Lets start with equation on page 349 leading to 9.76 - note take $v = \sigma$ and x = z

Then
$$a_n = \frac{-1}{n(n+2\sigma)} a_{n-2}$$
 Note also that at the end we will use $a_0 = \frac{1}{2^{\sigma} \Gamma(\sigma+1)}$

For
$$n = 2$$
 $a_2 = \frac{-1}{2(2+2\sigma)}a_0$; $n = 4$ $a_4 = \frac{-1}{4(4+2\sigma)}a_2 = \frac{(-1)}{4(4+2\sigma)}\frac{-1}{2(2+2\sigma)}a_0 = \frac{(-1)^2}{4\cdot 2(4+2\sigma)(2+2\sigma)}a_0$

$$n = 6 a_6 = \frac{-1}{6(6+2\sigma)} a_4 = \frac{-1}{6(6+2\sigma)} \frac{(-1)^2}{4 \cdot 2(4+2\sigma)(2+2\sigma)} a_0 = \frac{(-1)^3}{6 \cdot 4 \cdot 2(6+2\sigma)(4+2\sigma)(2+2\sigma)} a_0 = \frac{(-1)^3}{6 \cdot 4 \cdot 2(6+2\sigma)(4+2\sigma)(4+2\sigma)(4+2\sigma)(4+2\sigma)} a_0 = \frac{(-1)^3}{6 \cdot 4 \cdot 2(6+2\sigma)(4+2\sigma)(4+2\sigma)(4+2\sigma)(4+2\sigma)} a_0 = \frac{(-1)^3}{6 \cdot 4 \cdot 2(6+2\sigma)(4+2\sigma)(4+2\sigma)(4+2\sigma)(4+2\sigma)} a_0 = \frac{(-1)^3}{6 \cdot 4 \cdot 2(6+2\sigma)(4+2\sigma)($$

$$\frac{(-1)^3}{(2\cdot3)(2\cdot2)(2\cdot1)(6+2\sigma)(4+2\sigma)(2+2\sigma)}a_0 = \frac{(-1)^3}{2^33!(6+2\sigma)(4+2\sigma)(2+2\sigma)}a_0$$

In general
$$a_{2n} = \frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0$$

So solution is
$$y_1(x,\sigma) = x^{\sigma} \sum_{n=0}^{\infty} a_{2n} x^{2n} = x^{\sigma} a_0 x^0 + x^{\sigma} \sum_{n=1}^{\infty} a_{2n} x^{2n}$$

Second solution is
$$y_2(x) = \left[\frac{\partial}{\partial \sigma}y_1(x,\sigma)\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma}\left(x^{\sigma}a_0x^0 + x^{\sigma}\sum_{n=1}^{\infty}a_{2n}x^{2n}\right)\right]_{\sigma=0} =$$

$$\left[\frac{\partial}{\partial \sigma} \left(x^{\sigma} a_{0} + x^{\sigma} \sum_{n=1}^{\infty} a_{2n} x^{2n}\right)\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + \left(\frac{\partial}{\partial \sigma} x^{\sigma}\right) \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{\partial}{\partial \sigma} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + \left(\frac{\partial}{\partial \sigma} x^{\sigma}\right) \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{\partial}{\partial \sigma} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + \left(\frac{\partial}{\partial \sigma} x^{\sigma}\right) \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{\partial}{\partial \sigma} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + \left(\frac{\partial}{\partial \sigma} x^{\sigma}\right) \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{\partial}{\partial \sigma} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + \left(\frac{\partial}{\partial \sigma} x^{\sigma}\right) \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{\partial}{\partial \sigma} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + \left(\frac{\partial}{\partial \sigma} x^{\sigma}\right) \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{\partial}{\partial \sigma} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + \left(\frac{\partial}{\partial \sigma} x^{\sigma}\right) \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{\partial}{\partial \sigma} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + \left(\frac{\partial}{\partial \sigma} x^{\sigma}\right) \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{\partial}{\partial \sigma} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + \left(\frac{\partial}{\partial \sigma} x^{\sigma}\right) \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{\partial}{\partial \sigma} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + \left(\frac{\partial}{\partial \sigma} x^{\sigma}\right) \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{\partial}{\partial \sigma} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + \left(\frac{\partial}{\partial \sigma} x^{\sigma}\right) \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{\partial}{\partial \sigma} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + \left(\frac{\partial}{\partial \sigma} x^{\sigma}\right) \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{\partial}{\partial \sigma} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + x^{\sigma} \sum_{n=1}^{\infty} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + x^{\sigma} \sum_{n=1}^{\infty} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + x^{\sigma} \sum_{n=1}^{\infty} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + x^{\sigma} \sum_{n=1}^{\infty} a_{2n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{0} + x^{\sigma} \sum_{n=1}^{\infty} a_{n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{n} + x^{\sigma} \sum_{n=1}^{\infty} a_{n} x^{2n}\right]_{\sigma=0} = \left[\frac{\partial}{\partial \sigma} x^{\sigma} a_{n} + x^{\sigma} \sum_{n=1}^{\infty} a_{n} x^{2$$

Derivative in first two terms is
$$\frac{\partial}{\partial \sigma} x^{\sigma} = \frac{\partial}{\partial \sigma} e^{\ln x^{\sigma}} = \frac{\partial}{\partial \sigma} e^{\sigma \ln x} = e^{\sigma \ln x} (\ln x) = (\ln x) x^{\sigma}$$

Derivative for the third term within the sum involves
$$\frac{\partial}{\partial \sigma} a_{2n} = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2+2\sigma)(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)(2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)} a_0 \right] = \frac{\partial}{\partial \sigma} \left[\frac{(-1)^n}{2^n n! (2n+2\sigma)} a_0 \right]$$

$$\frac{(-1)^n}{2^n n!} a_0 \frac{\partial}{\partial \sigma} \left[\frac{1}{(2+2\sigma)(4+2\sigma)(6+2\sigma)\cdots(2n+2\sigma)} \right] = ?$$

Lets do an example n = 2 for just the derivative
$$\frac{\partial}{\partial \sigma} \frac{1}{(4+2\sigma)(2+2\sigma)} = \frac{-1(2)}{(2+2\sigma)(4+2\sigma)} \left[\frac{1}{2+2\sigma} + \frac{1}{4+2\sigma} \right]$$

Therefore in general
$$\frac{(-1)(-1)^n(2)}{2^n n!(2+2\sigma)(4+2\sigma)\cdots(2n+2\sigma)} a_0 \left[\frac{1}{2+2\sigma} + \frac{1}{4+2\sigma} \cdots + \frac{1}{2n+2\sigma} \right]$$

Substitution gives

$$y_{2}(x) = \left[(\ln x) x^{\sigma} + (\ln x) x^{\sigma} \sum_{n=1}^{\infty} a_{2n} x^{2n} + x^{\sigma} \sum_{n=1}^{\infty} \frac{(-1)(-1)^{n}(2)}{2^{n} n! (2+2\sigma)(4+2\sigma) \cdots (2n+2\sigma)} a_{0} \left[\frac{1}{2+2\sigma} + \frac{1}{4+2\sigma} \cdots + \frac{1}{2n+2\sigma} \right] x^{2n} \right]_{\sigma=0} = \left[(\ln x) x^{\sigma} \left(1 + \sum_{n=1}^{\infty} a_{2n} x^{2n} \right) + x^{\sigma} \sum_{n=1}^{\infty} \frac{(-1)(-1)^{n}(2)}{2^{n} n! (2+2\sigma)(4+2\sigma) \cdots (2n+2\sigma)} a_{0} \left[\frac{1}{2+2\sigma} + \frac{1}{4+2\sigma} \cdots + \frac{1}{2n+2\sigma} \right] x^{2n} \right] = 0$$

Note with σ =0 in the first term we have

$$y_1(x,0) = x^0 \sum_{n=0}^{\infty} a_{2n}(0) x^{2n} = \sum_{n=0}^{\infty} a_{2n}(0) x^{2n} = \sum_{n=0}^{\infty} a_{2n} x^{2n} \equiv 1 + \sum_{n=1}^{\infty} a_{2n} x^{2n} = y_1(x)$$

since $a_0(0)=1$ Substitution gives

$$y_{2}(x) = (\ln x)x^{0}y_{1}(x) + \left[x^{\sigma}\sum_{n=1}^{\infty} \frac{(-1)(-1)^{n}(2)}{2^{n}n!(2+2\sigma)(4+2\sigma)\cdots(2n+2\sigma)}a_{0}\left[\frac{1}{2+2\sigma} + \frac{1}{4+2\sigma}\cdots + \frac{1}{2n+2\sigma}\right]x^{2n}\right]_{\sigma=0} = 0$$

With $x^0 = 1$ and $y_1(x) = J_0(x)$ by definition (see chapter 9) in first term and also substitution of $\sigma = 0$ in the second term this gives

$$y_2(x) = (\ln x)J_0(x) + x^0 \sum_{n=1}^{\infty} \frac{(-1)(-1)^n(2)}{2^n n!(2)(4)\cdots(2n)} \left[\frac{1}{2} + \frac{1}{4}\cdots + \frac{1}{2n} \right] x^{2n} =$$

$$(\ln x)J_0(x) - \sum_{n=1}^{\infty} \frac{(-1)^n(2)}{2^n n!(2)(4)\cdots(2n)} \left[\frac{1}{2} + \frac{1}{4}\cdots + \frac{1}{2n} \right] x^{2n}$$

$$(\ln x)J_0(x) - \sum_{n=1}^{\infty} \frac{(-1)^n(2)}{2^n n![(2\cdot 1)(2\cdot)\cdots(2\cdot n)]} \left[\frac{1}{2\cdot 1} + \frac{1}{2\cdot 2}\cdots + \frac{1}{2\cdot n} \right] x^{2n} =$$

$$(\ln x)J_0(x) - \sum_{n=1}^{\infty} \frac{(-1)^n(2)}{2^n n! [2^n n!]} \frac{1}{2} \left[\frac{1}{1} + \frac{1}{2} \dots + \frac{1}{n} \right] x^{2n} =$$

with $\frac{1}{1} + \frac{1}{2} + \dots + \frac{1}{n} = \sum_{r=1}^{n} \frac{1}{r}$ and combining terms as needed we get

$$y_{2}(x) = (\ln x)J_{0}(x) - \sum_{n=1}^{\infty} \frac{(-1)^{n}}{2^{2n}(n!)^{2}} \left(\sum_{r=1}^{n} \frac{1}{r}\right) x^{2n} = (\ln x)J_{0}(x) - \sum_{n=1}^{\infty} \frac{(-1)^{n}}{(n!)^{2}} \left(\sum_{r=1}^{n} \frac{1}{r}\right) \frac{x^{2n}}{2^{2n}}$$

That is
$$y_2(x) = (\ln x)J_0(x) - \sum_{n=1}^{\infty} \frac{(-1)^n}{(n!)^2} \left(\sum_{r=1}^n \frac{1}{r}\right) \left(\frac{x}{2}\right)^{2n}$$