



Manitoba  
Library  
Association  
BULLETIN

May/53

MANITOBA LIBRARY ASSOCIATION BULLETIN.

May 1953

The Bulletin is issued four times annually. A subscription is included in the membership fee of the Association. All communications should be addressed to the Editor, Reverend Arthur J. Cotter, St. Paul's College, Winnipeg Manitoba.

Vol. I

Number 3.

## PROGRAM FOR A BULLETIN

THOUGH it is true that "great oaks from little acorns grow", "Yet, potentially" as the philosophers say, the oak was contained in the acorn. Given suitable conditions of climate and soil, the acorn naturally became the great tree.

BUT WHAT has all this to do with a Bulletin? It's beginnings are like the acorn, but it's growth depends on other elements than those of sunshine and earth.

IN OUR ASSOCIATION we have members of the Poetry Society, the Historical Society, the Canadian Authors Association, to mention only a few whose chief concern is the world of letters. If all these sources could be tapped, a stream of contributions would flow into the Bulletin Headquarters which would add variety to it's contents and greatly enhance it's "reader's interest"

TO GIVE but one example of the large field which is open to development—recently we received a very interesting pamphlet entitled "What can you write about the history of your home town."

WHILE the title would appeal to any aspiring writer in the Province, and while the history of our capital might prove a formidable task, it should not be beyond the capacities of our members residing in Brandon, Dauphin and many other communities, to produce illuminating and worthwhile records of their respective birthplaces.

ALL OF US are agreed, that Canadian writers are fighting an uphill battle for recognition among our readers against the more highly advertised and more influentially supported works of American writers. There is a vast field here for reviews of our Canadian product, for book-lists of recent publications, for short biographical sketches of authors and for whatever else may help to make a contribution, however small, to the work of publicising our "home talent."

SOME enterprising person or persons could fill a real need by doing an article on Canadian Periodicals. The number alone, of these might come as a pleasant surprise to many people.

All of the above may be summarized thus: if the Bulletin can be made the concern of every member of the Association, with each member sharing the responsibility for it's contents and support, it should not take long to raise it to a level where we will be proud of it's contents and eagerly await each issue.

## TRADE AND BUSINESS JOURNALISM

By Hugh C. Anderson.

The business paper is both a public information medium and a commercial enterprise. As a privately owned business operated for profit, it is run much like any other business. As an information service it performs nine basic functions, these being:

1. ADULT EDUCATION-- specialized instruction for men and women in industry to improve technics and processes; a current textbook function.
2. NEWS SERVICE -- gathering and presenting news of a trade, industry or profession, and the people associated therewith.
3. EDITORIAL FUNCTION-- Crusading to elevate and improve the standards of the enterprise which it serves.
4. INTEGRATING ACTION -- presenting and explaining news events and trends. Impartial consideration of all sides of every issue, to endeavour to reach a sound conclusion.
5. FORUM FACILITIES -- providing a meeting place in print for the discussion of business problems, practices and policies.
6. ADVERTISING SERVICE-- providing a medium for sales and informative messages addressed to specific markets, or segments of industry or business, concerning goods and services.
7. RESEARCH FUNCTION: -- Surveying, analysing and distributing information about readers and markets, production and distribution to readers, advertisers, and to private or public bodies and organizations.
8. PUBLIC RELATIONS: -- Keeping the activities, interests and objectives of the field covered constantly before those whose understanding and interest is necessary to successful progress.
9. PUBLIC UTILITY -- the responsibility to provide continuous service at fair rates in return for the publishing franchise.

Everybody knows what a newspaper is. But consider how variously the business paper is labeled; - trade paper, technical review, industrial publication, commercial magazine, merchandising medium, service periodical, professional journal, and so on. They are all business papers, however-- periodicals which directly service the business interest of the reader.

The business press is frequently bracketed in people's minds with manufacturers' house organs, trade association bulletins, or even with catalogs, almanacs and souvenir booklets. But the distinction has become clearer in late years as the business paper has gradually made its influence felt and its place more firmly established in the Canadian publishing scene.

There are few legitimate activities of life that are not served by one or more business papers. Generally speaking, monthly papers are in the majority, but others are issued more or less frequently depending upon the requirements of their readers.

From a historical standpoint- believe it or not - it has been said that the ancestor of the business paper, and also indeed of the general magazine, were the court circular papers published by feudal lords in China during the Han dynasty in 200 B. C. However, it is true enough that one of the earliest business journals of historical record was the "News Tidings" issued to its clients, agents and branch offices by the German Trading house of Jacob Fugger in the fifteenth, sixteenth and seventeenth centuries. In a world without printing or mechanical forms of communication, the Fuggers devised an ingenious news letter service for exchanging information on world trade conditions. Through the intelligent use of the written word this great medieval trading organization was able to keep in touch with events and developments throughout its widespread field of operation.

The first great business editor is generally recognized as Thomas Gresham lll. He was born in Norfolk, England, in 1519; and at twenty-four was admitted to the Mercer's company and started his career as a merchant-adventurer. He went to the great Bourse at the trading centre of Antwerp in Belgium, where he met the Fugger agents as well as the merchants of every country. Here he listened to the latest information on markets, national financing, conditions of roads, the size of armies and navies. He became the leading news consultant as well as the greatest news gatherer of his time, maintaining an army of reporters and spies in lesser market- places who reported to him via courier and sailing ship.

His news analysis made it possible for English merchants to out-compete the rest of the business world. It is said that his singular service to his country over a period of 20 years in the great news hub at Antwerp was largely responsible for the shift in the commercial centre of the world from that Flemish city to the city of London.

From these early beginnings, the business press as we know it today gradually emerged. In 1845 there were 24 British business papers. By 1937 the number had increased to more than 600. One of the earliest British business papers, and still one of the most important, is Lloyd's List. This was originally a news sheet posted up frequently in Lloyd's coffee house, and which began to come out as a regular periodical in 1735.

On this continent the first independent business paper in the United States was the New York Prices Current, founded in 1795. Some 30 more came into being before the Civil War in 1861.

However, this is probably enough in the way of historical reference. So we will go on to note how business papers developed in the consumers' goods field as the medium through which the manufacturer could offer his product to the suppliers and merchants who represented his channel of distribution.

Similarly, in the industrial field, in the world of finance, in technical processes and development, the periodicals of trade and commerce developed in service and knowledge as business itself grew and expanded in many different fields.

Today the modern business paper is eminently able to perform a highly valuable and worthwhile service to its particular clientele in providing authentic, specialized news coverage, know-how information and an articulate voice for those whom it serves. It is an unending chain of ever-new textbooks to help improve techniques and processes. It is market analyst and public relations counsel to its patrons and readers alike.

Now for a brief consideration of the large and highly influential group of several hundred old Canadian publications known generally as business papers. The Business Newspapers Association lists over 200 of these as members, with a total circulation of 950,000. But referring to Canadian Advertising's list of business papers, this shows a total of 406 titles under 130 classifications -- quite probably there are others whose names do not appear on the list.

I won't attempt to read the classification index for business papers, which starts with "advertising" and carries on through such subjects as aviation, automobiles, bee-keeping, clothing, cosmetics, dogs, florists, food, law, medicine, paint, police, soda fountains, veterinary, and welding. It is an education for anyone to read the directory alone, without attempting to peruse the available statistics on the individual papers.

Some of these publications are associated with, or act as official organs for, business and professional organizations. Many are highly influential and not a few are nationally distributed.

#### THE BUSINESS PAPER AS A REFERENCE MEDIUM

A good many of these publications are staff-written, but a lot of them buy considerable material one way or another. Many have regular contributors, while others have regional correspondents in various sections of their field of service.

While very few business publications make use of fiction or poetry, practically all carry news features and articles of specific interest to their particular clientele. Such articles are usually slanted to the editorial requirements of the publication concerned. Technical material has to be accurate and merchandising ideas based on sound principles.

It has been said that there is no activity in business or industry for which there is a substitute for experience. One of the easiest and least

expensive ways to obtain the benefit of experience is by using the experience of others. The columns of business publications bring to their readers the collected experience of successful firms and individuals in the same line of activity. For this reason they are extremely useful as reference sources for information of all kinds.

From the point of view of the librarian it should be possible to use selected business papers as a valuable source of information. Such data may be obtained directly from the publication or from sources which are given in its columns. Frequently a letter to the editor will produce the desired information or reference. Indeed many trade publications operate correspondence services or information departments for the use of their readers. Others are recognized authorities in the compilation of statistical data of value to the people whom they serve.

Of course, it would obviously be impossible to read all the business papers every month. In a good many libraries, however, there may be a fairly well defined pattern of enquiries and the use of a few selected publications could supplement the reference data normally obtained from larger published work. New ideas, adaptation and modernization are a normal trend in any journalistic enterprise. In trade and professional papers such treatment is essential to hold and maintain reader interest.

The Trend of events in any sphere is usually reflected in the business papers, including those of Canadian origin as well as others published in the United States, Great Britain, Ireland, Australia, France, India and elsewhere. These developments, together with numerous company papers, technical bulletins, syndicated services, news releases and much other reference literature represent the raw material from which the varied content and wide services of business publications are developed and renewed from month to month.

---

HUGH C. ANDERSON IS EDITOR of "Motor in Canada, a member of Business Paper Editor's Association, The Canadian Authors' Association and an affiliate of the Guild of Motoring Writers, (London England.)

THE ABOVE ARTICLE IS BASED on an address by Mr. Anderson to the Association of "Motor in Canada".

## THE DAUPHIN LIBRARY

by  
Madge McFadden.

In the article on "Libraries of Manitoba" published in the last issue of the Bulletin, the Dauphin Public Library was listed as an Association Library. This information taken from the Dominion Bureau of Statistics' "Survey of Libraries", was incorrect. Actually the library at Dauphin is a municipal library- the only library in Manitoba operating under the terms of the Manitoba Library Act of 1948.

Although the district had been a thriving agricultural community and settled since the turn of the century, it was in the 1920's that the town became library conscious. A committee appointed by the Local Council of Women spent some time searching for a building or space suitable for library quarters but were unsuccessful and the idea of a library gave way to plans for a Reading Club in which each member would purchase one book and retain ownership of the book after it had been read by the members of the Club. A notice in the weekly paper brought sixty-five people out to the meeting called to discuss the formation of the "Reading Circle." The central Committee was overwhelmed and a library was soon the main topic under discussion. It was decided that if each member paid a fee of \$2.00 per annum and the books purchased remained the property of the library the book stock would develop steadily and would serve the whole community. The Local Council of Women came forward again with a donation of \$100.00 several other groups followed this good example with varying amounts. Mr. Thos. Little offered a corner of his business college for the distribution of the books. A Board of eight members was appointed to administer the finances and to purchase books and a secretary-custodian was appointed. The library was opened to members in February 1931. In spite of many vicissitudes, changes of quarters and discouragements, the service has been continuous from that day to the present time.

In 1934, it seemed that the end had come, that the library was definitely "on the street". The difficulties were explained to the Town Council and space was made available in the Town Council Chamber. Two afternoons and two evenings: Wednesday and Saturday, were decided on for the distribution of books. This arrangement proved a boon to the community for several years but gradually the point of saturation was again reached. The space made impossible any development beyond a circulating library. A good section of non-fiction had been built up, including biography, travel, political science, etc. but, while some of the books had a reference value, there was no place for a student to use such material. "No room" became the plaintive cry of the members of the Board and a distinct echo of the wail seemed to come from the Town Council when they found books piled above and around the overcrowded shelves. In spite of the number of books that had been discarded, the boxes that had been carried to distant points to bring moments of pleasure into the lives of lonely settlers, and the other boxes that were stored in friendly attics for future use, in 1946-47 the Town Council Chamber was literally overflowing with books.

The Dauphin Library Board were indeed thrilled when, in 1948 the Manitoba Library Act received the approval of the Legislative Assembly. They immediately set about getting the necessary signatures of eight percent of the electors on a petition asking for the establishment of a municipal library under the terms laid down in the new Act. Although it was July when the Act was made law, the Board had complied with all the necessary regulations and the Bylaw calling for the establishment of a Municipal Library with a tax rate of one mill was presented to the electors at the municipal elections the same Fall. The Bylaw passed with a ~~large~~ majority. The Library Board held a final meeting at which they passed a resolution turning over the assets of the Library Association to the new Municipal Library Board which must, according to the Act, be appointed by the Town Council.

It was with mixed feelings of envy and relief that the members of the Board who had carried on through almost twenty years of varying fortunes with never more than \$500.00 or \$600.00 a year on which to operate, turned over the possession of the Library to their successors who, with a budget of close to \$3000.00 seemed to the

former Board disgustingly wealthy. It was with a loud united sigh of relief that the Town Council saw the books disappear from the walls of their Council Chamber as the new Board with its feeling of sudden affluence arranged to rent space for the new Library in the Legion Hall.

With additional space it became possible to make arrangements for the development of the Reading Room and Reference Section as well as a Juvenile Library. Donations of yearly subscriptions to several magazines have made the Reading Room a pleasant spot. One Service Club (The Lions) has helped greatly in building up a section on Canadian history until that section has now been pronounced "good" by experts in the field. Another small group makes a practice of donating a book to the library in place of sending flowers to the funeral of a member. The Executive of the Ukrainian Women's Association has supplied some of the best books by Ukrainian poets and writers. This year the gift of a complete set of Canadian Geographics and a number of volumes of the National Geographic from a Winnipeg friend have made a valuable addition to the reference section.

But the most satisfactory development is the growth of the work in the Juvenile Library. In 1950 the newly established radio station CKDM offered the Library Board free time on the air. A series of book review programmes for adults and a story hour for children were arranged and created much interest but in 1951 it was decided to have the story hour at the Library on Saturday mornings. The same practice has been followed since that time. A couple of weeks ago fifty-three children attended the story Hour while over two hundred, ranging in age from pre-school to early teens, changed their books that morning. Surely this is the best fight that can be waged against the evils of the crime comic magazine but as the responsibilities develop the need of a larger budget becomes more evident and acute. The \$3000.00 which seemed such affluence when viewed from the depths of the old \$600.00 standard has proved impossibly meagre. Free rent, light and caretaking which under the former regime were supplied by the Town meant that the difference in the budgets is not so great as at first glance it would appear to be. Longer hours of service, the present library being open five days in the week, have added to the salary schedule which even yet is quite inadequate and does not permit any suggestion of obtaining the services of a trained librarian. The latest development of a Film Library managed jointly by the Film Council and the Library Board, with the library as the distributing centre, adds a demand for more space.

Library services in Dauphin have been created, in a large measure by the faith and hope and by Board members who have been ready to "try anything once". While one might suggest that charity could finish the work, we would much prefer to have it done by a sympathetic understanding of the importance and the size of the task by the members of our legislature, an understanding that would place in the hands of the men and women willing to do the work the tools necessary for the task. This article is published in the hope that other towns in Manitoba may take courage and continue their efforts in the struggle for the library development until the Province of Manitoba can hold its head high among other Provinces in the knowledge that library services are an accepted part of our provincial life.

---

The contributor of the above article, Mrs. J. N. McFadden, is a member of the Public Library Advisory Board and is one of the principal sponsors of the library service in Dauphin.

BOOK-HUNGRY MANITOBA: WHAT CAN WE DO ABOUT IT.

by

MacDonald Coleman

When I think about books, almost at once I think of libraries. That, and the fact that I am a librarian, should, I trust, be sufficient warning to you that when I talk about book-hungry Manitoba I shall be talking largely about Manitoba's Library facilities.

The title of my address is in the form of a question but to reach an answer to that question a number of others must first be considered. I propose, then, to present my material by asking and answering - or attempting to answer - those questions.

What proof have you that the people of Manitoba are book-hungry? If they aren't reading books now maybe they don't want to read them.

The people in rural Ontario at one time were not reading books to any great extent. Today when country libraries have swept the province, the number of books being read by rural Ontario is astronomical. The same is true of those portions of British Columbia and Nova Scotia which were once without libraries but are now served by regional libraries. It might have been supposed that there was no book-hunger in those provinces but the hunger was always there and when books were made available people rushed to read them. Manitoba does not differ from her sister provinces.

But have you any statistics actually based on Manitoba to prove that the people of this province want books?

a. Mr. George Noble, Director of Manitoba Library Service (The Open Shelf) stated on Feb. 5 1953: "Circulation of books has quintupled in the last seven months." The Manitoba Library Service has been expanded recently and the people of Manitoba have demonstrated that they want its services and they want its books.

b. Seven years ago proper public libraries did not exist in either Brandon or Dauphin. Probably not more than 5,000 books were borrowed from either of the libraries that then existed in those two centres. In 1946 Brandon opened a revitalized and strengthened public library. In 1949 Dauphin's membership library became a tax-supported public library. Last year the people of Dauphin borrowed no less than 24,127 books from their library. Last year in Brandon 65,811 books were borrowed from the public library-- the circulation of books in each centre rises steadily.

If Manitoba is book-hungry why don't they borrow books from the public libraries?

Minimum public library service exists in the city of Winnipeg proper in Brandon, and in Dauphin. Soon similar public library service will be available in the City of St. Boniface. Valiant efforts are being made in some of the other larger urban centres to provide adequate library service- this is true of Portage la Prairie. The people of Manitoba who live outside of these centres are without adequate library service. There are approximately 400,000 of them-- Manitoba's forgotten half.

But are there not small libraries in such centres as Manitou, Virden, Kenton, Souris etc. etc?

Small lending libraries and book clubs do exist but commendable as they are, they cannot in any way be considered adequate library service. They may, indeed, provide light fiction for limited numbers but they cannot do more, either because they do not have a graduate librarian, or because they do not have the reference books available. A public library is a people's university where adults may continue their education. A lending library in a village, though a very fine thing, can never be a real public library.

What services then are available to the 400,000 bookless people of Manitoba who do not live near a public library?

A. They may borrow books from the Manitoba Library Service, 146 Notre Dame Avenue East in Winnipeg. Travelling libraries or boxes of books are sent to communities that request them. Open shelf books are sent to individuals. At the present time the director estimates book stock at 12,000 volumes. 12,000 volumes for Manitoba's forgotten 400,000 people.

b. The people of Manitoba may try to satisfy their book-hunger by buying the paper bound pocket books. Marie Antoinette, when she was informed that the peasants did not have bread to eat, is reputed to have said, "Let them eat cake" when children in rural Manitoba tell their parents they do not have books to read, parents, like the fated French Queen, can say, "Well, read comic books."

c. If either of these courses is not satisfactory Manitoba's bookless thousands can tighten their belts. Presumably their hunger for books will be deadened or might even pass altogether.

You mentioned the Manitoba Library Service-- library service by mail. Don't you think that would be the answer to the problem of supplying books to rural Manitoba?

No, I don't. I am delighted to see this service extended and expanded. Book service by mail can never take the place of a library. The open shelf is a life-line for many people. It will always be needed but the real answer to service for rural Manitoba is regional libraries. The Manitoba Library Service could be compared to High School correspondence courses. Correspondence courses which leave students to struggle along without a teacher, while necessary, are scarcely comparable to an education attained by attendance at a school.

What is a regional library?

A regional library is an association of a number of communities, rural and urban, who pool their resources to provide public library service. 25,000 people is the minimum population considered necessary to support a library.

A village of 300 persons, a rural municipality of 3,000 persons can never expect to be able to pay the salary of a graduate librarian and staff, buy books and provide a library building. Only by co-operating and forming regional libraries can this be done.

How long would it take to set up a regional library?

At least a year and probably years. In one province a highly trained librarian worked full-time for three years trying to sell the idea to the various municipalities. After much hard work she succeeded and that area now has a splendid regional library. Selling a regional library would be every bit as difficult as selling a larger school Unit to a local school boards and taxpayers.

When a regional library is in operation how are the books distributed?

At the central point of the regional library the library's books are processed and prepared for circulation. Book vans leave that centre taking numbers of books to branch libraries in the villages, towns and school houses of the region. These deposits of books are changed at frequent intervals.

How is a regional library financed?

Finances usually come from two sources. (a) local taxation (b) Government grants.

How is money required?

I do not know, but I could give certain estimates. A book van would cost at least \$4,000. Salaries of a trained staff would come to perhaps \$8,000. Books and upkeep of buildings would cost money. Probably a budget of \$20,000. per year would be necessary, depending on the population to be served. In certain provinces the government has made a grant of \$25,000. to purchase the initial book stock. Thereafter the government grants are usually based on a percentage of the amount raised locally. It should never be forgotten that regional libraries are expensive-- so are all good things.

But would regional libraries conflict with the open shelf service of the Manitoba Library Service?

No, the two complement each other. British Columbia has one of the most active regional library set-ups and one of the most active open shelf systems. The use of both services increases each year. There always will be areas where regional libraries are not practical. Correspondence courses complement our high schools and universities. They do not conflict or rival them. So, too, with regional and open shelf libraries.

Do regional libraries depend greatly on government grants?

Regional libraries depend both on government grants and government leadership just as schools do.

But why should you expect the government to make grants to libraries?

Libraries regard themselves as educational institutions. Many people regard public libraries as a place where you can borrow the latest book of Kathleen  
 Morris on Zeno's Creed. It is true that...

recreational nature. However a public library's main purpose in a community is to provide books of an informational and educational nature.

The government-- quite rightly-- is spending millions of dollars on formal education. Would it be too shocking to hope that they might spend \$100,000 on grants to libraries? You teachers are engaged in educating the populace. We librarians are engaged in trying to keep them educated. An education like a car or building is subject to depreciation. How many years of neglect can pass before an education has vanished into nothingness? Libraries function as institutions where adults can educate themselves and keep themselves educated. For this reason they feel quite aggressive in suggesting that the educational authorities protect the investment of the millions they spend on formal education by spending thousands in helping libraries.

But aren't regional libraries just a dream? Are they really practical?

They are so practical that almost every province in Canada, except Manitoba, either has regional libraries or is getting ready to set them up. They have been in operation for decades in Prince Edward Island and British Columbia. They have swept Ontario and Nova Scotia. Alberta and Saskatchewan have at least one regional library operating. Regional libraries are not new at all.

Don't you think we should wait for a ground swell of public opinion before we set up regional library in Manitoba?

Let's think of some of the good things we have-- compulsory education for instance. Was it achieved by a ground swell of public opinion? I don't think so. Educational leaders urged that compulsory education be adopted and the government passed legislation doing so. Was the Manitoba Telephone System created by a ground swell of public opinion? Not likely. Competent advisers probably recommended the system and led the people to accept it. So in the library service, our government must know that regional libraries are the only system to bring public library service to the bookless people of Manitoba. We look to them to lead us, to sell the idea to the people by good publicity, and to set up here in Manitoba a demonstration regional library.

Don't you think it's all a bit hopeless? This idea of Regional Libraries for Manitoba.

No, I don't. I think it is very difficult for our government to meet everyone's demands. However, I think on the part of the government there is an increasing awareness of the case for libraries. We are making progress. The fact that we now have a Director of Public Libraries, and a revitalized Open Shelf is proof of that.

Book-Hungry Manitoba: What can we do about it?

We can keep asking the government to make a survey of the library facilities of this province. Just as the government has shown leadership in setting up the Dauphin - Ochre River larger school Unit so we can ask them to show leadership in setting up a demonstration regional library. Responsible organizations, like yourselves can help the cause of the regional libraries specifically by publicizing the needs of book-hungry Manitoba at your conventions and through your publications. I know that rural Manitoba, like any literate people will always be book-hungry but I believe the day will come when they will not be bookless.

The above is an address given April 8 by Mr. MacD. Coleman, Librarian of Brandon Public Library to the Manitoba Educational Association.