

# 1974 Publicity Scrapbook Summary

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

## System News

**HCL Innovation Recognized:** With a major library construction program well underway, Hennepin County Library started gaining attention for services offered. "Though the county library system has been in existence since 1922, it wasn't until the last decade that it began to grow rapidly, becoming reportedly one of the most modern and progressive systems in the country." In an interview, Technical Services Director Mitch Freedman and Audio-Visual Librarian Don Roberts talked about the new systemwide book catalog and the request/reserve system and the increased audio-visual offerings to borrow as well as increased audio-visual services within the libraries. (*Post Newspapers, 1974*). Hennepin County Library showcased services and its award-winning Southdale Library in a display at Southdale shopping center. (*spring 1974*). An undated article titled "A Great Place to Hide Out" from an unknown publication noted the changes that were occurring in libraries. "In Hennepin County, the newest and shiniest example of the New Library is the Southdale-Hennepin Area Library...It's a two-story building designed in the Bauhaus tradition. It resembles an art museum but in fact it is a health spa for the psyche." The article went to talk about the audio-visual materials available in libraries and the free programs: "A check of the calendar gives a good sampling for the kinds of programs offered: instruction in the metric system, investment management, astrology, yoga, fly fishing, motorcycle safety, patio gardening, kite-flying, backpacking, ski-touring, horsemanship." (*publication, date not cited*).

**Media Lab Slide Collection:** A-V Librarian Don Roberts sought donations of slides about Minnesota plants, animals, history, sites and issues to add to the Media Lab's collection. (*Sun Newspapers, undated article*).

**Public Computers:** HCL was believed to be the first library in the country to offer the public free use of computers in 1974. Computer terminals were available at the Golden Valley and Southdale libraries. The service was offered through Total Information Education Systems (TIES), a computer system with more than 200 programs used by 37 Minnesota school districts. The libraries provided training sessions for those interested. (*Post Newspapers, Oct. 24, 1974*).

## HCL-MPL Relations

Suburban residents were expected to be denied access to the downtown MPL because of a dispute between the city and county library systems. The county maintained it should not have to pay an annual fee of \$22.50 per suburban user of MPL when other non-residents pay \$15. County Commissioner Thomas Ticen said suburban use of the downtown library no longer justified the \$400,000 annual cost. He said MPL should automatically be out of MELSA if MPL denies suburban residents access. MPL Board President Marie Goss said "It's a crime to shut them out but on the other hand Minneapolis is not in a position to subsidize suburban users." (*Golden Valley Sun, May 30, 1974*).

## Library Construction Program

**Augsburg Park:** Most of the exterior work had been completed by mid-November and January was set as the target date for opening. The new library at 7100

Nicollet Ave. would have 15,000 square feet of space (two and half times more than in the old library), and would include individual study carrels and variety of equipment for audio-visual playback. (*Richfield Sun*, Nov. 21, 1974). Richfield City Council voted to use the old library at 7000 Nicollet Ave. as a senior citizen-handicapped center after the library was relocated in its new building. (*Richfield Sun*, Nov. 28, 1974).

## Individual Library News

**Dayton:** The library had a special amnesty week for individuals who had overdue items from the Dayton Library. The books could be returned and a fine would not be charge. Only Dayton was involved in the amnesty. (*ABC Newspapers*, Sept. 6, 1974). The library, located in the old school house, was in desperate need of being repainted and Hennepin County Library offered to provide the paint free of charge. HCL made the offer of free paint in August 1973, but the Dayton City Council did not consider the offer until June 1974. The library building had been built in 1868 and an addition was constructed in the early 1900s. A group of Dayton residents organized to try to get the building preserved for historical reasons, but in early summer 1974, the city council question whether the building was worth saving and no decision was made. (*Crow River News*, June 21, 1974).

**Eden Prairie:** Several photos publicized the Theater in a Trunk performance at the library. (*Eden Prairie Sun*, Aug. 8, 1974).

**Edina:** A photo featured five elementary school students whose art was featured at the library in conjunction with March Youth Art Month. (*from photo*). Several photos from a show by the Edina Puppeteers (Edina library staff) were featured in the *Minneapolis Star*. (June 15, 1974).

**Excelsior:** Children's Librarian Mary Ann Gage was featured in a photo story about storytime (*Sun Newspapers*, Feb. 2, 1974). Excelsior and Minnetonka librarians created a service guide for teachers titled "Teachers are Some of Our Favorite People at the Excelsior and Minnetonka Community Libraries." (1974 brochure).

**Golden Valley:** Friends of the Golden Valley Library initiated a community history project, including artifacts and oral history interviews about Golden Valley. (*Post Newspapers*, Jan. 24, 1974). David Waldemar was named head librarian, replacing Alice Paul, who moved to St. Louis Park Library. Waldemar started working for HCL in December 1965 at Excelsior, followed in 1969 at St. Louis Park, in March 1970 at Richfield, and in September 1972 at Southdale as Information Services head. (*Golden Valley Sun*, May 16, 1974). Kids took part in Little Chef's Delight, a cooking program for grades 3-6. (*Minneapolis Star*, Aug. 6, 1974).

**Maple Plain:** The changing gasoline retailing market meant many gas stations were being transformed for other uses. One example was the Maple Plain Library (Hwy. 12 and County Rd. 15), which was converted from a Metro 500 station. (*Minneapolis Tribune*, Jan. 21, 1974).

**Medina:** A Friends of the Medina Library was formed to support the reading center scheduled to open in the new Medina City Hall, County Rd. 24 and Mohawk Dr. Membership cost \$1. (*Wayzata-Orono Sun*, Feb. 28, 1974).

**Minnetonka:** A storytelling workshop geared to people who worked with children was presented by Hennepin Children's Services librarians. (*Hopkins Sun*, March 7, 1974).

**Richfield:** Richfield Head Librarian Roger Burg wrote a thank you letter to the editor thanking everyone who had participated in the Holiday Festival Open House, including eight choral groups that had performed. (*Richfield Sun*, Jan. 3, 1974). Friends of the Richfield Library sponsored a public Craft-Show-How that showcased a variety of craft arts. (*Richfield Sun*, Oct. 10, 1974). Kids ages 3-12

participated in a Dragon Draw-In contest. (*Richfield Sun*, Nov. 7, 1974). A gingerbread fantasy with a gingerbread castle and people was created by library staff. (*Dec. 12, 1974*).

**Robbinsdale:** An article about the Robbinsdale Library Club stated that in 1907, the Library Club started and was the library, but over the years Hennepin County assumed responsibility for operating the library and the club became a service group. In the past there was a waiting list to get into the club and it was limited to 36, but now the club had fewer than 20 members, mostly seniors. The club owned the library building allowing Hennepin County use of the upstairs. (*Post Newspapers*, May 23, 1974). Lots of interesting characters visited the library as storytime participants dressed in their Halloween costumes. (*Post Newspapers*, Oct. 24, 1974).

**Rockford Road:** Fifteen artists participated in the Friends' second annual art fair/open house. The Sunday open house included music by North Hennepin County College musicians. (*Post Newspapers*, May 2, 1974). Individuals who worked with children in a child care setting were invited to participate in a storytelling workshop presented by Hennepin County children's librarians. (*North Hennepin Post*, Oct. 10, 1974). Preschoolers dressed in their Halloween costumes as part of storytime. (*North Hennepin Post*, Nov. 7, 1974). Rockford Road Friends sponsored a fall craft sale, with 25 community residents participating. (*North Hennepin Post*, Nov. 21, 1974).

**St. Louis Park:** WCCO-TV weather forecaster Bud Kraehling was scheduled to judge the snow sculpture contest on the library lawn. Children's librarian Holly McDonnell asked participants to sculpt their favorite book character. (*St. Louis Park Sun*, Jan. 17, 1974). TV character Roundhouse Rodney was the judge in the pumpkin carving contest. (*St. Louis Park Sun*, Oct. 24, 1974).

**Southdale:** In 1973, it was a year of grand openings, including Target, Leisure Lane, Yorktown, and Byerly's, as well as the Southdale Library. (*Edina Sun*, Feb. 7, 1974). Southdale was one of two public libraries to win top honors in an international competition co-sponsored by the American Library Association, American Institute of Architects, and National Book Committee. The jury noted that the library was "designed for expansion and growth, with its two upper floors projecting over the parking area to allow for future expansion and more pleasing views. The integration of parking with growth provisions was 'well handled'." Further, the jury said the library "captures a dynamic community spirit with a highly flexible systems approach." Hodne-Stageberg Partners designed the building. (*American Institute of Architects news release*, April 21, 1974). Southdale Library was included in the 10-page "Child's Guide to Minneapolis/St. Paul" produced by Scott Paper Company and Good Humor Ice Cream. The description read: "Lose yourself in the audio-visual wonders of one of the country's most unusual libraries, the new Hennepin County Southdale Area Library....A 26-foot 'media desk' has 14 stations for listening and viewing films, film strips, video cassettes, sound cassettes, cartridges, tapes, records, television. Or record yourself. Helpful librarians in adult and children's sections. Sit in the giant baseball-mitt chair and pretend you're a baseball that likes to read!" (*Winter & Early Spring 1974*). A free five-week program on early American crafts offered by the library was featured in a photo and caption. (*Minneapolis Star*, July 25, 1974). The Media Lab was featured in a photo, showing a person using the large slide collection and also noting other production equipment, darkroom facilities, and assistance from audio-visual specialists. (*Minneapolis Star*, Oct. 3, 1974). A photo and caption promoted Sunday hours. The hours has begun in the spring when the library was open Sunday on an experimental basis. (*Richfield Sun*, Oct. 17, 1974).

**Wayzata:** Wayzata Bank featured the library in a half-page ad with three large photos and text about library services. (*Lake Minnetonka Sun*, Sept. 12, 1974).

**Westonka:** Fifty-five kids took part in the summer pet show. The photo story included 13 photos over two pages. (*Sun, Aug. 4, 1974*). The Little Chef's program attracted some 30 kids, who learned some basic cooking lessons and tasted the results. (*Mound-Westonka Sun, Aug. 15, 1974*).

## **Hennepin County News**

Several Hennepin County projects were included in the Minneapolis '74 exhibit at Northwestern Bank; the exhibit featured the major construction projects being planned or underway. County projects presented were the new General Hospital, estimated to cost \$47.8 million; the 24-story Hennepin County (Government) Center scheduled for completion by the end of 1974; and the Augsburg Park Library. (*Edina Sun, April 18, 1974*).

Compiled by Linda Jennings, April 2011