The ultimate aim of all public library activities is Service to the People. Through Service functions the library staff meets the Patron, helps him locate resources, furnishes material, and aids him, if necessary, in its use — in short, Service opens the door to Knowledge. The collection is maintained for such Service; cataloging activities are carried out to facilitate it; buildings and equipment provide the physical means for it. When any of these — collection, activities, buildings, personnel — becomes an end in itself, no matter how well meaning and efficient, the purpose of the library is lost.

**PUBLIC LIBRARY SERVICE: a Guide to Evaluation with Minimum Standards**

*American Library Association*

1956
The Public Library as an institution exists to provide materials which communicate experience and ideas from one person to another. Its function is to assemble, preserve, and make easily and freely available to all people the printed and other materials that will assist them to:

1. Educate themselves continuously
2. Keep pace with progress in all fields of knowledge
3. Become better members of home and community
4. Discharge political and social obligations
5. Be more capable in their daily occupations
6. Develop their creative and spiritual capacities
7. Appreciate and enjoy works of art and literature
8. Make such use of leisure time as will promote personal and social well-being
9. Contribute to the growth of knowledge.

PUBLIC LIBRARY SERVICE: a Guide to Evaluation with Minimum Standards
American Library Association
1956.
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JUNIOR HIGH SCHOOL
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The year 1956 was the year in which the Citizens of Eau Claire and the Public Library reaped the harvest of the decided changes and improvements made in the library building in 1955 and 1956. The provision of beautiful, comfortable surroundings, the addition of the Auto-Page for easy book return, and the moving of the Children's Room upstairs have all contributed to the all-time record high of circulation and use of library facilities set in 1956.

Also contributing to this renaissance of interest and use of the library have been sustained publicity through the media of the press, radio and television, increased book-buying and frequent public-speaking engagements before community groups. By keeping the library in the public view and having more and better books available for that important first visit to the library, the Librarians have stimulated a growing habit of library use.

The importance of the trend toward more non-fiction reading in the Adult Department should not be underestimated; for too many public libraries have for too long been in the rut of providing good reading just for relaxation and recreation. Important as these needs are, the Public Library Inquiry of 1950 proved decisively that the Public Library cannot effectively compete with TV, the movies and sports in this field. The Public Library's unique contribution on the American scene should be the provision of unlimited educational and informational resources to any citizen wishing to learn. The past year in Eau Claire has shown that adults will avail themselves of this kind of reading if it's provided in attractive surroundings for them.

Gerald A. Somers, Chief Librarian
The Children's Department of the Public Library was a very busy place during the year of 1956. The boys and girls of Eau Claire broke all previous circulation records by borrowing 115,121 books and magazines from the library, exceeding last year's circulation by 21,913. A study of these circulation figures reveals some interesting trends in the reading interests of Eau Claire children during the past year.

The Children's Department has several sets of the best juvenile encyclopedias and has given the young patrons the privilege of borrowing them for home use. During the past year the circulation of encyclopedias has doubled, proving that children appreciate and are taking advantage of this service.

There has been a 30% increase in the use of children's religious books. Sunday School teachers and parents, as well as children, are discovering that the Library has a very fine collection of books about religion for readers of all ages.

The Children's librarians are very much aware of the active Scouting program in Eau Claire, and give credit to this program and its leaders for a 30% increase in the use of books about the arts, handicrafts, and books of games, dramatics, and poetry.

During the past year many excellent juvenile books have been published in science, travel, biography and history. Children are eager readers of factual books and the circulation increased greatly in all of these areas. Quite recently parents have been aroused to an awareness of the importance of reading in a child's life. Statistics show a very great increase in the circulation of primers, readers and easy books. To meet the demand the Children's Department has added many new books for the younger patrons.

An important function of the Public Library is to provide the best books available for recreational reading. As in the past, fiction continues to lead in popularity, with the children reading 5000 more fiction books in 1956 than in 1955. Each year the Children's Department adds many new titles to its collection. 1645 new books were added in 1956, bringing the collection to a total of 12,376 volumes.

Forty-one per cent of the registered library borrowers in Eau Claire are young people under 16 years of age. 1,049 new library cards were issued in 1956, bringing the total number of juvenile borrowers to 4,106.

Each fall the High School sophomore classes report to the library for an introduction to the facilities of the adult department of the library. At this time the students are urged to transfer their library cards from the juvenile to the adult department and to continue to be active patrons of the Public Library. 272 young people were so transferred during the past year.

The library has taken to the air-waves with its Story program: a new weekly program called "Tell-a-Tale Time" is designed to encourage small children to start the reading habit and to use their public library. Coverage of the TV program indicates that about 21 surrounding towns and villages have been reached.
HIGHLIGHTS OF THE PUBLIC LIBRARY'S SERVICE AND ACTIVITIES - 1956

Films
An estimated audience of 18,576 people viewed 16mm films made available through the library's film circuit. A total of 226 bookings were handled, producing revenues of $251.00 in 1956. A total of 51 films were handled during the year. The library also purchased its own Christmas film, "The Littlest Angel", which had 14 bookings during the holiday season.

Summer Reading Program
"Around the World with Books" was the theme of the boys and girls' vacation reading plan in 1956. Children were encouraged to read stories taking place in other lands and books about the countries. 535 children enrolled, representing 24 different schools. Wednesday morning story-hours were also held at the library during the summer months.

Adult Discussion Group
In cooperation with Wisconsin State College the library sponsored a series of discussions of great books. Plato, Swift and Emerson were chosen by members of the college faculty, Dr. Alan Lehman, Dr. Robert Weeks and Dr. Roland Lee, each an authority in his field and its discussion leader. Enrollment at the first series was 46.

Book Fairs
Once again the Children's Department was host to teachers, parents, librarians and children in the 9th annual Book Fair in November. Over 500 new children's books were displayed, and teachers' recommendations for ordering for their schools were honored. During National Book Week, the Senior High School library held a similar open-house and display for the high-school faculty and students.

Television and Radio
The Children's Department inaugurated a weekly quarter-hour program on WEAU-TV, "Tell-a-Tale Time", with Miss Louise Yule telling children's favorite stories illustrated with drawings taken from the books. The program is designed to foster a love and habit of reading in children 5 through 8 years. Initial response from the children has been excellent.
Two informational weekly radio programs began in September, "Books in the News", designed to inform people of the latest and best in reading, and "Let's Look at the Library", to acquaint the citizens of Eau Claire with the varied services offered by the Public Library.
HIGHLIGHTS OF THE PUBLIC LIBRARY'S SERVICE AND ACTIVITIES - 1956

Television and Radio

The Librarian appeared on two of the City's "Town Crier" TV programs, one designed to present "Summer Reading Enjoyment", another with the City Manager and Mrs. E.T.C. Hanson of the Library Board, outlining public library objectives. A third television program presented the Wisconsin Library Commission film, "Man Aware", and a panel composed of Mr. Harry Boehm, library patron, Mr. Homer Smith of the Library Board, and the Librarian, discussing the types of service offered by the public library.

Speaking engagements

As part of the library's objective of reaching out to inform community groups of its services, librarians addressed the following organizations: Rotary, Exchange, Woman's Club, Grace Lutheran Reading Club, Ministerial Association, Beta Sigma Phi Sorority, Wisconsin State College faculty, Bartlett School PTA and Fall Creek PTA.

Special projects

The Adult Book collection was surveyed with an eye to determining its strengths and weaknesses. The holdings of fiction compared to the Fiction Catalog's recommendations were good to excellent. The last five years of the Standard Catalog for Public Libraries revealed weaknesses in certain areas of non-fiction, however. An increased book budget for 1957 is expected to alleviate this condition.

A plan for microfilming a certain portion of the library's newspaper collection each year beginning in 1957 was allowed for in preparation of that year's budget.

A letter to program chairmen of civic organizations was sent September 1 explaining the library's services to groups, its speaking resources and program-planning helps.

The Gardner Teale Art Collection was classified into form and subject and steps taken to have it evaluated by art experts.

The Luther Hospital book collection and service was surveyed, and after consultation with hospital authorities, the Library Board voted to discontinue this service.

Building

New Remington-Rand Library Bureau furniture was installed in the Adult and Children's Departments, the new entrance door-way was completed, an Auto-Page installed at the curb, new window-blinds added, and the staff rest-room remodeled. The mending-room, public rest-rooms and cataloging department were redecorated at the close of 1956.
Many years ago the Eau Claire Public Library began service to the Public Schools by loaning boxes of books for supplementary reading. This service has improved and extended over the years, so that each school now has a large, permanent library, selected to meet the needs of the curriculum. In addition to book service, a planned program of instruction in the use of library materials is carried on from the elementary grades through high school. The Public Library continues to direct the school library program, effecting economical purchasing and processing of books and assuring a continuity of service throughout the school system.

The following information on school library service is based on the school year September 1955 to June 1956.

<table>
<thead>
<tr>
<th></th>
<th>Elementary School</th>
<th>Junior High School</th>
<th>Senior High School</th>
</tr>
</thead>
<tbody>
<tr>
<td>No. volumes in collection</td>
<td>26,210</td>
<td>5,231</td>
<td>10,590</td>
</tr>
<tr>
<td>No. magazines</td>
<td>None</td>
<td>28</td>
<td>52</td>
</tr>
<tr>
<td>No. newspapers</td>
<td>None</td>
<td>1</td>
<td>7</td>
</tr>
<tr>
<td>Staff</td>
<td>2 library assistants visit schools bi-monthly</td>
<td>1 librarian part-time assistant</td>
<td>1 librarian assistant</td>
</tr>
<tr>
<td>Circulation</td>
<td>135,417</td>
<td>49,597</td>
<td>70,945</td>
</tr>
<tr>
<td>Increase over Sept. 1954-June 1955 circulation</td>
<td>12,726</td>
<td>2,954</td>
<td>7,050</td>
</tr>
</tbody>
</table>

Money was provided in the 1956 budget to purchase approximately 500 library books for a new elementary school to be located on Locust Lane. A basic collection was purchased, cataloged and processed during the past year and is ready for use when the school opens. The 1957 budget provides money for another basic collection of books for a new elementary school which is to be built in 1957.

Additional funds were authorized to increase the library collection at the Arlington Heights school, which is to be enlarged in the near future.

Library Service to Other Eau Claire Schools

The Public Library also offers service to the parochial schools of Eau Claire. Any parochial school teacher may borrow large, packaged loans of books 4 times a year. These collections, prepared by the Children’s Librarian, are selected from the books in the Children’s Department of the Public Library. From September, 1955 to June, 1956, 5,810 books were loaned to the five parochial schools.

College students who are enrolled in courses in Library Science borrowed many books from the Children’s Room during the past year.

Through its extensive school library program the Public Library reaches nearly every child in the city. Large circulation figures and growing use confirm our belief that children will read and enjoy good literature when it is made accessible to them.
Overall circulation of the Public and School libraries increased 15% over 1955 and in the past 10 years has more than doubled. In the Main Library Adult circulation is up 29% and Children's 24%. Over 6600 reference questions were answered in the Adult Department, up 19% from 1955. For the first time in the records, adult non-fiction topped fiction, 117,503 to 114,899, increases of 36% and 19%, respectively. Topping the kinds of non-fiction borrowed in record numbers by adults were the technical, do-it-yourself books (600's), the fine arts and sports (700's), literature (800's), and world and U.S. history (900's), in that order. Greatest changes in adult reading occurred, however, in the theoretical sciences (up 97% 500's), world and U.S. history (up 61% 900's), religion (up 60% 200's) and philosophy and psychology (up 54% 100's). The trend indicates either increased interest in the areas or more books being published and purchased in each, probably both.

<table>
<thead>
<tr>
<th>Library Type</th>
<th>1955</th>
<th>1956</th>
</tr>
</thead>
<tbody>
<tr>
<td>MAIN LIBRARY - Adult</td>
<td>74,661</td>
<td>96,276</td>
</tr>
<tr>
<td>Juvenile</td>
<td>95,209</td>
<td>117,785</td>
</tr>
<tr>
<td>Hospital</td>
<td>2,726</td>
<td>2,336</td>
</tr>
<tr>
<td>TOTAL CIRCULATION - Main Library</td>
<td>172,596</td>
<td>216,397</td>
</tr>
<tr>
<td>Senior High School</td>
<td>67,552</td>
<td>69,307</td>
</tr>
<tr>
<td>Junior High School</td>
<td>50,449</td>
<td>49,505</td>
</tr>
<tr>
<td>Elementary Schools</td>
<td>125,525</td>
<td>141,789</td>
</tr>
<tr>
<td>TOTAL CIRCULATION - All schools</td>
<td>213,526</td>
<td>263,601</td>
</tr>
<tr>
<td>COMBINED CIRCULATION</td>
<td>146,122</td>
<td>479,998</td>
</tr>
</tbody>
</table>
It is gratifying to find that there has been a net increase of 1,000 borrowers in 1956. When this figure is put by the fact that 2,097 library cards expired or were withdrawn in 1956 and total applications for new cards were 3,097 for the year, the gain is more impressive. Two out of five or about 41% of Eau Claire residents are now registered borrowers at the public library. The goal to aim for in the years to come is the half-way mark; once that has been reached and passed, Eau Claire will be a reading city. That we are not far from such a goal now is indicated by the fact that main library registration figures do not reflect school use of libraries. In the regular school libraries more than 5000 boys and girls have access to books without library cards. The public library staffs and purchases books for these libraries, also.

During the year 1956 the Eau Claire Public Library's registration figures were as follows:

<table>
<thead>
<tr>
<th>Category</th>
<th>Number</th>
<th>Gain over 1955</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult borrowers</td>
<td>11,122</td>
<td>417</td>
</tr>
<tr>
<td>Juvenile borrowers</td>
<td>4,913</td>
<td>583</td>
</tr>
<tr>
<td>Total registration</td>
<td>16,035</td>
<td>1,000</td>
</tr>
</tbody>
</table>
## The Book Collection


### Main Library

<table>
<thead>
<tr>
<th></th>
<th>Added</th>
<th>Withdrawn</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>41,970</td>
<td>2,511</td>
<td>40,784</td>
</tr>
<tr>
<td>Juvenile</td>
<td>11,562</td>
<td>1,645</td>
<td>12,376</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>53,532</td>
<td>4,156</td>
<td>53,128</td>
</tr>
</tbody>
</table>

### Luther Hospital

<table>
<thead>
<tr>
<th></th>
<th>Added</th>
<th>Withdrawn</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adult</td>
<td>601</td>
<td>7</td>
<td>608</td>
</tr>
<tr>
<td>Juvenile</td>
<td>102</td>
<td>0</td>
<td>102</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>703</td>
<td>7</td>
<td>710</td>
</tr>
</tbody>
</table>

### Public Schools

<table>
<thead>
<tr>
<th>School</th>
<th>Added</th>
<th>Withdrawn</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td>Senior High</td>
<td>10,174</td>
<td>733</td>
<td>10,544</td>
</tr>
<tr>
<td>Junior High</td>
<td>4,943</td>
<td>483</td>
<td>5,426</td>
</tr>
<tr>
<td>Elementary</td>
<td>24,507</td>
<td>2,571</td>
<td>26,978</td>
</tr>
<tr>
<td><strong>TOTALS</strong></td>
<td>39,624</td>
<td>3,787</td>
<td>41,527</td>
</tr>
</tbody>
</table>

* TOTAL - all Adult books: 52,745
* TOTAL - all Juvenile books: 41,114

### Grand Totals - All Collections

<table>
<thead>
<tr>
<th></th>
<th>Added</th>
<th>Withdrawn</th>
<th>Totals</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>93,859</td>
<td>7,950</td>
<td>94,809</td>
</tr>
</tbody>
</table>

* Senior High books are considered adult level, junior high as juvenile.

The library also subscribes to 16 newspapers and 255 periodicals. A total of 11,499 magazines circulated in 1956, an increase of 18% over 1955. The pamphlet circulation was up 83%, the picture collection's use more than doubled (114%), and phonograph record circulation climbed back to over 900, despite the age and type of records in the collection.
FINANCIAL REPORT, YEAR ENDING DECEMBER 31, 1956

Balance on hand January 1956
Cash on hand - City Treasurer .................................. $ 320.00

Receipts
Appropriation ....................................................... $62,051.00
Petty cash receipts deposited ................................. 3,665.70
Refund - Insurance .................................................. 25.75
State aid for Elementary School Libraries
(By Bd. of Education 1/56) .................................... 34,678.00
Total receipts ...................................................... 101,220.45

TOTAL ........................................................................... 101,540.45

EXPENDITURES

Library Operating Expenditures
Salaries ................................................................. $56,984.92
Retirement .............................................................. 2,062.42 *
F.I.C.A. ................................................................. 897.56
Workman's Compensation ......................................... 74.03
Books & binding ...................................................... 20,136.89
Periodicals .............................................................. 1,651.16
Supplies ................................................................. 1,824.29
Furniture & equipment ............................................. 4,232.83
Telephone ............................................................... 618.02
Equipment rental ..................................................... 100.00
Printing & publicity ................................................... 209.88
Staff travel, dues, memberships ................................ 358.86
Visual & auditory aids ............................................. 394.23
Postage, freight, express, drayage .............................. 329.51
Special services ....................................................... 91.00
Street lighting ......................................................... 367.74
Total operating expenditures .................................... 90,383.34

Building Expenditures
Custodian's wages .................................................. 3,510.00
Heat, light & water ................................................ 3,861.71
Laundry ................................................................. 70.66
Insurance .............................................................. 234.78
Supplies ............................................................... 618.06
Improvement & repairs ............................................ 2,103.50
Total building expenditures ...................................... 10,428.71

TOTAL EXPENDITURES .................................................. 100,812.05

BALANCE ON HAND DECEMBER 31, 1956 ......................... 408.40

* This figure does not reflect retirement credits
amounting to $28,68 accumulated over the year.