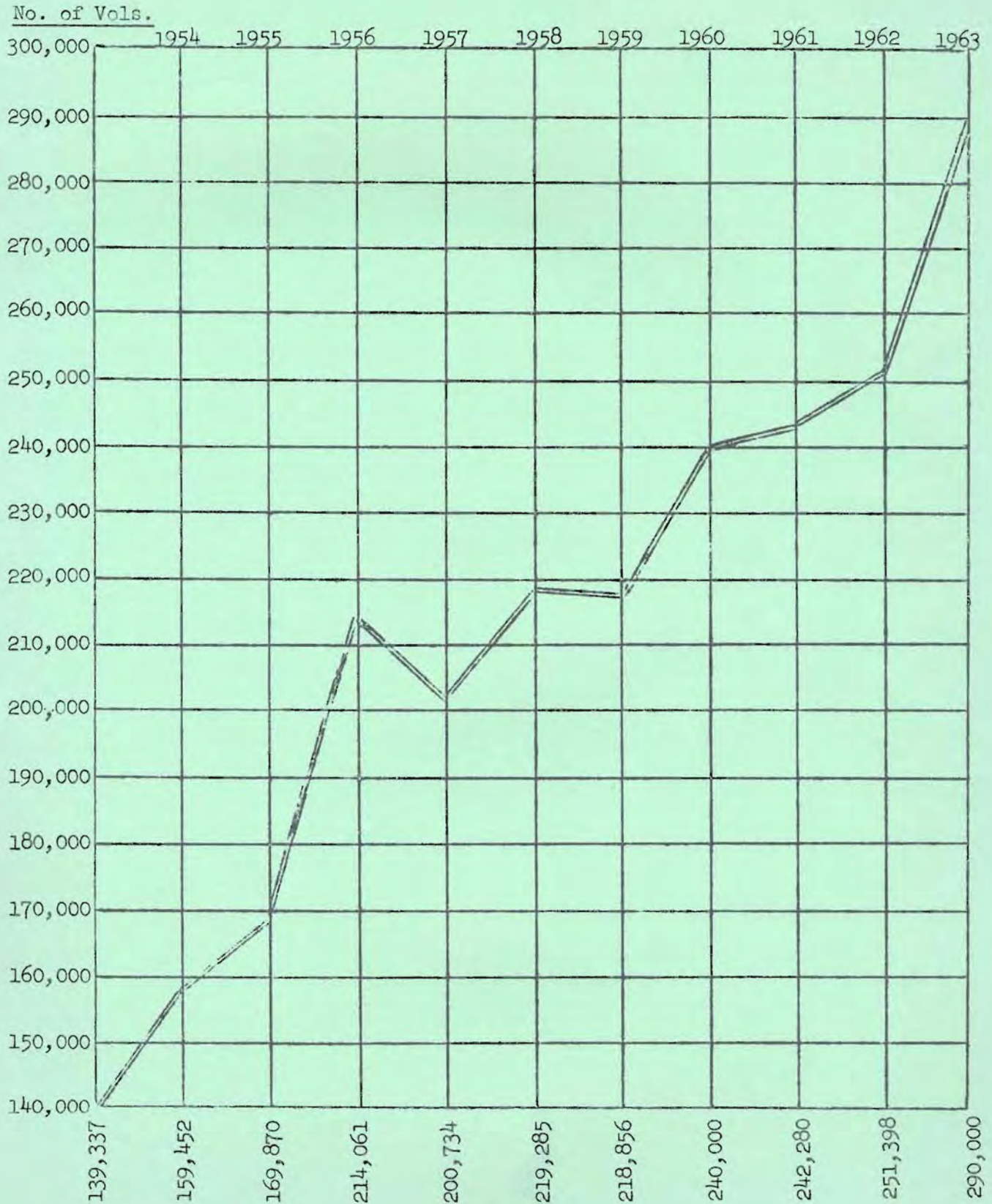


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EAU CLAIRE READS

LIBRARY CIRCULATION - 1953-1963
INCREASE 108 %





BOARD OF TRUSTEES
OF THE
EAU CLAIRE PUBLIC LIBRARY
1963

Edmund W. Paige President

W. Parker Clark Vice-President

Francis J. Wilcox Secretary

Trygve M. Ager

Ralph W. Owen

Homer DeLong

Arthur J. Peterson

Dr. Katherine Stewart

Stevens L. Riley

THE LIBRARY STAFF - 1963

Administration

Clifford E. Lange, Director
Mabel A. von Berg, Administrative Assistant

Adult Services

Carol R. Dawson, Librarian
Doris E. Friedman, Librarian
Winnona T. Rockwell, Librarian (R)
Lucille E. Kringle, Clerical Assistant *
Rolland Larson, Clerical Assistant *

Children's Services

Esther A. Berlin, Librarian
Emma M. Peterson, Clerical Assistant *

Cataloging

Almeda F. Latshaw, Librarian
Patricia E. Hawkins, Library Assistant
Norma L. Osberg, Library Assistant

Book Preparation

Ragna E. Guberud, Head of Book Preparation
Eleanor M. Spindler, Clerical Assistant

Custodian

Roy E. Ruemmele

Student Assistants

Phyllis D. Koehler *
Joanne M. Larson *
Jill Powell *
Dale F. Quick *
Bryan L. Schwark *

* Part-time
(R) Retired

Eau Claire Common Council
Eau Claire, Wisconsin

Gentlemen:

On behalf of the Board of Trustees of the Eau Claire Public Library it is my pleasure to present to you this report of the activities and achievements of the Eau Claire Public Library during 1963.

You can, I believe, look upon the facts and statistics included in the following pages and be proud of the fact that the Eau Claire Public Library served more people during 1963 than ever before in its history.

This increasing use made of the library by our fellow citizens is indicative of the dilemma of the modern man who lives in a world in which he is hard put to cope with the ideas that strive for and require his attention. Reading remains the single most important form of communication available to him and the most effective tool for his continuing education.

The continuing education of today's citizen, both adult and child, is the mission, the objective of the public library. This report is ample proof, I think, of the Eau Claire Public Library's constant effort to achieve this objective.

It is my firm belief that at no time in our history has the public library had a greater, more important role to play in the continuing education of our citizens than it does today.

With this glance at past achievements, may I say that it is my desire to carry on the mission of the Public Library in Eau Claire with the hope that we may continue to serve as the source of knowledge for all those who seek it.

Respectfully submitted,



Clifford E. Lange
Director

CIRCULATION STATISTICS

	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>
Adult	122,889	130,321	133,789	137,013	151,355
Juvenile	95,967	109,973	108,491	114,385	137,744
Total	218,856	240,294	242,280	251,398	289,099

CIRCULATION OF NON-BOOK MATERIALS

	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>
FILMS					
Bookings			209	247	296
No. of Films					161
Total Aud.	17,186	21,005	20,289	16,128	15,108
PAMPHLETS	1,274	1,149	1,149	1,224	1,374
PERIODICALS	13,443	14,383	13,777	14,003	17,306
RECORDS	742	789	819	818	845
REELS			289	361	347
RADIO					3

NON-FICTION READING (Adult)

<u>Classification</u>	<u>Number borrowed</u>
General Works	686
Philosophy	2,194
Religion	2,208
Social Sciences	7,640
Linguistics	741
Pure Science	3,714
Applied Science	9,809
Arts and Recreation	9,256
Literature	9,485
History	7,543
Geography and Travel	4,873
Biography	5,847

REGISTRATION

	<u>1962</u>	<u>1963</u>
Adult Borrowers	12,975	12,612
Juvenile Borrowers	4,742	4,513
Total	17,717	17,125

THE BOOK COLLECTION
(Number of Volumes)

	<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>
Adult	39,631	40,809	42,692	45,087	47,527
Juvenile	13,775	14,901	14,770	15,034	15,583
Total	53,406	55,710	57,462	60,121	63,110

REFERENCE AND INFORMATION SERVICE
(Questions Answered)

<u>1959</u>	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>
5,265	3,737	4,311	7,347	7,468

INTERLIBRARY LOAN

Our library is connected with other libraries in the inter-library loan system. This means that we can get almost any book for any Eau Claire resident. Naturally, there are some very specialized books which our library does not have. When patrons request such books, we are able to borrow them from the Reference and Loan Division of the Wisconsin Free Library Commission or from some other library. Usually, we can get these books within a week, and the patron may keep them for two or three weeks.

During 1963 we borrowed 88 books from other libraries and lent other libraries 29 books.

CHILDREN'S ROOM 1963

The Children's Department maintains a well-balanced book stock. In 1963 a total of 988 new volumes were added making a total collection of 15,583. A new set of "World Book", two Atlases and several reference volumes were added.

A total of 1,132 new library cards were issued during the past year, and the circulation in the Children's Room was 134,454 an increase of 20,069 over 1962.

Story Hour continues to be a big Saturday event with total 1963 attendance of 2,763, a weekly average of 62. Special features such as plays, puppet shows, educational movies are combined with the regular story. A large number of younger children have been attending the Story Hour the past year.

National Library Week was observed from April 20-27. Children and Parents examined a display of several hundred new books. A special Story Hour and a book contest was held during the week.

Children's Book Week was also observed from November 10-16 with a special display of new books and a puppet show.

The biggest event was the Summer Reading Program with the theme "Zoom Thru Space With Books". 1034 children registered. This was the largest number to register in a summer program. More boys than usual registered for this program.

Children's Room services and activities were publicized in newspapers, weekly Story Hour announcements, book marks, posters, bulletin boards, book contests, radio spot announcements and book lists.

THE YEAR IN BRIEF

Building Improvement

More work was done to ready the basement meeting room for use as a Children's Room in 1964. This included installation of heating units, laying of tile for the floor, and painting walls and ceiling. An unexpected delay and expense was caused by a broken water pipe that required tearing up flooring and redoing a good share of the water pipe system.

Group Activities

A film discussion group was sponsored by and held in the library during February, March and April. Total attendance was 156. Eight films concerned with the Humanities were viewed.

Thirty-five community groups held their meetings in the auditorium of the library.

Orientation classes for 561 Central Junior High School students were conducted to help them to make better use of the library and its materials.

Story hours on Saturday mornings continued to be popular, drawing an all-time high attendance of 2,763.

Community Relations

Extensive newspaper, radio and TV promotion of library services was carried on throughout most of the year, as well as numerous talks to community groups.

Both National Library Week in April and Children's Book Week in November were observed with special displays and activities including story hours, exhibits in local store windows, and special articles in the newspaper.

FINANCIAL REPORT, YEAR ENDING DECEMBER 31, 1963

BALANCE ON HAND JANUARY 1, 1963
City Treasurer \$ 9,064.34

REVENUE

Appropriation from City \$ 107,144.00
Petty Cash 4,649.28

TOTAL REVENUE 111,793.28

TOTAL \$ 120,857.62

EXPENDITURES

Library Operating Expenditures

Salaries \$ 60,941.75
Retirement 3,154.92
F.I.C.A. 2,053.81
Blue Cross 2,005.98
Group Life Insurance 83.88
Workman's Compensation 51.39
Books and Binding 15,713.27
Periodicals and Pamphlets 2,268.64
Supplies 1,986.37
Furniture and Equipment 608.01
Microfilm 266.73
Telephone and Telegraph 621.45
Equipment Rental 150.00
Printing, Publicity, Advertising 384.12
Staff Travel, Dues, Memberships 293.80
Visual and Auditory Aids 584.13
Postage, Freight, Express, Drayage 694.62
Special Services 207.23
Street Lighting 113.75
Total Operating Expenditures \$ 92,183.85

Building Expenditures

Custodian's Wages \$ 4,827.75
Heat, Light, Water 4,207.23
Laundry 84.40
Insurance 285.37
Supplies 429.22
Improvement and Repairs 10,167.79
Total Building Expenditures \$ 20,001.76

TOTAL EXPENDITURES \$ 112,185.61

BALANCE ON HAND DECEMBER 31, 1963 \$ 8,672.01

