

HEAR YE!

EAU CLAIRE PUBLIC LIBRARY

ANNUAL REPORT

1963
64





BOARD OF TRUSTEES
OF THE
EAU CLAIRE PUBLIC LIBRARY
1964

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"THE PEOPLE CANNOT BE SAFE WITHOUT INFORMATION."

Thomas Jefferson



Eau Claire Common Council
Eau Claire, Wisconsin

Gentlemen:

On behalf of the Board of Trustees it is my pleasure to present to you this report of the activities of the Eau Claire Public Library during 1964.

The statistics included in this report, as informative as they might be, tell only part of the story--the quantity of material used. The quality of the material used, the quality of the service given, is known only to those who make use of the library. Satisfied customers are our best advertisement.

We believe a very large part of our customers are satisfied, and our aim is to give the best service possible. We strive to make available to the community the best books, magazines, records and other information resources within our capability.

Our citizens cannot successfully live in a modern community without access to the know-how of the Twentieth Century. It is the library's function to supply them with the knowledge and wisdom they need to live in this increasingly complex and perplexing world. And the more complex and perplexing the world becomes, the more necessary it will be to spread the knowledge and wisdom found in books.

The library of today is not, and cannot be, a passive storage place. It must be an active center of communication, communication between the mind of man and the ideas and knowledge needed to live in the Twentieth Century.

Without the knowledge, information, and culture provided by the Public Library, a city remains a skeleton, a structure of brick and mortar, without a heart.

Respectfully submitted,



Clifford E. Lange
Director

CEL:SS

CIRCULATION STATISTICS

	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>
Adult	130,321	133,789	137,013	151,355	151,357
Juvenile	<u>109,973</u>	<u>108,491</u>	<u>114,385</u>	<u>137,744</u>	<u>143,705</u>
Total	240,294	242,280	251,398	289,099	295,062

CIRCULATION OF NON-BOOK MATERIALS

	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>
FILMS					
Bookings		209	247	296	224
No. of Films				161	157
Total Aud.	21,005	20,289	16,128	15,108	16,645
PAMPHLETS	1,149	1,149	1,224	1,374	1,261
PERIODICALS	14,883	13,777	14,903	17,306	14,850
RECORDS	789	819	818	845	991
REELS		289	361	347	
RADIO				3	10
MICRO-FILM					272

NON-FICTION READING (Adult)

<u>Classification</u>	<u>Number borrowed</u>
General Works	837
Philosophy	2,740
Religion	2,294
Social Sciences	8,532
Linguistics	656
Pure Science	4,094
Applied Science	9,864
Arts and Recreation	9,754
Literature	9,729
History	7,736
Geography and Travel	4,101
Biography	6,045

REGISTRATION

	<u>1963</u>	<u>1964</u>
Adult Borrowers	12,612	12,424
Juvenile Borrowers	<u>4,513</u>	<u>4,490</u>
Total	17,125	16,914

THE BOOK COLLECTION
(Number of Volumes)

	<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>
Adult	40,809	42,692	45,087	47,527	50,243
Juvenile	<u>14,901</u>	<u>14,770</u>	<u>15,034</u>	<u>15,583</u>	<u>16,293</u>
Total	55,710	57,462	60,121	63,110	66,536

REFERENCE AND INFORMATION SERVICE
(Questions Answered)

<u>1960</u>	<u>1961</u>	<u>1962</u>	<u>1963</u>	<u>1964</u>
3,737	4,311	7,347	7,468	5,873

CHILDREN'S ROOM 1964

In February the Children's Department was moved to bright, new quarters in the Library basement. With more space and better use of facilities in the new location, the Children's Department continues to provide a well-balanced book collection, which is widely used by boys and girls, parents, teachers, and others.

The total circulation in the Children's Room for 1964 was 143,705.

The Saturday Story Hour had an attendance of 2,378, an average of 56+. These story hours consisted of stories, plays, movies, and puppet shows.

Twenty-one groups from schools and youth organizations visited the Children's Room. The children's librarian gave instructions, book discussions, and explained library policies.

The biggest and most interesting event of the year was the Summer Reading Program. The theme "Key to Good Books" encouraged 1,064 boys and girls to register for this project. About 34 schools were represented and 400 new library cards were issued during the six weeks reading program. A book character parade with 52 participants formed a colorful and meaningful scene of characters in children's literature.

National Library Week, April 12-18, was observed with a display of 500 good books sponsored by the Junior Chamber of Commerce. A special story hour, a book contest, and the distribution of a book list "Good Reading for Youth" were special activities of the week.

"Swing into Books", the theme for National Children's Book Week, November 1-7 brought a display of 250 new books ready for circulation. A puppet show, "Hidden Book Contest" and a copy of "Growing Up With Books," distributed to patrons were activities of the week.

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THE YEAR IN BRIEF

GROUP ACTIVITIES

Fifty meetings were held by community groups in the auditorium of the library.

Orientation classes for over 500 Central Junior High School students were conducted to help them make better use of the library.

PUBLIC RELATIONS AND PUBLICITY

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

A biweekly book review column appeared in the local newspaper; a daily five minute book review program, "Inside Books," was heard on WEAQ; a weekly 25 minute program, "Library Ad Lib" was begun on Saturday mornings over WBIZ; WEAU-TV provided time every two weeks during the "Noon Show" for a discussion of library activities between News Director, Mike Henry and the Public Library Director.

AREA LIBRARY SERVICE

On December 5, 1964 the first of a series of meetings was held at the library to discuss and plan the development of an area library system. Librarians and trustees from forty libraries in the area were invited to attend the meeting. A Steering Committee was formed to draw up plans for area library development based upon the use of funds available under the Library Services and Construction Act of 1964.



THE LIBRARY STAFF - 1964

Administration

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

Adult Services

Carol R. Dawson, Librarian
Doris E. Friedman, Librarian
Ethel Gordon, Library Assistant
Sally Snyder, Library Assistant
Lucille E. Kringle, Clerical Assistant *
Rolland Larson, Clerical Assistant *

Children's Services

Esther A. Berlin, Librarian
Emma M. Peterson, Library 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, Library Assistant

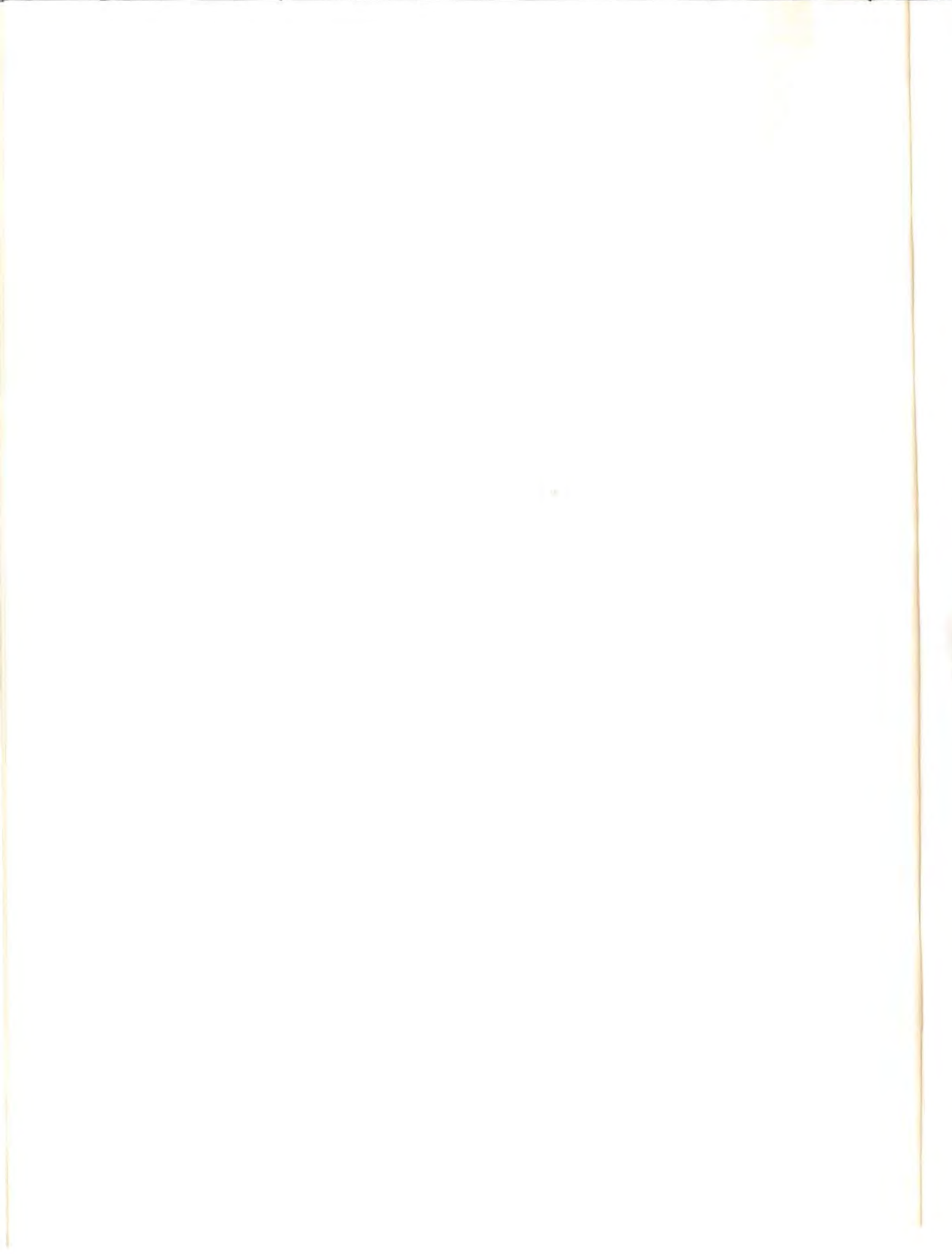
Custodian

Roy E. Ruemmele

Student Assistants

David Anderson *
Lee Hayden *
Phyllis D. Koehler *
Joanne M. Larson *
Karen McSorley *
Jill Powell *
Reagan Reynolds *
Jeanne Werner *

* Part-time



FINANCIAL REPORT, YEAR ENDING DECEMBER 31, 1964

BALANCE ON HAND, JANUARY 1, 1964

City Treasurer	\$	8,672.01
Revolving Fund		<u>75.00</u>

TOTAL \$ 8,747.01

REVENUE

Appropriation from City	\$	108,800.78
Junior Chamber of Commerce		22.00
Petty Cash		<u>4,848.61</u>

\$ 113,671.39

TOTAL REVENUE \$ 122,418.40

EXPENDITURES

Library Operating Expenditures

Salaries	\$	67,364.52
Retirement		3,242.92
Social Security		2,292.69
Blue Cross		2,258.96
Group Life Insurance		124.34
Workman's Compensation		60.90
Books and Binding		17,922.14
Periodicals and Pamphlets		2,661.01
Supplies		2,748.55
Furniture and Equipment		4,391.72
Microfilm		106.03
Telephone and Telegraph		756.78
Equipment Rental		150.00
Printing, Publicity, Advertising		251.98
Travel and Conferences		655.97
Dues and Memberships		158.00
Visual and Auditory Aids		580.10
Postage, Freight, Express, Drayage		356.21
Special Services		120.00
Street Lighting		<u>113.75</u>
Total Operating Expenditures	\$	106,316.57

Building Expenditures

Custodian's Wages	\$	4,924.31
Heat, Light, Water		4,026.70
Laundry		92.95
Insurance		489.25
Supplies		604.11
Improvements and Repairs		<u>2,012.54</u>
Total Building Expenditures	\$	12,149.86

TOTAL EXPENDITURES \$ 118,466.43

BALANCE ON HAND, DECEMBER 31, 1964

City Treasurer	\$	3,851.97
Revolving Fund		<u>100.00</u>

TOTAL \$ 3,951.97



