



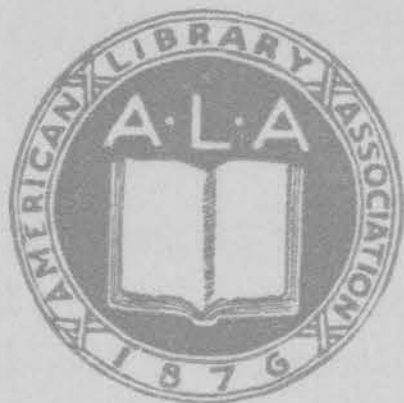
Gratia A. Countryman and Family Papers.

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A MILLION DOLLARS FOR LIBRARY WORK

By an Investment of \$25 a Year



BY THE terms of a very unusual offer the Carnegie Corporation of New York will grant to the American Library Association \$1,000,000 for library service if the Association can raise a million by its own efforts. Because of their belief in the desirability of interesting many people in library development, the officials of the Carnegie Corporation are willing to credit toward this fund all new memberships in the Association at a capitalized value of twenty to one. A contributing membership at \$25 a year may, therefore, be counted as equivalent to a gift of \$500.

Some of the projects which the A. L. A. wishes to promote are:

LIBRARY EXTENSION. The attention of the whole country is now focused on the farmer and his needs. The Association believes that it is the time for a vigorous attack on the problem of supplying library service to the 42,000,000 people in rural communities still without book privileges. The radio, the "Master Farmer" and "Master Homemaker" contests, the 4-H Clubs, the Boy Scout and Girl Scout movements—all stimulate a desire among rural people for better standards of living, new ideas in farming and homemaking, nature study, athletics and handicraft as well as for recreational reading. This means an increased demand for books. Through its Library Extension Department the Association is working to multiply library privileges for rural dwellers.

ADULT EDUCATION. A recent study of 883 young men and 985 young women industrial workers disclosed that one hundred per cent had *some* reading interest. Their favorite newspaper was one of the more sensational Chicago dailies. The most popular magazine was one of the "true confession" type. The younger males had a higher percentage of interest in crimes. Those contributing to the data were between fourteen and twenty-one years of age and representative of 360 industrial plants in and near Chicago. Through its Board on the Library and Adult Education the Association is endeavoring to increase the reading opportunities for the millions of young men and women out of school. More than 500,000 of the A. L. A. Reading with a Purpose courses are in use as a stimulus to the reading of worth-while books. Some of the large industries are using these courses to help direct the reading of their employees into better channels. One firm alone has used over 12,000 of them.

LIBRARY WORK WITH CHILDREN. This is another aspect of library work only awaiting funds to forward it. It will mean increased activity in a field with enormous possibilities. More than half of those acquiring the reading habit in some of our big

CHICAGO, ILLINOIS
AMERICAN LIBRARY ASSOCIATION

In a problem involving millions of people it is natural to wonder: "How can I help in so huge a project?" Here, then, is one way: *The investment of \$25 a year will help to swing a million dollars into library work and give momentum to the activities outlined above.*

But, like many privileges for which no price is paid, its service is frequently taken for granted. America spends annually \$800,000,000 for movies; \$450,000,000 for radio; \$400,000,000 for soft drinks—but only \$37,000,000 for public libraries.

The public library is a college without an entrance fee or examination. It is a club without dues. It serves all purposes of civic life—industrial, social, religious and recreational. It is available twelve hours out of every twenty-four, every working day. It assists with the education of the young and continues that of the adult. It is truly American, presenting to the citizen and the immigrant alike the ideals of our government. *It is the world's largest educational institution.*

Over sixty A. L. A. Committees are engaged in these and other activities too numerous to mention but promoting all aspects of library work from bookbinding and bookbuying to legislation and international relations.

Work with the Blind. It is estimated that there are 80,000 blind persons in the United States. The reading tastes of the blind are not different from those of other people and the urge for reading is greater. Because of the great expense of printing books in raised print, few blind readers can afford to purchase books for themselves and they must look to public libraries for the privilege of reading. Funds are needed to increase library facilities for the blind.

Work with the Foreign Born. There are approximately 15,000,000 foreign born in the United States. More than 3,500,000 are men of voting age, but not citizens. More than 1,500,000 are illiterates. The fact that a public library takes no sides; that it exists for service; that it is a public agency provided to help equip the individual with knowledge for his personal and social life enables it to approach the immigrant in a different way from any other agency. An A. L. A. project to promote reading opportunities for "Americans in the making" awaits financing.

Hospital Libraries. Although the A. L. A. War Service did not originate the idea of hospital library work, it did demonstrate to the country at large the value of books as recreational, educational and therapeutic factors in hospitals. Thousands of World War veterans are still confined in hospitals and for these and other patients the Association hopes to increase reading privileges.

School Libraries. The Association plans to finance a special department at A. L. A. Headquarters which will be a first step toward the development of all school libraries.

city public libraries are children. The Association hopes to create a department devoted solely to promoting and improving library opportunities for children.

Oct. 17 1930
North Cent.
Library Com.

I would like to give you just a little history of our A. L. A. Endowment Fund because all in all the Public Library movement has been the grateful recipient of millions of dollars from many donors and has been the especial recipient of millions from Mr. Carnegie and the Carnegie Corporation.

Many years ago when Mr. Carnegie asked the President of Harvard how best to make a contribution as an expression of his recognition of the value of libraries, Dr. Eliot told him that in the development of the intelligence of the American people, it will be the thousands of small libraries that will make it possible rather than the few large ones. We all know how Mr. Carnegie followed that up in the small towns and in branch libraries in the larger town. This plan of helping with library buildings was discontinued in 1917 and the attention of the Carnegie Corporation was turned from the plan of building buildings to the idea of building librari^{ans} and library activities.

But to go back to the first gift to the A. L. A. from Mr. Carnegie, Dr. Billings, Librarian of the

also Twin City Library Club
April 23, 1931

New York Public, and in 1902 President of the A. L. A., wrote to Mr. Carnegie as President of the A. L. A. suggesting to him that he give \$100,000.00 as a special fund, the interest of which should be used in the preparation of lists, indexes, library aids, etc. Mr. Carnegie responded immediately with a gift of \$100,000.00. Dr. Billings presented this to the Association at its annual meeting with the remark, "It is a unique gift from a unique man who deserves our best thanks." The money was turned over to Trustees of the Endowment Fund for the use of the Publication Board. This fund, increased by life memberships and other miscellaneous gifts, has been the fund which for years has published such things as the A. L. A. Catalog, various indexes, many special lists, and is a perpetual trust fund for such publications.

But the Library world has grown almost unthinkably fast, with new fields of service and a vastly larger mileage of territory, and the need of funds for expansion and training have grown likewise, and it was natural that the Carnegie Corporation should

take notice of those needs. They themselves made a survey for their own information which resulted in Mr. Learned's most stimulating book, "The American Public Library and the Diffusion of Knowledge."

In January, 1924, a gift was announced to the A. L. A. of a grant of \$10,000.00 to the temporary Library Training Board, and of \$5,000.00 for the preparation of a text-book. This certainly indicated a belief in library service, and that the purposes of the A. L. A. had met the approval of the Carnegie Corporation. A great opportunity was afforded by this gift. It may not be known to all of you that the first library school was established in 1887, and in that same year a Special Committee on Library Training was appointed by the A. L. A. and a special committee reported each year thereafter. A standing committee of the A. L. A. was established in 1903. In 1923 (I believe at the Hot Springs Conference), a Temporary Library Training Board was appointed and it was to this Board that this grant was given. This Board after careful study recommended a Permanent Board of Education for Librarianship which is one of our most important functioning Boards.

Well, to return to the grant that was made to the Temporary Training Board early in 1924, we read in the Library Journal of May, 1924 that a very significant gift of \$26,000 for that current year had been made by the Carnegie Corporation for certain activities. There were five separate items:

\$2,000 additional for the Temporary Library Training Board.

\$7,500 for a library survey (a committee to make such a survey had been appointed back in 1919.)

\$6,000 for a study of libraries and adult education.

\$3,000 for an editor of publications.

\$7,500 for A. L. A. Headquarters. This was to pay rent and cost of moving from the Chicago Public Library to the new John Crerar Library Building. (They have again moved, as we all know.)

But in the Library Journal of July, 1924 (that same year) we find an extraordinary announcement of gifts reaching \$239,000 promised for October, 1924 to October, 1925, pretty largely for the Training Board and the Survey.

Well, this gift started the Enlarged Program of the A. L. A. which has developed so remarkably in extension programs, development of Southern libraries, development of professional training, a graduate school

at Chicago University, and many activities at Headquarters for the benefit of all of us.

In 1925 the Carnegie Corporation adopted a ten year program. One million dollars was given outright as an endowment and annual grants were made for specific purposes in varying amounts from time to time. They reached a maximum of \$150,000 to \$200,000 during the first years, but have been gradually dwindling until they were but \$35,000.00 ^{in 1930} this year. They will be \$20,000 ^{in 1931} next year, and a final payment of \$15,000 will mark the end of this income from annual Carnegie grants.

Some of the publications have become self-supporting, but there are many other necessary projects now begun which will be inadequately done, and others which cannot even be started if this annual income is not somehow increased and made permanent. There is a clamor for a School Library Department at Headquarters, and for a Survey of School Library work. There has long been a demand for a department of Library work with children. There should be a specialist on library work for

the Foreign born. A number of additional activities have been recommended and tentatively approved by the Executive Board.

The regular income for the activities of a great educational propaganda such as the A. L. A. is estimated at \$150,000. That means a three million dollar endowment fund. One million we already have, another million is in sight, if we ourselves raise another million.

It is this third million in which we as members are especially interested: By a generous provision can capitalize its annual gifts at a ratio of 20 to 1. This plan has been a little vague to some of us. It means just this,-- a sustaining annual membership of \$100.00 is counted as \$2,000.00 because \$100.00 is 5% of \$2,000.00 and as it comes in annually it is the equivalent of \$2,000.00 endowment. It also means that the A. L. A. obligates itself to replace expiring memberships whenever they lapse. In like manner, if an individual or association gives an annual sum, say of \$25.00 that would add \$500.00 to the endowment fund.

Already \$440,000 on this basis has been raised, and we need now either a gift of the remainder or 280

*If this number
has been
increased*

more sustaining memberships at \$100.00 a year.

If the A. L. A. can have this three million endowment fund it can proceed to function along all the lines so essential for the development of a great service such as our professional organization should be prepared to give.