanding component of the reserve collections is found in Course Reserves. This set of materials consists of thousands of items, either books or photocopied material in file folders, that are placed on reserve by instructors for the use of their students. The instructors consider these materials to be supplementary to the class textbook or in need of special monitoring. Since both courses and instructors vary each semester, there is constant change in the composition and record of the course reserves collection. If the course is offered again, the bibliographies must be reviewed by the instructors to determine whether titles are still needed, new titles should be added, or if selected material should be returned to the stacks or to the instructor. If the course is not to be taught in the next session, then all titles need to be returned to the instructor or the stacks. Since the reserve collections are marked with special designation and included in a search index in WestCat, changes in the location (e.g., Reserves, General Stacks, etc) must be made at the end or beginning of each academic session. Needless to say, these manually inputted changes take inordinate amounts of time.

However, a partial resolution of this ongoing problem is expected with a new electronic reserve system that should become operational in the Libraries in 2002. An electronic reserve collection will provide the full-text of selected reserve material online, 24 hours a day. Certain material, in accord with copyright law, can also be reprinted. This system will not negate the need to make appropriate changes in the reserve records for a given course, but it will make more material accessible from remote locations without a trip to the Libraries.

A second part of the reserve collections is the Best Seller collection. About 100 titles, consisting of books from the New York Times Best Seller List, plus the latest works by popular authors, are kept on reserve. The books have a two week loan period and are transferred to the general stacks after six months.

The third set of titles on reserve is items designated as necessary for permanent reserve. Two characteristics, enhanced security and a need for a limited loan period, determine what is placed in this grouping. Among the items found there are art books, books on controversial subjects, technology and computer science (especially software), and study guides for admissions tests, e.g., the GRE. In recent years, books published with accompanying disks or CD-ROMs have also been shelved with this group of resources. These titles generally circulate for seven days only.

The Circulation/Reserves department in Waldo Library is surely the “Keeper of the Gate,” the “Keeper of the Collection,” and “Keeper of the Reserves.” From literally opening and closing of the doors of the building through maintenance of security to monitoring the four million items found in the University Libraries, the staff and students of this department are committed to making the University Libraries’ collections accessible and accountable to all of its users.

Circulation/Reserves (left to right): Beatrice Sichel, Karen Maas, Carrie Jordan, Perry Scrivener, and Jean Douglas.
Hardy Carroll: “Gladly wolde he learn... and gladly teach”

By Laurel A. Grotzinger

Colleagues, family, students, alumni, and a host of others lost a generous and remarkable man when Hardy Carroll died June 27, 2001. Hardy was that unique individual for whom the world was forever a place to discover something new—and who then shared that knowledge with others. In the obituary published in the Kalamazoo Gazette, two telling sentences are found: “Hardy had a wide and voracious interest in many fields including: philosophy, religion, science, history, geography and politics. Over the years he impressed and inspired many of his students, family and friends with his knowledge of and observations on many subjects.”

Hardy Carroll came to WMU in 1970 and taught for 15 years in the graduate library school where his list of specializations included, among others, information science and technology, language processing, management principles, academic and special libraries, statistics, online databases, and operations research. His life began in Kernersville, NC, on January 24, 1930, where he attended both high school and Guilford College (B.A.) majoring in philosophy. Additional formal educational experiences included theology (B.D.) at the Hartford Theological Seminary, history at the University of Edinburgh, mathematics and education at Temple University, and library and information science at Drexel University (M.S. in L.S.) and Case Western Reserve University (Ph.D.).

During the years that Hardy pursued his formal education, he also traveled from coast to coast and overseas working in a variety of jobs that included forester; construction laborer; participant, director, and administrator of overseas Quaker work camps; and as a teacher in the Philadelphia Public Schools. When he turned to library science, he had responsibilities as a cataloger at both the University of Pennsylvania and Penn State, as a personnel librarian at Penn State, and then as a graduate faculty member in the School of Library and Information Science at WMU.

From 1985 until his retirement in 1994, Hardy Carroll returned to his library roots and served first the Business Library and then the Waldo Library Central Reference Department in the University Libraries. He had a breadth of knowledge and interest in almost every topic from economics to business to government and law to civilization in general. Hardy’s enthusiasm and willingness to share made him a beloved “fount of information” for students, faculty, staff, and members of the Kalamazoo community. When he retired, he received the special recognition of a State of Michigan legislative resolution honoring him for his service to the Kalamazoo business community and the region as well as the University.

Hardy Carroll truly epitomized the essence of the Scholar from Chaucer’s Canterbury Tales who, as Steven Marx wrote in 1993, “lived a contented life without position or preferment.” Seldom has any one of us had the opportunity to know another who so “gladly wolde he learn... and gladly teach.”