

1965 Publicity Scrapbook Summary

Note: Significant newspaper articles, brochures, photos, and other items from the scrapbook are filed by subject in the archives.

System News

National Library Week: As part of National Library Week 1965, HCL distributed a brochure prepared by a statewide committee. The brochure outlined the status of libraries in the state and stated ways that libraries could help society, including supporting the War on Poverty by attacking illiteracy. Minnesota had 185+ public libraries, but only the four largest were “fully adequate by national standards.” Seven met half the standards, 25 met less than have the standards, and 132 met none of the standards. (*from “In Minnesota: It’s Hurray for Libraries” brochure*).

Summer Reading Program: The systemwide summer program used the theme “Vacation Readers Have More Fun Than Anyone, Except Other Vacation Readers.” Children’s book author/illustrator Maurice Sendak was contacted directly by HCL and he gave permission for his dragon art to be used on the poster and other publicity pieces. Each child who joined the reading club received a small membership poster. Stars were affixed to the poster based on the number of books read. Certificates were awarded to participants who read and reported on six books. Most libraries held end-of-summer parties. Participating were Bloomington, Champlin, Crystal, Dayton, Edina, Excelsior, Glen Lake Golden Valley, Groveland, Hamel, Long Lake, Maple Plain, Minnetonka Beach, Minnetonka Mills, Minnewashta, Morningside, Orono, Osseo, Richfield, Robbinsdale, St. Anthony, St. Bonifacius, St. Louis Park, Wayzata, and Westonka. For grades 1-3, 16,590 books report forms were received and for grades 4-6, 17,730 book report forms. Librarians awarded 2,734 certificates (six or more books). (*from summary report by library staff*).

Director’s Weekly Columns: Library Director Helen Young wrote weekly columns for 18 suburban newspapers about timely topics encouraging library use.

City-County Library Relations/Metro Library Service

New City-County Library Board: Minneapolis mayor Art Naftalin said that if a countywide library system is set up to serve the Minneapolis area, it should be run by the Hennepin County Board. He said the County Board should appoint members of a special advisory board that would suggest library policy. Naftalin was speaking to the League of Women Voters, along with Curtis Pearson, a St. Louis Park council member, who was served on a seven-member library committee appointed by Naftalin. The committee recommended a countywide library system, with Pearson casting the lone dissenting vote. Pearson said “many suburban officials fear that the county library plan is simply another effort to shift part of the Minneapolis tax bill to the suburbs.” Pearson said if there is to be a metro approach to library service, it should be under a seven-county library agency or revamped county government. (*Minneapolis Star, Jan. 14, 1965*). The Minneapolis Library Board approved a 1965 state legislative package that would reduce the board membership from nine to eight and drop three ex-officio members (Minneapolis mayor, school board president, and president of the University of Minnesota). In their place, the Mayor and City Council would each name a representative. The legislative recommendation also included that the County Board name three provisional members of the city Library Board to act when the board considers actions affecting the county. The MPL board “administers the

county library system under contract with the County Board.” The Library Board issued a statement saying “a site for the large \$1 million county regional library proposed for the area south of Minneapolis has not been definitely selected. Opposition from other suburbs greeted the board’s recent announcement that the probable site would be in Edina in the Southdale Shopping Center area.” (*Minneapolis Tribune, Jan. 15, 1965*). An editorial titled “How Much Countywide Service” stated, “The controversy now going on over the future of the library system in Hennepin County illustrates perfectly what ought to be the guiding principal in all our studies area-wide need for public services. Area-wide (county or metropolitan) service and financing are both desirable when they make it possible for us to provide a *quality* of service which the individual cities and villages, left to themselves could never provide alone. It makes perfect sense, for example, to use a county-wide approach in order to acquire the specialized collection of books and library services...” (*Minneapolis Star, Jan. 16, 1965*). The Hennepin County Board of Commissioners unanimously approved legislation that would add three suburban members to the Hennepin County Library Board. [Until this time, the Minneapolis Library Board functioned as the county library board, with no suburban representatives.] Under the new legislation, the County Commissioners would name three suburban members. (*Minneapolis Star, Feb. 9, 1965*). The Minneapolis Library Board and Hennepin County Commissioners discussed problems that may occur when the new Hennepin County Library Board is created. Under recent legislation, six members from suburban Hennepin County could be added to the Minneapolis Library Board when it sits as the County Library Board. Concerns included whether the new board could own property, accept gifts, sue, and be sued; no final decisions were made at the meeting. (*Minneapolis Star, July 10, 1965*). The Hennepin County Commissioners appointed six suburbanites to the County Library Board: Charles Hillstrom, Crystal; Mrs. Raeder Larson, St. Louis Park; Robert G. Rainey, Bloomington; Mrs. Raymond Plank, Wayzata; Alan L. MacLean, Edina; and Peter A. Heegaard, Minnetonka. Board chair Robert Janes said the appointments reflect geographic balance and the members have interest in libraries but without preconceived ideas about library service. (*Minneapolis Tribune, Sept. 22, 1965*). Legislator Bill Frenzel called for more regional planning in order to serve the library needs of the rapidly growing suburbs. He praised the new “County Library Board,” composed of suburban residents, as well as Minneapolis residents, and added that the board will face an early decision on continued regional planning and definite site selection for the first building. “A southern site for the first regional library is nearly inescapable.” (*Suburban Life, Nov. 28, 1965*).

Goldhor Metro Library Plan: The State Board of Education approved a \$8,200 grant for a survey of library services in the seven-county metro area by Dr. Herbert Goldhor, University of Illinois professor of library science. (*Minneapolis Tribune, March 11, 1965*).

The preliminary Goldhor report outlined plans for unifying the 19 library systems in the seven-county metro area into one library system per county, plus city libraries in Minneapolis and St. Paul. The report was expected to be finalized and completed in about a year. (*Minneapolis Tribune, Sept. 28, 1965*).

Jacobs Space Study: Consultant Walter Jacobs was hired to do a comprehensive space study for Hennepin County Library. According to County Budget Director Stanley Cowle, the consultant could look at such questions as how well the county library is meeting its responsibilities and what it must do to give effective service to users in the next 20 to 25 years. (*Brooklyn Center Press, Dec. 15, 1965*). Jacobs received a contract for \$50,000 for study of non-library Hennepin County space needs, plus \$10,000 to study the space needs of the library system. (*Minneapolis Star, Dec. 14, 1965*).

Individual Library News

Bloomington: In a National Library Week editorial, the *Bloomington Sun* stated that the Bloomington Library, on the southeast corner of Nicollet and Old Shakopee Road, was “straining at the seams....Regular library users will admit that the present library facilities are about 100 times better than when the library was operated in the Bloomington high school. But, the families are no longer adequate for the demands being made on them.” The editorial went on to cite the fall 1965 opening of John F. Kennedy High School, the growth of the city at the rate of 3,200 people a year, and the degree of intellectual curiosity of Bloomington residents as reasons for better and larger library facilities. The editorial also noted that entire west side of the city was served mostly by the bookmobile. (*Bloomington Sun-Suburbanite, April 29, 1965*).

Brooklyn Center: [Prior to the construction of the Brooklyn Center Library, the community of 30,108 was served by a bookmobile.] Groundbreaking for the new Brooklyn Center Library was set for Feb. 13, 1965. The library site was Northport Drive, just off Osseo Road. Contracts for the project were let at the end of 1964. (*Brooklyn Center Press, Jan. 3, 1965*). A second round of bids for library construction was to be opened Jan. 25. Original bids were opened and rejected in November 1964 because they exceeded the proposed \$220,000 construction cost. Voters had approved a \$260,000 bond sale for construction and operation; the village had received a \$60,000 federal grant. (*Minneapolis Star, Jan. 19, 1965*). The Brooklyn Center Village Council awarded contracts to three firms: Dean L. Witcher, general contractor, \$139,451; Gopher Electric, electric contractor, \$14,843; and Harry S. Horwitz and Co., Inc., plumbing contractor, \$45,989. Parking facilities, architect fees, and relocation of a street were expected to bring the total cost to \$260,000. Voters approved in 1964 a \$260,000 bond sale. (*Minneapolis Star, Jan. 28, 1965*). Ground was broken in February for the new library. (*Brooklyn Center Press, Feb. 17, 1965*). Construction was underway, along with book ordering for the new library. Ten thousand books had been ordered by late April. (*Brooklyn Center Press, April 28, 1965*). HCL Director Helen Young announced that the library should open in mid-November. Alice Johnson, Robbinsdale branch librarian, was selected to head the Brooklyn Center staff, assisted by librarian Linda Jones. (*Brooklyn Center Press, Sept. 29, 1965*). The library, 5601 Osseo Road, opened Dec. 29, 1965. It was the first in the nation to be partially financed (\$60,000) by the federal Library Services Act. Included in the library was a community meeting room that could seat 100 people. Dedication of the library was scheduled for Sunday, Feb. 6, 1966 with an open house on Saturday, Feb. 5. (*Brooklyn Center Press, Dec. 29, 1965*).

Excelsior: The Excelsior Village Council approved plans submitted by Griswold and Rauma, architects for the new library to be constructed on the site of the old village hall (where the old library room was located). Plans called for a one-floor building with 3,828 square feet of space and a 20,000-volume collection. Costs were estimated to be \$47,000 for the new building, an additional \$1,000 for remodeling the toilet facilities, and \$3,400 for architects' fees. Hennepin County Library had responsibility for providing books, shelving, furniture, and staffing costs. (*Minnetonka Record, March 11, 1965*). Friends of the Excelsior Library sponsored their annual Library Benefit dinner, with help from the Excelsior Super Valu. Nearly 2,000 people attended the dinner in 1964. The price of the dinner remained 25 cents per person minimum. (*Minnetonka Herald, May 28, 1965*). Architect Jackson Griswold reported to the Excelsior Village Council that the final plans and specifications for the new Excelsior Library were being sent to bidders; opening of bids was scheduled for June 25. Financing for the building was to come from a \$28,500 federal grant, plus funds from the

five villages served and contributions raised by the Friends of the Library. (*Minnetonka Herald, June 17, 1965*). While the new Excelsior Library was under construction, books were moved to temporary quarters in the Grade School Annex, Excelsior, provided by School District 276]. Five surrounding communities (Deephaven, Excelsior, Greenwood, Shorewood, and Tonka Bay) were funding the new library. [Photos accompanying the article show librarian Fern Michael checking out books in the temporary location and the demolition of the old Excelsior Library.] (*Minnetonka Herald, Sept. 2, 1965*). The new library will be almost 10 times as large as the old one and will hold 10 times as many books. The old library was housed in a 20-foot square room in a huge red brick building that had served as civic headquarters for Excelsior for many years. (*Excelsior South Shore Herald, Oct. 2, 1965*). Library Director Helen Young named David Waldemar, “professional assistant librarian” at Minneapolis Public Library, to head the Excelsior Library staff. (*Excelsior South Shore Herald, Oct. 21 1965*).

Golden Valley: Friends of the Golden Valley Library were making plans for their annual style show-luncheon at the Golden Valley Golf Club (*Golden Valley Press, May 16, 1965*).

St. Louis Park: Library Director Helen Young explained Hennepin County Library’s blue slip reserve program to the St. Louis Park League of Women Voters. A blue slip is placed in a book when that book has been requested from one of the 23 libraries or two bookmobiles. (*St. Louis Park Dispatch, Feb. 18, 1965*). St. Louis Park officials and Friends of the Library reviewed plans for the new Brooklyn Center Library as they considered a new library in their community. (*Sunday Suburban Life, Aug. 22, 1965*).

Hennepin County News

1960 Census: The population of Hennepin County was 842,854, with 482,872 in the City of Minneapolis and 359,982 in the suburban area. There were 186,361 children in the suburbs and 132,747 children in Minneapolis. (*Minneapolis Star, Oct. 5, 1965*).

Compiled by Linda Jennings, May 2009