
Retrospection: The First Hundred Years of North Carolina's Libraries ~1915~

by Elizabeth H. Smith

This second in a series of articles reviews the rapid progress North Carolina's libraries were making by 1915. The *North Carolina Library Bulletin* and the *Biennial Reports of the North Carolina Library Commission* published an interesting array of information about public, college, and university libraries during this time, and the *Biennial Report of the Superintendent of Public Instruction* continued to summarize the expansion of school libraries. More than a dozen trained librarians had been appointed at public and college libraries and summer training courses were offered to library staff. Louis R. Wilson's article "North Carolina Libraries – Their Improvement" tells why he thinks the expense of operating libraries in North Carolina was justified and shows how librarians could make improvements so that teachers and businessmen would not question the funds spent on libraries.¹

One of the most important events affecting libraries in North Carolina during this time was the General Assembly's 1909 act to establish the North Carolina Library Commission. To help clear up confusion between the Library Commission and the North Carolina Library Association, the announcement of the semi-annual meeting of the North Carolina Library Commission on October 13, 1911, explained the difference between the two. The Association was described as "an organization formed by the librarians of the state to promote social and professional intercourse and to advance the cause of library extension in North Carolina" and the Commission was "created by the Legislature in 1909, to encourage and aid in the establishment of new libraries, to promote the efficiency of old ones and to foster library growth generally."² The Association was made up of volunteers and the Commission was a state agency that related to libraries in the same manner as the Superintendent of Public Instruction did to schools.

When the North Carolina Library Association met in Durham on November 22-23, 1911, the membership had grown from the original seven to 70 in just seven years. In an effort to foster cooperation between libraries, the Association invited members of the Federation of Women's Clubs and the Literary and Historical Association, teachers, and other school personnel to participate in the meeting.³

In recognizing the importance of communication between the Commission and libraries, it initiated publication of the *North Carolina Library Bulletin* in December 1909. The first issue explained the mission of the Commission and included the text of the North Carolina Library Commission Law of 1909. This quarterly, along with the *Biennial Reports of the North Carolina Library Commission*, serves as a written history of public libraries along with some records of college and school libraries during the time it was published.

Public Libraries

The quote by Sir Walter Besant, one of the most widely read novelists of the late nineteenth century, in the initial issue of the *North Carolina Library Bulletin*, sums up the importance of public libraries: "The Public Library is an adult school; it is a perpetual and lifelong continuation class; it is the greatest educational factor that we have, and the librarian is becoming our most important teacher and guide."⁴

The Public Library Law of 1911, which provided for public libraries in towns, prompted a large increase in funds for city libraries. Although the previous law had not been renewed in 1905, libraries had continued to survive as private organizations.

A quote by James Russell Lowell supported the Commission's campaign to start libraries in more towns: "The opening of a

free public library is a most important event in the history of any town. A college training is an excellent thing; but, after all, the better part of every man's education is that which he gives himself, and it is for this that a good library should furnish the opportunity and the means."⁵ Each county was entitled to six original libraries and six supplemental libraries with an annual appropriation of \$7,500. When some places did not start libraries, the money was given to other counties after the end of the year; thus, some counties had a larger number of libraries than others.

The first volume of the *North Carolina Library Bulletin* also included an interesting quote from an article about how to begin a public library: "Your town can have a library. All that is really necessary is for an energetic, broad-minded, wide-awake woman to become thoroughly imbued with one object – the starting of a library."⁶

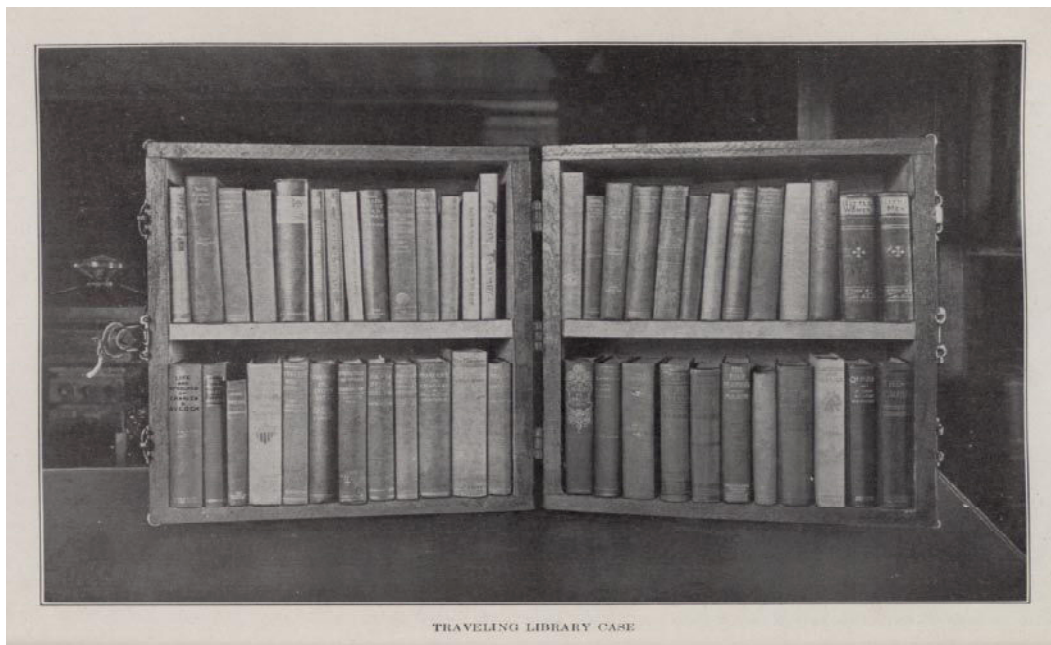
Qualities that a reference librarian must possess were presented in another article in this volume:

- tact in meeting people and knowing how much help to offer and
- mental agility to be able to move quickly from one subject to another.⁷

The Commission began four new initiatives in 1910 that increased interest in libraries:

1. A system of traveling libraries
2. Magazine exchange, which encouraged libraries to share duplicate copies with other libraries
3. Collecting and distributing reports of state officers (which was hard to do comprehensively even in the beginning)
4. Tuition-free Summer School for Library Training at UNC (registration fee: \$3; board and lodging at University Inn: \$5/week or \$25 for six-week term).⁸

The March 1912 issue of the *North Carolina Library Bulletin* introduced traveling libraries as a way to provide books for communities where interest in their small reading collections had dwindled and where special resources were needed for clubs, debate teams, or graduation essays. Citizens were encouraged to contact their representatives about the issue of traveling libraries before the legislature convened the next year. Almost the entire September 1912 issue was devoted to traveling libraries with articles describing the need for and benefits of the system, a listing of states with traveling libraries, a representative listing of titles, and a picture of a traveling library.



Traveling Library⁹

The 1913 Legislature acted on the campaign for traveling libraries, but the *Progressive Farmer*, however, could not decide whether to commend or condemn the \$1,500 appropriation when \$6,000 was needed.¹⁰ The system of traveling libraries in North Carolina, which was to begin October 1, 1913, is described in the June 1913 issue of the *North Carolina Library Bulletin*.

Reporting of statistics was a problem in 1910 when 21 of 83 libraries did not submit a report and many others gave incomplete information. High school reporting was so low that these libraries were not even included in the statistics.¹¹ The rapid growth is reflected in the following statistics from the largest public libraries.

	1910 ¹²	1913 ¹³
Good-Will Free Library, Ledger	12,000	12,000
Asheville Public (Pack Memorial)	10,000	11,660
Olivia Raney, Raleigh	9,683	12,363
Carnegie Library, Charlotte	7,570	7,288
Greensboro Public	6,854	11,713

The biennial report of the State Library reported adding 1,653 books and 254 pamphlets in 1909-1910, to make a total of 40,515 volumes. By 1913, the number of volumes held had increased to 43,095.¹⁴

Important 1915 legislation in the General Assembly created a Legislative Reference Room in the Historical Commission and provided an appropriation of \$5,000 annually for its support.¹⁵

School Libraries

The Compulsory Attendance Act of 1907, which allowed local school boards to require children between the ages of eight and 14 to attend 16 weeks of school each year,¹⁶ increased the need for school libraries with a longer school session and more students in attendance. Expenditures for school libraries varied while the number of rural libraries increased steadily and the number of supplemental rural libraries almost tripled during the 1910-1912 biennium. The following statistics show expenditures for libraries, funds available for libraries, and the pattern of growth of rural libraries.¹⁷

Expenditures for Libraries

	Rural	City	NC
1905-1906	11,176.16	2,544.52	13,720.68
1906-1907	10,696.08	1,825.82	12,521.90
1907-1908	12,370.56	1,954.28	14,324.95
1908-1909	12,662.80	1,326.13	13,988.97
1909-1910	10,096.43	1,985.87	12,082.30
1910-1911	9,446.98	2,510.31	11,957.29
1911-1912	10,684.67	28,606.30	39,290.97
1912-1913	12,833.85	2,642.81	15,476.66
1913-1914	9,432.19	4,109.33	13,541.52
1914-1915	11,938.77	5,791.45	17,153.20

Total School Funds for Libraries: Private Donations, State Appropriations, etc.

	Rural	City	NC
1905-1906	9,362.64	50.00	9,412.64
1906-1907	11,828.29	100.00	11,928.29
1907-1908	21,663.61	25,243.50	46,907.11
1908-1909	30,462.41	14.85	30,487.26
1909-1910	25,410.66	0	25,410.66
1910-1911	26,071.47	0	26,071.47
1911-1912	31,976.14	39,348.87	71,325.01
1912-1913	38,313.27	29,768.43	68,081.70
1913-1914	40,153.46	53,867.74	94,021.20
1914-1915	42,771.69	4,342.57	47,114.26

Rural School Funds not Reported by County Treasurer

1905-1906	892.50
1906-1907	4,666.36

1907-1908	1,018.00
1908-1909	1,898.27
1911-1912	1,295.61
1912-1913	1,473.30
1913-1914	1,429.71
1914-1915	1,739.97

Number of School Libraries

	Rural	Supplemental Rural
1908	2,050	352
1910	2,420	428
1912	3,108	1,178
1914	3,609	1,525
1916	4,103	1,773

During this time of expansion for rural libraries, several issues of the *North Carolina Library Bulletin* published reports on libraries in individual schools such as Principal J. M. Broughton Jr.'s article about how the Bunn school library developed into a successful reading center for the community.¹⁷ Rural libraries received the majority of funding because a large percentage of North Carolina's population lived in rural areas. In fact, according to the 1910 census, of North Carolina's population of 2,206,287, only 318,474 lived in towns.¹⁸

College and University Libraries

College and university libraries continued to develop during this time. The largest college libraries reporting were:

	1910 ¹⁹	1913 ²⁰
University of North Carolina	55,000	67,452
Trinity College (later Duke)	39,974	44,053
Davidson College	25,000	23,688

--**Biddle University** (now Johnson C. Smith University) had received \$12,500 from Andrew Carnegie for a library building, which was to be matched by alumni, friends, and the board of trustees. In 1913, the library reported holdings of 8,000 volumes.²¹

--Soon after a full-time librarian had been hired at **Davidson College** in 1907, she was named registrar and continued the dual appointment until 1921. The library moved from the second floor of the Chambers Building to the new Carnegie library building in April 1910, after several years of discussion about whether the college should stay at Davidson or move to Charlotte. The new building included the offices of the president, treasurer, registrar, and dean and was used for faculty meetings. The required \$20,000 endowment had been secured rather quickly from donors giving \$1,000 or more.²²

--Librarian J.P. Breedlove's article in the June 1911 *North Carolina Library Bulletin* gives a short history of the **Trinity College (later Duke University)** library, its resources, and important collections.²³

--**East Carolina Teachers College** reported a "few books" in the 1910 library statistics report.²⁴

--After the building housing the **Guilford College** library burned in 1908, the trustees decided a library was more urgent than a classroom building, so the library was started that same year and was completed in 1909. Gifts of books were coming in so fast that they needed a place to house them.²⁵

--By 1907, several thousand dollars had been donated for a new \$10,000 classroom and library building at **Mars Hill College**, which was ready in January 1910.²⁶

--The **Meredith College** library had grown to 2,500 volumes by 1910. Before the first full-time librarian was hired in 1911, the cataloging of books was directed by the secretary of the State Library Commission. The library outgrew the two classrooms where books were housed and was expanded in 1914 to include a third room with books for use by upperclassmen only.²⁷

--By 1911 the **North Carolina State University** library had 5,000 volumes.²⁸

--The cornerstone was laid for a new library building at the **University of North Carolina** on June 1, 1907, to replace the library that had been in Smith Hall since 1854. Andrew Carnegie's gift for construction and numerous gifts from alumni and friends made it possible for the library to establish several library endowments. The \$55,000 library endowment (which earned \$3,000 annually) was used to purchase books. According to the library's annual report, 1909-1910 had been a year of sound development. The steam heating system was replaced with a hot water system, radiators were placed in several rooms that were previously unheated, and lighting was improved in the reading rooms. Louis R. Wilson's ten-year summary of the library at UNC reported that the new library building was completed in 1907 at a cost of \$66,899.22 with space for 140,000 books. Wilson summarized the work of the UNC library by saying that it had "helped write the first chapter in genuinely progressive, modern library history in North Carolina."²⁹

Paschal's history of **Wake Forest** devotes a chapter to the library. The first librarian, who was appointed in September 1908 at a salary of \$350 per year, was responsible for accessioning and cataloging books along with keeping the library open from 8:15 a.m. until 4:00 p.m. After hopes for a Carnegie library failed, the trustees provided a faculty office for the library that soon outgrew its quarters.³⁰

Western Carolina University received partial appropriations from the legislature for the Joyner Building, which was finished in 1913 and had a small room designated for a library.³¹

By 1915, the North Carolina Library Commission had awakened an interest in libraries throughout the state and began a campaign to have a public library in every town by 1920.³² The traveling libraries had been so successful that the Commission could not meet all of the requests. By 1918, however, the United War Work Campaign was in the headlines and librarians were helping with the war effort.

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¹⁶ "Summary of Two-Years Progress in Education." *Biennial Report of the Superintendent of Public Instruction of North Carolina... 1906-1907 and 1907-1908*. Raleigh: E.M. Uzzell, 1908, 8.

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“WWW. No Holds Barred”

Beta Phi Mu Address
North Carolina Library Association
September 22, 2005

by Irene Owens

Beta Phi Mu is nearly 60 years young, having been founded at the University of Illinois in 1948 by a group of leading librarians and library educators who believed that such a society would have much to offer librarianship, as had been the case with societies of this type in other professions. Exactly twenty years later Beta Phi Mu was formally admitted to membership in the Association of College Honor Societies. In 1997 the society became an affiliate of the American Library Association. The intentions for the founding of Beta Phi Mu are impressive, especially those assertive librarians who led those efforts, but it is its motto: *Aliis inserviena* meaning “Consumed in Service” that is the signal focus of this organization. To help address this motto I shall focus in this presentation on the following questions: What is service? What does it mean to be consumed in service? What does it mean to be consumed in service in the Information Age where the World Wide Web has become so commonplace? If one is consumed in service it must be to a group of people – who are those persons, or consumers? Who *should* those consumers be?

In addressing the issue of service, it appears strongly to me that the field of Library and Information Science has responded to the issue of service for many years – from the time that reference services were first introduced in the late 1800s at the Boston Public Library as one of the ways of justifying the spending of public funds and to increase library effectiveness. The wave of consumerism which touched the LIS profession as it did other professions in the 1950s is another such instance. For it was an emphasis on consumerism that helped to propel an emphasis on instruction in the *use* of libraries. It seems that the thrust in service today is related to many factors – increased use of technology, different needs based on different populations and stratifications, and the need for new managerial approaches and strategies based on increased use of technology. One such case is an emphasis on Total Quality Management (or TQM) or at least a new focus on quality and excellence in services. The use of TQM is also another example, as was scientific management of a use of a managerial approach that was initially intended for businesses. More and more libraries are adopting and have adopted traditional business practices as they have come to know that libraries are also businesses and should be run as such, but also as a cultural institution. Two other business practices are also gaining momentum, benchmarking and marketing.

Marketing is defined by Philip A. Kotler¹ (1975, 5) as the analysis, planning, implementation, and control of carefully formulated programs designed to bring voluntary exchanges of values with target markets for the purpose of achieving organizational goals. Marketing is identified with the Marketing Mix or the four P’s (Place, Promotion, Price and Product) intended first for the not-for-profit sector of society. Kotler was criticized for the use of his four P’s, observing that they were more product driven than service driven. Kotler would respond to those criticisms by expanding the four P’s to include the four C’s:

- Place becomes *Convenience*
- Price becomes *Cost to the user*
- Promotion becomes Marketing *Communication*, and
- Product becomes *Customer needs and wants*

Further, due to criticism of the four P’s Kotler would begin writing for both the for-profit sector and the not-for-profit sector with the publication of *Marketing for Nonprofit Organizations*. This publication and probably the 1979 White House Conference on Libraries espousing training in marketing for librarians was also an impetus for more focus on marketing. Shortly thereafter, Diane Winegand published two books (*Marketing/Planning Library and Information Services* (1987) and *Future Driven Library Marketing* (1998) and several articles on marketing for libraries to improve services. She also edited a special issue of *Library Trends* (Winter 1995). Included in that volume was an article that demonstrated for readers exactly how marketing had worked in several instances to improve library services. Winegand (1998, 2) also modified the marketing mix as it relates or should relate to libraries:

- Product = Those programs and services that the library provides to its customers.