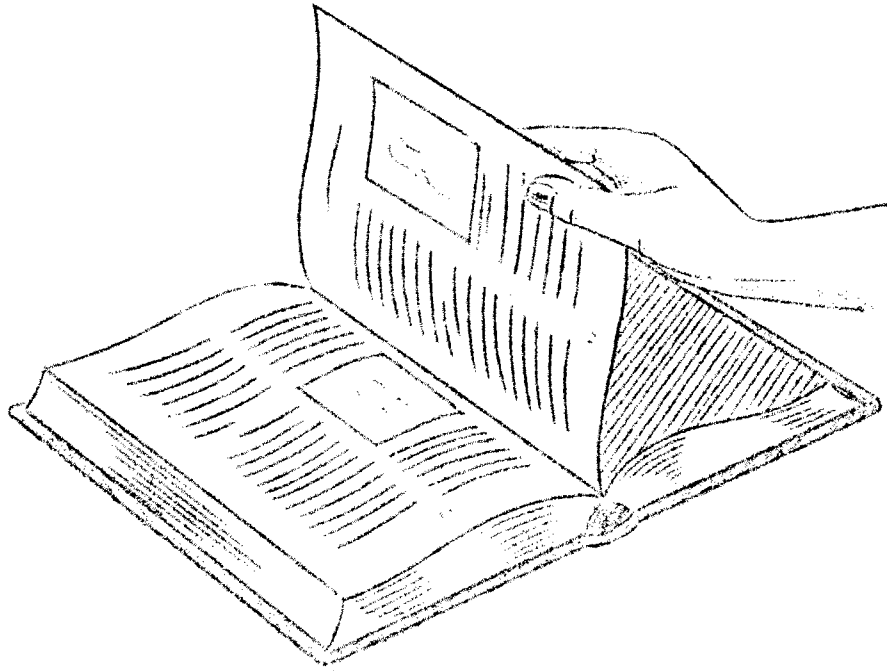


BULLETIN



MANITOBA LIBRARY ASSOCIATION

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Post Conference — 1956

OPERATION LIBRARY

Mary Donaldson

In the three Prairie Provinces, and other places, too many citizens take reading for granted. They obey the laws, pay taxes and send their children to school to learn how to read, but they forget that the mechanics of reading are a skill and must be practised. Books must be available to everyone if the original investment in education is not to be lost. Even if there were more bookstores, a public library is the most economical way for people to provide for themselves a wide variety of books for information and recreation. If it is true that we need to read, why is money being wasted because books are not provided economically to those who have been taught to read? I would like you to think about this, because it should be considered by everyone who believes in the democratic way of life - not just our elected representatives who finally decide how the tax dollar is spent - nor board members and librarians, though we have indicated that we are prepared to give leadership and technical assistance.

It is true that Canada is a comparatively young country and the prairie region still younger. Our grandparents were the original settlers. Most of their time was spent providing food and shelter, but they treasured the few books they brought from home. They planned and worked so that their children learned to read and write. Today communications are better. Scientifically and economically, we are so closely involved with people of other countries that it is of vital importance to every individual to know as much as possible about other people and other places - for the majority this means reading. Yet reading and writing are taken for granted. Everywhere we hear people say, "Oh, I've no time to read," though few people work, on an average, more than an eight hour day. What happens to the rest of our time? An average reader, that is, one who reads 300 words a minute, reading 15 minutes a day, can read 20 books a year. Who of us doesn't have 15 minutes a day for a book? Unfortunately though, many don't read 300 words a minute. Why? Because we don't practise. We know that there is more to golfing than hitting a ball or to curling than throwing a rock, think, too, of the hours spent by mother and daughter practising on the piano - but how many mothers and fathers spend time or even encourage their youngsters to practise reading?

Adults, and children, too, seem obsessed these days with sports and physical health - and I grant you it is important, but what use is it without mental health? Everyone is much more aware of physical health - it can be seen and felt - but with mental health that is usually not so. Therefore, we must be that much more alert and prepared.

We have time and money for spectator sports. What the average individual gets out of it I am not sure; we have time and money for curling, golf, etc., individuals do get exercise from these; there is time for movies and TV - sometimes entertaining and sometimes educational; there is no time for reading though, which may be either entertaining or educational!

Everyone here tonight believes that reading is important and is concerned that books in great variety should be available to people no matter where they live. Why don't people use books? Is it because:

They have never used them?

Advertising doesn't make them feel they are missing something?

There is little prestige attached to reading, rather the opposite?

Many readers are definite individuals - don't congregate?

Results of reading do not bring obvious monetary returns?

People today don't want to be alone; they want to be part of a crowd or gang?

Readers don't talk enough about books; you hear football and movies discussed on coffee row - how often books?

We librarians and trustees have been trying for many years, and our achievements, such as they are, have been very spotty. You will recall the statistics issued by the Canadian Library Association, Association Canadienne des Bibliothèques last May:

About one-half of the population of Canada has public library service of some kind available; 4 of the 10 Provinces, i.e., Prince Edward Island, Nova Scotia, Ontario and British Columbia provide public library services to 50 per cent or more of their population. To support my statement that Canadians have no time for books, only one-fifth of the people with public library service available are using it, or approximately one-tenth of the total population of Canada is using public library service.

The average public library expenditure per capita in 1953 was 53 cents. Minimum service under CLA standards costs \$1.50 per capita, while \$2.00 gives only reasonably good service.

Those are the Canadian public library statistics for 1953. The situation is approximately the same today. If someone waved a magic wand and everyone wanted to use a public library, we would still have problems.

To have one professional librarian for every 5,000 people, we would need, 2,951; in 1953 we had 620 in public libraries. For reasonably good service, the total expenditure for public libraries in Canada would have to be increased approximately four times - from \$7,300,000 to \$29,500,000 - that is, for all of Canada. Some Provinces would have to increase more and some less than four times.

It is obvious that we have to raise our sights. Worthwhile commodities cost money these days, and I think we have to stop "making do" and apologizing for costs. People will pay for what they want.

It seems obvious that librarians and trustees have not been able to sell books and other public library services to the taxpayer, and that assistance must be found. "Friends of the Library" groups have been organized in many places and have been, I think, of considerable assistance. Lately I have been reading about "Operation Library", a civic service project of the Arkansas Junior Chamber of Commerce, working in cooperation with the Arkansas Library Commission and the Arkansas Library Association to "improve public library facilities in our communities." This project is going to be interesting to watch. Programming has started on a national level. In their 11th Bulletin, the chairman states ,

"The United States Junior Chamber of Commerce cannot hope to remedy the plight of America's libraries single-handed and overnight. But by spotlighting the need for increased facilities, the Jaycees can help to enlist more community support for those dedicated groups who have worked tirelessly for library development in the past...."

"Operation Library", to borrow the Junior Chamber of Commerce' slogan is needed in Canada in the sense that we must have active participation and assistance by

interested citizens. Those of us who were at the Canadian Library Association conference this summer and met or heard Mrs. Merlin Moore, the dynamic chairman of the Arkansas Library Commission know that any group that cooperates with her will be active. She is putting all she has into library promotion and she expects the same from others and that means librarians too.

So far, I have talked about citizens, but remember, "citizen" is a very general term. It includes not only the tinker and the tailor, but the doctor, lawyer, trustee and librarian. We are all citizens, but some of us have testified that we think books and other related materials are so important that we want to assist people to make the best use of them. Not one of us, I hope, thinks of himself solely as a custodian of books. Even in 1876, Melvil Dewey wrote:

"The time was when a library was very like a museum, and a librarian was a mouser in musty books, and visitors looked with curious eyes at ancient tomes and manuscripts. The time is when a library is a school, and the librarian is in the highest sense a teacher, and the visitor is a reader among the books as a workman among his tools..."

That was 1876!

As I said, on the basis of what has been accomplished, I think we have to start a more aggressive program. Along with it, we must keep in mind what the public has a right to expect from us as librarians, what we should demand of ourselves and of trustees and along with these an understanding of library services.

Every library is as good or as bad as its staff. This applies to all libraries - public, school or special - for adults or children. Books, buildings, and such physical parts of a library are absolutely wasted if the librarians do not know their books, are not interested in people, and so are unaware of what library services are needed in the community. A librarian must have more than the required academic qualifications.

We have to read professional material and book reviews as well as books. We must keep informed about our business and one of the most satisfactory ways is to participate in professional organizations. I hope that every person employed as a librarian in the Province and every board member is a personal member of the Manitoba Library Association. A young organization has many advantages - it can start where others are. The membership, by active participation, has a wonderful opportunity to see that this new group does none of the things they have criticized older associations for. Ten, twenty, years from now you will be amazed when bright young things ask you, "What has the association done for me?" Just as now some of us can look back to 1945, before the days of the Canadian Library Association. True, some of the improvements would have come anyway, but the hard work and imagination of many far-seeing librarians and especially of Elizabeth Morton, our Executive Secretary, have brought them along faster. Our professional associations need our ideas and support, but not nearly as much as we need the associations'. Your personal membership indicates to trustees and librarians that you are willing to give as well as get.

We have to set high standards for ourselves if we want the best from the members of our boards or committees. My experience has been with public library boards; some have been wonderful, some—well, I wonder why some individuals ever agreed to the appointment!

A library is a business. Unfortunately, the profits are not, obviously, in dollars and cents, but in a better community. Good board members bring to the board understanding of the library's needs and resources; good business or professional knowledge;

willingness to cooperate and support their general manager, the librarian, and have, along with their staff members, a willingness to assist in the promotion and use of books and related materials in the community. Board members are the best public relations a library has.

Industry has demonstrated that it is more economical to operate a number of related units than it is for the same number of units to work independently - likewise, larger school units and larger library areas. There is no need here to review the advantages of library systems or regional libraries. There is no time and it is not the place to discuss public library services. We have our Canadian Library Association standards for public libraries.

Some of you have probably seen the new American Library Association standards, "Public Library Service, a guide to evaluation, with minimum standards." It should be compulsory reading for all of us because it is planned to be a guide "in assessing the adequacy of present library services and in formulating plans for improvement."

The standards are for systems of library service. "The cooperative approach on the part of libraries is the most important single recommendation of this document."

Because of many things, the organization of library systems on the Prairies has been time-consuming and often discouraging. However, if we can direct and coordinate the interest there is in books with the rapidly increasing educational background of the people, surely library services will be demanded. Then we should have no problems with recruiting or financing. Maybe the day will come when public libraries will be compulsory, as in Norway, or when the Dominion Government will give financial assistance to extend public library services, particularly to rural areas, as in the United States.

I hope you don't think I have painted a pessimistic picture, I haven't meant to do that. We have to be realistic though, and remember that we need an active recruiting program before every individual will be able to have library service available in his local community.

On the encouraging side, business and industry are increasingly aware of the importance of research and libraries. Thin too, of the new public and university library buildings which have been built recently.

The other day, I got a real lift when, following an appointment made by long distance, two representatives from a Chamber of Commerce met with me one Saturday afternoon to ask about establishing a library. To know that a Chamber of Commerce was interested rather than a women's group was wonderful, but I could hardly believe it when they said they were in the city for the football game.

The same week, we received a letter from a borrower which I think will encourage you, too. Many of you know that we loan books by mail, knowing it is not as good as regional library service would be, but in the meantime, better than no books. Here is the letter:

"Dear Librarian:

Please excuse my tardiness in returning my father's and my own book. My family and I were on an irregular "vacation" trip, these last two weeks, and I forgot the books and their return dateline.

I would like my membership in this library cancelled. I will be leaving for Montreal in two weeks to service in the Army, and as regulations forbid the mailing of books out of Saskatchewan, my

membership must be cancelled. My father would also like to have his membership cancelled. His prime reason for becoming a member was so that I could "order" two books at once. (Sneaky, eh?) As he is even more absentminded and forgetful than I am, and more apt to forget returning datelines, he feels that it will be wisest to cancel his membership also.

Allow me to thank all those who have aided in bringing me some of the most contented hours in my not-too-long life. The books mailed me have brought me hours of happiness, learning and adventure that I would not have parted with for worlds. My "Library" before I became a member of this one, consisted of comic books, 25 cent pocket westerns, and my elder brother's "male" magazines. It now consists of a set of encyclopedias, various history volumes, books on travel, a math self-study set, reference books and a good Bible. I have enjoyed every book from my first book, "The Royal Road to Romance", to my second last, "March or Die." (I did NOT enjoy "Don Quixote.")

Thank you."

Books are important!- What would have happened if he had had access to a library!

Realizing the importance of and need for library services in this Province and elsewhere, what has been accomplished and the challenge of what still has to be done, I do urge you to muster all groups and organizations into "Operation Library" as soon as possible. What you accomplish here will benefit all of us. May you be successful!

Officers and Committee Chairmen

1956 - 1957

Past President	- Rev. A. J. Cotter
President	- Violet B. Parker
Vice-President	- John S. Russell
Secretary	- Margaret Mackenzie
Treasurer	- Nettie Siemens
Programme	- Hazel Grinsey and Gracie Fortin
Legislation	- Arthur Millward
Membership	- Pat O'Day
Publicity and Public Relations	- George Noble
Bulletin	- Marjorie Morley
School Libraries Section	- Jean Miller

ANNUAL MEETING - ⁶SEPTEMBER 29, 1956

CHAIRMAN'S REMARKS

While the reports of officers and committee chairmen to be presented will illustrate to the members that the past Association year has been a period of exceptional interest and activity for the executive committee and the membership, I should like to remind this meeting of certain dates significant of library progress during this past term -

- 15th October, 1955 - official opening of the St. James Public Library;
- 26th October, 1955 - Fort Garry Library By-Law passed overwhelmingly - with a majority of over 1,000 votes;
- 30 October, 1955 - formal opening of enlarged French Section of the St. Boniface Public Library;
- 26th November, 1955 - Announcement of the appointment of Hon. W. C. Miller as Minister of the Department of the Legislative Library;
- 22th November, 1955 - Confirmation by Cabinet of Miss Marjorie Morley's appointment as Provincial Librarian and Director of Library Services;
- 20th January, 1955 - formal opening of the new wing of the Medical College which houses a valuable medical library. This Association was pleased to accept an invitation to visit that library on March 6th;
- 1st February, 1956 - submission of the Association's Brief on "A Metropolitan Library Plan for Greater Winnipeg" to the Greater Winnipeg Investigating Commission;
- 23rd February, 1956 - Announcement by the Minister of the Department of the Legislative Library of an Establishment Grant totalling \$30,000 for Regional Libraries;
- 18th April, 1956 - "A Report and Recommendations on Public Library Service in Manitoba" by G. C. Noble was tabled in the House and subsequently made available by the Minister of Education to the members of this Association;
- 17th August, 1956 - Distribution, by the Department of the Legislative Library, of a promotional pamphlet on regional libraries to all centres showing interest in regional libraries and to all reeves and secretary-treasurers of municipalities;
- 23rd September, 1956 - official opening of the Fort Garry Public Library.

After hearing this chronological listing of eleven important events and happenings, I think you will concede that the Association's twentieth year has been one of the important ones in its history. I count it an honour and a privilege to have been your President during this term.

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Secretary's Report

Mrs. President and members of the Manitoba Library Association, the following is my report as secretary of the Association for the year 1955-56. In the absence of a Programme Chairman and a Membership Chairman the activities of these two committees will also be mentioned briefly.

Five general and seven executive meetings were held during the year.

In November the Association met at the Winnipeg Public Library for an evening of films presented by Mr. Easton of the Public Library and Mr. Lee of the National Film Board.

The topic of the year's programmes has been regional libraries and three meetings were devoted to this theme. In February the Association heard Miss Elizabeth Daffoe Daffoe discuss the regional library system in Great Britain and Miss Margaret Ashley speak on the various regional schemes in Canada.

Late in March the special committee on Metropolitan Library Planning for Greater Winnipeg, chaired by Mrs. Moore, and having Mr. Coddington, Mr. Easton and Mr. Noble as members, presented the results of its year's work. This Committee was set up last year to investigate the possibilities of a metropolitan library plan and to prepare a brief to be presented to the Greater Winnipeg Investigating Commission. This Commission is to begin its public hearings on October 3rd at which time Mrs. Moore's committee will be prepared to represent the Association.

In May, Miss Ruth Eggery and her special committee on regional libraries, consisting of Miss Nettie Siemens and Miss Margaret Ashley, discussed the possibilities for regional library development in Manitoba.

The thanks of the Association are due to Mrs. Moore, Miss Eggery and their respective committees. As the results testified, much research, many meetings and long discussions went in to the preparation of the reports they presented.

On the invitation of Miss Monk, members had an opportunity to visit the new Medical Library one evening early in March.

Resolutions have been the order of the year. As the minutes have indicated, two resolutions came out of the Brandon conference. A third, dealing with the Public Library Advisory Board also had its beginnings at the Brandon conference. All three were forwarded to the Minister of Education.

The closing of the library at Deer Lodge Hospital has been a matter of concern to the Association. A protest to the Department of Veterans Affairs through C.I.B. headquarters in Ottawa brought an explanation, albeit unsatisfactory. The matter is still under consideration by the executive.

A resolution from the British Columbia Library Association on the subject of cancelled TV and radio programmes for children was taken up by the executive during the dinner.

Regrettably the executive has had resignations during the year. In May, Miss Margaret Tupper, the programme chairman, resigned as she was being married. In July Miss Marion Booth, the membership chairman, and Miss Doris Erfile, who had constituted the special committee on the Union List of Serials, both tendered their resignations as they were leaving the city.

Paid-up memberships for the year number 89. A break-down of this figure shows that there are 11 rural members and 21 school librarians.

The Association continues to be a contributing member of CLA.

I would like to thank the various members of the executive for their cooperation during the year and especially to thank the President for assuming numerous secretarial duties in the last six weeks.

All of which is respectfully submitted.

(Signed) Margaret Mackenzie
Secretary.

Financial Statement

1955 - 1956

Bank balance forwarded form 1954-1955 53.65

Receipts

Membership fees	3169.00	
Meetings including trip to Brandon	<u>156.81</u>	
Total receipts		5325.81

Disbursements

Cost of meetings including trip to Brandon	167.45	
Secretarial and committee supplies	57.20	
Supplies for Bulletin	47.56	
C.L.A. Membership	25.25	
Bank operation	<u>.40</u>	
Total disbursements		297.86

Net revenue over expenditure 27.95

Balance as of Sept. 28, 1956 531.60

Respectfully submitted.

(Signed) Nettie J. Siemens
Treasurer.

The members of the Association may be interested to learn that there were 79 registered for the conference held in St. Boniface on September 29th, 1956.

PROGRESS REPORT
by
MARJORIE MORLEY
DIRECTOR OF LIBRARIES

In February of this year the Minister in charge of Libraries announced the Manitoba government's grant system to Regional Libraries. This sum, \$30,000, for regional libraries was included in the Provincial Library estimates as were the sums for grants to Municipal libraries and to those libraries which are established under their city's charters and include Winnipeg Public, Brandon and St. Boniface. Formerly the grants to the city and municipal libraries were administered by the Department of Education but as of April 1, 1956, grants to both types of libraries came under the jurisdiction of the Provincial Librarian. The \$30,000 allotted to Regional Libraries is made up of three grants of \$10,000 each. \$10,000 is granted for the establishment of a regional library, after a successful vote. This type of library must comprise two or more municipalities according to the Public Libraries Act of Manitoba. \$400. is granted annually to each municipality participating in such a regional scheme. According to the legislation each municipality has authority to levy taxes up to the extent of one mill. The revenue derived from local taxation plus the annual government grant constitutes the annual budget for a region.

After the announcement of the government's policy there was an influx of inquiries by correspondence regarding the establishment of a regional library. In the main the inquiries were much in the same vein. What is it? How do we get one? Who can start one? How much is the grant? Do our taxes increase? For some areas I worked out what would constitute the annual budget, the expenses that would be incurred, and the salaries that must be paid. The enthusiasm shown in the initial stage was much the same as that manifested when the Public Libraries Act was passed in 1948. A larger volume of inquiries than a decrease leaving smaller but nevertheless enthusiastic groups still wishing for assistance. It is toward this small group that my efforts have been directed since April 1st of this year - the beginning of our fiscal year. It is my intention to revitalize the interests of the other areas this Fall by a tour around the towns and municipalities - west and south.

The Manitoba Farmers' Union - Women's Branch kindly invited me to speak during their Farm Women's week held in June at the University of Manitoba. My talk was attended by approximately 100 people and a UNESCO film on libraries - Road to Books - was shown.

Personal visits thus far included Brandon, Dauphin, Flin Flon and The Pas. In Brandon Mr. Coleman was very cooperative. He offered his services both in speaking to meetings with me and, providing a regional library was established near the vicinity of Brandon, had suggestions regarding the training of a librarian for the job, but only if the services of trained help was not procurable. One was on a contract basis, the other concerned in-service training with direct supervision when the librarian returned to home base. Much the same project, the contract basis, was carried out successfully between St. James and St. Boniface libraries. The alternative to this suggestion - the one Mr. Coleman favours - was that of in-service training for some months in every phase of library work with direct supervision in the new library for as long as found necessary. This request for assistance would obviously originate from the Regional Library Board when established to the Brandon Library Board.

Upon the invitation of the Dauphin Library Board I visited there May 7th and 8th, 1956 and I made my debut on the radio. The broadcast was followed by a two hour talk with the members of the Dauphin Library Board.

The Dauphin library has added to its space but some members of the Board still feel that larger quarters are necessary before undertaking a regional system of libraries and that this fall is not an auspicious time to bring forth a referendum for libraries. The Board is of the opinion that in another year with extensive campaigning a by-law would have more chance of succeeding.

The meetings at Flin Flon and The Pas sponsored by Home and School Association took place in June. The delegates at these meetings included the Town Council members, and representatives from the Rotary, Lions, Home and School, Catholic Women's League. Here again I explained the grant structure, the use of the legislation, the function of a library and the various departments that are essential factors to good library service and those services that may be added at a later date. A film was shown and in Flin Flon a pamphlet display of government documents. This film emphasized the work of the various depts. of a library e.g. circulation, what a catalogue is and how to use it, the classification system, inter-library loans and reference service. Then followed a thoughtful and interesting question period. Both were gratifying meetings and I was very delighted with the delegates regard for libraries. Flin Flon is anticipating a vote for a Municipal library this fall even if The Pas decides against uniting with them to form a region. The Pas intimated that they may join them next year. Some members of the Town Council were discussing libraries with the Minister, when he visited the north, and they were of the opinion that a library vote would not be wise this year because of the decision of the council to have a referendum on water and sewerage for that area. That decision to defer the library vote was a disappointment but there comes a time when it is wise to temper our enthusiasm with reason for it is much better policy to defer the vote one year than to have an unsuccessful attempt or worse - one that carries with but a slight majority. I feel confident that next year The Pas will see its way clear to enter such a project. The people want it - but the time is not opportune. All delegates present at the meeting were to ask the organizations they represented to foster a promotional campaign for libraries during the year with emphasis on the medium of radio and press and culminating in the presentation of a petition duly signed to council for its consideration of having a by-law referendum for a library.

In the early summer the mayor and 3 councillors from Souris came to my office to discuss plans for a library in and around that area. Souris has plans for an organizational meeting in October.

On this next trip in October I plan to stop in Portage la Prairie, Boissevain, Oak River, Glenboro, Pilot Mound, Wawanesa, Hartney.

Next spring concentration in another area of Manitoba will be attempted - either in the south, or eastern section - wherever most interest is shown.

During the months of summer vacations a printed pamphlet and mimeographed sheets of the question and answer type were prepared and distributed. Contents of the printed pamphlet were approved before publication by the Public Library Advisory Board at the meeting of May 17th. 15,000 copies of the pamphlet were printed and they have been distributed widely throughout Manitoba, to all mayors, reeves and secretary-treasurers of towns and municipalities, 367, to the members of the Public Advisory Board, one copy each, the Library Development Committee, five copies each with an accompanying letter.

That is an outline of how some of my time has been utilized since April 1st last. The time has not been wasted and I am firmly convinced that people are becoming more appreciative of the librarians' belief that the larger unit of library service is the only solution to areas with a small and scattered population. They are anxious to learn more about this type of library service.

Brandon Library's Ten Years

A model birthday cake and a parade of children in story-book costumes highlighted the library's birthday celebration on October 13, 1956.

Members of the library board were on hand with Librarian Mr. M. D. Coleman to welcome the guests.

Congratulations of the Association are extended to all persons who have contributed to the establishment and rapid growth of this library.

Dauphin Library Expands

The Dauphin Public Library marked its seventh anniversary as a tax supported institution September 14th, 1956, by observing Open House. Some space was acquired and the premises were newly decorated.

A "buy a tile" project is planned to finance flooring for the junior section.

Miss Marjorie Morley addressed the Rotary Club of Dauphin on October 29, 1956.

During her visit two radio broadcasts provided her with opportunity to publicize libraries.

A small meeting was held in the evening and a "Friends of the Library Group" was formed.

Future issues of the bulletin will contain other papers read at the conference. The next issue is to emphasize library procedures.

Membership fees are due!