

1966

# A Survey of Lithgow Library, Augusta, Maine

Maine State Library

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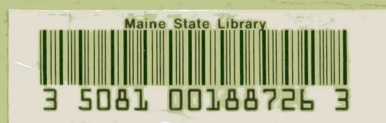
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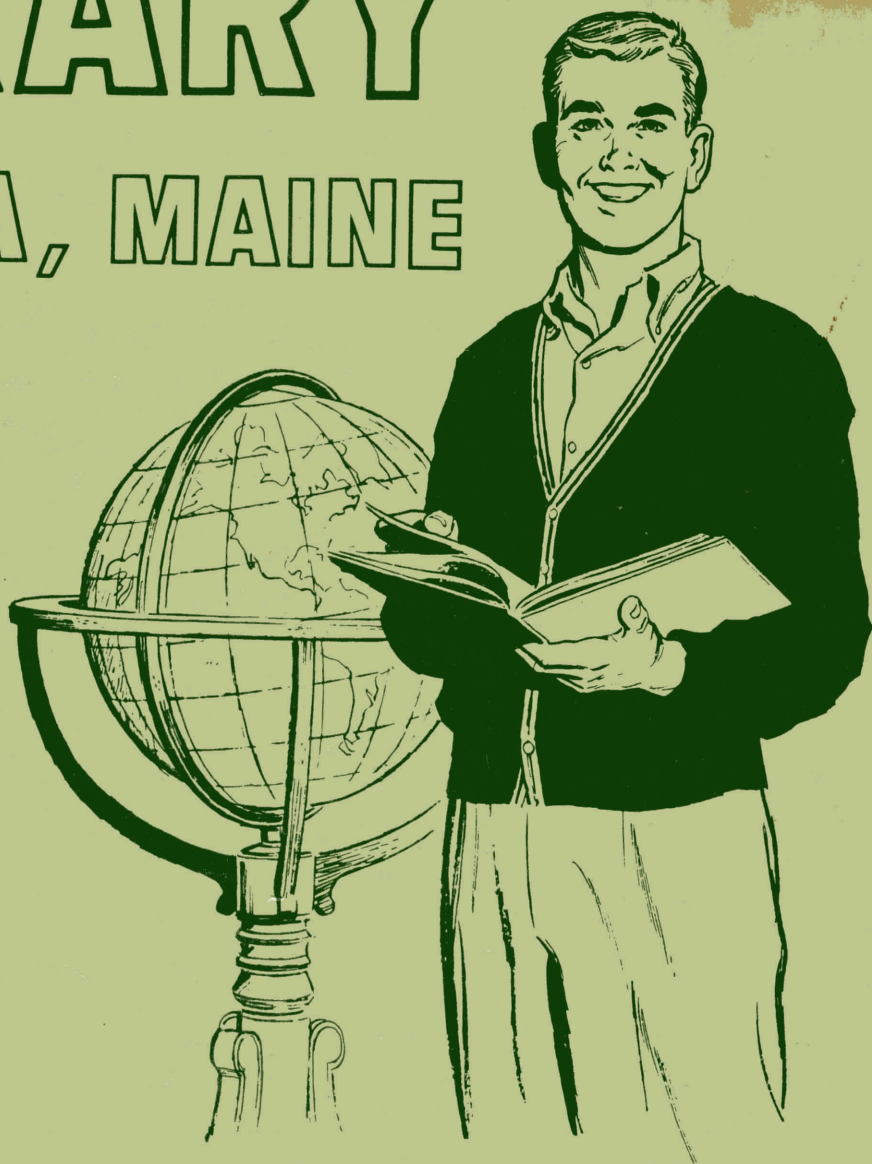
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MAINE STATE LIBRARY



# A SURVEY OF LITHGOW LIBRARY AUGUSTA, MAINE



MAINE STATE LIBRARY • 1966



A SURVEY OF  
LITHGOW LIBRARY

The survey was conducted by the Maine State Library assisted by Northeast Market Research, a division of Gorham Research Corp., Gorham, Maine, and by Creative Associates, Portland, Maine public relations counseling firm.

This report was prepared by Miss Ruth A Hazelton, state librarian, and Miss Virginia Hill, deputy state librarian, assisted in the public opinion poll and public relations chapters by Roger C. Williams, Creative Associates president, and Harvey O. Elliot, Creative Associates senior account executive.

Maine State Library

Augusta, Maine

1966

## A SURVEY OF LITHGOW LIBRARY

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## INTRODUCTION

On June 19, 1965, the Trustees of the Lithgow Library voted to request the State Librarian to conduct a survey of the needs of the Lithgow Library, including a public opinion poll.

In August, 1965, the State Librarian, the Deputy State Librarian and Roger C. Williams of Creative Associates met with the trustees for a preliminary discussion of the survey and to outline in general how the survey would be conducted.

Much time and thought have gone into this study in order to present a fair evaluation of the library situation as it is today and to make reasonable recommendations for the future development of the library.

\* \* \*

No survey of the Lithgow Library as it is today would be complete without at least a brief recounting of the events leading to the establishment of the library and the construction of the building. A better perspective will also be gained by taking note of events which have marked the years from that day to this.

In March, 1872, the Augusta Literary and Library Association was formed. However, as so often happens even today, no provision was made for a reliable and regular source of income. After ten years the Association was in debt and the indebtedness was steadily increasing. There-

fore, Llewellyn W. Lithgow, a life member of this Association, recognizing the need for a library and not wishing to see the efforts of the Association wasted, provided in his will for the creation of a fund of \$20,000 to be known as the Lithgow Library and Reading Room Fund. This bequest was made to the City of Augusta and was accepted by the Mayor and Aldermen on August 5, 1881.

The first act of the Board of Trustees of the Lithgow Library, after its organization on February 12, 1882, was the acceptance of the books and fixtures of the Library of the Augusta Literary and Library Association. On September 23, 1882, the Trustees opened for the first time the Lithgow Library and Reading Room.

A residuary clause in the will of Mr. Lithgow left additional funds to the City of Augusta and an Act of the State Legislature in January, 1883, authorized the City of Augusta to apply these funds to library purposes and also to incorporate the Lithgow Library and Reading Room. The total amount that Augusta received under the residuary clause in the will was about \$16,000. Since there were no conditions attached to this portion of the legacy, the Trustees decided to apply it toward a building and it became the nucleus of a Building Fund. Public subscriptions and a gift of \$9,000 from Andrew Carnegie increased the Building Fund sufficiently for the Trustees to proceed with the hiring of an architect and the preparation of plans. Ground was broken in May, 1894, and the building completed in January, 1896.



At the time that the building was opened, the Library became in fact a public library, available without charge to all residents. Realizing that the income from Mr. Lithgow's specific bequest of \$20,000 would not be sufficient to maintain the library properly in its new quarters and allow for the purchase of new books, the Trustees appealed to the city for an annual appropriation, with the proviso that the library would be free to all the people of the city.

\* \* \*

The seventy years that have passed since the citizens of Augusta so proudly dedicated their new library building represent a period of many changes in the library world as in other facets of community service. In any discussion of the development of modern library service, we must go back to 1876. It was in this year that the American Library Association was organized and from that time to the present, public libraries in the United States have developed steadily in fields of activity and in variety of functions.

At this period one of the most forward-looking steps taken by public libraries was to open the book shelves to the public. Also, increasing attention was given to development of services to children. As a result of these expanding activities, public libraries in the early part of the 20th century became much more community conscious and began to reach out to establish contacts with various community groups.



Today, public libraries, together with schools and social service agencies, are having to make radical adjustments to meet the demands of modern social conditions and scientific developments. At this point in the development of the public library, it is vital that the general public and the supporting governmental unit recognize that a good public library is an essential institution in our civic life, as essential as the schools. It is a time for the public library to make a thorough study of the needs of the community it serves; to review its services and book collection; to examine its hours; and to consider all of the other factors which keep a library functioning effectively.

The succeeding chapters of this report will deal specifically with staff, book collection, use of library and financial support, measuring the Lithgow Library against generally accepted standards of library service and support.

## ORGANIZATION OF THE LIBRARY

Often the function of the Board of Library Trustees as primarily a policy making body is not clearly understood. Therefore it seems appropriate at the outset of this chapter to outline the duties and responsibilities of both trustees and librarian as they appear in THE TRUSTEE OF THE SMALL PUBLIC LIBRARY (Small Libraries Project, Pamphlet No. 3), published by the American Library Association.

### Library Board

1. Employ a competent and qualified librarian.
2. Determine and adopt written policies to govern the operation and program of the library.
3. Determine the purposes of the library and secure adequate funds to carry on the library's program.
4. Know the program and needs of the library in relation to the community; keep abreast of standards and library trends.
5. Establish, support, and participate in a planned public relations program.
6. Assist in the preparation of the annual budget.

### Librarian

1. Act as technical advisor to the board; recommend needed policies for board action; recommend employment of all personnel and supervise their work.
2. Carry out the policies of the library as adopted by the board.
3. Suggest and carry out plans for extending the library's services.
4. Prepare regular reports embodying the library's current progress and future needs.
5. Maintain an active program of public relations.
6. Prepare an annual budget for the library in consultation with the board and give a current report of expenditures against the budget at each meeting.



- |   |  |
|---|--|
| 7. Know local and state laws; actively support library legislation in the state and nation.   | 7. Know local and state laws; actively support library legislation in the state and nation.  |
| 8. Establish among the library policies those dealing with book and material selection.   | 8. Select and order all books and other library materials.   |
| 9. Attend all board meetings and see that accurate records are kept on file at the library.   | 9. Attend all board meetings other than those in which his own salary or tenure are under discussion; may serve as secretary of the board. |
| 10. Attend regional, state, and national trustee meetings and workshops, and affiliate with the appropriate professional organizations. | 10. Affiliate with the state and national professional organizations and attend professional meetings and workshops.                       |
| 11. Be aware of the services of the state library extension agency.   | 11. Make use of the services and consultants of the state library extension agency.  |
| 12. Report regularly to the governing officials and the general public.   | 12. Report regularly to the library board, to the officials of local government, and to the general public.                                |

#### TRUSTEES

The Board of Trustees of the Lithgow Library numbers fourteen. Twelve members are appointed by the Mayor and one by the Probate Court for a term of three years. The Mayor of Augusta is a member ex-officio. Members of the Board at the present time are the following:

Chairman: Gerald G. Beverage, 6 Melville Street  
Merton G. L. Bailey, 8 Church Street  
Miss Laura M. Carpenter, 12 Summer Street

Adolphe J. Gingras, Jr., Ganneston Drive  
J. Fuller Ingraham, 39 Court Street  
Miss Doris W. McAllister, 80 Willow Street  
Rev. Douglas H. Robbins, 6 Summer Street  
Arnold L. Selwood, 10 Second Avenue  
Samuel S. Silsby, Jr., 5 Spring Street  
Mrs. Frank E. Southard, Sr., 287 State Street  
Julius G. Sussman, 58 Winthrop Street  
Miss Lucy W. Titcomb, 66 Stone Street  
Mrs. William P. Viles, 71 Stone Street  
Mayor Sylvio J. Gilbert, ex-officio

The time has passed when membership on a board of library trustees can be considered simply a "prestige" office. With the demands being made on libraries today, the trustees must be more than ever alert to the library needs of the community. The Trustees of the Lithgow Library have shown evidence of their awareness of the need for good library service by requesting that the State Library conduct this survey to assess the Lithgow Library's current resources and services.

At present the Board has no stated time for meetings but they are held at least quarterly and there are special meetings as needed. There are no by-laws to govern the conduct of the Board meetings. As a first step in carrying out the recommendations of this survey, it is recommended that the Board of Trustees plan to have regular monthly meetings at a stated time. Secondly, it is suggested that by-laws be drawn up, for these will ensure continuity as there are changes from time to time in the membership.

#### STAFF

As a preface to our comments concerning size and qualifications of staff, we wish to quote from PUBLIC LIBRARY



SERVICE: A GUIDE TO EVALUATION WITH MINIMUM STANDARDS

(American Library Association, 1956): "No library can render effective service without adequate and competent personnel."

In the adult department of the Lithgow Library there is one full-time employee who works a 41-hour week. In the children's room the assistant works a 38-hour week. The only other assistance is a substitute for six weeks in the summer during the vacation period.

Compare this with the minimum standards for staff as recommended by the Maine Library Association. These standards state that there should be one full-time staff member for each 2500 persons in the community. Thus, the Lithgow Library should have a minimum of nine full-time staff members. To give adequate library service to a city the size of Augusta, there should be a minimum of four professionally trained librarians on the staff. These should be the head librarian, children's librarian, reference librarian and cataloger. Ideally there should also be a librarian trained to work with young people of high school and college age. The remainder of the staff would consist of clerical assistants to check books being borrowed and returned, type and file cards, shelve books and other clerical duties.

This may seem idealistic compared with the size of the library staff today. However, compared with libraries giving good library service to their communities, it is completely realistic.



The public library in the capital city of a neighboring state has a staff of twenty-two to serve the population of 28,991.

A detailed report on the duties and responsibilities of trustees and staff has been prepared for the Board of Trustees of the Lithgow Library.

## LIBRARY MATERIALS: THEIR SELECTION AND ORGANIZATION

### BOOK SELECTION

PUBLIC LIBRARY SERVICE: A GUIDE TO EVALUATION WITH MINIMUM STANDARDS has defined the objectives of public library service as follows:

- To facilitate informal self-education of all people in the community.
- To enrich and further develop the subjects on which individuals are undertaking formal education.
- To support the educational, civic, and cultural activities of groups and organizations.
- To encourage wholesome recreation and constructive use of leisure time.

In order to offer all these objectives, a library must adopt a written book selection policy. The Lithgow Library does not have one. Whatever a library selects or does not select in books may receive criticism at one time or another, but if there is a written policy established by the trustees and the librarian, such criticism may be handled much better.

"The book selection policy should state the policy guiding the purchase of library materials and the exclusion of any types of materials; specify the techniques and selection aids to be used; and state the staff responsibility for selection of materials." (BUILDING AND MAINTAINING THE SMALL LIBRARY COLLECTION, Small Libraries Project, Pamphlet No. 5.) It must also include a statement concerning controversial subjects. The Library Bill of Rights of the American Library Association is undoubtedly the best source for guidance in establishing a written policy, and it is given here:



The Council of the American Library Association reaffirms its belief in the following basic policies which should govern the services of all libraries:

1. As a responsibility of library service, books and other reading matter selected should be chosen for values of interest, information and enlightenment of all the people of the community. In no case should any book be excluded because of the race or nationality, or the political or religious views of the writer.
2. There should be the fullest practicable provision of material presenting all points of view concerning the problems and issues of our times, international, national, and local; and books or other reading matter of sound factual authority should not be proscribed or removed from library shelves because of partisan or doctrinal disapproval.
3. Censorship of books, urged or practiced by volunteer arbiters of morals or political opinion or by organizations that would establish a coercive concept of Americanism, must be challenged by libraries in maintenance of their responsibility to provide public information and enlightenment through the printed word.
4. Libraries should enlist the cooperation of allied groups in the fields of science, of education, and of book publishing in resisting all abridgment of the free access to ideas and full freedom of expression that are the tradition and heritage of Americans.
5. As an institution of education for democratic living, the library should welcome the use of its meeting rooms for socially useful and cultural activities and discussion of current public questions. Such meeting places should be available on equal terms to all groups in the community regardless of the beliefs and affiliations of their members.

It is recommended the library establish a written book selection policy. SUGGESTED POLICIES FOR PUBLIC LIBRARIES (Small Libraries Project, Pamphlet No. 2, Supplement A) contains sample book selection policies, and THE PUBLIC LIBRARY REPORTER, No. 9, A.L.A., 1960, includes many



examples of book selection policy statements.

Books selected for a library should be of high standards, both in subject matter and format. Reliable book selection aids are important. Basic tools to assist in evaluating the book collection, in replacing old titles, in building up certain subject areas, and in weeding the collection are: STANDARD CATALOG FOR PUBLIC LIBRARIES: STANDARD CATALOG FOR HIGH SCHOOL LIBRARIES: FICTION CATALOG and the CHILDREN'S CATALOG, all published by the H. W. Wilson Co. The Lithgow Library owns only the CHILDREN'S CATALOG.

Current book selection aids are needed for reviews of new books, the most important ones being the BOOKLIST AND SUBSCRIPTION BOOKS BULLETIN published by the American Library Association, LIBRARY JOURNAL, HORN BOOK, and NORTH COUNTRY LIBRARIES. Others are SATURDAY REVIEW, BOOK REVIEW DIGEST, NEW YORK TIMES BOOK REVIEW, and the NEW YORK HERALD TRIBUNE'S SUNDAY BOOK WEEK. The Lithgow Library subscribes to the BOOKLIST, BOOK REVIEW DIGEST, SATURDAY REVIEW and HORN BOOK. Miss Briggs gives the NEW YORK TIMES BOOK REVIEW to the library. NORTH COUNTRY LIBRARIES is distributed by the Maine State Library to all libraries in the state.

Books never should be selected from publishers' lists or from advice given by a book salesman.

No one person can wisely select books in all categories, nor should one person be expected to assume this tremendous responsibility alone. The librarian should have the leading role in book selection, as this is the person dealing directly with the public and the one who knows the reading



demands. If the library does not have professionally trained librarians, a book committee is needed to help the librarian. This committee should be composed of intelligent persons from different walks of life and the librarian should be a member of the committee. The members should meet once a month, should read the library book reviews, and at these meetings should review books they have read, so all members may decide if the books should be added to the library.

The Lithgow Library does not have an active book committee. It is recommended one be established. When there are professionally trained librarians on the staff, this committee should be discontinued.

#### BOOK COLLECTION

"Every public library, regardless of size, has the responsibility for serving as a center of information in the community." (REFERENCE SERVICES IN A SMALL PUBLIC LIBRARY, Small Libraries Project, Pamphlet No. 9.)

#### Reference Materials.

The reference collection must cover all fields of knowledge, and must contain current, authoritative information.

The reference books in the Lithgow Library were checked with the list recommended in the Small Libraries Project, Pamphlet No. 9A. The library has 20 titles from the list of 178 recommended ones. It has 17 others in older editions. Nearly all of the reference books in the library, other than



encyclopedias, are outdated. Examples are: the latest edition of GRANGER'S INDEX TO POETRY is 1962 - the latest in the library is 1930; the latest edition of STEVENSON'S HOME BOOK OF QUOTATIONS is 1959 - the latest in the library is 1934; the latest edition of BOLTON'S FAMOUS AMERICAN AUTHORS is 1954 - the latest in the library is 1887; the latest edition of HASTINGS' DICTIONARY OF THE BIBLE is 1963 - the latest in the library is 1901; the latest edition of GRAY'S MANUAL OF BOTANY is 1950 - the latest in the library is 1872. No Library can hope to serve its public well with reference books as old as these.

The library needs a recent world atlas. It has the RAND-MCNALLY COMMERCIAL ATLAS, which is very expensive, costing \$55.00, and is too specialized to be as useful in a small community as some of the less expensive general world atlases. It also has HAMMOND'S LIBRARY WORLD ATLAS, 1953 and AMERICAN OXFORD ATLAS, 1951. New editions of these or of similar atlases are needed.

There is a noticeable lack of several important reference books, such as TWENTIETH CENTURY AUTHORS, STATISTICAL ABSTRACT, POLITICAL HANDBOOK OF THE WORLD, WEBSTER'S GEOGRAPHICAL DICTIONARY and STATESMAN'S YEARBOOK. It is recommended that these and as many more as possible of the titles given in the Small Libraries Project, Pamphlet No. 9A be purchased in the near future, and that all of the reference books be checked for later editions. The encyclopedias are excellent, and are up to date.

The library does not have any of the government publications of recent date. These documents are available on a big variety of subjects, and the fact they are inexpensive, makes it simple for even a small library to have reliable information covering many subjects.

The library subscribes to 46 magazines for adults, and 12 for children, as compared with 75 to 100 recommended in INTERIM STANDARDS FOR SMALL PUBLIC LIBRARIES. With the exception of the NATIONAL GEOGRAPHIC (which is bound annually), magazines are kept only for one year. Consequently, they are not available for research purposes. Magazines supply information on topics too recent to appear in book form, and also contain much information which does not appear in books at any time. They are essential to supplement the book collection. Junior and senior high school students need to consult them throughout the school year, and many adults giving speeches, writing papers and hunting for general information need them, also. It is recommended that the majority of magazines be kept for 5 years, and that rough shelves <sup>be</sup> ~~to~~ constructed in the basement for storing them. The library subscribes to the READER'S GUIDE TO PERIODICAL LITERATURE, but only the 1964, 1965 and 1966 issues are kept on the main floor. The remainder are stored in the basement, where patrons are not always aware they are available. It is recommended that volumes covering at least 5 years be kept on the main floor.

The library subscribes to the DAILY KENNEBEC JOURNAL and



the CHRISTIAN SCIENCE MONITOR. Miss Briggs gives to the library the LEWISTON EVENING JOURNAL. It is recommended the BOSTON HERALD and another daily Maine newspaper be added.

Although the library has a vertical file, this is used only on a very limited basis. The vertical file is a means of making available information which is too recent to be found in books or magazines, and provides supplementary information in an economical way. It is especially valuable for preserving local information which is difficult to locate in books. It is recommended that more extensive work be undertaken in maintaining an adequate vertical file.

#### Adult Non-fiction Books

The non-fiction books for adults were checked against the double starred titles (considered "musts" for libraries) and the single starred titles (considered the next most important ones) in the STANDARD CATALOG FOR PUBLIC LIBRARIES and its supplements. This is a leading guide in adult non-fiction book selection, and although no library would be expected to have every title listed here, every library should have a good representation of these titles. Of the 1143 double starred titles listed, the Lithgow Library has 327, or 28.6%. Of the 2275 single starred titles, the library has 411, or 17.5%. The library has more of the titles, but in outdated editions. Examples are: the latest edition of Roberts' RULES OF ORDER is 1956 - the latest in the library is 1921; the latest edition of Van Metre's TRAINS, TRACKS AND TRAVEL is 1956 - the latest in the library



is 1926; the latest edition of Ley's ROCKETS, MISSILES AND SPACE TRAVEL is 1961 - the latest in the library is 1951; the latest edition of TREASURY OF THE THEATER is 1960 - the latest in the library is 1935; the latest edition of Dana's MANUAL OF MINERALOGY is 1959 - the latest in the library is 1884. The library is especially weak in certain subject areas. In social sciences, of 123 double-starred titles, the library has 34; of 287 single-starred ones, the library has 31. The card catalog revealed only one book on the Republican Party, published in 1884, and none on the Democratic Party; 1 title under Marriage; only two titles under Political Parties, 1897 and 1918; only one title is listed under Sex; only two or three on Race Problems and the story of the Negro. The catalog shows that the most recent title for the subject heading Juvenile Delinquency was published in 1940; and it reveals nothing under the heading Peace Corps. These all are pertinent topics, about which the public needs information.

In science, of 78 double-starred titles, the library has 20; of 242 single-starred ones, the library has 38.

In practical arts, which includes such subjects as medicine, nursing, aviation, automobiles, agriculture, household science, business methods, handicrafts, of 118 double-starred titles, the library has 12; of 312 single-starred titles the library has 18.

In fine arts (music, art, amusements), of 112 double-starred titles, the library has 12. Of 273 single-starred titles, the library has 35.



None of the excellent publications of the NATIONAL GEOGRAPHIC SOCIETY are in the library.

The library adult collection is stronger in biography than in any other non-fiction category. Of 154 double-starred titles, the library has 80; of 232 single-starred titles, the library has 92. This is still far below the number which the library should have.

#### Adult Fiction

The fiction books for adults were checked against the double-starred titles and the single-starred ones in the FICTION CATALOG and its supplements. Of the 588 double-starred titles, the library has 440, or 74.8%. Of the 1173 single-starred titles, the library has 568, or 48.4%.

#### Books for Young People

The STANDARD CATALOG FOR HIGH SCHOOL LIBRARIES and its supplements were checked with the books in both the adult and juvenile sections of the library. Of 421 double-starred non-fiction titles, the library has 129, or 30.6%. Of 1043 single-starred titles, the library has 233, or 22.3%. Of 162 double-starred fiction titles, the library has 132, or 81.4%, and of 233 single-starred titles, the library has 133, or 57%.

As in the adult collection, the library has not kept up to date in editions of books, and although it has some additional titles starred in the STANDARD CATALOG FOR HIGH SCHOOL LIBRARIES, they are many years out of date, and give obsolete information. Examples are: Van Loon's STORY OF



MANKIND, for which the latest edition is 1951 - the latest in the library is 1923; the latest edition of Banning's WEST POINT TODAY is 1959 - the latest in the library is 1937; the latest edition of Untermeyer's MODERN BRITISH POETRY is 1962 - the latest in the library is 1930.

It is very important that a library keep abreast of the times in offering to the public the latest available printed material. The library has avoided adding to its collection material on controversial subjects, such as the race problem. To quote from the Library Bill of Rights: "There should be the fullest practicable provision of material presenting all points of view concerning the problems and issues of our times, international, national and local; and books or other reading matter of sound factual authority should not be proscribed or removed from library shelves because of partisan or doctrinal disapproval."

Both the adult and the high school collections have a much better proportion of important fiction titles than of non-fiction. Although it is pleasing to know that the fiction needs of citizens are cared for reasonably well, it is alarming to know that the library is making little attempt to assist its citizens in furthering their knowledge of subject fields. Often the comment is heard "The Lithgow Library does not need a good collection of reference books and general non-fiction - citizens can use the State Library." BUT - the State Library is not the city library - it is for all residents of Maine, and must provide material for persons in the many corners of Maine, many without any local



library facilities. Lithgow Library should provide everything in reading matter for its citizens except advanced technical and research material of a nature for large libraries only.

Another comment heard frequently is that the high school library should supply all material for students' needs. This would be impossible. The high school library supplies material for curriculum needs, but cannot supply all the requests for book reports, for recreational material and for technical, advanced material needed for superior students but belonging in an adult library. In addition, the school library is open only during the school year, is not open evenings or weekends or during vacation periods. The high school library and the public library should work together closely, and should supplement each other in providing reading matter for teen-age boys and girls.

#### Weeding the Book Collection

The book collection needs to be weeded thoroughly. Many volumes are obsolete in subject matter and give false information, while others are dirty and in such poor physical condition they should not be kept any longer. Many books popular twenty years ago no longer are being read and should go. Poor material conceals the good, always. In the literature section there are many old, unattractive editions of the classics, by such authors as Dickens, Cooper, Thackeray and others. These should be withdrawn, and, for titles on school reading lists or otherwise in demand, replaced with

attractive editions. Complete works by these authors are not needed today, and on the rare occasion when there is a request for them they can be borrowed from one of the large libraries in the state, through inter-library loan.

A library should discard annually nearly as many books as it adds. "Systematic weeding is not an irresponsible disposal of public property, but a public service which is often the first, most needed act in increasing library use. It is an integral part of book selection. An occasional mistake in weeding is far less serious than the cumulative effect of a weed-cluttered collection." (from WEEDING THE SMALL LIBRARY COLLECTION, Small Libraries Project, Pamphlet No. 5, Supplement A.)

#### Books for Children

Children's books were checked against the double and single-starred titles in the CHILDREN'S CATALOG and its supplements. Of 252 non-fiction double-starred titles, the library has 101, or 40%. Of 540 single-starred titles, the library has 142, or 26.2%. Of 211 double-starred fiction titles, the library has 145, or 68.7%. Of 334 single-starred titles, the library has 153, or 45.8%.

As in the adult collection, this section of the library is not serving the needs of children in furthering their general knowledge. In social sciences, of 75 double-starred titles, the library has 31. Of 116 single-starred titles, the library has 30. In science, of 32 double-starred titles, the library has 14, and of 141 single-starred titles, the



library has 42.

Many volumes are in deplorable condition - so dirty and ragged many parents do not want their children to handle them. In the public opinion survey, a number of parents made this statement. These books should be withdrawn, with replacements ordered of the standard titles.

\* \* \*

Book repair work should be improved and it is recommended the persons doing this work for the library obtain instruction in book repair methods from the Maine State Library and any future workshops on this subject held in the state.

\* \* \*

#### Size of the Book Collection

MINIMUM STANDARDS FOR PUBLIC LIBRARY SERVICE IN MAINE, adopted by the Maine Library Association in 1962, states for towns with population 10,001 - 25,000:

The collection should contain at least two and one-half volumes per capita, and include no fewer than 25,000 volumes. New titles should be purchased on at least a monthly basis, at the annual rate of one book for every five persons.

If the library had two and a half volumes per capita, the number of books in the library would be 53,700. On December 31, 1965 the actual number of volumes in the library was 35,382. If one book for every five persons was added annually, the total number added would be 4,336. In 1965 the actual number added was 811.

The conclusion is that the Lithgow Library's book collection is weak in all subject fields and that fiction is the best represented of all classes of books, for each of the reading levels. The collection in all sections of the library needs to be increased and updated. In order to accomplish this, selections should be made from standard library book reviews and more money provided for book purchases. Approximately one fifth of the budget should be spent for books and related materials and this amount should be increased annually until the library is purchasing the recommended number of books.

#### RECORD COLLECTION

The library does not have a collection of phonograph records. As soon as the book collection has been increased and upgraded sufficiently, it is recommended the library establish a record collection.

#### CATALOGING AND CLASSIFICATION

When libraries were first established, it was obvious that their books must be arranged on the shelves so persons could locate them readily. Melvil Dewey created the DECIMAL CLASSIFICATION SYSTEM now used by the majority of public libraries. The purpose of a classification system is to place together all books of a like kind.

The books in the Lithgow Library have been classified by the DEWEY CLASSIFICATION SYSTEM. However, in the main section of the library, the edition of the DEWEY DECIMAL



CLASSIFICATION AND RELATIVE INDEX used is the 13th, published in 1932, and the one in the children's room was published in 1911. Sources other than this index have been consulted for classification numbers for books dealing with modern topics. The Dewey numbers used have been correct ones, for the most part, but in several instances have not coincided with classifications used in the past, so that two or three classification numbers have been used for one subject. It is recommended that a copy of the 18th edition of the DEWEY CLASSIFICATION AND RELATIVE INDEX be purchased immediately.

A library needs an index showing what books, magazines and pamphlets it owns. The card catalog file is this index.

Nearly all books in the Lithgow Library have been cataloged. However, a few of the reference books, as the city directory, have not been cataloged, and whenever a new edition of a book has been added, it has not always been noted on the catalog cards. Fiction books have author and title cards. Most non-fiction books have in addition at least one subject card. Many more subject cards are needed, to enable patrons to locate desired material. A noticeable number of books lack subject cards completely. For many years no authoritative source for subject headings has been used. As a result, many of the headings do not coincide with the ones used in the past; several headings have been used for one topic; some headings are incorrect; and there are no references to related topics. SEARS LIST OF SUBJECT HEADINGS is the source which should be used to establish headings for the library, and this should be checked regularly as headings



are used. The library now owns the 3rd edition of this tool, published in 1933, and the children's room has the 1926 edition. These should be replaced with the 9th edition published in 1965.

The catalog cards are typed, involving a great deal of the librarian's time. The purchase of printed cards is recommended, either those issued by the H. W. Wilson Co. or the ones issued by the Library of Congress. The cost would be approximately \$.10 per set for the Wilson cards, or \$.25 for the Library of Congress ones, which is much less than the cost of staff members' labor. Some printed cards have been used in the children's room, and should be continued not only here but throughout the library.

There are many filing errors in the catalog, hindering patrons from locating books which may actually be in the library, but of which the public may not be aware, as the cards are not in the correct order. It is recommended that the catalog cards be refiled, and that authoritative library filing rules be used, as given in Akers' SIMPLE LIBRARY CATALOGING or in the A. L. A. RULES FOR FILING CATALOG CARDS. The latest edition of each of these should be purchased, and the rules given therein followed.

Each book is accessioned, and its history is entered in an accession book, giving date of acquisition, author, title, publisher, copyright date, source of purchase and price. The modern system eliminates the accession book, placing the above information on the shelf list card, saving time and expense. The adoption of this system is recommended.



## SERVICES

What are the elements of good library service other than a good book collection and a staff competent to assist people in the use of it?

### Hours

One of the first considerations should be the hours of service. If libraries are to have maximum use they must be open at times which are convenient to the greatest number of users. Limited or poorly scheduled hours often make it impossible for both children and adults to make use of their public library.

The Lithgow Library is open from 10 a.m. to 6 p.m. Monday through Thursday, 10 a.m. to 9 p.m. on Friday and 9 a.m. to 12 noon on Saturday, a total of 46 hours. The minimum standards of the Maine Library Association say that a community the size of Augusta should be open 50-60 hours.

For many years in the past the library was open from 10 a.m. to 9 p.m. six days a week. It was not until 1953 that the evening hours were cut to one evening. In 1965 the Saturday afternoon hours were eliminated. In order to meet the standards and to serve community needs the Lithgow Library should be open five evenings a week until 9 p.m. and until 6 p.m. on Saturday, except in the summer.

There were many comments in the public opinion poll on the library hours, especially the lack of evening hours. Almost one-half of the library users interviewed said that the library hours are inconvenient. When asked for sugges-



tions for improving the hours, 92 per cent of this group of library users stated the need for evening hours and/or longer weekend hours. Comments from Cony High School students included the following:

"Should be open at night till 9."

"Could be open longer in evenings during week."

"They should have more lights and longer hours open."

\* \* \*

The library which is giving effective service to its community is more than just a "lending service." The major objectives of a public library are education, information and the creative use of leisure time. The trustees and the staff have an obligation to stimulate the use of materials through publicity, display, reading lists, story hours, book talks and other appropriate means, either in the library or in community organizations.

\* \* \*

### Service to Children

There is no better place to start enumerating the basic services of a good public library than with services to children. Stuart P. Sherman has said: "If at just the right moment we can give the child just the right food for his curiosity and eagerness - folklore, fairy tale and fable, song, science, adventure, handicrafts and games - each when the appropriate faculty is unfolding - then we can keep him



curious and eager all through his childhood. NOTHING BETTER CAN HAPPEN TO A CHILD."

The three basic ingredients for providing good library service to children - staff, books and related materials, and facilities - are commented on in detail under those headings. In addition there should be a planned program of activities such as exhibits, story hours and special programs. Groups should come to the library where the librarian can introduce books and explain how to use the library. Likewise the children's librarian should arrange visits to the schools to talk about books and the services of the public library.

There have been special activities for children at the Lithgow Library from time to time, but on a very limited basis. Story hours have been held, at times on a regular weekly schedule. Usually several classes visit the library during Book Week. At the present time there is no regular story hour, and no planned program of special activities.

Good library service to the children of the community is one of the most important activities of the public library. It requires an adequate and properly trained staff; a well-selected book collection which is kept in clean, attractive condition; a planned program of book-centered activities; and attractive physical facilities.

That the Lithgow Library is failing to provide adequately for this vital service is further indicated by some of the comments made in the public opinion poll:

"The children's library seems to be in desperate need of more staff...to help the number of children needing assist-

ance in book selection."

"The children's books are so dirty, I hate to take them home."

"Not much there for kids."

"The library must be a happy place before children will use it happily."

### Reference Service

Every public library, regardless of size, has the responsibility for serving as a center of information for the community. This is a service that is rendered to all age groups, for the librarian must be willing to help all who come to the library.

Basic to the provision of good reference service are a book collection containing current, reliable information and a staff which knows the books well enough to make full use of their contents.

Lithgow Library has neither the books nor the staff to give adequate reference service.

The chapter in this survey on Library Materials describes the weaknesses of the book collection.

Comments from the public opinion poll indicate that students and others are receiving little assistance in their use of the library. Significant in this connection is the fact that only 45% of Cony High School students use the Lithgow Library, particularly so in view of the fact that most public libraries today are so crowded with students that they are hard pressed to provide adequate materials and



service. Typical of the statements made by Cony High School students are the following:

"Hard to find up-to-date reference books."

"More reference material (needed)."

"More attention should be given to student wishing to find information and materials."

"The Lithgow Library is not adequate for high school and college students."

"More reference material - newer editions."

"People at the library should be more willing to help the students."

#### Service to Adults

A good library has a planned program of reaching out to the people in the community to remind them of the many ways in which books can serve their personal needs. Book lists, book talks, discussion groups, program help for clubs, service to shut-ins, service to business, service to hospitals are a few of the ways in which a public library can reach out to individuals and groups.

At the present time the Lithgow Library certainly lacks the staff to carry out a program of this nature. Also lacking is a realization of the library's responsibility to provide more than just a "lending service."

## FINANCIAL SUPPORT

Study and supervision of the library's finances constitute one of the chief responsibilities of the trustees. Actually, when there is an experienced, trained librarian administering the library, the budget should originate with the librarian, for he is the one who is in close touch with the details of library operation. However the trustees must be thoroughly familiar with the budget, for they must give final approval and must also defend it before the city authorities.

The Lithgow Library has existed on a starvation budget for many years. As costs have increased the income from endowment funds has become less and less adequate to meet the needs, yet no real attempt has been made to seek substantially increased financial support from the city. As a result of this starvation budget Augusta spent only \$.53 per capita in 1965. The average per capita expenditure for all public libraries in Maine was \$1.87 in 1964. For places in Maine of over 10,000 population the average was \$2.40 in 1964 (exclusive of Augusta). In Maine there are forty public libraries spending more than \$2.00 per capita and of this number fifteen are spending more than \$3.00 per capita. Based on the actual performance of libraries throughout the country which are providing good library service, the recommended per capita is close to \$4.00.

The city report for the year ending March 31, 1897, shows that the appropriation for the Lithgow Library in that year



was \$2,000. Total city expenditures were \$200,672. In 1964, when the total city expenditures were \$4,463,500, the library received an appropriation of \$6,700. In 1896 the library's share of the total appropriation was 1%. If the city had appropriated a proportionate amount in 1964, the library would have received \$44,635, or \$2.05 per capita. Library expenses have increased as the population has grown and as costs have increased generally, just as in all city departments. Yet instead of seeking additional funds to maintain basic services, the library has simply provided less and less service to the community. Hours have decreased from 66 hours to 46 hours a week. The book collection has become more and more out of date. No attempt has been made to provide modern library service.

It is not expected that the Lithgow Library will achieve this standard of support next year or even within the next five years. The important thing is for the library trustees and the city officials to realize that library service to the City of Augusta must be improved and to START PLANNING NOW.

This survey has pointed out the following basic needs: larger and better trained staff; updated and enlarged book collection; longer hours (five evenings a week); improved physical facilities.

The public opinion poll has given a fair sampling of citizen comments on present library facilities, and they bear out the basic needs as noted above.

This survey will present a combined list of all recommendations and indicate priorities. These will serve as a

guide to long-range planning.

During the next few months, after the recommendations of this survey have been considered, the trustees should draw up a long-range plan covering at least a five-year period. Plans should include provision for building up the staff by adding one new staff member each year. More detailed recommendations concerning this are included in the detailed report to the trustees. More funds must be made available for improving the book collection and keeping it up to date with current purchases. A building consultant should be hired to assist the trustees in plans for modernizing and enlarging the building.

After the development of the long-range plan, it is suggested that it be discussed in detail with the City Manager and the City Council. Only as the trustees keep the city officials informed of library needs will they come to realize the city's responsibility to provide adequate support for its public library.

When this has been done, the budget for 1967 can be planned, including the first steps toward implementation of the long-range plan.

It is important that the budget be a carefully arranged and itemized presentation of present and needed activities, services, materials, maintenance, etc. Only as this is done in a business-like manner will the trustees have a sound basis for justification of their requests when discussing them with city officials. Gaining adequate support for the library program IS THE MOST IMPORTANT RESPONSIBILITY OF THE TRUSTEES.



## PHYSICAL FACILITIES

Except for the use of the second floor space as a children's room, the Lithgow Library remains practically as it was when first constructed in 1896. It does not provide adequate quarters for modern library service.

The following table compares the Lithgow Library with minimum standards for library buildings, based on the population served:

	<u>Standards</u>	<u>Lithgow</u>
Seating capacity	75 reader seats	60 reader seats
Staff work space	1300 sq. ft.	275 sq. ft.
Total floor space	15,000 sq. ft.	3862 sq. ft.

Space in the basement which could be used, at least for storage, has been allocated to the D.A.R. and the Kennebec Historical Society, thereby preventing the Library from putting the building to maximum use for its own purposes.

The public opinion poll found much dissatisfaction with the interior appearance of the Lithgow Library. The need for better lighting and more adequate seating were perhaps the two most frequent comments. It has been observed that often the lighting which is available now is not used when needed.

Some spoke of the need for remodeling and modernizing. One typical comment was: "Modernize it - when I go in, I just want to hurry and get out, it seems so dark and drab."



## THE PUBLIC OPINION POLL

"Private opinion is weak,  
But public opinion is almost omnipotent."

...Henry Ward Beecher

### Why conduct a public opinion poll?

A public opinion poll provides knowledge of people's attitudes that is helpful in choosing possible courses of action.

Moreover, it is usually unwise and frequently wrong to ignore the attitudes and wishes of the people.

Indeed, if any program of action is to succeed, there must first be a knowledge of the awareness, attitudes and wishes of the people affected by such a program.

The Lithgow Library is a public library. Its reason for being is to serve Augusta people...all Augusta people, whether they are students who use the library for research, "do-it-yourselfers" who use the library for tips on home improvement, businessmen who use it to improve their knowledge of accounting or economic theory, invalids who use it to boost their spirits, or those many people who simply love to read, not only to increase their knowledge but for personal enjoyment.

If Lithgow Library is to perform its duty to the people of Augusta, there must first be a knowledge of the attitudes of Augusta people toward their library as it is today and of their suggestions for its improvement.



How was the Lithgow Library public opinion poll carried out?

Northeast Market Research, a division of the widely-known Gorham Research Corporation, Gorham, Maine, conducted "structured" interviews with a representative sample of the potential "users" of Lithgow Library.

Under the overall supervision of Mrs. James C. Maloney, Cape Elizabeth, Maine, and the direct supervision of Mrs. Margaret H. Mason, Augusta, a team of interviewers from Northeast Market Research talked with 357 Augusta residents, or slightly more than two per cent of the 16,500 people who are considered to be potential patrons of Lithgow Library. (Two per cent is considered an acceptable sample.)

The interviews were carried out in many different parts of Augusta, with people of both sexes, all age groups, all educational and economic levels.

\* \* \*

Creative Associates, Portland, Maine, public relations counseling firm retained by the Maine State Library to help work for the improvement of all of Maine's public libraries, conducted "unstructured," in-depth interviews with 30 Augusta area people, including housewives, clerks, secretaries, business and professional people, to obtain a representative sample of public awareness and attitudes regarding Lithgow Library.

Creative Associates has conducted many similar attitude-and-awareness studies, not only in Maine but as far away as Huntington, West Virginia and St. Paul, Minnesota.



Its Lithgow Library survey was carried out by the firm's president, Roger C. Williams, and senior account executive, Harvey O. Elliot.

\* \* \*

The Maine State Library conducted a survey of the attitudes of Cony High School students toward Lithgow Library.

What were the findings of Northeast Market Research, Creative Associates and the Maine State Library?

#### Patronage of Lithgow Library

Of the 357 Augusta residents interviewed by Northeast Market Research, 126 had visited Lithgow Library at least once during the previous 12 months and were considered to be "users" of the library.

The other 231 had not visited Lithgow even once during the past year and were considered to be "non-users" of the library.

This indicates that patronage of Lithgow Library is only about 35 per cent of the potential.

But...people who use Lithgow Library seldom far outnumber those who use it frequently. The team of interviewers from Northeast Market Research found that:

...Almost half of the "users" (45 per cent) visit Lithgow Library less often than once every two months.

...Another one-fourth of them (28 per cent) visit Lithgow from once every two months to once a month.

...So, almost three-fourths of the "users" (73 per



cent) actually visit Lithgow less often than once a month!

...One-tenth (10 per cent) visit Lithgow from once a month to once every two weeks.

...Slightly more than one-tenth (13 per cent) visit Lithgow from once every two weeks to once a week.

...Fewer than one of every 20 users (four per cent) visit Lithgow more often than once a week.

Comment about the patronage of Lithgow Library

One-third of the potential patrons of Lithgow actually do use the library, when we describe a "user" as one who visits Lithgow at least once a year.

But three-fourths of the "users," thus defined, are infrequent users, visiting Lithgow less often than once a month.

Obviously, something is needed, first to attract more Augusta people who are not now using Lithgow at all and, second, to attract more often those who are now using it infrequently.

Why are two-thirds of the potential patrons of Lithgow not using the library?

Northeast Market Research asked the 231 people who had not visited Lithgow Library during the past 12 months, "Would you please tell me why you do not use the facilities of this library?"

Answers were:

...32 per cent: "Don't have time."



Comment: Many of these people would have time if Lithgow were open evenings but they don't have the time during the day. And many of them would find the time if Lithgow's facilities and services were improved.

...13 per cent: "I buy all my books."

Comment: The interviews showed that many are buying their books only because they can't find the books they want at Lithgow, or because the hours are inconvenient, or for other reasons.

...11 per cent: "I have no car when Lithgow is open and it's too far to walk."

Comment: This indicates beyond doubt that Lithgow should be open evenings.

...11 per cent: "I don't read much; I watch TV."

Comment: This is not a problem unique in Augusta. While much television programing is educational, no person can be well-informed unless he reads.

...6 per cent: "Lithgow is uninviting and depressing."

Comment: A library must be a happy and inviting place or it is failing in its duty to serve the people.

...6 percent: "The State Library is better, so I use it, not Lithgow."

Comment: It is Lithgow's duty, not the State Library's, to serve the people of Augusta. The State Library's duty is to help provide better library service for all of Maine's people,



not to serve as a local public library for Augusta.

...5 per cent: "My children use the school library, not Lithgow."

Comment: The School library cannot be expected to have a book collection adequate to serve all the needs of these students, nor is it open nights and weekends, when the students do much of their homework and research.

...5 per cent: "Lithgow needs more books."

Comment: Obvious.

The percentages of non-users of Lithgow who made other comments are too small to be significant.

Creative Associates' findings regarding the patronage of Lithgow Library support and correlate with those of Northeast Market Research. Typical comments made to the Creative Associates interviewers were:

... "When I enter Lithgow, I have a real feeling of loneliness, a feeling that here is a library that is just not being used."

... "I can't get to the library during the day and it's closed when my husband gets home with the car."

... "I've given up on Lithgow. First, they're never open when I'm there. Second, when you get in, they don't have the books you want, anyway."

... "I haven't been inside Lithgow in five years. There's nothing there that I want. It failed me so I stopped going there."



The Maine State Library found that almost half of the Cony High School students do not use Lithgow Library. Eighty-two per cent of the students...1,132 of them...completed the questionnaire and 45 per cent said they had not visited Lithgow Library during the past year.

This is significant in view of the fact that the majority of public libraries report very heavy student use at the present time.

#### Lithgow Library's Hours

Northeast Market Research found that almost half of the Lithgow users (48 per cent) did not know what hours of the day and what days of the week Lithgow is open.

Of those users who did know Lithgow's hours, almost half (43 per cent) said they are inconvenient.

Northeast Market Research asked those users who considered Lithgow's hours inconvenient for suggestions for improving them.

Without a single exception, they asked for longer hours with the overwhelming majority (92 per cent) asking specifically for evening hours and/or longer weekend hours.

Creative Associates found the same dissatisfaction with Lithgow's hours.

Typical comments were:

..."Very poor hours."

..."The hours at Lithgow are very poor and they've done nothing to obviate the situation. They would serve the public much better if they were open from noon until nine and



closed in the morning, when there is little use."

..."My hours are the same as the library's, so it's hard to borrow books and hard to return them."

..."My husband and I used to go to Lithgow a lot at night, but now it's not open nights, and my husband has the car at work all day, so I just rush in, grab a book and rush out, whenever I do get the chance."

..."Lithgow should be open nights." (This comment was made over and over again.)

The Maine State Library found that 33 per cent of the Cony High School students find Lithgow Library's hours inconvenient.

#### Comment about Lithgow Library's hours

Northeast Market Research, Creative Associates and the Maine State Library all found a very high degree of dissatisfaction with the hours that Lithgow Library is open to the public.

Lithgow's present hours favor the two-car family, the housewife with grown children, the person who is able to leave his or her job during working hours to visit Lithgow.

But Lithgow's present hours do not adequately serve the housewife with no car and/or small children, the working person who cannot leave his or her job during working hours, nor the student or professional person who must do much of his or her research at night and on weekends.

#### Lithgow Library's Book Collection

Northeast Market Research asked the users of Lithgow



Library, "Can you always find the kind and quality of books that you are looking for?"

Almost half of them (44 per cent) said, "No."

Northeast Market Research asked the users of Lithgow, "How about new books, reference and research materials, newspapers, periodicals, books on specific interests and hobbies...are these available at this library?"

More than one-third of them (37 per cent) said, "No."

Northeast Market Research asked the users of Lithgow, "Other than what we have discussed, have you any suggestions, concerning improvements that would add to your family's and your enjoyment of the Lithgow Public Library?"

Almost one-third of them (29 per cent) mentioned Lithgow's need for more books.

Creative Associates' in-depth interviews also showed a strong dissatisfaction with Lithgow's book collection. The dissatisfaction was not only prevalent but pronounced with such comments as:

..."My own personal use of Lithgow has been very limited, primarily because I've looked there for books I thought they ought to have and I've been disappointed more times than I've been satisfied. I now buy my own books."



..."The children's books are so dirty I hate to take them home!"

..."There's very little depth to Lithgow's fiction selection."

..."Books are cheerful things, good things, clean things. At Lithgow, they're dirty, dusty and musty...and so many of them have no jackets, you don't know what you're getting."

..."I went to Lithgow once to get some books on public speaking for my young son. They had only one on the subject and it was about 60 years old so I forgot the whole thing and my son didn't give the speech."

..."My impression of Lithgow's book collection is that it's completely inadequate for a town of this size."

..."The people of Augusta are getting short-changed on the availability of books."

..."There is a tremendous irregularity in their collection, with too many books by some authors, not enough by others, too many old, out-dated books, not enough recent ones."

..."The collection seems weighted heavily on fiction."

..."Too many libraries avoid controversial books. The worst thing anybody should do is avoid a controversial book."

The Maine State Library found that 33 per cent of the Cony High School students cannot find the books or reference materials they need at Lithgow Library.

#### Comment about Lithgow Library's Book Collection

The surveys of Northeast Market Research, Creative



Associates and the Maine State Library indicate that there is need for marked improvement in Lithgow's book collection.

The poll shows that the present collection is a major contributor to the infrequent use of Lithgow by some and to the complete non-use of Lithgow by many others.

#### LITHGOW LIBRARY'S STAFF

Northeast Market Research asked Lithgow users, "Do you feel that the library staff gives enough attention to your particular needs and requirements?"

Almost one-fourth of them (23 per cent) said, "No."

Northeast Market Research then asked, "Do they seem to know what books are on the shelves and where they can be found?"

Seven percent of the users said, "No."

Northeast Market Research then asked, "When you require these services, are they performed in a pleasant and helpful manner?"

One of every five users (18 per cent) answered, "No."

Northeast Market Research asked the Lithgow users, "Other than what we have discussed, have you any suggestions concerning improvements that would add to your family's and your enjoyment of the Lithgow Public Library?"

Significantly, in answer to this all-inclusive question, almost one-third of the patrons (30 per cent) commented about the inadequacy of staff services at Lithgow.



Comments about Lithgow Library's Staff

The public opinion poll points, first, to a need for professionally-trained librarians and, second, to an almost equally urgent need for a larger staff.

Creative Associates also found a very strong feeling that Lithgow needs professionally-trained librarians and a larger staff.

LITHGOW LIBRARY'S PHYSICAL FACILITIES

The users of Lithgow Library were asked by Northeast Market Research to rate Lithgow for "convenience of location."

An overwhelming 91 per cent called it either "very good" or "good."

Asked to rate Lithgow for "attractive building and grounds," an even larger percentage, 98 per cent, said either "very good" or "good."

But more than one-third of the users (36 per cent) said either "fair" or "poor" for "friendly atmosphere."

And one of every two patrons (an even 50 per cent) said either "fair" or "poor" for "efficient and inviting bookshelves."

And almost one-third (32 per cent) said "fair" to "poor" for "up-to-date and interesting exhibits."

And 41 per cent said either "fair" or "poor" for adequate light, heat and ventilation."

And almost one-third (30 per cent) said either "fair" or "poor" for "comfortable chairs...enough studying and writing surfaces."



Northeast Market Research asked the users, "Other than what we have discussed, have you any suggestions concerning improvements that would add to your family's and your enjoyment of the Lithgow Public Library?"

Almost one-fourth of them (22 per cent) said there is a need for improvement of Lithgow's interior.

Creative Associates' in-depth interviews indicate an even more pronounced dissatisfaction with Lithgow's physical facilities.

Some of the comments made to the Creative Associates interviewers were:

..."Lithgow probably was attractive and adequate when it was built, but it's not now. Things have changed... architecture, Augusta's population and many other things."

..."Lithgow seems to me to be a fortress that exists primarily to protect the books."

..."The catalogs are inaccessible and the whole interior is poorly arranged."

..."They could do a lot with more efficient layout, including different stack arrangements."

..."Lithgow is a library I'd expect to find in a town of 6,000 to 8,000 people. Its facilities are very limited for a town any larger than that."

..."Lithgow depresses me."

..."When I enter Lithgow, I actually get a sick feeling. It's very unattractive."

..."The library is terribly gloomy and has bad lighting."



You can't improve it just by painting it...it needs a complete remodeling inside."

..."The big problem at Lithgow is that it's just not cheerful."

..."I was shocked by Lithgow! It's dull, dreary, like a morgue."

#### Comment about Lithgow Library's Physical Facilities

The public opinion poll shows a high degree of satisfaction with Lithgow's location.

And although there were strongly critical comments made about the building itself in Creative Associates in-depth interviews, Northeast Market Research found that almost all of Lithgow's patrons (98 per cent) are satisfied with the building and grounds.

But both Creative Associates and Northeast Market Research found a very high degree of dissatisfaction with Lithgow's interior.

To review, Northeast Market Research found that from one-third to one-half of Lithgow's patrons consider Lithgow's atmosphere to be unfriendly, its bookshelves uninviting, its exhibits uninteresting, its light, heat and ventilation inadequate and its chairs and tables uncomfortable and inadequate.

#### LITHGOW LIBRARY AND THE MAINE STATE LIBRARY

Northeast Market Research asked the users of Lithgow, "Have you, through the Lithgow Public Library, requested a book from the Maine State Library?"



An even 90 per cent said, "No."

Six per cent of the non-users of Lithgow said they use the Maine State Library instead.

Most of those interviewed by Creative Associates did compare Lithgow Library with the Maine State Library and Lithgow fared very badly in the comparison. The most common comment was, "The State Library is so much better than Lithgow, I use it whenever I can, not Lithgow."

Comment about Lithgow Library and the Maine State Library

The duty of the Maine State Library is to help serve all of the people of the State of Maine.

The duty of Lithgow Library, as a local public library, is to serve all of the people of the City of Augusta.

The two areas of responsibility are separate and it is not the duty of the State Library to serve in a dual capacity...both as a state library and as a local public library.

A BOOK-DROP AT LITHGOW LIBRARY

Northeast Market Research asked the users of Lithgow, "Does this library provide a means of returning books outside of regular library hours?"

More than half of them (58 per cent) did not know.

Another 29 per cent said, "No," the remaining 13 per cent said, "Yes."

Comment about a book-drop at Lithgow Library

Obviously, a means of returning books when the library is closed is a convenience for patrons and as such is to be



recommended.

### A Summary of the Public Opinion Poll Findings

#### Patronage

Patronage of Lithgow Library is about 35 per cent of the potential, but three-fourths of the patrons visit Lithgow less often than once a month.

The public opinion poll shows that there are several reasons why two-thirds of Augusta's people do not use their public library at all, and why most of those who do use it do so infrequently.

The most important of those reasons, the poll shows, are inconvenient hours, inadequate book collection, inadequate staff, and inadequate physical facilities.

#### Hours

Lithgow Library is open only one night a week, Friday, and only one-half day on Saturday.

The public opinion poll shows widespread dissatisfaction with these hours.

Lithgow's day-time hours favor the two-car family, the housewife with grown children and the person who is able to leave his or her job during working hours to visit Lithgow.

But Lithgow's present hours are not serving the housewife who has no car during the daytime, the housewife with small children, the person who cannot leave his or her job during working hours to visit Lithgow, nor the student or professional person who must do much of his or her research at night and on weekends.



### Book Collection

The public opinion poll showed that Lithgow's book collection is an important reason why many Augusta people have "given up on Lithgow" and why a majority of those who do patronize the library nevertheless are unhappy with Lithgow's book collection and/or its reference and research materials.

### Staff

The public opinion poll shows that significant percentages of Lithgow's patrons feel that Lithgow needs professionally-trained librarians and a larger staff.

### Physical Facilities

The public opinion poll shows that most Augusta people are satisfied with Lithgow's location and with the building itself.

But the poll also shows that from one-third to one-half of Lithgow's patrons consider Lithgow's "atmosphere" to be unfriendly, its bookshelves uninviting, its light, heat and ventilation inadequate and its chairs and tables uncomfortable and inadequate.

### Final Comment

Northeast Market Research asked 126 patrons of Lithgow Library, "Other than what we have discussed, have you any suggestions concerning improvements that would add to your family's and your enjoyment of Lithgow Public Library?"

Only one of every eight of them (13 per cent) answered that they are satisfied with Lithgow Library as it is today.



FAMILY ATTITUDE and USAGE  
Lithgow Public Library Study

USERS Interview

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- Q. 1: Approximately how many times do you visit the Lithgow Public Library per year?
- Q. 2: Do you know what days of the week and hours of the day this library is open?
- Q. 3: (if respondent knows times) Are these times convenient to you, or are there other days and hours that you would prefer? (If inconvenient, record preference in days and hours.)
- Q. 4: Can you always find the kind and quality of books that you are looking for?  
Yes \_\_\_\_\_  
No \_\_\_\_\_ (If no, ask for examples and record.)
- Q. 5: (Ask if answer to Q. 4 is either Yes or No.)  
How about new books, reference and research materials, newspapers, periodicals, books on specific interests and hobbies - are these available at this library?  
Yes \_\_\_\_\_  
No \_\_\_\_\_ (If no, ask for examples and record.)



Q. 6: Do you feel that the library staff gives enough attention to your particular needs and requirements?

Yes\_\_\_\_\_ No\_\_\_\_\_

Q. 7: Do they seem to know what books are on the shelves and where they can be found?

Yes\_\_\_\_\_ No\_\_\_\_\_

Q. 8: When you require these services, are they performed in a pleasant and helpful manner?

Yes\_\_\_\_\_ No\_\_\_\_\_

Q. 9: I'm going to mention some of the physical aspects of the Lithgow Public Library - the building, furnishings, and surroundings. Will you please rate them as: Very Good, Good, Fair, or Poor.

1. Convenience of location\_\_\_\_\_
2. Friendly atmosphere\_\_\_\_\_
3. Efficient and inviting bookshelves\_\_\_\_\_
4. Up-to-date and interesting exhibits\_\_\_\_\_
5. Adequate light, heat, and ventilation\_\_\_\_\_
6. Comfortable chairs - enough  
studying and writing surfaces\_\_\_\_\_
7. Attractive building and grounds\_\_\_\_\_

Q. 10: Have you, through the Lithgow Public Library, requested a book from the State Library?

Yes\_\_\_\_\_ No\_\_\_\_\_



Q. 11: Does this library provide a means of returning books outside of regular library hours?

Yes \_\_\_\_\_ No \_\_\_\_\_ D.K. \_\_\_\_\_  
(If yes, ask: )

Q. 12 Do you use it? Yes \_\_\_\_\_ No \_\_\_\_\_.

(If yes, ask: )

Is it helpful? Yes \_\_\_\_\_ No \_\_\_\_\_.

Q. 13: Other than what we have discussed, have you any suggestions concerning improvements that would add to your family's and your enjoyment of the Lithgow Public Library?

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Classification # \_\_\_\_\_ (show card)

Sex \_\_\_\_\_ Age Group \_\_\_\_\_ Family Member \_\_\_\_\_  
Economic Group \_\_\_\_\_ Educational Level \_\_\_\_\_ Occupation \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone No. \_\_\_\_\_



FAMILY ATTITUDE and USAGE  
Lithgow Public Library Study  
NON-USERS Interview

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Introduction:

Good \_\_\_\_\_, I'm Mrs. \_\_\_\_\_ of Northeast  
Market Research. We're conducting a study of family  
needs and use of the Lithgow Public Library and its  
facilities.

Question 1: Have you, personally, been to this library in  
the past 12 months?  
Yes \_\_\_\_\_ (if yes, use "USER" questionnaire).  
No \_\_\_\_\_ (if no, ask Question 1a).

Question 1a: Would you please tell me why you do not use the  
facilities of this library?  
(Probe for meaningful responses, and record.)

Question 2: Are there members of your family, living in this  
home, who do visit this library?  
(If no - do classification, and terminate.)  
(If yes - if they are at home, interview as "USER".  
- if not at home, determine time when they  
will be, return, and interview.)

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Classification # (Show card)

Sex \_\_\_\_\_ Age Group \_\_\_\_\_ Family member \_\_\_\_\_  
Economic Group \_\_\_\_\_ Educational Level \_\_\_\_\_ Occupation \_\_\_\_\_

No. of family users \_\_\_\_\_ No. of non-users \_\_\_\_\_

Name \_\_\_\_\_

Address \_\_\_\_\_

Telephone No. \_\_\_\_\_



LITHGOW LIBRARY SURVEY  
CONY HIGH SCHOOL QUESTIONNAIRE

1. Have you been to the Lithgow Library in the past year? YES \_\_\_\_\_ NO \_\_\_\_\_
2. If answer is "NO", will you please check your reasons for not using the public library?
  - a. Use school library
  - b. Use State Library
  - c. Cannot find needed material in public library
  - d. Public library hours are not convenient
  - e. Other (please explain)
3. If answer is "YES", will you please answer the following questions?
  - a. Approximately how many times do you visit the Lithgow Library in a year?
  - b. Do you know the library hours?  
(Please list them)
  - c. Are these hours convenient?
  - d. Can you usually find the books that you are looking for? YES \_\_\_\_\_ NO \_\_\_\_\_
  - e. Do you feel that the library staff gives enough attention to your particular needs and requirements? YES \_\_\_\_\_ NO \_\_\_\_\_
  - f. Do you use the library for school work \_\_\_\_\_?  
Personal reading \_\_\_\_\_?
  - g. Have you any suggestions concerning improvements?



## PUBLIC RELATIONS AND PUBLICITY

Good public relations starts with good performance. Public relations is "doing a good job and then telling about it."

It has been said that in today's mass communications society, it is painfully clear that good deeds no longer speak for themselves; the spotlight of recognition must be focused on them.

The duties and responsibilities of both the trustees and the librarian include public relations. No. 3 of the Small Libraries Project pamphlets, A.L.A., THE TRUSTEE OF A SMALL PUBLIC LIBRARY, states that the library trustees should "establish, support, and participate in a planned public relations program." It states further that the librarian should "maintain an active program of public relations."

No. 15 in this series, TELLING THE LIBRARY STORY, is an excellent discussion of library public relations and it includes a Check List which every Lithgow trustee and the librarians should review and test against Lithgow's present public relations program.

### Press Relations

Newspaper and radio editors and reporters are people who read. They have a "built-in" interest in public libraries.



The Daily Kennebec Journal is the best way to tell the library story to the community, but Augusta's radio stations will also be very cooperative and their reporting of news about the library can make a major contribution to the overall public relations and publicity program.

Virtually all radio stations will cooperate with the local public library. They are anxious to present a fair share of "public service" programs and the public library offers them one of the best avenues toward public service.

They'd much rather carry an announcement or news about the local public library than a "canned" public service message originating in Washington!

The newspaper will gladly report news about the library and will be glad to lend editorial support, for example, when the library is presenting an increased budget to the City Council.

#### But the Library Must Take the Initiative

Unfortunately, the news staffs of newspapers and radio stations are under-manned and over-worked and they must concentrate their efforts on such "hard" news as stories about government activities at city, state and federal levels, fires, accidents, crimes and the daily developments in which its readers are primarily interested.

They are able to make very little effort to report the "soft" news about business, civic and cultural activities. They must rely on the organizations involved in "soft news" to supply information about their activities.



The business or social organization...or library... which takes the initiative in offering news of its activities will be the one most likely to enjoy the benefit of publicity calling attention to its good performance.

#### The Value of News Generating Activity

One of the basic tools of public relations is to plan activity which will provide a direct benefit for the library and, in addition, provide the opportunity for favorable publicity.

For example, development of an active Friends of the Library group can benefit the library directly and at the same time provide a continuing "platform" for news stories which will support the total library program.

Public relations includes seeking to interest many citizens...as well as community officials...in the public library. Friends can do a great service to the library by their contacts with local government and civic leaders. Through these contacts, they can strive to "get everyone in the community on the library team."

And their activities can generate continuing favorable publicity for the library.

A further point is the value of "getting more people involved." One of the best ways to "get something done" is to "get people involved." And the public library has a strong "plus" in this area. A public library is a "prestige" organization. People are proud to be asked to work for the public library...to help to make it the focus of educational



and cultural activity in the community.

What is news?

The following is a list of topics which suggest activities which would serve two purposes:

1. Help Lithgow Library take its proper place as a key force for the continuing development of Augusta.
2. Gain publicity to support the library's role in the community it serves.

Each of these topics suggests opportunities to gain favorable publicity.

Formation and activities of a Friends group

Trustees' meetings, decisions

Changes of policy, hours

New Programs, displays

Progress reports on programs, construction

Schedule of meetings

Book reviews

Visitors

Gifts to the library

Staff changes

Trips, courses, conferences by librarian, trustees

Holiday, seasonal tie-ins with new books, displays

New equipment

School cooperation

Speakers

Best read family

Rearrangement of facilities, new facilities



New services

Humorous, novel incidents

Historical dates, anniversaries, observances

Special projects, community services

Reading programs, contests for children

Talks by librarian or trustees for schools, clubs, etc.

Cooperation with groups and organizations

"Anything of interest to anyone"

### "The Light Under the Bushel Basket"

As we said earlier, good deeds no longer speak for themselves. And hiding one's light under a bushel basket is a sure way to have the world pass us by.

If it is to take its rightful place and assume its full responsibility in the Augusta community, Lithgow Library must:

...do a good job...provide good performance

...and tell about it.

### Performance...Recognition

Public relations is known as "PR."

We must think of the "P" as "Performance" and of the "R" as "Recognition."

First...and most important...is the need for good performance

Then...and essential to full achievement...is a program to gain recognition of that good performance.



## RECOMMENDATIONS

As a general guide in preparing a long-range plan for development of the Lithgow Library, we present the following recommendations.

### Library Organization

- Hold regular monthly trustee meetings
- Adopt by-laws
- Draw up written policy statement
- Reactivate book selection committee
- Increase staff, including addition of professionally trained librarians.

### Library Materials

- Adopt a written book selection policy. Select books from standard library sources.
- Purchase new editions of reference and general non-fiction titles from listings in the STANDARD CATALOG, STANDARD CATALOG FOR HIGH SCHOOL LIBRARIES, and CHILDREN'S CATALOG.
- Purchase annually a high per cent of the double- and single-starred items in these standard catalogs.
- Add government publications on subjects useful to small libraries.
- Establish an adequate vertical file.
- Add a record collection after the book collection has been increased and updated.
- Purchase new editions of the DEWEY DECIMAL CLASSIFICATION, Sears' LIST OF SUBJECT HEADINGS and Akers' SIMPLE LIBRARY CATALOGING. Use these sources for all classifying and cataloging of books.
- Revise filing of cards in the catalogue.



### Services

Provide longer hours, including evening and Saturday hours.

Develop a planned program of services to the community on all age levels.

### Financial Support

Seek additional support from the city based on an itemized presentation of present and needed activities. This should be a realistic request based on the need for larger and better trained staff; updated and enlarged book collection; longer hours; improved physical facilities.

### Physical Facilities

Hire a building consultant to study the needs and make recommendations to the trustees for modernizing and enlarging the building.

### Public Relations

Enlist the aid of local organizations in promoting the need for good library service and in gaining the necessary financial support from the city.

Start a Friends of the Library group whose chief function would be to help create public support and good public relations for the library.

Make certain that there is good newspaper and radio publicity on progress made in carrying out the recommendations of this survey.

For further guidance the recommendations are presented here in more detail and with priorities suggested.

### 1966

Start holding regular monthly trustee meetings.

Adopt by-laws for Board of Trustees.



Draw up written policy statement.

Reactivate book selection committee.

Draw up position classification plan for enlarged staff, with salary scale.

Set up retirement plan for staff.

Prepare itemized budget for 1967, with provision for increased staff and book collection.

Encourage formation of Friends of the Library.

Attend library meetings - both trustees and librarians.

Include amount in budget to cover expenses at library meetings.

Withdraw outdated books.

Supply requests for material not in Lithgow collection through use of interlibrary loan.

Purchase professional library aids recommended in survey.

Improve book repair methods.

Provide adequate janitor service.

## 1967

Hire a professionally trained librarian to be in charge of the library (in addition to present staff).

Provide regular substitutes, other than high school assistants.

Increase library hours.

Build up basic book collection.

Start regular weekly story hour.

Make classroom visits to all city elementary schools.

Provide more adequate space for reference collection by shelving it in reading room.

Improve library lighting.



1968

Hire a professionally trained children's librarian (in addition to present staff).

Hire high school pages to assist in clerical work.

Continue to increase library hours.

Continue to build up basic book collection.

Engage a building consultant to advise concerning improvement and enlargement of building.

1969

Hire a professionally trained cataloger.

Hire a clerk-typist.

Continue to build up basic book collection.

Develop a program of increased library services for all age groups in the community.

Start to carry out recommendations of building consultant.

1970

Hire a professionally trained reference librarian.

Continue to build up basic book collection.

Start a record collection.