



Thirty-fifth annual report of the Madison Free Library, Madison, Wisconsin, being the report for the year ending June 30, 1910. 35th

Madison Free Library (Madison, Wis.)

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THIRTY-FIFTH ANNUAL REPORT

of the

MADISON FREE LIBRARY

MADISON, WISCONSIN

Being the Report for the Year Ending

June 30, 1910

LITERARY BOARD, 1909-1910.

	Term expires
F. E. Doty, President	July, 1912
R. E. Dudgeon, Vice-President	-----
E. O. Kney, Secretary-Treasurer	July, 1912
Morris F. Fox (1)	July, 1911
J. W. Groves	July, 1911
F. A. Hutchins	July, 1910
Mrs. Burr W. Jones	July, 1911
Charles McCarthy	July, 1910
S. E. Palmer	July, 1910
E. C. Mason	July, 1911
C. E. Mendenhall	July, 1912

(1) Resigned September 10, 1909. Succeeded by E. C. Mason

STANDING COMMITTEES, 1909-1910.

	Books	
Mrs. Burr W. Jones		C. E. Mendenhall
F. A. Hutchins		F. E. Doty
	Rooms	
J. W. Groves		S. E. Palmer
R. E. Dudgeon		F. E. Doty
	Finance	
E. O. Kney		E. C. Mason
Charles McCarthy		F. E. Doty

LITERARY STAFF, 1909-1910.

George E. Averill, Jr., Librarian
Georgia R. Hough, Librarian of Circulating Department
Marion F. Weil, Children's Librarian
Eird Morrison, Assistant
Genevieve Mayberry, Assistant
Carolyn Adams, Assistant
Ralph Butler, Page (to April 1)
Arthur Olson, Page (since April 1)
Frances Ellsworth, Librarian Sixth Ward Branch Library
Eyron S. Potter, attendant, Men's Reading Room
Frank A. Daley, attendant, Men's Reading Room
Apprentices:
Gretchen Flower
Mary Martin
Essie Dexter
Mary Thom

PRESIDENT'S REPORT

Madison, Wis., July 22, 1910.

Honorable J. C. Schubert,

Mayor of the City of Madison.

Dear Sir:-

On behalf of the Free Library Board, I submit the report of the Madison Free Library, consisting of several statistical tables setting forth in concise form the material and financial condition of the library and its various activities, together with the report of the librarian, Mr. George B. Averill.

At the request of the board the City Council last year made an additional annual appropriation of twenty-five hundred (\$2,500.00) dollars for the support of the library. In conformity with representations made to you by this board at that time we have established and successfully operated a branch library in the Sixth ward thereby greatly increasing the usefulness of the library and making it readily accessible to persons who otherwise could not avail themselves of its privileges. We have equipped and opened a men's reading room in the basement of the building and the supply of books has been materially increased. We believe we have fully complied with the conditions under which the appropriation was made and are confident that these new activities have met the approval of the reading public.

The year has been one of progress and harmony. We have an excellent library staff, loyal to the interests of the library and the public, willing to serve, and constantly seeking to enlarge the usefulness of the library and to increase its efficiency. Mr. Averill has been indefatigable in his efforts to bring the library up to the standard set by this board, and it is with regret that we accept his resignation to take a more lucrative position with the University. We have increased and improved the school collection and, in co-operation with the teachers, have endeavored through the agency of a trained children's librarian, to get the children of the city familiar with the library and to develop in them right reading habits. Definite progress has been made in this direction but much remains to be done, especially in the way of advanced reference work with high school children and adults.

Yours respectfully,

F. E. Doty,

President, Madison Free
Library Board.

Madison, Wisconsin, July 20, 1910.

To the Board of Directors of the Madison Free Library:

I have the honor to present herewith the 35th annual report of the librarian, being the report for the year ending June 30, 1910.

Progress during the past year has perhaps been most noticeably shown in the establishment of a branch library in the sixth ward and in the opening of a Men's Reading Room in the main library. These phases of extension have been made possible by the generous increase of \$2,500.00 in the city appropriation and by the interest which ladies of Madison, particularly some of those residing in the sixth ward, have taken in the branch project. Last fall by conducting a waste paper collection and holding an entertainment, these ladies raised \$200.37 which was used in equipping the branch library with furniture and fixtures. This spring a book reception was held at the main library for which, as last year, a general invitation was issued to residents of the city to come to the library on the afternoon and evening of February 5, bringing with them as gifts for the branch, one or more books, preferably titles from a selected list. 350 good books were presented besides \$24.85 in money. Another waste paper collection was conducted this spring from which \$136.13 was realized, this to be put into books for the branch library. So the efforts of the ladies have met with financial success, but more than this they have created an interest in the branch project and have made friends for it.

The branch library was opened March 12, with the idea of emphasizing the reading room feature, but a circulation of 4,577 during the time it has been in operation shows the need of the branch as a distributing center of books.

During the spring two connected rooms in the basement of the library building were fitted up as Men's Reading Rooms, and opened April 1. A list of weekly and monthly magazines and daily newspapers was subscribed for the idea being to make this what the name implies, a reading room for men. The hours were fixed at 2:30-5:30, 6:30-9:00 P. M., and two university students were employed as attendants, one for the afternoon and one for the evening. The average daily attendance has been about 25 and while this is not a large figure, considering the fact that the rooms were opened late in the year the patronage has been sufficient to ensure a larger attendance next year.

Free Lectures

A course of free Sunday afternoon lectures has been conducted at the library during the winter on the same plan as last year, except that on all but two Sundays one lecture has been given instead of two. These have been well attended, the seating capacity of the

lecture room several times being taxed to its utmost.

The success of the free lectures has been in large part due to the interest of the lecturers in them and their service kindly given has been very much appreciated.

The following is the list of the lectures:

Nov. 28 Harvey Dee Brown - Wisconsin's Campaign against Tuberculosis
Dec. 5 Charles McCarthy - Japan
Dec. 12 Miss Abby L. Marlatt - How to Reduce the Market Bill
Dec. 19 Miss Caroline E. Mac Gill - The George Jr. Republic
Jan. 9 Prof. E. B. McGilvary - The Development of Marriage
Jan. 16 Prof. Lawrence Martin - Volcanoes
Prof. C. A. Ocock - Gasoline Engine Construction
Jan 23 Prof. E. A. Ross - The Curiosities and Follies of Fashion
Jan 30 Miss Harriet B. Merrill - Collecting Rubber on the Amazon
Feb. 6 Professor L. R. Herrick - Paris Inundated
Feb. 13 Prof. H. C. Bradley - Mountaineering¹⁴ the Bitter Root Range
of Idaho
Feb. 20 C. N. Brown - The Eternal City
Feb. 27 Prof. E. B. Blackwelder - Disappearance of Animal Life
Prof. C. A. Ocock - Gasoline Engine Troubles
Mar. 6 Prof. Paul S. Reinsch - South America
Mar. 13 R. R. Hiestand - Some Tales out of School, or How the News-
papers get the big stories.

Four free demonstrations in practical home economics, conducted under the auspices of the Y. W. C. A. but open to the public, were given in the lecture room this spring.

Exhibits.

The library has held a series of exhibits this year which while not so many in number as last year have been somewhat larger. Two of these came, with but little cost, from the Grand Rapids (Mich) Public Library - a collection of cartoons, and a collection of views of the buildings of various universities throughout the country. Another exhibit consisted of a collection of etchings from the Keppel Art Galleries in New York. Then the Madison Park and Pleasure Drive Association loaned some very good enlarged photographic views of the city's parks and drives. The usual Christmas book exhibit was also held. In January the Wisconsin Horticultural Society held their exhibit of fruit in the basement of the library building. To aid people in planning vacation trips, the library collected during the spring a large number of pamphlets and booklets published by railroad and steam ship companies. These were made easily accessible to patrons and have been considerably used.

Circulation

The growth of the library as far as it may be expressed in figures is shown in the tables at the end of this report. The total circulation, shown in Table II is 116,284, as against 94,456 for last year, a gain of 21,828 or 23.1%. The percentage of gain at the main library during the past year was 16.6%, being a 15.5% increase in the adult department and a 20% increase in the children's room. The larger percentage of gain in the total circulation then was caused by the books circulated from the branch library and the larger proportionate increase in the circulation in the rental collection.

Rental Collection

The circulation in the rental collection was 10,075 as against 6,039 for last year showing a gain of 4,036 or over 662/3%, which is about the same proportionate increase as that of last year. Table IV shows the number of books added to the collection, the transfers made from it to the main and branch libraries, and that the rent fund is in satisfactory condition with a balance of \$120.49; the loan of \$50.00 made to the rent fund from the general fund could be returned at any time.

School Collection

The circulation of books in the school collection was 11,785 as against 10,768 for last year, a gain of 1,017 or 9.4% a very satisfactory figure when it is considered that Miss Weil, the children's librarian did not start her work in the library until the first week in November and could not begin to make school visits until a later date. Also the books in the collection were withdrawn from circulation during the entire month of January while new books were being added and old ones repaired. The addition of 1,040 volumes to the school collection as shown in Table I gives the library more adequate means of meeting the demands of school work.

Stations

Table III shows the circulation of books from the three stations to have been 2,752 a decrease of 192 from last year. The Greenbush circulation increased 67, the east end circulation decreased 20, while the seventh ward circulation decreased 239. The seventh ward station has been looked after this year entirely by library school students each one working not longer than four weeks, and the decrease in the circulation there emphasizes what was said in the report for last year that while these students have been faithful and conscientious and their work appreciated, there is great advantage in having one person in charge for a longer period of time as Miss Bettina Jackson was last year. The establishment of the sixth ward

Children's Department

The present children's librarian began her work in Madison during the first week of November, and owing to the lateness of her arrival little was attempted save the regular routine work.

A story hour for little children was held at the main library on Friday afternoons, the average attendance of which was seventy-five children.

Books were sent as usual to all of the public and to two of the parochial schools, visits made and book talks given. These visits were not begun until January and were necessarily few in number due to the above reason, together with the large amount of regular work, but the children's librarian found the superintendent, principals and teachers most kind in their co-operation and assistance, and to them is due in a large measure the gratifying increase of circulation.

Three illustrated, stereopticon talks were given by Professor L. R. Herrick and the Rev. P. E. Knox to the school children at the library. The lectures were greatly enjoyed and more are to be given during the coming year if possible.

The attendance in the children's room has been steady. During the winter months the hours between 4:30 and 6 P. M. found the room crowded with many children, some teachers and mothers.

Additions to the book collection have been made, and the children showed their appreciation by reading the books quickly, eager for more. The collection is still inadequate - more books are needed for pleasure reading, for handicraft, for biography, geography and history.

In connection with the last named classes, more books have been drawn by the teachers on their special teacher's cards than were drawn last year, the figures being 2,766 as against 1,380. The circulation of pictures also, both for school and club work has exceeded that of last year, the gain being from 564 to 802. Many pictures have been given this year, which when classified, will prove helpful to the teachers.

The opening of the Sixth Ward Branch means increase of work but also increase of opportunities. The children form a large percentage of the population in that district, and have already shown themselves thorough and eager readers. If funds permit, so that new books can be added and more assistance given, there will be a splendid field for children's work, including story hours and reading circles, the object being as always to guide the children, not only to the good books, but to the best of every class.

branch library in the vicinity of the East End station very probably has had much to do with the slight decrease in the circulation there.

Book Account

The Book Account, Table I., shows the total number of volumes added to have been 3,619. This is 1,561 volumes more than last year and 840 more than the year before. The amount spent for books this year given in Table VI was \$1,697.12 which includes branch and school collection; the amount spent last year was \$1,005.10 and the amount for the year before \$1,944.85. The increased number of volumes added represents the much larger amount of work which has had to be done by the library staff.

Among the generous number of gifts made in the form of books, the library has received a valuable reference work in the Catholic Encyclopedia presented by a number of people interested.

The number of books missing at inventory is 174 volumes less than last year but is still too large.

Binding

As last year, the periodicals bound have been confined to current volumes. The number of books rebound, as it was stated in last year's report would probably be the case, has been much larger - 1,021 as against 287 for last year. The amount of money spent for binding shown in Table VI, has been correspondingly greater \$413.74 as against \$226.16

Many more books have been withdrawn this year because of wearing out than were withdrawn for the same reason last year, the figures being 660 against 328.

Registration

The number of new readers added during the year as shown in Table V was 2,197 as against 1,765 for last year a gain of 432 or 24.5%. The withdrawals, however, particularly the large number of cards which have expired but have not been renewed within one year, have left the total number of cards in force but 274 greater than last year.

Finances

Table VI shows an unexpended balance July 1, 1910 of \$3,683.85 as against \$2,313.06 a year ago. Under receipts there is \$2,500.00 more in the city appropriation and \$225.00 for rent of rooms to the American Library Association not appearing before.

The Staff

During the past year there have been three changes in the library staff. Miss Smith, children's librarian, Miss Hughes general assistant, and Mr. Janecky, evening assistant, resigned and their places were taken respectively by Miss Marion F. Weil, formerly children's librarian in the South Side Branch Library, Pittsburgh, Miss Genevieve Mayberry, formerly assistant in the Public Library, Oconto, and Miss Carolyn Adams of Madison, formerly an assistant in the Public Library, Lincoln Nebraska. Miss Adams has worked full time whereas Mr. Janecky worked but 12 1/2 hours per week. Miss Mary Thom who had served as an apprentice in the library for some time, acted as an assistant to the children's librarian for three months. It is recommended that the children's librarian have a permanent assistant so that work in the children's department may be developed in a way which is impossible now because of lack of assistance.

Miss Frances Ellsworth was appointed librarian of the Sixth Ward Branch Library and Messrs. Byron S. Potter and Frank A. Daley, attendants for the Men's Reading Room.

The hearty co-operation of the members of the staff in the work of the library and the efficient service rendered, together with the encouragement and support received from the directors have been large factors in attaining whatever measure of success has resulted from this year's work.

For next year I respectfully recommend that with the present resources, little new in the way of extension be undertaken but that development be attempted along lines already started and that at the main library special attention be turned to the reference work.

Respectfully submitted,

George E. Averill, Jr.,

Librarian.

TABLE I
BOOK ACCOUNT, 1909-1910

	Main Library	School Collection	Sixth Ward Branch	Total
Number of volumes July 1, 1909	19,909	1,407		21,316
Additions:-				
by purchase	1,285	1,031	250	2,566
by gift	202	5	349	556
by binding	60			60
transferred to main library				
from rent collection	339		8	347
Re-acquisitioned	59	4		63
replaced by borrower	1			1
transferred to branch from free collection - main library			26	26
Total	1,946	1,040	633	3,619
Withdrawals:				
worn out	492	168		660
burned, contagious disease	3			3
lost by readers, 12 paid for	33	10	1	44
duplicates	17			17
transferred to branch from free collection - main library	26			26
transferred to main library from school collection	—	1	—	1
Total withdrawals	571	179	1	751
Missing at inventory, May & June	272	42		314
Total to be subtracted	843	221	1	1,065
Number of volumes July 1, 1910	21,012	2,226	632	23,870

Binding

Volumes of periodicals bound	60
Number of books rebound	1,021

TABLE II
CIRCULATION STATISTICS, 1909-1910

	Main Library		Stations		Sixth Ward		School	Total
	Adult	Juvenile	Adult	Juv	Branch	Adult	Juv	
Periodicals	2,928	173	75	1	429	20		3,626
Philosophy	691	19	2		2	2		715
Religion	722	224	4	38	3	147	200	1,338
Sociology	1,318	288			3	50	190	1,849
Language	154	30			1	3		188
Science	829	1,040	7	36	4	145	973	3,034
Useful arts	1,103	438	1	4	21	95	197	1,859
Fine Arts	1,799	362	6	3	5	1	76	2,252
Literature	3,383	908	3	18	23	112	1,613	6,060
Biography	1,173	464	16	26	61	164	528	2,432
Travel	1,800	1,402	25	34	37	76	1,414	4,788
History	2,193	1,857	42	56	36	75	1,263	5,522
Fairy tales		2,558		85		529	2,590	5,762
Foreign	940		9		103			1,052
Music	420							420
Fiction	45,270	12,600	1,962	299	1,472	968	2,741	65,312
Total	64,723	22,362	2,152	600	2,200	2387	11,785	106,209
Rent collection								10,075
Grand total								116,284
Total adult circulation								69,075
Total juvenile circulation								37,134

(continued on next page)

(Circulation Statistics, 1909-10, cont.)

Percentage of fiction circulated	61.5
Percentage of juvenile books circulated	35
Number of days Main Library has been open for circulation	310
Average daily circulation - Main Library	281
Largest monthly circulation - Main Library, (January)	8,768
Smallest monthly circulation - Main Library, (September)	5,523
Pictures circulated	802
Number of books circulated to teachers	2,766
Lantern slides circulated	256

TABLE III
CIRCULATION STATISTICS OF BRANCH STATIONS, 1909-10

	Periodicals	East End		7th Ward		Greenbush		Total		
		A	J	A	J	A	J	A	J	
Philosophy	64			2		11	1	75	1	76
Religion				8		4	30	4	38	42
Science		2		13		5	23	7	36	43
Useful arts				3		1	1	1	4	5
Fine arts		2		1		4	2	6	3	9
Literature		2		4		1	14	3	18	21
Biography		10		13		6	13	16	26	42
Travel		19		21		6	13	25	34	59
History		37		37		5	19	42	56	98
Fairy tales				32		53		85		85
Foreign books		5				4		9		9
Fiction	1,434		346	164		182	135 1962	299	2,261	
Total	1,498		425	296		229	304 2,152	600	2,752	

TABLE LV
RENT COLLECTION

Number of volumes in collection July 1, 1909		333
Additions by purchase	424	
Transferred to Main Library	339	
Transferred to Sixth Ward Branch	8	
Total transferred	347	
Left in collection	77	77
Number of volumes in collection July 1, 1910		410
Circulation		10,075
Unexpended balance July 1, 1909		\$30.43
Receipts	\$503.75	
Expenditures	413.69	
Unexpended balance July 1, 1910		\$120.49

TABLE V
REGISTRATION, 1909-1910

	Adult	Juvenile	Total
Number of readers July 1, 1909	8,012	4,162	12,174
Additions:			
New readers	1,481	716	2,197
Re-registrations	326	184	510
Total	9,819	5,062	14,881
Withdrawals:			
Cards expired, re-registered	326	184	510
Cards expired, not re-registered	1,009	676	1,685
Cards cancelled	221	16	237
Card not withdrawn before July 1, 1909	1		1
Total	1,557	876	2,433
Number of readers July 1, 1910	8,262	4,186	12,448

TABLE VI
FINANCE, 1909-1910

Unexpended balance July 1, 1909 \$2,313.06

Receipts:-

City appropriation, Jan. 1, 1910	\$10,000.00
American Library Ass'n, rent	225.00
Library School, rent of rooms	499.56
Town of Madison for library privilege	25.00
Postals	.71
New cards	11.85
Fines	381.51
Rent of club room	18.50
Subscriptions from non-residents	4.00
Lost books	12.15
Books sold	.25
Waste paper sold	20.51
	\$11,199.04

Expenditures:

Books - Main library	\$1,142.39
School duplicate collection	307.28
Supplies and printing	365.04
Salaries	3,938.50
Furniture	67.65
Binding	413.74
Repairs and improvements	269.97
Magazines	322.06
Janitor service	982.84
Fuel	839.79
Light	388.24
Janitor and toilet supplies	37.66
Express, freight and drayage	36.39
Postage	17.63
Branch - Books and periodicals	247.45
Service	90.74
Furniture and fixtures	18.60
Rent	40.00
Supplies and printing	22.00
Light	9.21
Men's Reading Room	
Periodicals	36.97
Service	50.00
Furniture and fixtures	112.30
Miscellaneous	1.40
Miscellaneous	70.40
	\$9,828.25

Unexpended balance July 1, 1910

\$3,683.85