

Bulletin



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MANITOBA LIBRARY ASSOCIATION

BULLETIN

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U. S. NATIONAL LIBRARY WEEK, MARCH 16 to 22
1958

In the United States of America in 1955 a survey was taken of the reading habits of its citizens. This survey was responsible for the uncovering of some astounding and, in this post-Sputnik era, some highly depressing facts.

The United States has the lowest proportion of book-readers of any major English-speaking country. Only 17% of all Americans interviewed were reading any book at the time the survey was conducted. The incredible figure of 61% of all adult Americans had not read a single book, with the exception of the Bible, during the previous year.

Half of the nation's adults live within one mile of a public library but only one-fifth go inside. To attain the same ratio of libraries to population that Sweden has, the U.S. would have to increase its libraries from 7500 to 77,000.

Englishmen read more than three times as many, and Australians and Canadians read twice as many books as do Americans. To reach the same ratio of book stores to population as Denmark has, the U.S. would have to increase them from 1500 to 23,000. Finns read nearly four times as many books as do Americans, while the people of West Germany read exactly twice as many.

A democracy above all forms of government needs an intelligent and well-informed citizenry yet, as the survey shows, the citizens of the United States of America, at the beginning of the second half of the twentieth century, simply have not formed the habit of reading.

It was to begin to remedy this distressing and potentially dangerous condition that the idea of National Library Week was conceived. National Library Week is sponsored by the National Book Committee, in co-operation with the American Library Association.

The American Library Association was founded in Chicago in 1876 as an organization to promote library service and librarianship. It now has 20,000 members, consisting of librarians, trustees, and friends of libraries from the U.S.A., Canada, and over fifty foreign countries.

The National Book Committee was formed in 1954. The A.L.A. and the American Book Publishers' Council called together outstanding citizens representing many fields of endeavor to form an independent, non-profit citizens' organization which represents the public interest in books. It looks to the social and cultural implications of reading as distinct from the professional and commercial problems of librarians and publishers. The purpose of the Committee is threefold: to keep books free, to make them widely available, and to encourage people to read.

Taking as its slogan "Wake Up and Read", the major aim of National Book Week is to encourage the people of the United States to do more reading. The first emphasis will be on the libraries of the nation, to make each and

every individual citizen conscious of the value of the vast free treasure he already possesses, and to help teach him to use this treasure to its full capacity.

National Library Week will focus attention on the vital importance of the public library, the school library, the college library, and the home library. It will co-operate with the magazines and newspapers of the nation, and will also work through the national and local networks of radio and television.

To direct this first National Library Week a steering committee has been set up under the chairmanship of Harold Guinzberg, president of the Viking Press. David H. Clift, executive secretary of the American Library Association, the Theodore Waller, vice-president, school and library division, the Grolier Society, are serving as chairmen. The other members are Douglas M. Black, president of Doubleday and Company; Ward Cheney, secretary-treasurer of the National Book Committee; Marchette Chute, biographer; Louis G. Gowan, vice-president of the Columbia Broadcasting System; John Fischer, editor of Harper's Magazine; William I. Nichols, editor and publisher of This Week magazine; and Norman H. Strouse, president of the J. Walter Thompson Company.

Librarians in the United States will co-operate with National Library Week by offering their libraries as rallying points for community attention and action. The foundations of the whole campaign will be based on the network of libraries that span the nation.

National Library Week is the first concerted effort that has ever been made to make an entire nation "Wake Up and Read!"

R.C. Wright

COPY

PROCLAMATION

By the Governor

Executive Department
State of Kansas
Topeka, Kansas

TO THE PEOPLE OF KANSAS, GREETINGS:

WHEREAS, the attention of the country is being focussed on the rewards of reading during the comprehensive educational campaign which will come to a climax during National Library Week, March 16-22, 1958.

WHEREAS, this drive is the first united effort by all media - newspapers, magazines and radio and television - to dramatize the role of libraries as an important resource of education.

WHEREAS, newspapers and magazines are essential for well-informed citizens.

WHEREAS, books are the conservers, transmitters and disseminators of the world's wisdom and knowledge.

WHEREAS, the freedom to read is one of democracy's most cherished liberties.

WHEREAS, the development of lifetime reading habits is vital to the continuation of our society.

WHEREFORE, I, GEORGE DOCKING, GOVERNOR OF THE STATE OF KANSAS, call upon the citizens of the state to participate in this significant endeavor by organizing committees on the local level and helping to inform their neighbors and friends of the pleasures and rewards of reading, with the purpose of developing a "better-read, better-informed America."

DONE at the Capitol in
Topeka under the
Great Seal of the
State this 10th
day of January
A.D., 1958

COPY

EXECUTIVE DEPARTMENT
STATE OF IDAHO
BOISE

P R O C L A M A T I O N

The history of our Western civilization and its magnificent contribution to human dignity and liberty shines from the pages of books and manuscripts that have become the working tools of freedom, wherever freedom is loved.

And this has been so since long before the days when our fathers pushed their way west across the plains and deserts to found new homes in the mountains. They brought with them the necessities of life, but they also brought the beginnings of learning cased in treasured books that would soon add the obligato of culture to the developing symphony of intermountain civilization.

At many a hearthside, the youngsters who would soon be leaders read the classic volumes and dreamed their dreams. A young Lincoln, reading Blackstone in a cabin in Illinois; a school boy, soon to be a general commanding fleets of aircraft, reading Ivanhoe in a pioneer school room; many children reading many books from many libraries; all these give poignant proof of the hunger of the human mind to learn.

For that reason, and that all might read and learn, libraries were established as a public service institution and through the years have performed a duty and responsibility that has touched the life of every citizen.

For those reasons, I, ROBERT E. SMYLIE, Governor of the State of Idaho, do proclaim March 16th through 22nd, 1958, to be

LIBRARY WEEK IN IDAHO

and I urge our citizens to reflect upon the contribution which our public and private libraries and librarians have made to the preservation of our great cultural heritage of human dignity and freedom and to express appreciation therefore.

IN WITNESS WHEREOF I have hereunto set my hand and caused to be affixed the Great Seal of the State of Idaho at Boise, the Capital, the 31st day of December, in the Year of our Lord, Nineteen Hundred and Fifty-seven and of the Independence of the United States the One Hundred and Eighty-second.

(signed) ROBERT E. SMYLIE

What is my Library?

- Not an easy question to answer, for a library is so many things to so many different people. My library is a continual source of enjoyment, instruction, and inspiration. It is like a very constant friend, with whom I never become bored or irritated. But, more than any of these things, my Library keeps me informed on many subjects which, during a fairly strenuous life, I have either neglected or passed over lightly. Now, with more time to read as I would like,* I can go back over subjects in which I've always had some interest, and read those "musts" which so many of us look forward to reading sooner or later. I have seen the necessity of rationing myself to so much "heavy," so much "lighter" reading, finding support in Johnson's dictum "A man ought to read just as inclination leads him; for what he reads as a task will do him little good".

In the class of "heavy" reading I include any of the classics - for preference almost any book on theology, religion, astronomy, philosophy. Current fiction I can take in small doses, always provided that it shows intelligence and is well written. Again, Samuel Johnson comes to mind: "What is written without effort is in general read without pleasure".

I have always deplored the apparent lack of Canadian authors, but I feel that this situation shows signs of improvement as time passes. I note with satisfaction that there is an increasing interest being shown in public library facilities, and rightly so, although a far greater interest could be shown. It would be impossible to over-estimate the value of the services of a properly run public library, particularly those in the cities. There one has access to many reference works, newspaper and magazine files, and special services in film and record departments. Courteous, trained librarians are there to assist in the choice of books, and advise and enlighten in any way they can. Consistent use of a public library will not only increase a person's store of knowledge, but will also widen his acquaintance with the great minds and imaginations of the scholars, the thinkers, the poets and the personalities of our world. Yes! life without books would be pretty empty. To anyone who finds life uninspiring and dull, I would urge a visit to my public library.

Norman Shaw

* The author, a World War I pensioner, has for several years been a patron of the Osborne Branch of the Winnipeg Public Library.

LIBRARY NOTES AND NEWS

BRANDON PUBLIC LIBRARY

The Arts and Letters committee of the Brandon Council of Women, Miss Edith Laycock chairman, held a tea in the Brandon Public Library on the afternoon of Sunday, January 19th. Special guests for the occasion were the teachers of the City's public and private schools. Mr. MACDONALD COLEMAN, chief librarian, spoke briefly to the teachers on various aspects of the Library's work, and then introduced Dr. ECKHART, Director of the Winnipeg

Art Gallery, who was the special guest for the occasion. Dr. Eckhart spoke on various aspects of modern art and drew attention to the exhibits of sculpture, ceramics, lithographs, and prints which he had brought to the library as special displays for the teachers. It is hoped that this tea for the teachers will become an annual affair at the Brandon Public Library.

Mr. WILLARD FERRIER has been appointed to the Brandon Public Library Board to complete the unexpired term of Mr. ROLAND KITCHEN who leaves the Board to take his seat on City Council. Mrs. R.A. CLEMENT, Jr. was recently re-appointed to a three-year term on the Board.

Mrs. LEE FINCH has been appointed Assistant Librarian at Brandon College.

DAUPHIN PUBLIC LIBRARY

Dauphin Public Library Board held its annual meeting on January 17th. Officers for 1958: Mrs. B.C. GOODHAND, Chairman, Mrs. J.N. McFadden, Messrs. M. Kozak, G. Bumstead, and D.E. McLean. In the Librarian's annual report, Mrs. K. EVERALL gives details of an expanding service to young people. The amount of publicity in the form of displays, radio programs (one for children, one for adults), and a newspaper column is remarkably extensive, an indication of the continuing encouragement and practical help of the Board members. Circulation for 1957: 29,529, from a book stock of 9,949, to a readership of 2,937. Another active year for Dauphin Public Library!

RICHARDSON CENTURY FUND

This Fund, established in 1957 to commemorate the hundredth anniversary of James Richardson & Sons, Limited, is making its first presentation to Canadian citizens by distributing during the current year 325 complete sets of the "Encyclopedia Canadiana" to a carefully selected list of libraries in all ten provinces. The first two volumes have been forwarded from the publishers and succeeding volumes will follow as soon as published. The Trustees of the Richardson Century Fund are confident this excellent reference work will enlarge the knowledge which Canadians have of themselves and their hope is that it will be widely and appreciatively used. Other books will, from time to time, be provided to a large number of selected University and Public Libraries throughout Canada.

ST. VITAL PUBLIC LIBRARY

The Librarian, Miss CATHERINE WATTS reports: "During the year the St. Vital Public Library has continued to show progress though lack of space still hampers the library in its service to the community. This lack was alleviated, to some extent, when we were able to rent adjacent space in the same building, in November of 1956. This gives us the whole of the ground floor and is double the space we already had.

The number of new borrowers among the children continues to increase, along with an increase in the number of books circulated.

Reference work with the teenagers and adults is increasing also. Here we are handicapped by lack of space and of reference material on current topics, although we are gradually adding to our collection.

During the year our membership increased from 3,145 in 1956 to 4,216 in 1957, of which 1,876 were adults and 2,340 were children. This is an increase of 1,071 new members during the year.

Our circulation for the year was 39,789 volumes. 17,990 for adults and 21,799 for the boys and girls.

At the beginning of December we enlarged our staff by the addition of one full-time and one part-time assistant: Mrs. Dorothy Fraser, full-time and Mrs. Margaret Waite, part-time.

NEWS FROM SASKATCHEWAN

The Provincial Government annual grant to a regional library is now 75 cents per capita, plus \$1.50 per person for books when a regional library starts or when a community joins a regional library. Thus, the North Central Regional Library, serving a population of over 30,000 people in the Prince Albert area receives \$25,000.00 as an annual grant.

"Regional libraries bring not only books but the skill of trained and experienced librarians to people living outside cities."

SOURIS

Mrs. THOMAS TOBAIN has been appointed Librarian of the Souris-Glenwood Regional Library. For many years Mrs. Tobain has been an active club-woman in Souris. Members of the Souris-Glenwood Library Board include: Mr. H. BUSCARLETT, Chairman, Mrs. R. PHILLIPS, and Mr. H. SANDERSON, with Mrs. J.A. LESLIE as secretary. The Board is working energetically on plans to open the Library sometime in 1958. Tenders are being called shortly for the shelving, and arrangements have been made with the Provincial Librarian for the ordering and cataloguing of the initial book stock. The Library Board has rented quarters at the corner of First Avenue and the Crescent.

UNIVERSITY EXTENSION LIBRARY

A letter from Mrs. L.W. MACKLIN of Clandeboye reveals the full use to which a recent Travelling Library collection was put. She states that "our circulation this time was greater than ever. The selection of books in this travelling library kindled interest right from the beginning. Many of the books were read and used in the classrooms at school." (Editor's note: the Travelling Library in Clandeboye is of the "combined" or "community"

type, i.e. it contains books for both children and adults).

"The Treasury of Christmas Carols" proved to be the best source of music for the Christmas concert. We also have some new adult members and more requests for books on special subjects, especially agriculture. I am enclosing a newspaper clipping telling of our book demonstration during Young Canada Book Week. Those present at the display were especially impressed with the children's books. Many said they had no idea the books of today were so attractive and entertaining. Horton, from "Horton Hatches the Egg" was the star of the demonstration, even though he was not intended to be, " states Mrs. Macklin. Other books in the display included "Lost in the Barrens" - Farley Mowat; "The Force Carries on" - T. Longstreth; "The Picture History of Canada" - C. Hutton.

The University Extension Library has employed Mrs. ADORE WAYGOOD, B.A., as library assistant. Mrs. Waygood was for two years book repairer in Redpath Library, McGill University.

300 square feet of adjacent space has been made available to the Library in which shelving and office furniture of the Travelling Libraries Division will be housed.

Mr. ALBERT A. SPRATT, B.A., B.L.S., Librarian of Victoria College, Victoria, B.C. was a recent visitor to the Main and Extension libraries at the University. Mr. Spratt has been on a tour of college libraries in Los Angeles, Chicago, Ann Arbor, and Detroit.

WINNIPEG PUBLIC LIBRARY

Although the annual report has not yet appeared, it has been learned that juvenile circulation is up 48% for 1957. Reader demand at bookmobile stops continues to outstrip supply.

Miss JUNE ILNICKI, B.A., B.L.S., is on leave of absence at the University of Minnesota studying for her M.A. in Library Science. She is expected back this summer.

Records in the Library

The gramophone record collection of the Winnipeg Public Library was started in 1947 with a special appropriation of \$1,000.00. The Annual Report for 1947 shows 857 records acquired and 4,305 circulated. We have never looked back. From the beginning the record lending service has been very popular. We have never had to sell the service, rather, the problem has been to meet the demand. In 1957, \$2,000.00 was spent on records, the circulation was 22,544 and the collection numbered 5,754 as of December 31, 1957, well over half of which are LP's (the New York Public Library has only 10,000). Since November, 1950, we have bought long play records exclusively, and in comparing 1947 and 1957 statistics it should be remembered that one 33 rpm record about equals five 78 rpm records in playing time. It is fair to say the circulation has increased twenty-five times in the ten year period.

The records are given an accession number, with prefix letter denoting size and speed, and are listed in the catalogue under composer, title, medium or type, and performer(s), the composer card being the main entry. Our loan period is one week and there is a service charge of ten cents for each record borrowed. Overdue fines are charged at the rate of two cents per day per record. There is no limit to the number of records which may be borrowed at one time, and borrowers are encouraged to make suggestions for library purchases.

The collection represents all types and all periods, Purcell to Pops. One feature is 40 full-length plays, and another is about 65 records of Christmas music and stories which circulate furiously for six weeks each year. We also have language sets for the study of French, German and Spanish. In the past two years we have bought the Folkways and Caedman (poetry) catalogues complete. These are all records that people would apparently rather borrow than buy. Of the standard repertory ——— operas, symphonies, etc., people borrow from us to sample and select the records they want to buy, thus avoiding expensive mistakes.

Anybody for My Fur Lady? Soft Lights and Bobby Hackett? Menotti's The Medium? or a three-record album, South German Baroque Organ Music? Step right this way ———

Magdalen Brownlee

HAVE YOU SEEN?

- Asheim, Lester The Humanities and the Library; problems in the interpretation, evaluation and use of library materials 1957. 352p. \$5.00, American Library Association.
- Douglas, Mary Peacock The Pupil Assistant in the School Library 1957. 68p. \$1.25, American Library Association.
- Jesse, William H. Shelf Work in Libraries 1952. 80p. \$1.25, American Library Association. (Describes stack management, shifting, moving and care of books; equipment, inventory and personnel management.)
- Mowat, Angus The Public Library: why you need it, how to start it, how to keep it going; a handbook. 1957. 29p. Free, Public Libraries Branch, Ontario Department of Education.
- UNESCO in Brief A 48-page booklet outlining the accomplishment of UNESCO in the fields of education, science and culture during the past ten years. 25¢.

THE "UNRECOMMENDED" SERIES

The following excerpts are from a Fortune magazine article of April 1934 entitled

"For Indeed It Was He"

Edward Stratemeyer, author of the 'posthumous' works of Horatio Alger, also wrote the Rover Boys, Tom Swift, the Bobbsey Twins and many

others under dozens of well-known pseudonyms, such as Laura Lee Hope, Authur M. Winfield, Victor Appleton, Clarence Young (Motor Boys), Roy Rockwood (Boma), and Carolyn Keene (Nancy Drew).

This amazing scribe either wrote, himself, or conceived for others to write over eight hundred volumes. He employed twenty hack writers (Howard Garis of Uncle Wiggily fame being one) to whom he would give a three-page typewritten outline in which the time elements, names of characters and their destinies were logically arranged. These hacks then had from a week to a month to enlarge the outline into a book. They were paid from \$50.00 to \$250.00, whereupon all claim to ownership was released. The returned quickly-written mss. were thrown into the Stratemeyer hopper for final polishing. Naturally these books have little or no pretensions to literary excellence. The nucleus of each theme is that a hero cannot fail. Holding each volume together are the threads of some hair-raising adventure. The action whirls lickerty-split from the first through the last chapter. Certainly, as the Fortune writer remarks, "substantial profit for author and publisher is its only, and unblushing, purpose." "Substantial profits" they were indeed, for when millionaire Edward Hope Winfield Appleton Young Rockwood Keene Infinitum Stratemeyer died in May of 1930, his real life story was guarded by the Stratemeyer Syndicate as a trade secret. Just for the sake of the record we might note that of all the Stratemeyer deluge (which began with the ROVER BOYS in 1908) the TOM SWIFT series held the record with the sale of six and a half million copies of thirty-six titles - and according to Fortune was "still lusty" in 1934. TOM SWIFT headed the best-seller list from 1913 to 1931, when NANCY DREW made its amazing spurt. (In 1958 we reluctantly admit that NANCY DREW is "still lusty").

But the series idea did not originate with Mr. Stratemeyer. In 1896, William Gilbert Patten, probably the first writer to exploit the self-perpetuating series for boys, about boys, wrote the first "Frank Merriwell". Before he finished, Patten - who wrote under the nom de plume of Burt L. Standish - wrote seven hundred and seventy-five Merriwell books that had an unbelievable average weekly sale of 125,000 copies. And it was "Frank Merriwell" that sired the immortal Rovers. The Merriwell books sold for five cents, and parents around 1900, who appraised literature in terms of what it cost them, felt that the Merriwells were undesirable. Clever Mr. Stratemeyer, however, who wrote the same things, put his slush in board covers and sold same at "respectable" prices ranging from one dollar to twenty-five cents. At once, he gained the reputation of doing "refined books", and sales soared far out of sight.

Here we are, twenty-four years after Fortune called this type of reading for the young "tripe", still vigilant in keeping such "delectable pap" off our library shelves. The job is much easier now, thanks to dozens of authors and illustrators producing thoroughly delightful books for youngsters. Some of today's best library material is in the juvenile field.

ST. JAMES PUBLIC LIBRARY
 Official Opening
 of
 New Premises
 February 8, 1958
 Portage Avenue at Wallace Road