

# BIGGEST LENDER

IN THE WEST



MAY 1961

MUNICIPAL REFERENCE LIBRARY  
A DEPT. OF THE PUBLIC LIBRARY  
CITY OF LOS ANGELES  
CITY HALL  
LOS ANGELES 12, CALIFORNIA



DO NOT CIRCULATE  
WITHOUT O.K.

3 DAYS!

9,000,000  
Books a  
Year!

A REPORT TO THE PEOPLE OF  
LOS ANGELES ON THEIR PUBLIC LIBRARY

The free public library is a vital link in the American tradition of education for everyone. Los Angeles has had a tax-supported library since 1878, when the city's population numbered less than 10,000, and its compact limits still lay east of Vermont Avenue.

Today over two million Angelenos live in a city of 453 square miles. The books in their

public library also exceed two million in number. Every day twenty thousand people come into the Central Library or one of the fifty-two branches, and a thousand more telephone. A half-million men, women and children have cards entitling them to borrow books. In a year they take home over nine million.

# What is the Library?



## *The Los Angeles Public Library is many things*

A storehouse of books?...of course—but not just any books. Experienced librarians are engaged in a careful and endless process of analysis, selection, replacing and discarding, to assure a book collection that is vital and satisfying.

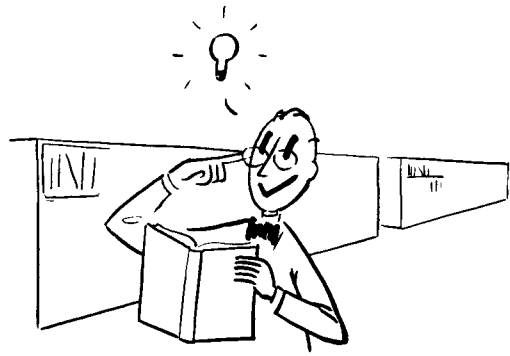
An information center?...certainly—on

just about any subject under the sun. Again the indispensable ingredient is the bibliographic skill of the librarian who knows the right index, who hunts out the pamphlet that is the only thing in print on the matter, or who perhaps has pinned down an elusive fact in a card information file.



### IT'S A FILM LIBRARY

Since 1951 the Audio-Visual Service has been lending 16 mm. educational films for the use of civic, church, and industrial groups. 350,000 people yearly find benefit in this service.



### IT'S AN ARSENAL OF IDEAS

Readily available in library books are the ideas of creators and thinkers of all ages, the philosophers, statesmen, poets and scientists who have molded our culture.



### IT'S A SOURCE FOR MUSIC

Thousands of amateur and professional musicians and over a hundred organized musical groups, including Hollywood Bowl and the Los Angeles Philharmonic Orchestra, lean heavily on the collection of 35,000 music scores in the Art and Music Department.



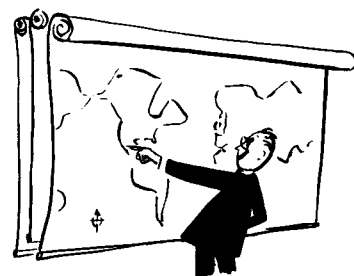
### IT'S A PATENTS FILE

The most complete west of the Mississippi. Los Angeles manufacturers and inventors take full advantage of the patents collection and the photocopy service that makes these and other reference materials quickly available. Sometimes the Patents Room saves a trip to Washington.



### IT'S A BUSINESS INFORMATION BUREAU

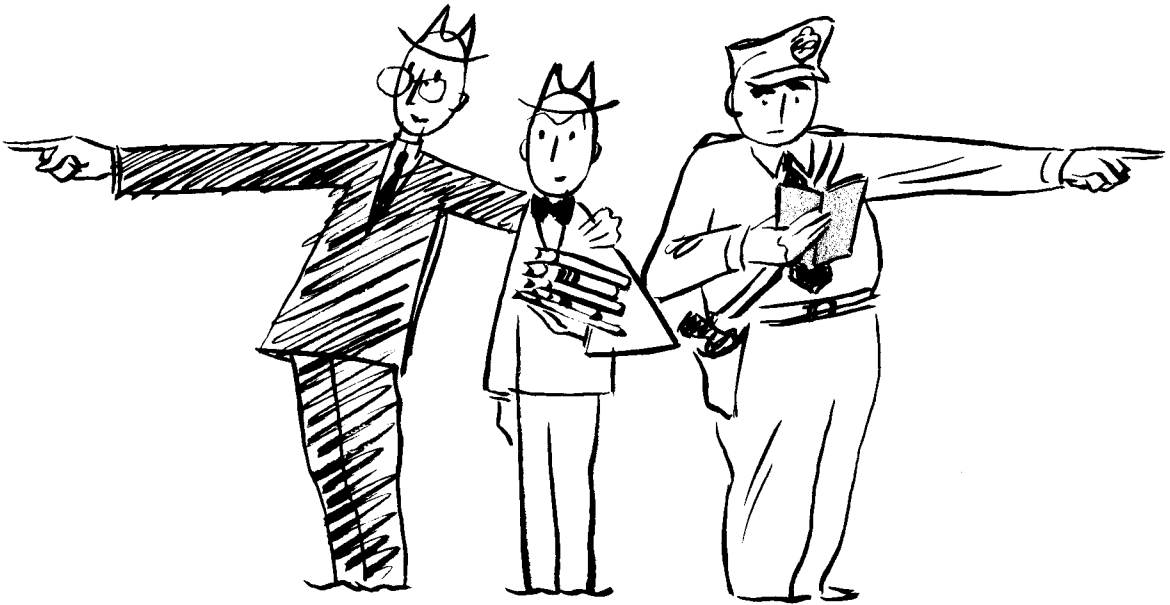
Modern business is built on facts. From corporation records, management journals, directories, financial services, as well as 75,000 specialized books on business and economics, the Business Library can readily produce the facts needed.



### IT'S A MAP CENTER

Army maps, Geological Survey maps, road maps, relief maps—maps of all kinds, nearly 60,000 altogether—make up this much-used collection.

# Where is the Library?



*We try to bring it within arm's reach —*

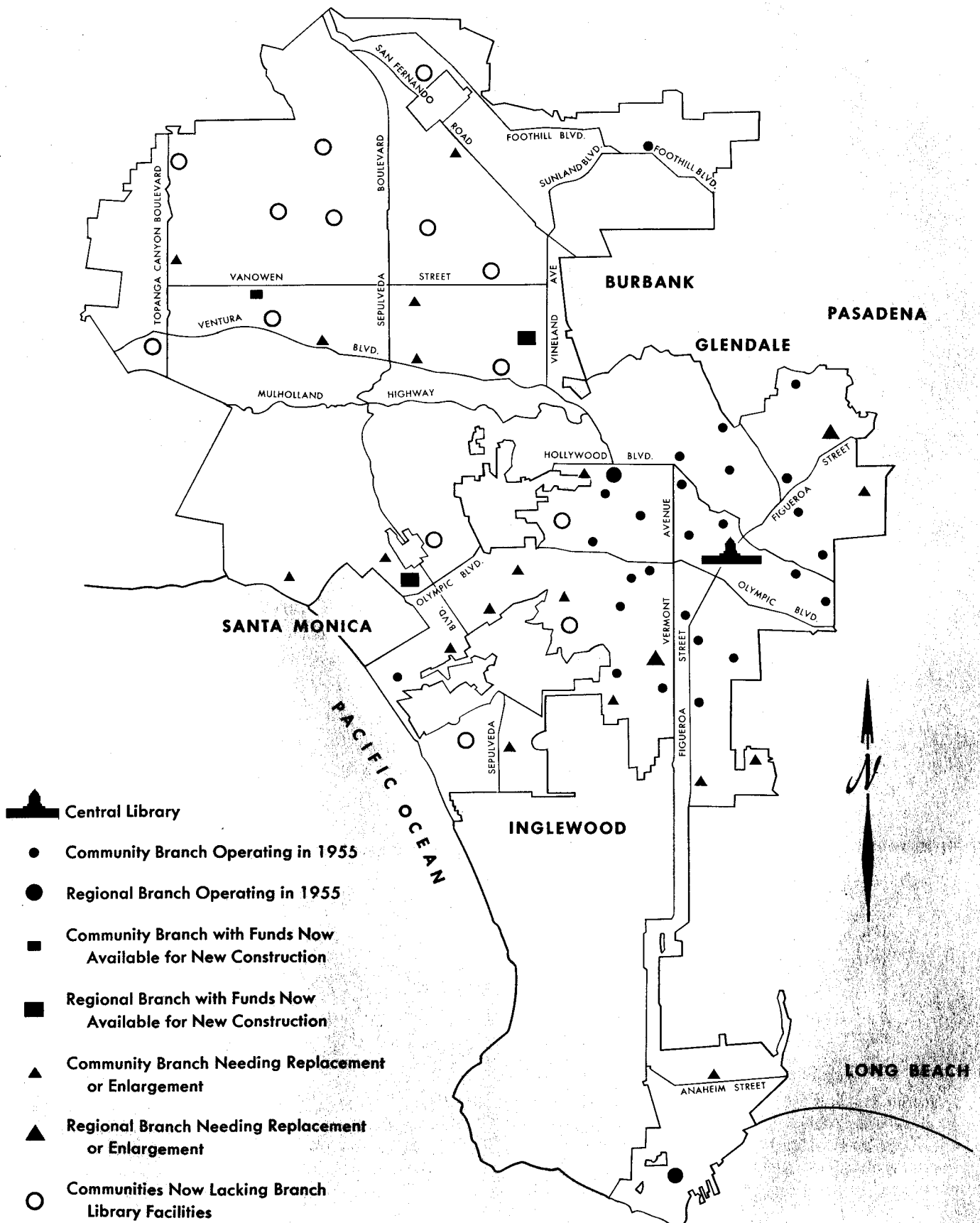
Population spread has been so rapid that the library, like many other essential city services, hasn't been able to keep up.

The Central Library, built in 1926, is strategically located on the growing edge of the downtown business district. Six large regional branch libraries are area headquarters for administration, reference, and interlibrary loans in the San Fernando Valley, Western, Hollywood, Central Northeast, South Central, and Harbor districts. Forty-six community branches of varying size

serve Los Angeles neighborhoods from Canoga Park to San Pedro.

But...there are vast holes in the web of library service in Los Angeles. Serving to fill these gaps are the four bookmobiles, from which readers borrow a half-million books annually. Three of these are 4,000-volume vans which go to the far reaches of the Valley and other outlying parts of the city. In the traffic-congested central area a smaller bookmobile takes books to children in the schools.

# SERVING THE CITY OF LOS ANGELES



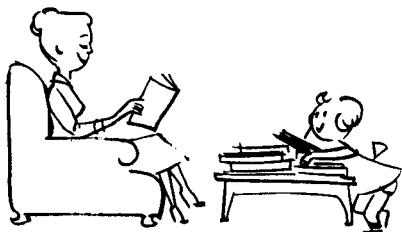
# Who uses the Library?



Circulation of books in this city is second highest in the country, exceeded only by the New York Public Library, which serves a much larger population. Over a half-million people, five times the capacity of the Los Angeles Coliseum, are registered library cardholders. No wonder a leading local newspaper called us "the readin'est people."

Why does Los Angeles so far surpass other large cities in library use? There is no cut-and-dried answer. One good reason may be that the people of Los Angeles are generally better educated than elsewhere.

The national average of education completed by adults is 9.3 school years. In Los Angeles it is twelve years.



## HOUSEWIVES USE IT

...for how-to-do-it hints on home repairs, for books on child care, gardening, cooking, and budget-keeping. They turn to the library, too, for worthwhile leisure reading, and stimulating films for their club meetings.



## WRITERS USE IT

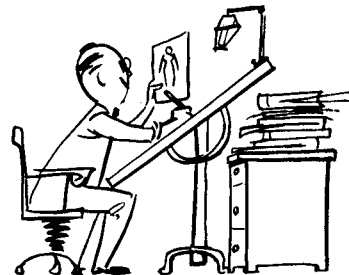
...to develop general background and to track down specific facts. Journalists, historians, biographers, and story-researchers for movie, radio, and television studios turn daily to the library for assistance.





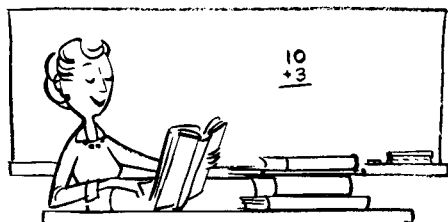
#### **BUSINESSMEN USE IT**

...to learn the latest developments in management, to find out how new advertising techniques can make their business show more profit, to locate new customers and develop fresh markets for their goods, and to consult financial services and reports.



#### **ARTISTS AND DESIGNERS USE IT**

...as a creative fountainhead for ideas. Here new trends in California dress styles, textile design, and patio furnishings have their birth, as their originators pore over color charts, costume plates, and books of art symbolism and detail.



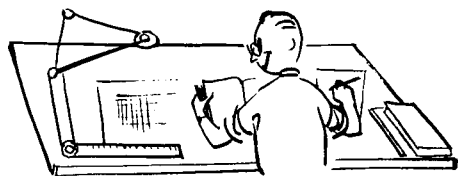
#### **TEACHERS USE IT**

...to borrow books and pictures for classroom use, to keep themselves up with developments in educational methods and psychology. The library is their chief source, too, for extensive personal reading.



#### **CHILDREN USE IT**

...as soon as they are able to print their names. In spite of controversy over methods of teaching reading, Los Angeles children continue to prove that they can and do read—3,000,000 books a year. Their reading habit is stimulated by children's librarians, who visit schools to talk about books.



#### **ENGINEERS USE IT**

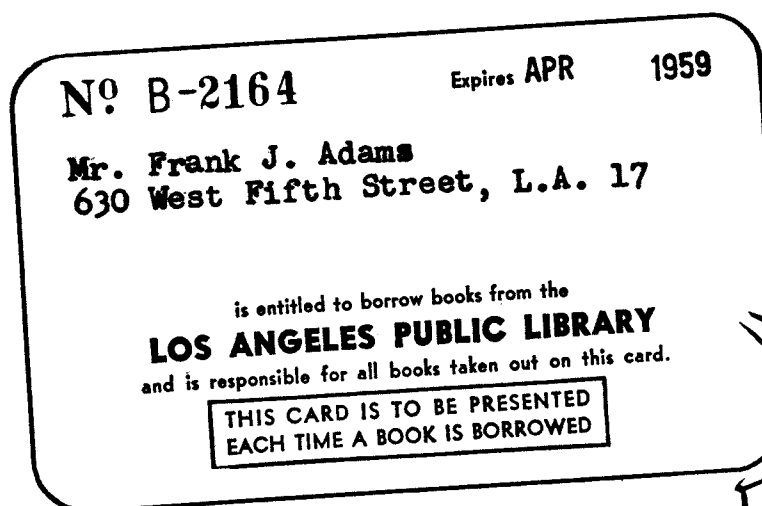
...in ever-increasing numbers as the tremendous industrial expansion of the Los Angeles area makes research more and more important. To the Science and Technology Department they come daily to consult Chemical Abstracts, the Engineering Index, and over a thousand highly specialized magazines.



#### **STUDENTS USE IT**

...from the early grades through college and graduate school, as a supplement to their school libraries for background reading and research.

# How do they use it?



**AS A SOURCE FOR HOME READING, OF COURSE**—The political and social tensions that followed World War II have turned inquiring minds into more diversified reading paths than ever before. Books of self-analysis and spiritual guidance stand high on library reserve lists, as do books pointing up the lands and cultures of other people. Exploits of mountain-climbers, deep sea explorers, and travelers to dangerous regions are popular. In fiction, the interest trend has continued away from the purely diverting towards more serious and realistic portrayals.

Well-grounded concern has been widely expressed over children's absorption with sensational comic books depicting crime and

violence. But hundreds of thousands of Los Angeles children are creating their own inner defenses against these influences through reading books of real worth and inspiration borrowed from their library.

**FOR INFORMATION — UNLIMITED**—Two million times a year someone with a question turns to the Central Library's ten subject departments, the fifty-two branches, or the Municipal Reference Library in the city hall.

Sometimes the answer is in a book quickly pulled down from a shelf. Sometimes an apparently simple request involves a long search, or in branches results in borrowing one or more books from the Central Library.

The range of inquiry is as wide as the horizon of human activity.

# THEY WANTED THE FACTS

*...and found them in the Library*

When a petroleum engineering firm planning to construct pipe lines in Turkey needed advance information on the lay of the land, a History Department map supplied the data.

In order to find an attorney thoroughly capable of handling their business in another state, a firm needed to know if one they had in mind had ever been a legislator. The appropriate Blue Book showed that he had served as a State Senator several years ago.

A Brownie leader wanting to teach her troop how to make doll houses was furnished with plans simple enough for them to understand from books in the Children's Room.

Motion picture studios try to avoid boners by extensive preliminary research. Twentieth Century-Fox combed the library's file of the New York Evening Journal from 1906 to 1908 for contemporary views on a famous murder case.

An author needing information on the kind of wood used in Colonial days for making barrels to hold the maple sugar shipped out of New England, was delighted to find exact details in the Library.

John C. Fremont's army rank in 1845 was important to a writer using an incident from the famous soldier's life for a TV short. Finding the information in the Army Register of that year was routine.

Southern California's famous Pageant of the Masters requires suitable mood-music for each painting depicted. Researchers found everything they needed in the Art and Music Department.

One step in control of smog will probably be municipal collection of rubbish. A local research foundation studying disposal methods found ample material in the Municipal Reference Library on the relative merits of incineration, cut-and-fill burial, and deep-sea dumping.

Armed with a basic vocabulary gleaned from a Bantu dictionary in the Literature Department, a newly-appointed missionary left with confidence for a post in South Africa.

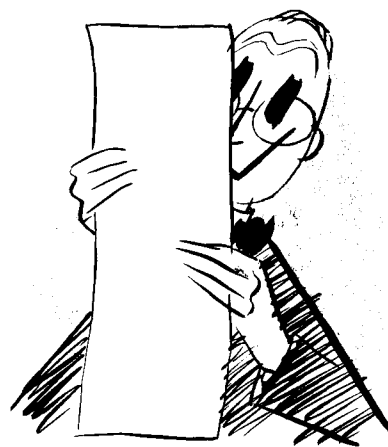
Finding in the library an authentic picture of the Foy home, which in the nineteenth century stood on the site of the present Statler Hotel, resulted in a beautiful mural now in the Statler's Foy Room.

## HOW THINGS HAVE CHANGED IN THE LAST 10 YEARS

	1945	1955
Population served (est.) . . . . .	1,749,000	2,201,000
Books in the library . . . . .	1,706,615	2,210,616
Branch libraries . . . . .	40	52
Part-time stations . . . . .	57	0
Bookmobiles . . . . .	0	4
Bookmobile stops . . . . .	0	52
Number of people holding library cards .	303,102	502,029
Books lent for home use in a year . . .	6,309,823	9,254,546
Number of people viewing educational films	0	347,820
Dollars spent for year's operation . . .	\$1,144,250	\$3,299,345
Employees . . . . .	518	732
Annual salary of average employee . .	\$ 1,713	\$ 3,576



# There have been accomplishments



1950 marked completion of a three-year comprehensive survey by the city's Bureau of Budget and Efficiency. Out of its findings came plans for reorganization of basic services and expansion of the branch system.

Beginning in 1950, Photolending was installed to make the borrowing of books simpler and records more accurate. Combining micro-photography and electronic tabulation, it speeds up service at Central and most of the branches, with substantial savings to the taxpayers.

## **Many Innovations**

The early fifties saw a number of Central Library innovations—the Audio-Visual Service, the Business Library, and the Popular Library. In the branches the regional plan of administration was established, and four new buildings, San Pedro, Westchester, Sunland-Tujunga, and Robertson, were erected. Throughout the library system, departments and branches were painted in fresh colors and modern lighting was widely installed.

By 1952, the Library had achieved a greatly altered scheme of service. All of the many tiny stations, deficient in housing, staff, books, and hours open to the public, were replaced by branches or bookmobile stops. For the first time since the library's beginning, every unit giving book service was placed under the direction of a professionally trained librarian.

## **Improvements Planned**

Other improvements are under way. City funds have been appropriated and plans are in the making for a 12,300 square-foot building to house the West Los Angeles Regional Branch Library, and for an addition of 8,000 square feet to the regional branch in North Hollywood. The new West Valley Municipal Building will include 6,000 square feet for a library, to replace the present branch in Reseda. Money for land for a branch in Panorama City has also been made available.

# But—

## IMPORTANT NEEDS ARE COMING UP!

The library's accomplishments of the forties and fifties have not by any means kept pace with the city's growth. Following rapid development of the branch system in the 1920's, a period of financial setbacks besieged the library. Depression years saw income diminish. At the same time the property tax gradually dwindled in importance, leaving the library stranded on the shoal of a charter-fixed allocation. Not until 1947 did relief come in the form of a supplementary appropriation by City Council from general city revenues, which included sales and license tax monies. Since that time the library's operating budget has come to rely heavily on this source of income.

### ***Capital Needs Have Increased***

In the city of Los Angeles the spectacular growth of population has been far from uniform. While the central core of the city has been barely maintaining itself, vast increases have been taking place ten, fifteen, or twenty-five miles away—in the south, to the west, most of all in the San Fernando Valley. Unfortunately, adequate branch libraries are most lacking where growth is heaviest. Many communities expanding rapidly have no library building in their area at all, and are often many miles from the nearest branch, with only weekly visits from book-mobiles to fill the gap. These communities include the important Panorama City development; Granada Hills, where the book-

mobile's two weekly stops are swamped; Northridge, whose phenomenal growth indicates an ultimate population of 60,000; the Beverly-Fairfax area, Westwood, and Studio City, populous communities long in need of local service; West Westchester, Sylmar, Woodland Hills, and Chatsworth, all isolated from present-day service, all growing fast. Baldwin Hills, the Sherman Way-Coldwater Canyon neighborhood, and the Balboa-Parthenia area complete this group.

### ***Better Library Service Needed***

Other parts of town have store-type library branches that are only shadows of what they should be—Mar Vista, Pacoima, Sun Valley, Palisades, Encino-Tarzana, Sherman Oaks, El Sereno, La Cienega, and Mark Twain. Because their communities need and are demanding better library service, these small, rented, under-stocked branches should be replaced with adequate, modern, and attractive buildings.

In other areas, city-owned buildings no longer adequate to the demands made on them should be altered, enlarged, relocated, or replaced. The list includes Palms, Van Nuys, Canoga Park, West Hollywood, Arroyo Seco, Brentwood, Hyde Park, Watts, Wilmington, Vermont Square, Westchester, and Robertson.

A dynamic and ever-growing city requires an ever-growing library system.

# PUBLIC LIBRARY · CITY OF LOS ANGELES

## MAYOR

NORRIS POULSON

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### *Second District*

EARLE D. BAKER

### *Third District*

ROBERT M. WILKINSON

### *Fourth District*

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ERNEST E. DEBS

### *Fourteenth District*

JOHN C. HOLLAND

### *Fifteenth District*

JOHN S. GIBSON, JR.

## BOARD OF LIBRARY COMMISSIONERS

ROBERT J. BAUER, *President*

\*EDWARD A. DICKSON

MRS. JUSTUS A. KIRBY

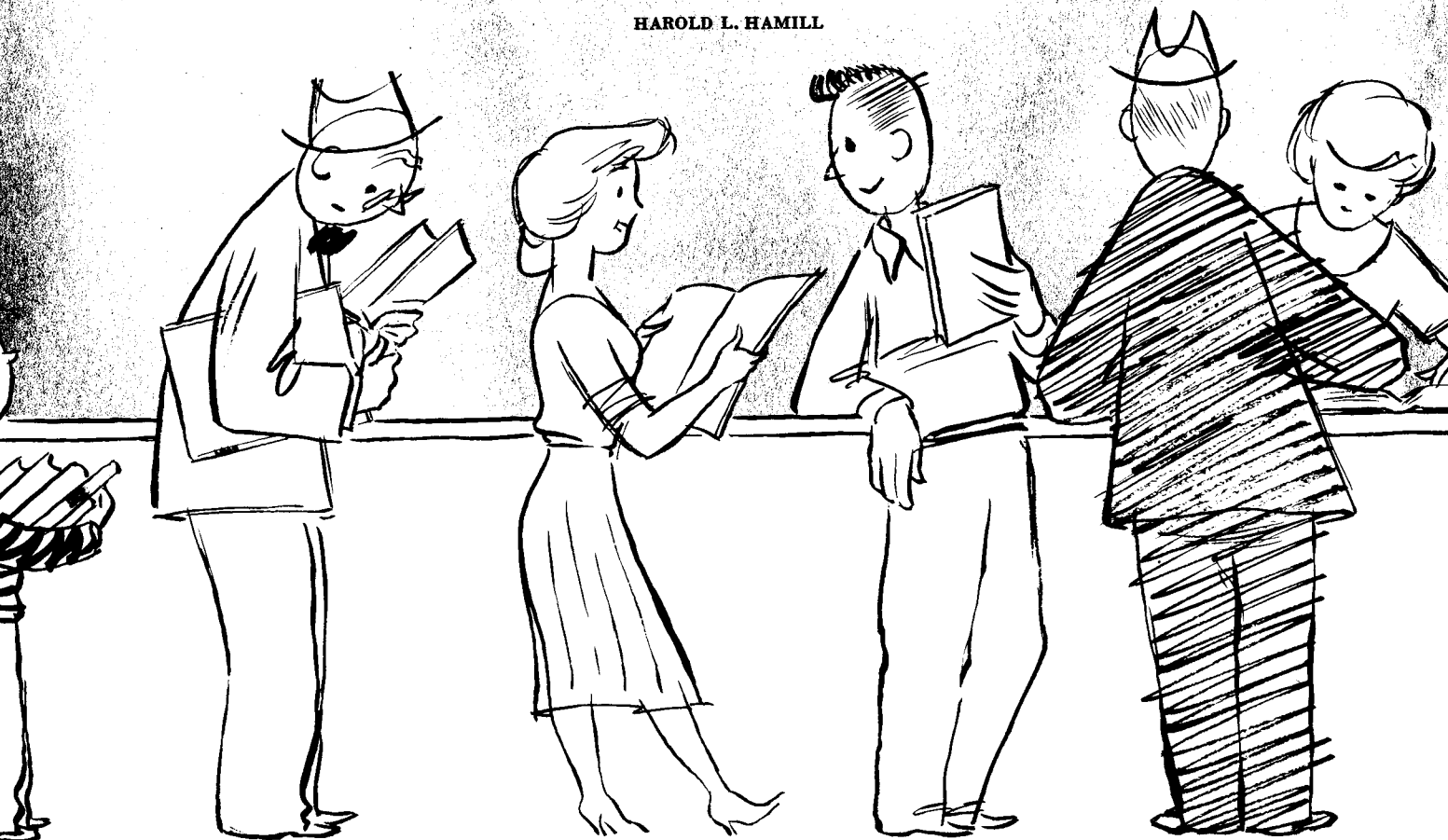
TIMOTHY MANNING

RUFUS B. VON KLEINSMID

*\*Deceased February 22, 1956, succeeded by MRS. RAYMOND B. ALLEN.*

## CITY LIBRARIAN

HAROLD L. HAMILL



# LOS ANGELES PUBLIC LIBRARY

## Central Library

630 West Fifth Street

Angeles Mesa Branch  
2700 West 52nd Street

Arroyo Seco Branch  
6145 North Figueroa Street

Ascot Branch  
256 West 70th Street

Benjamin Franklin Branch  
2200 East 1st Street

Brentwood Branch  
11820 San Vicente Boulevard

Cahuenga Branch  
4591 Santa Monica Boulevard

Canoga Park Branch  
7260 Owensmouth Avenue, Canoga Park

Eagle Rock Branch  
2225 Colorado Boulevard

Echo Park Branch  
520 Glendale Boulevard

Edendale Branch  
2030 Glendale Boulevard

El Sereno Branch  
5022 Huntington Drive, South

Encino-Tarzana Branch  
17936 Ventura Boulevard, Encino

Felipe de Neve Branch  
2820 West 6th Street

Henry Adams Branch  
3229 Glendale Boulevard

Hollywood Branch  
1623 Ivar Avenue

Hyde Park Branch  
6527 Crenshaw Boulevard

Jefferson Branch  
2211 West Jefferson Boulevard

John C. Fremont Branch  
6121 Melrose Avenue

John Muir Branch  
1005 West 64th Street

Junipero Serra Branch  
4255 South Olive Street

La Cienega Branch  
2619 South La Brea Avenue

Lincoln Heights Branch  
2530 North Workman Street

Los Feliz Branch  
1939 1/2 Hillhurst Avenue

Malabar Branch  
2801 Wabash Avenue

Mar Vista Branch  
12310 Venice Boulevard

Mark Twain Branch  
11109 South Main Street

Memorial Branch  
4625 West Olympic Boulevard

North Hollywood Branch  
5211 Tujunga Avenue, North Hollywood

Pacoima Branch  
13704 Van Nuys Boulevard, Pacoima

Palisades Branch  
864 1/2 Via de la Paz, Pacific Palisades

Palms Branch  
10306 Woodbine Street

Pio Pico Branch  
1025 South Oxford Avenue

Reseda Branch  
18555 Sherman Way, Reseda

Richard Henry Dana Branch  
3320 Pepper Avenue

Robert Louis Stevenson Branch  
803 Spence Street

Robertson Branch  
1719 South Robertson Boulevard

San Pedro Branch  
931 South Gaffey Street, San Pedro

Sherman Oaks Branch  
4521 Van Nuys Boulevard, Sherman Oaks

Sun Valley Branch  
8102 Sunland Boulevard, Sun Valley

Sunland-Tujunga Branch  
7771 Foothill Boulevard, Tujunga

University Branch  
3420 South Hoover Boulevard

Van Nuys Branch  
14555 Sylvan Street, Van Nuys

Venice Branch  
610 North California Avenue, Venice

Vermont Square Branch  
1201 West 48th Street

Vernon Branch  
4504 South Central Avenue

Washington Irving Branch  
1803 South Arlington Avenue

Watts Branch  
9901 Grandee Avenue

West Hollywood Branch  
1403 North Gardner Street

West Los Angeles Branch  
11354 Santa Monica Boulevard

Westchester Branch  
8946 Sepulveda Eastway

Wilmington Branch  
309 West Opp Street, Wilmington

Wilshire Branch  
149 North St. Andrews Place

Municipal Reference Library Services are located in the Civic Center