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A Study of the Effectiveness of Mail Order Library Service to Rural Communities in Upper Michigan

Dorrine Ann Anderson
Western Michigan University

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A STUDY OF THE EFFECTIVENESS
OF MAIL ORDER LIBRARY SERVICE TO
RURAL COMMUNITIES IN UPPER MICHIGAN

by

Dorrine Ann Anderson

A Thesis
Submitted to the Faculty
of The Graduate College
in partial fulfillment of the
Degree of Master of Science in Librarianship

Western Michigan University
Kalamazoo, Michigan
December 1970

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In writing this thesis, I was supported by the efforts of the Mid-Peninsula Library Staff, especially Director Ralph Secord, who planted the seed of the idea of the Mail Order Library and answered every call for information promptly and enthusiastically; and I was sustained by the Michigan Bureau of Library Services, especially Charles Harper, Director of the Upper Peninsula Branch, without whose help I would not have been able to make this study. To my family and to the members of the School of Librarianship at Western Michigan University who had patience and offered encouragement, I wish to express my heartfelt thanks. To the wonderful people of Baraga County, especially Mrs. John Snyder, I wish to express my appreciation for a deeply rewarding experience.

Dorrine Ann Anderson

MASTER'S THESIS

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CHAPTER I

INTRODUCTION AND PROBLEM

Since the passage of the Library Services Act in 1956 and the Library Services and Construction Act in 1964, library services have been extended to many Americans. In the period between 1957 and 1964, 2.4 million people who had no previous library access were offered service, 38.3 millions received improved services, and federal funds totalling 160.6 million dollars were spent for extension of rural library services.¹ During this same period 377 new bookmobiles went into operation carrying library materials to rural residents.

In Michigan, library and legislative leaders encouraged the establishment of county-wide library services, and promoted the establishment of cooperative library action through systems by offering extra financial support to those systems which undertook to extend their resources and facilities to encompass unserved rural areas. Although these programs helped to bring the reality of library service to many additional residents, there still remain pockets, isolated

¹Paxton P. Price and Herbert A. Carl, "Washington Report: From the Library Services Branch," ALA Bulletin, LIX (September, 1965), 699.

and cut off from even the barest forms of service.

Though the Bureau of Library Services of the Michigan Department of Education offers mail delivery service upon request, there are many residents who do not know this service and others who find it inconvenient to request materials when they do not know what is available or what they want. Asheim succinctly expressed the problem when he said:

The very first principle underlying the establishment of libraries at all was that which recognized that people-- even people who are highly motivated--are not likely to do much reading if the necessary materials are too difficult to come by. In choosing any elected activity, people tend to lean in the direction of what they can get most easily... It is accessibility, rather than availability, which is really the key.¹

In Michigan's Upper Peninsula, the problem of accessibility is particularly acute because distances are so great and the population so thinly spread. Although there are two established library systems serving nine northern counties, there are still counties lacking any real service. As Asheim pointed out:

...our best library services are provided in those very places where the best services of every other kind are provided: where there are the best book stores, the biggest museums, the greatest number of newsstands, the widest varieties of

¹Lester Asheim, "The State Plan and Adult Education," The Michigan Librarian, XXVI (December, 1960), 24.

educational and communication agencies.¹

Not only do the Eastern Peninsula Library System and the Mid-Peninsula Library Federation have difficulty funding the costs of bookmobile and station deliveries, but the extensive distances and the frequently inclement weather also create hazards that are difficult to surmount. Rural residents are generally in the lower sociometric stratum. The average adult has no more than a ninth-grade education. Some still remain on Indian reservations which are pockets of maladjusted native Americans who are lost from the mainstream of life. The unemployment rates are higher than average, the alcoholism rate is the highest in the nation, the birthrate is higher than the state average, and there are few institutions of culture.²

The problem of reaching these people plagues librarians and confounds efforts to put within their grasp the materials which are so lacking that rural life becomes even bleaker. If libraries and the systems had the resources to lend, the very existence of the vast 400 mile breadth and 350 mile length of the Peninsula would be a formidable obstacle. The Mid-Peninsula Library Federation, which serves

¹ Ibid.

² Michigan Statistical Abstract, 7th ed. (East Lansing, Michigan: Bureau of Business and Economic Research, Michigan State University, 1968).

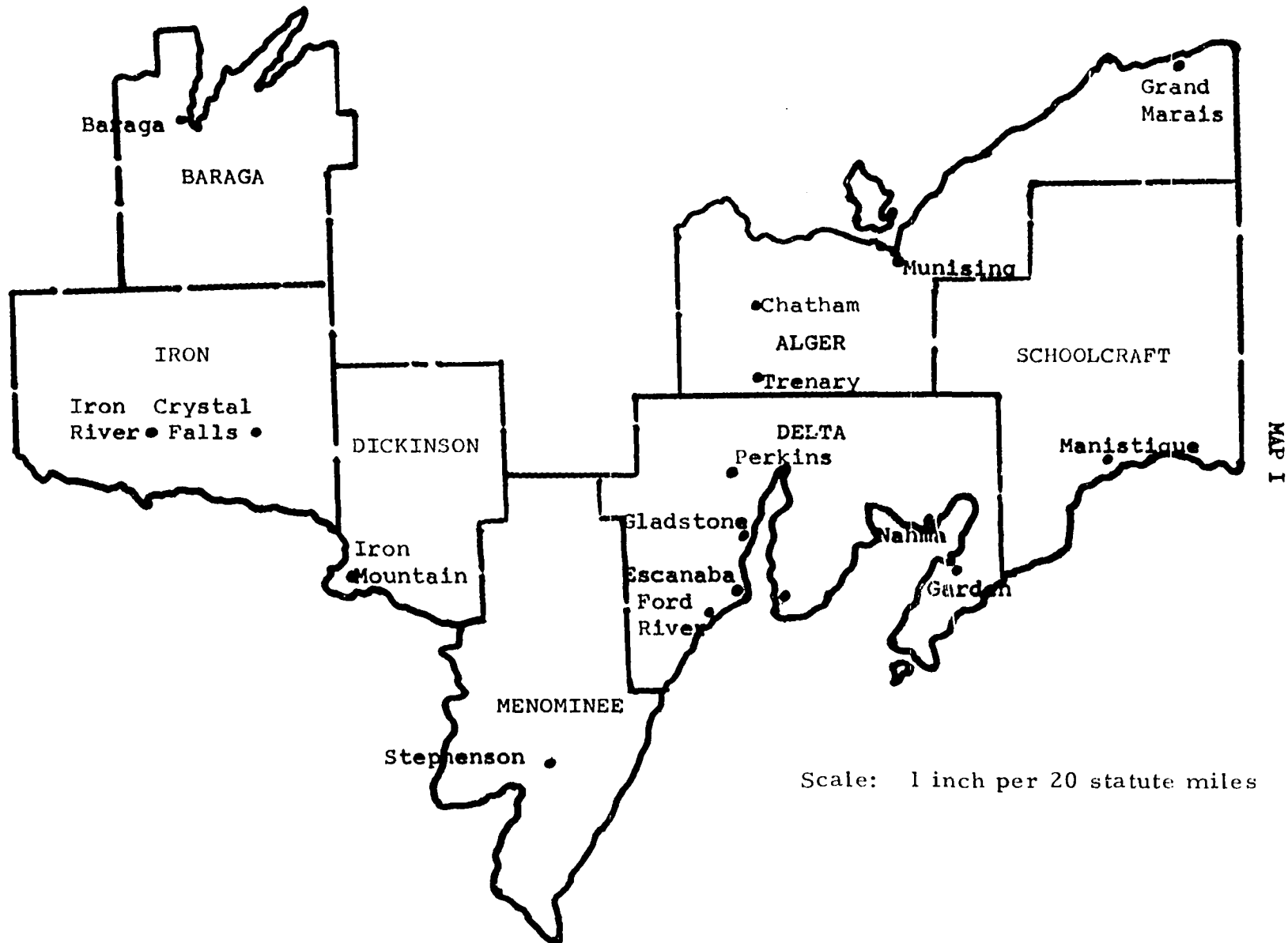
nearly 104,000 in six central counties, has its headquarters at the Dickinson County Library located in Iron Mountain. One member library at Manistique is 107 miles east of Iron Mountain; another at Munising is 117 miles northeast; and a third is at Iron River, 47 miles northwest of the headquarters. The farthest station to which deliveries are made is situated at Grand Marais, 171 miles away (see Map I, page 5). Asheim characterized the problem so aptly when he said, "Some means must be found to equalize the opportunities of access: some means must be found to extend our services to all of the people, not just to a few lucky ones."¹

While there is a problem of general accessibility, the Federation found itself confronted with an additional challenge when the Baraga County Library Board in 1969 requested contract service for all its townships with the exception of L'Anse Township, the County seat, which had a school-public combination library facility. How could the Federation meet this challenge without overextending its already taxed resources?

PURPOSE OF THE STUDY

The overall purpose of this study was to examine methods of increasing accessibility to library service for rural residents, but the

¹ Asheim, 25.



immediate purpose in 1969 was to find a way to serve Baraga County. The working hypothesis theorized that if public library mail order catalog service is made available to rural residents, then to an increased degree those residents will use library services. Definitions used in this study include the following: mail order catalog service is a service providing an illustrated tabloid-sized newsprint catalog of available materials, stamped postal order cards which are pre-addressed to the servicing library, and necessary procedural information for each rural household. The United States Postal Service is used for sending and returning library materials and for the ordering process. Rural residents are those who live in counties of less than 20 persons per square mile. The term increased is used to indicate any measurement, such as materials circulated and/or requested, as compared with previous statistics without mail order service, or as compared with similar units served by other forms of library service. A station is a small library branch housed in a public building which has a collection of 900 to 1,000 titles, regularly exchanged on a monthly basis, and is open for ten hours per week with an attendant (clerk) in charge.

The investigator assumed that rural residents do have need of library services; that they would use library services if they were

made accessible to a greater degree;¹ that people tend to use what is convenient, comfortable, and easy to use;² that people are motivated to use what they are made aware of by advertising; and that rural residents obtain many of their services through mail delivery.

RELATED STUDY

The North Central Regional Library in Wenatchee, Washington, conducted a federally funded experiment beginning in January, 1968, and ending June, 1969, to determine whether or not mail order library service was more or less costly and more or less effective than bookmobile service. The North Central system serves a five-county area with a population of 125,000, in an area of approximately 8,300 square miles. Before the experiment it had offered its services through twenty-five branch libraries and operated three bookmobiles. A survey made in 1966 pointed out that sixty to eighty percent of the total bookmobile circulation was to school students during the school year. Acting on a mail order service suggestion made by one of the Library trustees, Robert Wood, the Regional Board and

¹ U.S., Department of Agriculture, Library Service for Rural People, by Hannis S. Smith. (Washington, D.C.: Government Printing Office, September, 1959), p. 4.

² Peter Hiatt, "Public Library Branch Services for Adults of Low Education" (unpublished Ph. D. dissertation, Rutgers, 1963), p. 234.

applied for a federal grant and was awarded \$67,131 to conduct the project.

After six months of preliminary planning, Douglas County was selected to test the effectiveness of mail order catalog service, and bookmobile service was withdrawn from this county. Public hours were increased at the County's one branch library, and direct mail service was extended to all Douglas County residents, some of whom had not been included in previous service contracts.

Results of the one-year test revealed that the circulation was 2.21 times greater than the projected bookmobile circulation. The service seemed to stimulate the use of other types of library services, with the local residents served by the one branch ordering an additional 2,112 books from the catalog, and the county's largest non-contracting community negotiating a branch service contract for 1970.¹

The mail order service was adopted as part of the locally supported program, and Ferry County is now being given both bookmobile and mail order services by the Regional Library to assess the interrelationship between these two types of services.

In the preliminary findings of this experiment available to the

¹ Mike Lynch, "Mail Order Library Service: A Report on the North Central Regional Library's Mail Order Book Catalog Experiment," November, 1969.

investigator, it was interesting to note that the expectation of saving costs by substituting mail delivery for bookmobiles in Douglas County was not realized. The advantages of the mail order service seemed to be in the effectiveness in reaching patrons and their expressed preference for service by mail, the use of unclassified, expendable, easily duplicated, lightweight paperbacks, and the adaptability in service to wide areas.

The last finding was of particular interest to the investigator because the problem of the Mid-Peninsula Library Federation in Upper Michigan entailed extending library service to a rural county with a land area of 901 square miles and with a population density of 7.9 persons per square mile.¹ Baraga County had one school-public library located at its county seat, L'Anse, which did not belong to any library system, and there were no branch stations nor any bookmobile service.

JUSTIFICATION AND METHODOLOGY

The consequences of implementing mail order service to Baraga County would be, if the test were successful, to provide ready, reasonably quick access to library services. A mail order catalog in each rural household could serve as an advertisement of the library services. It could provide browsing at the residents' leisure and call attention to materials of current interest, best sellers, hobby books,

¹ Michigan Statistical Abstract, p. 23.

homemaking helps, child care advice, and "how-to-do" repair manuals. The catalog could be an "at-hand" tool for aiding children of the household to get study and report information for school assignments and for recreational reading. It could provide a concrete link to library resources, and could generate warm feelings toward such facilities and toward the library staff who would offer "personal" attention. These could be measures of how effective a mail order catalog service would be in the rural communities of Upper Michigan, specifically in Baraga County.

In order to test the hypothesis, a simple quasi-experimental design involving a pilot study was utilized. Since the project required funding, the Mid-Peninsula Library Federation applied to the Michigan Bureau of Library Services for a grant, and received \$10,000 to put the mail order service into operation. Plans were put into action with November, 1969, as the target date for orders and deliveries. Testing of the effectiveness of the service was to include a preliminary survey questionnaire. The statistics of library circulation in Baraga and Alger Counties from the Upper Peninsula Branch of the Bureau of Library Services in Escanaba would be gathered and tabulated, as well as those from the two established school-public combination libraries at L'Anse (Baraga) and Munising (Alger), from the stations of the Federation in those counties, and from the mail order service itself. Registrations at the existing library facility at L'Anse

would be checked. Costs of mail order and station service would be compiled and compared. Interviews and letter or note communications would be used to learn the attitude of the rural residents toward the mail order service.

Prior to the planning of the project, the investigator had studied the sociometric data on Baraga County and determined that Alger County was quite similar in data so that it could be used as a control county and for comparison of statistics to be gathered. These data were compiled in tabular form and are included in Table I, Sociometric Profile of Baraga and Alger Counties, pages 12 and 13. The data provided a clear picture of the problem, the need, the poverty, the isolation (see also Map II, page 14), and the lack of essentials for competing for existence in this modern world.

TABLE I

SOCIOMETRIC PROFILE OF BARAGA AND ALGER COUNTIES

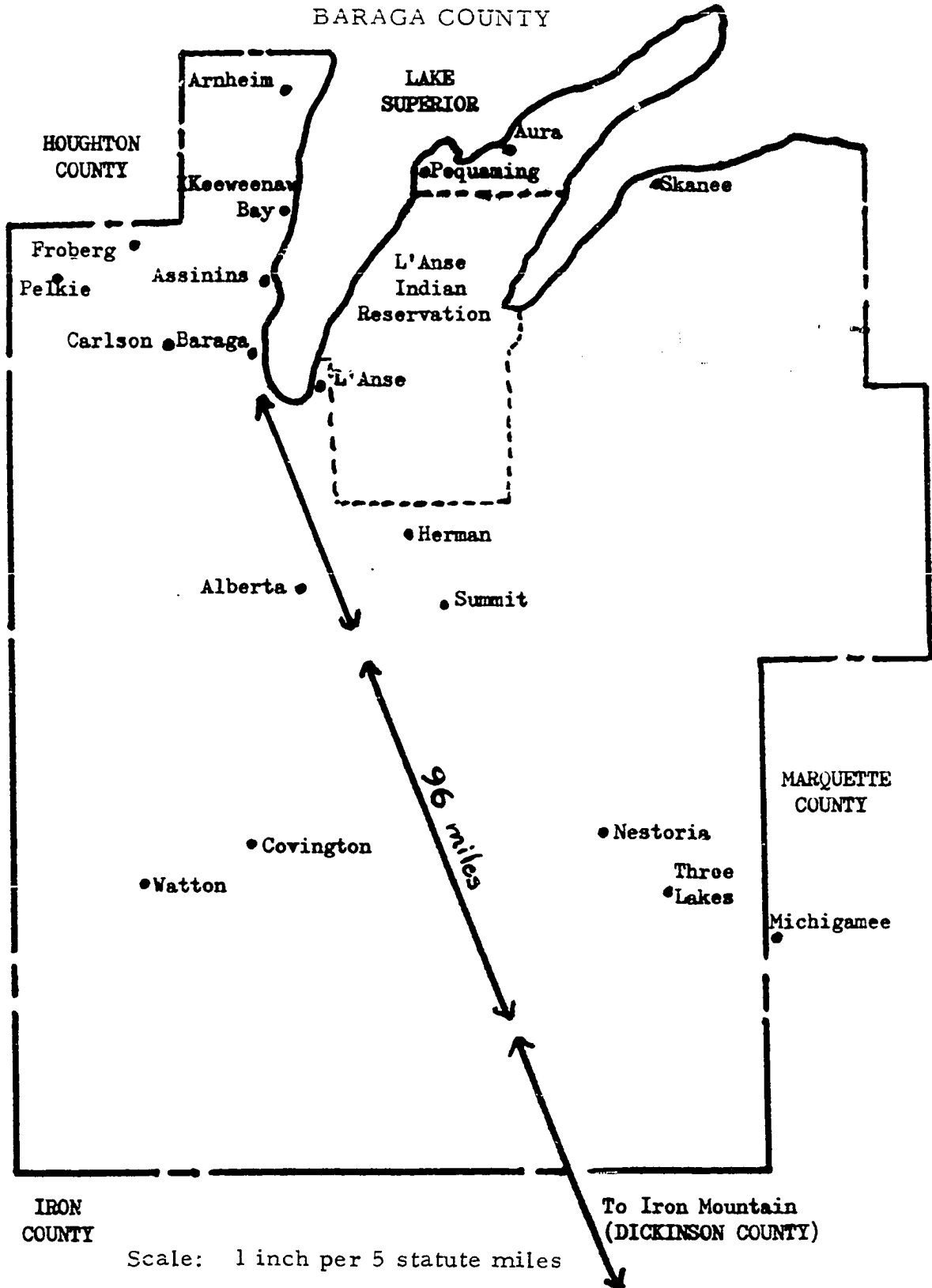
Baraga County	Alger County
Population (1960) 7, 151	Population (1960) 9, 250
Estimate for 1970 8, 200	Estimate for 1970 8, 200
Households 2, 400	Households 2, 400
Land area in square miles 901	Land area in square miles 904
Manufactures	Manufactures
Employees 663	Employees 794
Value \$5, 597, 000	Value of products .. n.a.
Number of farms 204	Number of farms 148
Value of products ... \$609, 000	Value of products . . \$760, 000
Retail trade, 1968 \$10, 969, 000	Retail trade, 1968 10, 489, 000
Passenger car registration,	Passenger car registration
1968 3, 260	1968 3, 250
Basic trading area Marquette	Basic trading area Marquette
Major trading area Milwaukee	Major trading area Milwaukee
Percent nonwhite, 1960 .. 3.6	Percent nonwhite, 1960 .. 0.7
Birth rate per 1, 000 ... 23.4	Birth rate per 1, 000 14.2
(4th highest in Mich.)	
School census, 1967 3, 239	School census, 1967... 3, 473
Median, years of school	Median, years of school
completed by those 25	completed by those 25
and over, 1960 9.0	and over, 1960 9.1
Percent of unemployed .. 17.0	Percent of unemployed .. 12.9
(2nd highest in Mich.)	
Income per capita, 1967 \$1, 838	Income per capita, \$1, 815
Newspaper <u>The L'Anse Sen-</u>	Newspaper <u>Munising News</u>
<u>tinel</u> Published weekly,	Published weekly, Weds.
Circulation, 1967 3, 035	Circulation, 1967 2, 797
Land area in acres 578, 560	Land area in acres 584, 320
Water area in acres 13, 440	Water area in acres 13, 440
Minerals produced in 1965	Minerals produced in 1965
Sand, gravel, stone	Dolomite
\$104, 400	\$25, 000
Pulpwood produced in 1966	Pulpwood produced in 1966
in cords 74, 000	in cords 11, 000

TABLE I--Continued*

Community	Population	Community	Population
Arnheim	50	AuTrain Township	508
Assinins	75	AuTrain	200
Aura	75	Chatham	275
Baraga Township ..	2,311	Christmas	100
Baraga Village	991	Coalwood	n. p.
Bovine	n. p.	Deerton	50
Covington Township	839	Diffin	30
Covington Village ..	200	Dixon	n. p.
Herman	100	Doty	n. p.
L'Anse Township ..	3,501	Eben	450
L'Anse Village	2,397	Forest Lake	45
L'Anse Indian Reservation		Grand Island Township	40
	246	Grand Marais	400
Leo	n. p.	Juniper	n. p.
Nestoria	20	Kiva	50
Pelkie	150	Ladoga	n. p.
Pequaming(summer)	150	Limestone Township ...	330
Skanee	55	Limestone	80
Summit	n. p.	Melstrand	50
Three Lakes(Michigamee)25		Munising	4,228
Three Lakes(summer)	250	Munising Township	1,408
Tunis	n. p.	Rumely	25
Vermilac	n. p.	Shingleton	400
Watton	100	Slapneck	n. p.
Zeba	n. p.	Stillman	n. p.
		Sundell (Dorsey)	n. p.
		Traunik	100
		Trenary	300
		Wetmore	200

*Table I data were compiled from latest editions of Rand McNally Commercial Atlas and Michigan Statistical Abstract.

MAP II



CHAPTER II

IMPLEMENTATION AND RESULTS

With the aid of the President of the Baraga County Library Board and Deputy Superintendent of the Copper County Intermediate School District, Mrs. John Snyder, a questionnaire (see Appendix A), based on the "Schedule for Tennessee Reading Interests Study,"¹ was given to a small random sampling of adults and junior high students in September, 1969. This was done to ascertain if residents know of existing library services, if they used any of these services, if they tended to be readers or nonreaders, what their reading interests were, and to cross check the proportion of school-age children who presumably had access to school library service. The introductory letter asking their participation in the survey was also intended to arouse curiosity about the project. Obviously, if the residents had no interest in library services and were nonreaders, the project could not be fairly tested. Also, if they were completely satisfied with existing service, there would be no point in forcing upon them excess services. Mrs. Snyder distributed the questionnaires through the schools in the county, with

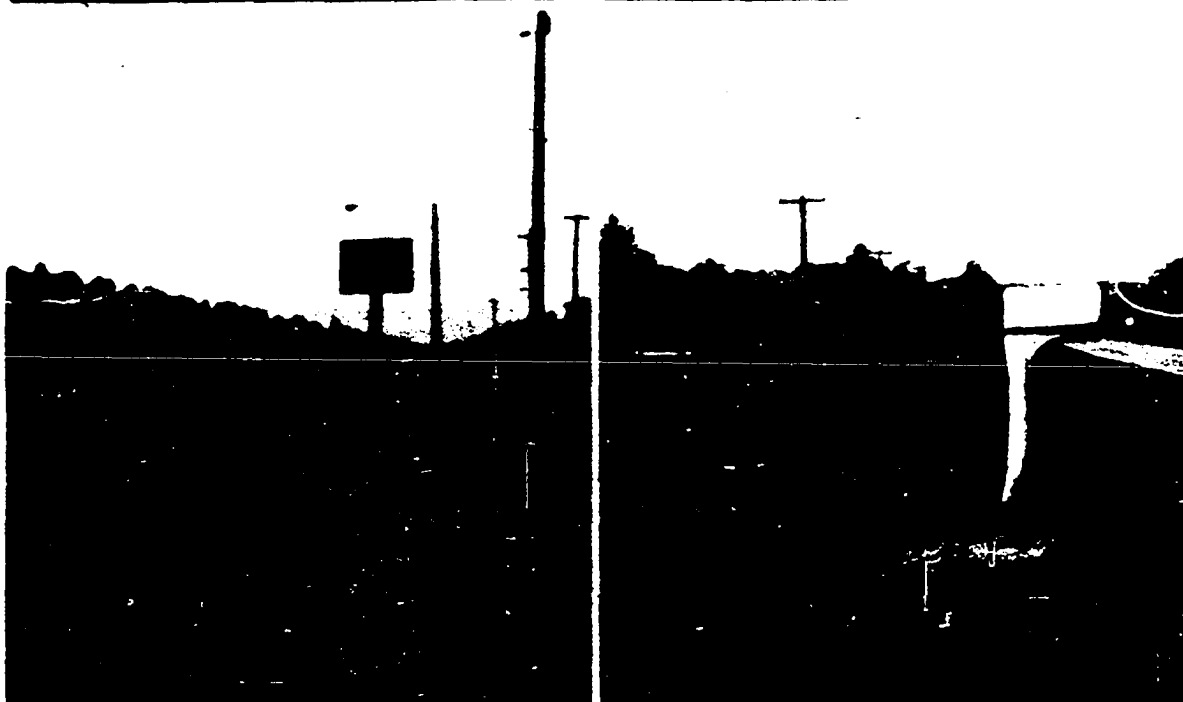
¹ Archie Liddell McNeal, "Rural Reading Interests: Needs Related to Availability" (University of Chicago Thesis, Graduate Library School Ph. D., August, 1951.), pp. 94-98.

the exception of those in L'Anse Township.

At the end of October the mail order catalogs were mailed to 1,217 households, and announcements of the new service were made. The titles in the collection had been selected from interest categories, some of which were determined from the survey questionnaire and some adapted from the catalog used in the Wenatche, Washington, experiment. Although limiting the selection to some extent, paperback editions were purchased for ease of handling and mailing as recommended also by the Wenatche preliminary findings. The catalog was printed by the offset process on tabloid-sized newsprint by the Delta Reporter Printing Company of Gladstone. Plates I through VI, pages 17-22, are reduced photocopies of portions of the catalog and the supplement (which was distributed in July, 1970). Plate I, page 17, is the front cover with pictures of Baraga County and a rural mail box, and giving information about the source of the service. This was free for Baraga County residents, except those served by the L'Anse Library, and was provided through the cooperation of the Baraga County Library Board and the Mid-Peninsula Library Federation. The caution, "SAVE THIS CATALOGUE AND USE IT DURING THE NEXT TWELVE MONTHS. ORDER THE BOOKS YOU WANT TO READ ON THE ENCLOSED POST CARD ORDER FORMS, " was included at the bottom. (The Federation later checked through the Skanee Project reported later in this chapter to find out how many

PLATE I: FRONT COVER OF CATALOG

Mail Order Book Catalogue



MAIL ORDER BOOKS

**Mid-Peninsula Library Federation
401 Iron Mountain Street
Iron Mountain, Michigan 49801**

*This service is free to all residents of Beraga County not served by the L'Anse School and Public Library (L'Anse Township).
The service is provided by the Beraga County Library Board in cooperation with the Mid-Peninsula Library Federation.*

**SAVE THIS CATALOGUE AND USE IT DURING THE NEXT TWELVE MONTHS.
ORDER THE BOOKS YOU WANT TO READ ON THE ENCLOSED POST CARD ORDER FORMS.**

PLATE II: INSIDE FRONT COVER

MAIL ORDER LIBRARY SERVICE

BOOKS BY MAIL ARE NOW BEING OFFERED BY THE MID-PENINSULA LIBRARY FEDERATION.
 THIS SERVICE IS SPONSORED BY THE BARABA COUNTY LIBRARY BOARD FOR PERSONS LIVING IN AREAS WITHOUT PUBLIC LIBRARY FACILITIES.
 THEREFORE, WE REGRET WE CANNOT EXTEND AN INVITATION TO USE THE CATALOGUE
 TO RESIDENTS OF L'ANSE TOWNSHIP SINCE L'ANSE RESIDENTS ARE SERVED BY THE L'ANSE SCHOOL & PUBLIC LIBRARY.

This mail order catalogue lists approximately 1600 books which you may order on postage prepaid order cards.

ALL YOU NEED DO to have a book in your mailbox is:

1. ~~Select from the catalogue the book—or books—you would like to read.~~
2. List the catalogue numbers of the books you choose on one of the order cards inserted in the catalogue.
3. Fill in your name, address and the date.
4. Drop the card in the nearest mailbox.

FOR EXAMPLE

Catalogue
Number
↓

THE DANIEL BOONE by Katherine S. White.
 Adventures of the Boone family and other early
 pioneers in taming the wilderness of Kentucky.

SEND mail your order card and all you have checked to be sure your name and address are on it.

FROM: Name <i>Mrs. John Doe</i>		<input type="checkbox"/>	
Address <i>Star Route - Box 152</i>			
Date <i>11/1/62</i>		City <i>Barabara</i> Zip <i>53703</i>	
Please send me the following books listed in your MAIL ORDER CATALOGUE: (list by catalog number only.)			
No. <i>AD11</i>	No. <i>YA 181</i>	No. _____	No. _____
No. <i>DB24</i>	No. _____	No. _____	No. _____

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The books you select will be mailed to you in a container that is "suitable for reuse." A RETURN MAILING LABEL and RETURN POSTAGE will be enclosed, along with a new order card. All this is designed to encourage you to continue using the service.

Books will be loaned for a period of one month. A ticket in each book will give the date it is due to be returned.

If you would like to have a book that is not included in the catalogue, let us know what it is and we will try to get it for you. Requests for information on a specific subject are also accepted.

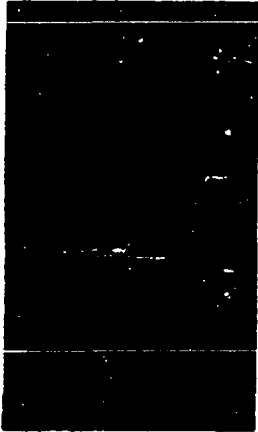
Correspondence should be addressed to:

**MAIL ORDER DEPARTMENT
 MID-PENINSULA LIBRARY FEDERATION
 402 IRON MOUNTAIN STREET
 IRON MOUNTAIN, MICHIGAN 49861**

PLATE III: PAGE WITH CATEGORIES

THE WORLD AROUND US. . .

Nature



0002

0001 GAMINGBIRDS TO NORTH AMERICAN SPECIES AND THEIR BIRDS by James G. Thompson. 228 color illustrations. - 100 color plates. Includes 100 color plates and 100 color photographs of birds and their nests.

0002 BIRDS A GUIDE TO THE MOST FAMILIAR AMERICAN BIRDS by Robert S. Sibley. 128 color illustrations in 25 color - on bird watching equipment, when, where, how to look.

0003 BUTTERFLIES AND MOTHS A GUIDE TO THE MOST COMMON AMERICAN SPECIES by Robert S. Sibley. 400 illustrations in 25 color. Life cycle completely described. Tips on how to attract butterflies.

0004 BIRDS A GUIDE TO FAMILIAR AMERICAN BIRDS by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0005 FISHES A GUIDE TO THE MOST COMMON AMERICAN SPECIES by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0006 SEA ABOVE BY David Brown. The nature and policy of the sea - from the prehistoric past to the latest scientific findings of the present.

0007 SEA ABOVE BY David Brown. The nature and policy of the sea - from the prehistoric past to the latest scientific findings of the present.

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0014 WEATHER A GUIDE TO FAMILIAR AMERICAN WEATHER by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

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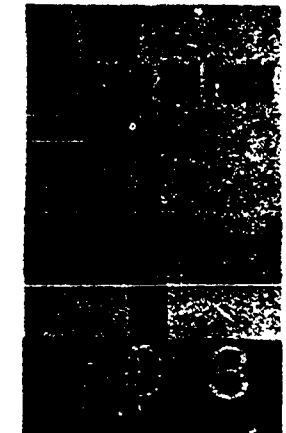
0016 FINES by Robert S. Sibley. A complete guide to the finest American birds and their nests. Includes 100 color plates and 100 color photographs.

0017 LIFE UNDER THE SEA by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0018 BIRDS by Robert S. Sibley. A complete guide to the most common American birds and their nests. Includes 100 color plates and 100 color photographs.

0019 FLOWERS by Robert S. Sibley. A complete guide to the most common American flowers and their nests. Includes 100 color plates and 100 color photographs.

0020 BUTTERFLIES AND MOTHS by Robert S. Sibley. A complete guide to the most common American butterflies and moths. Includes 100 color plates and 100 color photographs.



0019

Arts and Science

0021 BIRDS A GUIDE TO THE MOST FAMILIAR AMERICAN BIRDS by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

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Math

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0035 UNDERSTANDING THE NEW MATHEMATICS by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

Music

0036 POPULAR HISTORY OF MUSIC by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0037 HOW TO UNDERSTAND MUSIC AND ENJOY IT by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0038 THE BIRD by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

UFO's ESP

0039 SCIENTIFIC STUDY OF IDENTIFIED PSYCHIC OBJECTS by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0040 PSYCHIC PEOPLE by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0041 WITCHES AND THEIR CRAFT by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

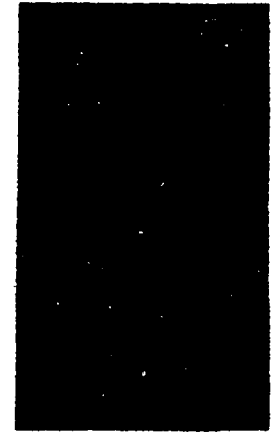
0042 THE EDGAR CAYCE WRITER by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0043 UFO - THE WHOLE STORY by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0044 EDGAR CAYCE SPEAKS by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0045 JOSE GIFT OF PROSPERITY by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0046 BIRD FLIGHT FOR THE YOUTH by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.



0041

Art

0047 EDGAR CAYCE SPEAKS by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0048 BIRDS by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

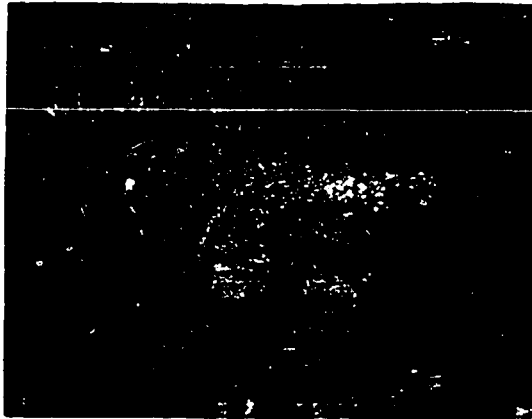
0049 THE BIRD by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

0050 THE BIRD by Robert S. Sibley. 128 color illustrations in 25 color. Includes 100 color plates and 100 color photographs.

Seaside Branch Library Hours:
 Tuesday 11 A.M. - 2 P.M. Friday 7 P.M. - 9 P.M.
 Thursday 11 A.M. - 2 P.M. Saturday 1 P.M. - 3 P.M.

PLATE IV: INSIDE BACK COVER

Library Services You Should Know About Include . . .



BARAGA BRANCH LIBRARY

The Baraga Library was opened recently in the Baraga Township Hall to supplement mail order library service. The library, in charge of Mrs. Stella Getzen, offers a collection of 1,300 books for both adults and children. Hours are Tuesday 11 a. m. - 2 p. m., Friday 7 - 9 p. m., and Saturday 1 - 3 p. m.



HEADQUARTERS LIBRARY

Headquarters for the Mid-Peninsula Library Federation is located in the new Dickinson County Library in Iron Mountain. The Federation serves the public libraries and residents of seven counties: Alger, Baraga, Delta, Dickinson, Iron, Menominee, and Schoolcraft.

Don't forget to put your name
and address on your order card.

Should your catalogue become
lost or worn, write us for a
new one.

Large Print Books Available . . .

Readers with a vision problem are finding that the "Large Type" books being published by Franklin Watts, Inc., enable them to read with pleasure once more. A few lines from Sheila Burnford's "The Incredible Journey" are reproduced here.

Late in the afternoon the old dog's pace had slowed down to a stumbling walk, and it seemed as if only sheer determination were keeping him on his feet at all. He was dizzy and swaying, and his heart was pounding. The cat must have sensed this general failing, for he now walked steadily beside the dog, very close to his tottering old friend, and uttered plaintive worried bleats. Finally,

The library has a good selection of these books. A complete list may be obtained by writing the words "Large Type List" on an order card and mailing it to the Federation.

You meet
the most
interesting
people
IN
BOOKS

BOY SCOUTS



Merit Badge Pamphlets may be borrowed from the Mail Box Library.



Write the name of the one you would like on an order card and mail it to us.

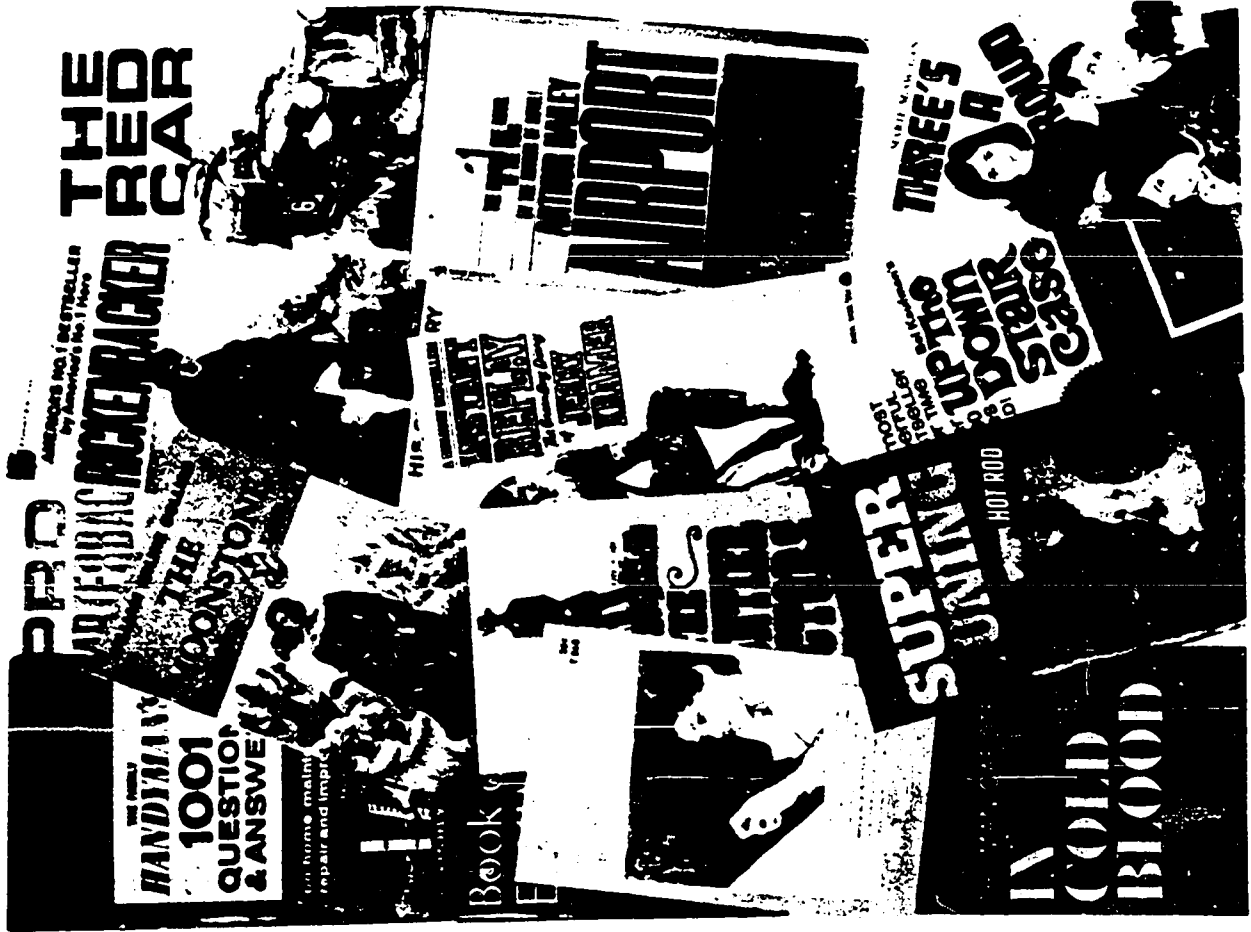
Bring the
world to
your door
WITH
BOOKS

PLATE V: BACK COVER

Non-Profit Org.
U.S. POSTAGE
PAID
Permit Number 16
Iron Mountain, Mich. #9801

BOX HOLDER

LOCAL



"YOUR MAIL ORDER LIBRARY"

PLATE VI: SUPPLEMENT

catalogs may have been discarded.)

Plate II, page 18, is a reproduction of the inside front cover, which gives directions for using the service, provides a sample order, and gives the index following interest categories and age levels. Plate III, page 19, is a sample page showing catalog reproduction of how attractive covers are used and how the interest categories are presented. This page also gives the hours of the Baraga (village) station, which had been opened in the village hall in September, 1969, through a contract arrangement between the Federation and the Baraga County Library Board.

Plate IV, page 20, reproduces the inside of the book cover. This pictures the Baraga Branch Library (station) with its attendant, Mrs. Stella Getzen, and repeats the station hours. It also shows the headquarters library, the Dickinson County Library, housed in a new building which was dedicated in April, 1969. Then it lists other services available, such as large print editions and Boy Scout manuals, and includes reminders concerning procedures. Plate V, page 21, shows the outside back cover, with a collage of eye-catching book covers and the caption "Your Mail Order Library," designed to attract the attention of the householders receiving the catalog.

Plate VI, page 22, is a reduced photocopy of a page from the eight page supplement which was sent in July with 66 new teenage, 101 new juvenile, and 401 new adult titles. A collection of titles on

antiques was added to the categories.¹

During the ensuing months, feature articles on the mail order service appeared in newspapers published in the Federation area; TV station WLUC, Marquette, presented a news film on the project, showing how it operated. The Mail Order Library was in full swing by February, 1970 (see Appendix B).

When the investigator began to compile records of circulation from the Upper Peninsula Branch to Baraga and Alger Counties, it was discovered that tabulating circulation would not be valid. Some services going to Baraga County included regular collections of materials going to Camp Baraga, an honor camp for prisoners from the Marquette Branch Prison (which was located in L'Anse Township), and some school library and classroom collections. Counting the number of requests seemed more feasible; therefore, a monthly collection exchange would be counted as one request. Also, the Upper Peninsula Branch had made slight changes in their method of recording requests between 1968 and 1969, necessitating the use of the 1969 figures and those of the first six months of 1970 for the comparison. All postcard orders, telephone orders, and individual request letters received from anywhere in Baraga and Alger Counties from January,

¹ Both directors of the mail order service projects, Mike Lynch in Wenatche and Ralph Secord in Iron Mountain, agreed that there need to be quarterly supplements and a new catalog for the second year of service.

1969, through June, 1970, were examined, counted, and tabulated. The 1968 records were used only for the purpose of identifying groups and individuals who used the Branch's services.

L'Anse and Munising library circulation records were checked for the fiscal years 1968-1969 and 1969-1970. The L'Anse Library registration records were examined for the periods January through June, 1969, and 1970. These steps were taken in order to see if the mail order service had any effect upon the established library facility, and also to see if the station service in Alger County seemed to have any effect upon the established facility at Munising. Comparing the station service with the mail order service possibly could lead to some conclusions in the cost accounting of the project. The mail order requests were being compiled monthly, and the Baraga Branch (station), which had been opened in September, 1969, and the three Alger County stations, located at Grand Marais, Chatham, and Trenary, kept circulation records to be tabled later.

The weekly paper, The L'Anse Sentinel, circulation records were checked to see if there had been any effect upon its circulation (as another reading source). The investigator attempted to get information from the Baraga (village) School Library about its circulation during the 1968-1969 and 1969-1970 school years. This information could lead to some conclusions regarding the proliferation of the demand for library services when a new form is introduced.

However, this information was not available to the investigator at the time of the reporting.

On June 17, 1970, the investigator interviewed the attendant at the Baraga Branch (station) and several patrons who were using the station. Mrs. Snyder and Ralph Secord, Director of the Federation and of the Mail Order Library project, were also interviewed. The acting librarian (clerk) at the L'Anse Library was interviewed on July 7.

Sociometric data previously compiled was revised to include the latest available information, and cost accounting was attempted in order to compare the cost of station service with the cost of the mail order service.

The data were examined to determine:

- I. Feasibility and efficiency
 - A. Does the mail order service work?
 - B. How do costs compare with station service?
- II. Effectiveness
 - A. Did more people use library services?
 - B. Did more library registrants use library services which were already available before mail order service?
 - C. Were there actually more materials circulated?
 - D. Were there any effects upon the use of the L'Anse Library and the Upper Peninsula Branch of the Bureau of Library Services?
 - E. Were there any significant changes in attitude toward reading and types of materials asked for and read?

QUESTIONNAIRE RESULTS

Sixty-five of the preliminary seventy-three questionnaires which Mrs. Snyder had distributed in September, 1969, were completed and returned for tabulation. The first four questions dealt with the subjects' knowledge of available library services and their use of them. Questions 5 through 9 sought to determine if the subjects were readers, where they got their reading materials, and, somewhat superficially, what their reading interests were. Question 10 was included to tabulate the age grouping of the subjects, and question 11, to learn how many schoolage children were in the subjects' families. The twelfth question, the last one, related to interest in mail order service. This was placed last because the previous questions led the respondent to recall what things he had read, where he was being supplied with what he read, and to relate school needs with other personal needs he might have for library materials. If the respondent wished to make a comment regarding the questionnaire, there was an invitation to do so at the end.

The questionnaires were divided into those answered by schoolage children and those answered by adults, as determined by question 10 (see Appendix A). Then the answers were tabulated and examined within the groupings mentioned above.

To question 1, "What kinds of library service do you now have? "

the twenty-three adults responded:

School library	9	School and county	1
None	8	Library, not specified	1
No answer	3	L'Anse Library	1

The forty-two student responses were no surprise because thirty-eight answered "school library," seventeen said "L'Anse Library," and one also listed the "State Library Branch." It is interesting to note that of the sixty-five completed surveys, only one, a student, expressed any knowledge of the mail order service supplied by the Upper Peninsula Branch of the Michigan Bureau of Library Services, which serves rural residents who have no local library. The school library, listed in forty-eight of the responses, seems to be the only form of library service that was generally known to rural residents in Baraga County. Counting the eight adults who answered "none" and the three who could not think of an answer, forty-eight percent of the adults surveyed knew of no available library service.

To question 2, "Have you ever used any of these services?" the responses were in the affirmative from thirteen adults and thirty-eight students, negative from eight adults and four students, and no answer from two adults. In answer to question 3, "If Yes, have you used these services during the past year?" six adults said they had, with five adults and twenty-eight students reporting that they had done so during the previous three months. Two adults said they had not

used services, and three students did not respond. To question 4, "If No (referring to question 2), why have you not used the library service?", there were four adults who listed as reasons traveling distance, three who listed time, and three who indicated no knowledge of accessible service. One person noted that too much effort was involved, and one did not need the services. Two adults and four students did not respond as to why they had not used library service. The responses in question 4 reinforced the findings of the previously cited studies by Smith and Hiatt¹ supporting the contentions that distance from a library affects the amount of use it receives and that time is a factor in accessibility. This grouping of questions revealed that for the most part if library service was available, it was used by Baraga County residents, and that school-age children had some form of library service and did make use of it.

The responses to questions 5 through 8 were especially interesting to the investigator because they served to flesh in the "rural residents" in the population being studied. Table II reveals the breadth of reading interests of the sixty-five respondents.

¹ See footnotes page 6.

TABLE II

READING INTERESTS OF RESIDENTS SURVEYED

5.	Newspapers listed	Adults	Students	Total
	L'Anse Sentinel	13	29	42
	Marquette Mining Journal	12	21	33
	Houghton Daily Mining Gazette	12	8	20
	Grit	2	10	12
	Detroit Free Press	1	4	5
	Milwaukee Journal	1	2	3
	Green Bay Gazette	0	2	2
	Wall Street Journal	2	0	2
	Cooperative Builder	1	0	1
	DAV	1	0	1
	Legion	1	0	1
	Lutheran Witness	1	0	1
	Sault Evening News	1	0	1
	VFW	1	0	1
6.	Newspaper parts liked best	Adults	Students	Total
	Sports	5	18	23
	Comics	0	22	22
	Front page	8	11	19
	All	6	2	8
	News	7	0	7
	Want ads	0	5	5
	Dear Abby	2	2	4
	Editorial page	3	0	3
	Features	3	0	3
	Weather	0	2	2
	Action Line	0	1	1
	Medicine	1	0	1
	Obituaries	0	1	1
	No response	1	3	4

TABLE II--Continued

7. Periodicals listed	Adults	Students	Total
Readers Digest	16	1	17
Life	4	10	14
Time	2	10	12
McCall's	4	2	6
Good Housekeeping	1	4	5
Better Homes and Gardens	1	3	4
Redbook	2	2	4
National Geographic	1	3	4
Grit (also named as newspaper)	1	2	3
Ladies Home Journal	3	0	3
Family Circle	0	2	2
Farm Journal	2	0	2
Look	1	2	3
Newsweek	1	2	3
Field and Stream	1	1	2
Aloha Hawaii	1	0	1
Better Camping	1	0	1
Boy's Life	0	1	1
Business Week	1	0	1
Carpenter	1	0	1
Catholic Digest	1	0	1
Changing Times	1	0	1
Consumers Reports	1	0	1
DAV (also named as newspaper)	1	0	1
Decision	1	0	1
Doane's Agriculture	1	0	1
Fur, Fish, and Game	0	1	1
Interaction	1	0	1
Mad	0	1	1
Michigan Out-of-Doors	0	1	1
Nation's Business	1	0	1
Outdoor Life	0	1	1
Prevention	1	0	1
Pulpwood Production	1	0	1
Sport	1	0	1
Sports Afield	0	1	1
Sports Illustrated	1	0	1
Successful Farming	1	0	1
Sunday Visitor	1	0	1
Teen Magazine	0	1	1

TABLE II--Continued

Periodicals listed (cont.)	Adults	Students	Total
Teen Screen	0	1	1
True Story	1	0	1
TV Guide	1	0	1
VFW (also named as newspaper)	1	0	1
Vogue	0	1	1
Wisconsin Farmer	1	0	1
None	7	2	9
Periodicals read in entirety	50	6	56
Parts of periodicals listed by respondents			
Biographies	News		
Fashions	Pictures		
Features	Recipes		
Front	Sports		
Jokes	Stories		
Letters from readers			
8. Periodical subscriptions	50	18	68
9. Books read			
Number of titles	22	52	74
Sources of books			
Friend/Relative	3	4	7
Library (public)	4	16	20
School Library	0	32	32
Publisher/Store	14	0	14
No source reported	1	0	1

The tabulation of question 5 in the first section of Table II shows that the majority of residents surveyed are regular readers of a fairly diversified list of newspapers. There were thirty-four of the students who reported they read a newspaper regularly and twenty of

the adults, twelve of whom were library users and eight of whom were not. There were eight students who said they did not read a newspaper regularly, and there were three adults who did not, one of whom was a library user and two of whom were not. (The sociometric data in the Profile, pages 12 and 13, would indicate that many Baraga County families would not be able to afford the cost of regular newspaper service, and in a random sampling some of these would probably be included.) The local weekly, The L'Anse Sentinel, was listed most often as read regularly by both adults and students. This, too, is not surprising because the sociometric data indicated that the Sentinel has a circulation of over 3,000 in a county of some 7,000 people, and its coverage of news is that of the county. The Marquette Mining Journal is a daily paper published in Marquette, the basic trading area of Baraga County residents, and was ranked second of the most read newspapers. There were three listings of Grit and one listing each of the DAV and VFW placed in the magazine section of the survey, and the investigator did not transfer these in the tabulations.

In parts of the newspaper liked best, the students favored the comics, with sports running a close second choice. Adults favored the front page and the news, followed by "all" the paper. But, here again, there is diversity of reading interests with thirteen different categories offered as responses to question 6, "What part(s) of the

newspaper do you like best?." The questionnaire itself supplied no inventory check list to remind the respondents of what they might include.

In answering question 7 concerning magazines read during the past month (August-September), the respondents listed forty-six different titles, with no check list to remind them of titles of periodicals. The listing in Table II is quite diversified and reflects the interests as well as the economy of the area. Agriculture is represented in Farm Journal, Doane's Agriculture, Successful Farming, and Wisconsin Farmer, and the pulpwood industry by Pulpwood-Production (see Table I, page 12). The listings of Interaction, reported as a "Sunday School" magazine, and Catholic Digest and Sunday Visitor, the Upper Peninsula Roman Catholic Diocesan publication, would indicate that religion was included as a reading interest. In addition there were news magazines, women's, business, travel, teens, sports, recreation, building trades, consumers, veterans, conservation, entertainment, fiction, and fashion periodicals. The adults reported that they had read fifty periodicals in their entirety, while the students seemed to read more in selected parts, with their reporting thirty-one read in part and eleven in entirety. When the respondents were asked which parts they read, they listed eleven different categories.

Sixty-eight of the magazines were reported as being regularly

subscribed to, with fifty so designated by adults and eighteen by the students.

The answers to question 9 concerning books were interesting because, while students got the majority of books they read from the available school library (thirty-two out of fifty-two), adults got less than one-fifth of their titles from a library source (four out of twenty-two). This was interesting, but in no way surprising since one-third of the adults knew of no available service from which they could borrow.

Question 10 was inserted to enable the investigator to separate the surveys into adult and student groupings. Question 11 revealed that all adults responding to the questionnaire had school-age children and most of the students had other brothers or sisters of school age. The twenty-three adults had sixty-six school-age children, 2.87 per household, and the students had one-hundred and four brothers and sisters, which, added to the forty-two reporting, would be 2.88 per household.

There was some indication in question 12 that students were more responsive to the idea of mail order service, but the majority of both groups indicated they would use such service if it were provided. Of the forty-two students, thirty-five said they would use such service, four said they would not, and three did not respond. If the survey were a good random sampling of Baraga County resi-

dents, the results of question 12 gave indication that a mail order library service would be a busy one! Seventy-seven percent of the population being surveyed wanted to give it a trial.

While most of those questioned added no comments in the space provided, some of the students expressed enthusiasm with such comments as "Sounds great" and "I would like to get some sport magazines to read." One adult evidently was concerned because his children did not have full access to the available library because the school authorities had curtailed use of the facility to two Fridays per month.

Limited as the preliminary survey was, it did indicate that a majority of those participating in the random sampling were readers, that they had fairly wide and diversified reading interests, and that they would use mail order library service if it were instituted.

THE MAIL ORDER LIBRARY IN OPERATION

In considering the results of the preliminary survey questionnaire, the Federation should have felt no trepidation in launching their Baraga County venture. Residents were excited about the new service and they did use it. Although the first requests may have been out of curiosity to see just what was "for free," a steady stream of request postcards was trucked to Iron Mountain, delivered to the Dickinson County Library, and a steady flow of book-filled packages was

distributed to rural mailboxes standing staunchly along the Baraga County R. F. D. routes.

A news feature on the service appeared in area newspapers in January, 1970. The Escanaba Daily Press headlined the article with "Library by Mail Working," and indeed it was. By July, 1970, the Mail Order Library had received 928 requests and had sent out a total of 5,263 titles in response to those requests (see Table III, page 38). From a county population that had sent 116 requests for a whole year, 1969, to the mail order services of the State Library Branch at Escanaba, this was a reading renaissance. The people were the same, but the library service was not. There was an illustrated catalog in some 1,200 households. There were directions for free use of a 1,600 title library in many different interest categories. There was a real embodiment of library service, accessible and convenient. And these rural residents were enjoying it.

The president of the Baraga County Library Board, Mrs. Snyder, gave an overview of the service in the June 17 interview:

The response to the mail order service has been good. People who never used a library before have used the service. A combination of the station and the mail order service would seem to work best for rural areas like this. Actually, the service has been wonderful. The speed is amazing. The fact that the postal service center of distribution for the Upper Peninsula is located at Iron Mountain gives an advantage to the Federation since it is also in Iron Mountain. Rural persons are oriented toward using catalog service. As for funding, the only contribution of

TABLE III

THE MAIL ORDER LIBRARY, NOVEMBER, 1969-JUNE, 1970

Requests

Month	Baraga	Covington	Pilkie	Skanee	Others*	Total
Nov.	77	13	25	10	48	173
Dec.	100	12	27	10	36	185
Jan.	61	16	20	19	35	151
Feb.	16	5	5	11	11	48
Mar.	26	18	21	25	27	117
Apr.	33	15	22	10	30	110
May	20	6	20	5	11	69
June	34	4	16	8	13	75
Totals	367	89	156	98	218	928

*Others include Aura, Keweenaw Bay, Michigamee (Three Lakes), Nestoria, and Watton.

Mail Order Circulation by Age Groups

Month	Adult	Teen	Pre-School-6	Interloans	Total
Nov.	505	104	122	0	731
Dec.	589	141	144	11	885
Jan.	474	86	212	15	777
Feb.	438	104	170	26	738
Mar.	391	107	188	28	714
Apr.	335	86	147	24	592
May	212	61	122	18	413
June	248	67	91	7	413
Totals	3,192	756	1,186	129	5,263

Reserves

Nov.	210	Feb.	93	May	28
Dec.	223	Mar.	52	June	14
Jan.	139	Apr.	54		

Additional Catalog Requests

Jan.	5	Apr.	6
Feb.	4	May	2
Mar.	5	June	2

the County has been the penal fines allocated for all county areas except the village of L'Anse. The State has funded this project with a \$10,000 grant, but I know the penal fines alone will not cover the cost of the service. The penal fines also pay for the Baraga station, which complements the mail order service. This gives a personal touch as well as giving people an opportunity to make specific requests. It has helped, too, to make them aware of the catalog. Some of them like to browse--and the station gives them a chance to do this.

When the acting librarian (clerk) at the L'Anse Township School and Public Library was interviewed, she seemed to regard the Mail Order Library as a competitor. When questioned about the effect of the Mail Order Library on the L'Anse Library, she remarked:

People like to browse. Paperbacks are hard to hold and the print is too fine for ease of reading. Some of the patrons coming in to use this library have not received a catalog. Mrs. Snyder gave me one to keep in my desk to show residents who are eligible for the mail order service. The Baraga station is inadequate, some of the people have said. They also said they ordered books, but they were not available. The selection in the catalog is limited. Some people come in here who have used the mail order service and some who haven't tried it. People say they miss the personal contact and the chance to ask about new books and ask about the librarian's opinion.

As for letters received about the Mail Order Library, the following are communications which arrived at the Iron Mountain Headquarters during the first months of the service:

Communication No. 1

Thank you for your service. My family enjoyed each and every book. But we won't be getting any more as we are moving back to Indiana.

Communication No. 2

Enclosed you will find the correct mailing address of my daughter Mary Jane, and also an order card for another daughter which I hope you can fill.

Your mail order service is very much appreciated and enjoyed by our whole family and I would like to take this opportunity to thank you. This is a wonderful service to all of us, and I have heard many comments from others who are enjoying it.

Communication No. 3

We are sorry we are so late in returning this book to you. We enjoy your books and think your project is really great!! Thank you.

Communication No. 4

I think this is great.

Communication No. 5

My husband would like to know if it would be possible to get the paperback editions of the two following books:

1. There is a River - Author Thomas Sugrue Dell
Publisher
2. Venture Inward - Author Lynn Hugh Cayce Harper & Row

I am also sending back a book "Zany Zoo" which I had misplaced. We found it and are sending it this time. Thank you.

By the way, I would like to let you know how very much we all enjoy the books from this library service. Our whole family are truly appreciative to you all.

We surely have enjoyed our own first selections from your reading service. Thanks ever so much for all the effort expended so that we readers can have this service.

Communication No. 6

A friend that is a member of this library club referred me to you. Our nearest library is twenty some miles away in Houghton County. I am very interested in getting all the information I can on this library service. Also many of my friends are waiting to hear from me, and seem very interested in being able to use this service.

I would appreciate hearing from you. Thank you.

Communication No. 7

I am extremely jealous because I live in Houghton County and cannot get in on your mail order library. I found out about it from my sister-in-law who lives in Baraga County.

Could you please tell me if it is now possible or will be possible in the near future to get in on this service? I think this is a wonderful, easy, convenient, and ingenious idea.

P. S. We live only about 6 miles from the Baraga County line.

These communications were unsolicited, genuine reactions to the Mail Order Library, reflecting the effectiveness of the pilot project. They express naturally how the residents of Baraga County felt. The residents of neighboring Houghton County were not unobservant of what was happening and were expressing desires for participation. The Mail Order Library was being noticed.

BARAGA LIBRARY STATION

During the planning of the mail order service, Ralph Secord and Mrs. Snyder thought that a station of the Federation would promote

library materials in the village of Baraga, the second largest community in the county, and in the other communities in the northwest corner of the county. A station would give these residents the chance to browse and have a personal contact with a public library service. The village hall was chosen as the site, and it was equipped with BroDart workroom shelving, a desk for circulation, and a long reading table with several chairs for patrons. Mrs. Peter Getzen was hired as the attendant, and a schedule of hours was determined. The station opened in September, 1969, preceding the mail order service which began the following November.

Mrs. Getzen discussed the station service during an interview in June:

When we first opened in September, people were curious and came to look around and borrowed books. People who use this station use the mail order service, too. When they request other materials that we can't find on the shelves, I either call or send to Iron Mountain for them. The school students make most of the requests I send for, mostly for entertainment reading. When I went to see the Philip LaTendresse School Library (the village school), outside of the encyclopedias and atlases, there's mostly children's reading. Here at the station they have more adult reading to choose from. Mothers bring younger children in here, but most of our circulation is adult. School age young people and the older retired people who can't use the school library make up the biggest number of our users. The adults circulate more of the nonfiction on current happenings that I show them when they come in, but the children use fiction. Some people said, 'How wonderful that we have a library here.' I didn't know anything about the Branch in Escanaba, but Iron Mountain gets the requests for me.

There were several patrons visiting the library during the interview. One was Mrs. Laura Johnson of Baraga, who said:

I found out about the (station) service through the catalog. I read mostly fiction, and I have been very satisfied with the mail order service. I like the idea of selecting books from a catalog. It's difficult to come down to the station. Besides the fiction, I liked the books on Michigan I borrowed from the mail order service, and I rather like the paperback editions. I never heard of the Branch Library in Escanaba; so I have never used it.

Mrs. Comfort, another patron, had come in with her sister.

She offered to share her experiences with the investigator.

I live out in the country, and my sister, Mrs. Roha, came in with me. I found out about the library service from the brochure (catalog), and that's where I found out about the station here at Baraga. I had a list of requests, and I checked the station to see if I could get some of them. Although I didn't find any, I'll correspond with Iron Mountain to get what I want. I have used the services of the State Library Branch in Escanaba occasionally. When I used the Branch, it was for something specific, generally that which I wouldn't expect to find anywhere else. One thing I got information on was dionetics. I have one school-age child, a boy who will be fifteen this fall. He used the mail order service to get a book for a school report, but he doesn't read a lot. The idea of the catalog is a good one because it's convenient--we live out in the country and it's hard to get into town, particularly in the winter. When we lived in Houghton (in adjoining Houghton County and site of Michigan Technological University), we used a school library. When we moved here, a neighbor brought me some books occasionally from the L'Anse Library, but it's really too far to drive to look for a book. It's not easy when L'Anse is fifteen miles from where we live, and even when we go to L'Anse for other business, it's hard to take the time to go there to get reading materials. I do read book reviews in Saturday Review and sometimes the New York Times and the Sunday Milwaukee Journal.

Mrs. Robert (Dorothy) Mayo told about her library experiences and had some questions about the mail order service. Mrs. Mayo happened to be one who had filled out the preliminary questionnaire, the only one that the investigator had any contact with, as Mrs. Snyder had distributed and collected the random sampling.

I found out about the mail order service project when my children brought home the survey questionnaire. I have children ranging in age from thirteen, eleven, nine, seven, to five years, and the children all used the school library. We never knew that we could use the State Library Branch. When I got the questionnaire, it stimulated my interest in the project. As soon as the mail order catalog came, I sent an order for myself first. Then I had the children select some. It was very helpful to have a catalog to order from. I ordered fiction--the best sellers--for myself. Then I got some books on John F. Kennedy, which were very interesting. One of my boys is interested in magic, and the boys like racing and sport stories; so we ordered some of those and enjoyed reading them. The little ones enjoyed the books, too.

I would like to know if you will be sending any other list or brochure. Some of us have about gone through the catalog and would like to have some more titles to choose from. The catalog was helpful and gives me ideas. I try some of the other books and like them. Can we ask for specific books not listed?

I started using the Baraga station as soon as it opened. We come on Friday nights or Saturdays with the children to get books every week or every other week. The 'Librarian' here clues me in on what's going out a lot--helps me in my selection. I guess in a way it's (the Mail Order Library) like a mail order catalog when if you don't have time to go to the store to pick something out, you can just sit down and make your order out. So that's one advantage as far as weather and distance. When I ordered a whole bunch of books for all of us, it was quite a chore getting them all into the envelope and getting the sticker on, even though it's made as simple as possible.

There were a number of children in the station busy at the long table with activities of the summer reading program. The station appeared to be an active operation.

The circulation has shown steady growth since September, with over 2,000 titles going out on loan from September, 1969 through June, 1970. As the rural Baraga County residents were receiving more than 5,000 titles from the Mail Order Library in Iron Mountain, they were checking out more than 2,000 titles from the Baraga Station. And, although, there is no tabulation of the exact number of titles sent from the State Library Branch to this population, there was an increase in the number of requests for materials during the corresponding period.

Table IV shows the circulation records of the stations and the established library facilities in Baraga and Alger Counties. In Alger, the Grand Marais and Chatham stations have been in operation for several years; Trenary's had been the most recently opened service. The combined number of titles circulated by the Alger County stations in the twelve-month period was over 6,000, but the new Baraga Station in its first ten months of operation, running in conjunction with eight months' operation of the Mail Order Library, was enabling the Baraga County circulation to reach 7,748 titles!

TABLE IV

CIRCULATION RECORDS OF STATIONS
AND MUNISING AND L'ANSE LIBRARIES

Month	Baraga	Trenary	Chatham	Grand Marais	Munising	L'Anse
July, 1969	--	82	318	187	1,660	1,122
Aug.	--	186	218	143	495	1,103
Sept.	86	115	143	185	1,908	3,093
Oct.	289	137	151	190	2,543	3,309
Nov.	186	147	238	176	2,496	2,970
Dec.	207	105	126	190	1,673	2,523
Jan.	155	134	160	183	1,776	2,882
Feb.	235	116	150	183	2,233	2,351
Mar.	184	190	148	217	2,517	2,950
Apr.	330	115	135	213	2,160	3,784
May	414	137	223	208	1,711	3,337
June, 1970	399	123	348	n. a.	903	1,228
Total	2,485	1,587	2,358	2,075	22,075*	30,652

* Total does not include circulation of materials on loan from the Mid-Peninsula Library Federation and the State Branch.

THE EFFECT UPON STATE LIBRARY BRANCH

The preliminary survey of known library services had given a strong indication that for the most part the availability of the Upper Peninsula Branch of the Michigan Bureau of Library Services was non-existent for the rural resident of Baraga County. When the 1968 requests to the Branch were examined, the requests had come from the following groupings:

L'Anse Township School and Public Library	17
L'Anse individuals (two persons)	2
Camp Baraga, L'Anse, Marquette Branch Prison honor camp	78

Baraga Schools (Mrs. Anne Williams, librarian)	38
Baraga individuals (one person)	2
Covington individuals	1
Pelkie individuals (two persons)	4
Skanee individuals (one person)	2

It is quite evident that the schools/libraries and the prisoners assigned to Camp Baraga as part of the Michigan penal system knew that the Branch was available, but it is equally obvious that the remaining Baraga County residents did not. Less than one person in a thousand had used the State's services in the entire year. And this was in a county which had only one established library, which was available to less than one-half of the residents, those of L'Anse Township. It was not geographically centered (see Map II, page 14).

In checking the effect of the mail order catalog service on the Upper Peninsula Branch, the investigator found that a comparison of figures in Table V, page 48, showed an increase in the number of requests from Baraga County. For the period January through June, 1969, there were 119 requests received, 56 of these from the established library facility and the prisoners at L'Anse, and 63 from the area now being given mail order catalog service. During the same January through June period in 1970, the Branch received 142 requests from Baraga County, with 60 coming from L'Anse and 82 coming from the mail order service area. An increase of 23 requests is not large, but 19 of these were coming from what was practically virgin territory for the Branch.

TABLE V

NUMBER OF MAIL ORDER REQUESTS RECEIVED AT UPPER PENINSULA BRANCH
FROM BARAGA COUNTY

Month	L'Anse		Baraga		Coving- ton		Pelkie		Skanee		Totals	
	1969	1970	1969	1970	1969	1970	1969	1970	1969	1970	1969	1970
Jan.	1	13	5	2	0	0	0	0	2	0	8	15
Feb.	8	12	9	7	0	0	0	5	2	0	19	24
Mar.	18	11	31	17	0	0	1	2	1	1	51	31
Apr.	15	11	6	16	0	0	2	0	0	0	23	27
May	9	8	3	7	0	0	0	1	0	0	13	16
June	5	5	0	22*	0	0	0	2	0	0	5	29
Comparison											(119)	(142)
July	8		0		0		2		0		10	
Aug.	5		0		1		0		0		6	
Sept.	9		6		0		1		0		16	
Oct.	18		21		0		2		2		43	
Nov.	10		6		2		0		1		19	
Dec.	12		8		0		1		0		21	
Source totals	118	60	95	71	3	0	10	10	8	1	234	142

* This includes 21 requests made through the Baraga Station via MPLF during the January through June period.

In comparing Table V with the control Alger County requests in Table VI, page 50, during similar periods there was a reduction of Alger County requests from 248 in 1969 to 144 in 1970. Of these Munising, the established library facility, made 173 of the 248 requests in 1969, and 117 of the 144 requests received in 1970. In Alger County the requests were reduced, while in Baraga County there had been an increase after the launching of the mail order service.

There were in operation at this time Mid-Peninsula Library Federation stations located at the Rock River Township Hall (Chatham and Eben), at the Mathias Township Hall (Limestone, Traunik, Trenary), and at the public school in Grand Marais.

Although no tests were applied to these statistics, it is interesting to observe that there appears to be some proliferation of knowledge of library services as well as of realization of the need of those services when a new element is added. The Alger County station circulation figures in Table IV, page 46, indicate that in some ways the stations may have provided for library services in lieu of the State Branch, but in Baraga County the rural residents were increasing their demands on the State Library Branch while they were patronizing the Federation station in the village of Baraga and sending a flurry of order cards to their new Mail Order Library.

TABLE VI

NUMBER OF MAIL ORDER REQUESTS RECEIVED AT UPPER PENINSULA BRANCH
FROM ALGER COUNTY

Month	AuTrain		Chatham		Eben		Grand Marais		Limestone		Munising		Traunik		Trenary		Totals	
Jan.	0	0	0	0	6	4	2	0	0	0	27	15	0	0	1	1	36	20
Feb.	0	0	3	0	1	4	9	0	0	0	38	16	0	0	1	0	52	20
Mar.	0	0	0	0	8	3	14	0	0	0	45	31	0	0	0	1	67	35
Apr.	0	0	0	0	4	4	10	0	1	0	41	31	1	0	4	3	61	38
May	0	0	0	0	1	5	3	0	0	0	20	11	0	0	4	0	28	16
June	1	0	0	0	0	0	1	2	0	0	2	13	0	0	0	0	4	15
Comp.																	(248)	(144)
July	0		0		0		3		0		3		0		1		7	
Aug.	0		0		0		0		0		7		0		0		7	
Sept.	0		0		2		2		0		24		0		0		28	
Oct.	0		0		1		1		0		23		0		2		27	
Nov.	0		0		2		0		0		51		0		1		54	
Dec.	0		0		0		0		0		13		0		0		13	
Source totals	1	0	3	0	25	20	45	2	1	0	294	117	1	0	14	5	384	144

THE EFFECT UPON L'ANSE TOWNSHIP SCHOOL AND PUBLIC
LIBRARY

Circulation figures for the period January through June, 1969, and for the comparable period in 1970 were checked in the L'Anse Library records.

Month	1969	1970	Difference
January	2,932	2,922	-10
February	3,569	2,694	-875
March	3,538	2,994	-544
April	3,336	3,908	-572
May	3,699	3,474	-225
June	1,573	1,384	-189

Although these figures show a net drop of 1,271 in L'Anse circulation, there were other factors which probably account for this loss. The L'Anse librarian, Mrs. Ann Farley, became ill and did not work after the close of the first semester in January, 1970. She subsequently died, and the library clerk carried on the library operation. The clerk had no training in book selection or ordering, and she also continued operation of the elementary school library located on the school campus. There may have been changes in procedures for recording circulation, and there certainly were changes in ordering, book selection, and reading guidance without a certified librarian. No additional personnel was hired; consequently, the fulltime clerk carried on her previous role plus attempting to fill in for the librarian.

In this same period (January through June) in 1970, there were more registrations, 175 compared with 150 for that period in 1969. Although an increase of 25 may not be significant (no tests were applied), it may reflect the publicity given to the library service which appeared in newspapers and on television during this time. In such a limited population, 3,501 in L'Anse Township, an increase of 25 registrations in the six-month period may be of considerable significance.

SKANEE PROJECT

The Federation was interested in ascertaining how many households had thrown away the mail order catalog without realizing what it was. To do this, an experiment was conducted at the Skanee School, which had twenty-nine students in four grades. Miss Betty Gib out of the Federation staff delivered twenty-nine catalogs with specially numbered request postcards to the Skanee teacher, explaining the service and asking the teacher to describe the service to the students and to help them fill out request card No. 1. A record was kept of the number of these cards returned to Iron Mountain and the number of all follow-up requests.

Of the twenty-nine sets of request postcards left at the Skanee School, there were twenty-two No. 1 cards returned to the mail order headquarters, sixteen No. 2 cards, twelve No. 3 cards,

twelve No. 4 cards, three No. 5 cards, two No. 6 cards, and two No. 7 cards. All of the book request packages were sent to the students' homes, with no further school contacts.

Because the Federation did not want to orient the mail order service to school patronage, there were no further attempts to solicit use of the service in this fashion. The Director also felt that with the seventy-six percent response coming from this kind of promotion, the mail order service would not be able to cope with similar responses from other schools in the service area. However, the project did seem to indicate that a large percentage of the householders with school age children did not realize the purpose of the original mailing of the catalog.

COSTS OF SERVICE

Although an attempt was made with available figures to ascertain the cost of mail order service and to compare it with the cost of station service, the investigator was able only to make some estimates. Including the costs of postage, mailing supplies, printing the catalog, equipment for use in mailing procedures, salaries, travel expenses, and publicity, the cost of the Mail Order Library for a nine-month period was \$4,695.53. Using the circulation figure for the eight months the Mail Order Library was in operation, the circulation cost per material was approximately \$.89. This figure does

not consider the original investment in the paperback collection, the administration, and the housing of the Library.

Following through on the cost estimate for station-based circulation and using the costs of mileage, delivery clerk's salary, and the station attendants' wages,¹ the circulation cost per material in the stations was approximately \$.34.

Since both costs do not consider the cost of the collection used, nor the cost of administration and housing, there is some basis for comparison of the \$.89 with \$.34. The mail order service, of course, has the additional cost of the catalog and postage included. The station service has no catalog and patrons must travel to the station for materials and to return them. In other words, \$.55 is the amount for the catalog and home delivery of requests. This is the cost of the accessibility of mail order service.

¹ See Table VII, page 55. The investigator used the figure four times the cost of the Baraga Station attendant's wages.

TABLE VII

DETERMINATION OF STATION COSTS

First day route:	Miles	Second day route:	Miles
Iron Mountain-Ford River	51	Iron Mountain-Crystal	
Ford River-Escanaba	7	Falls	31
Escanaba-Gladstone	8	Crystal Falls-Iron River	15
Gladstone-Perkins	11	Iron River-Baraga	77
Perkins-Stonington	29	Baraga-Iron Mountain	96
Stonington-Nahma	33	Total run in miles	219
Nahma-Garden	15		
Garden-Manistique	21	Third day route:	
Manistique-Munising	44	Iron Mtn. -Stephenson-Iron	
Munising-Chatham	18	Mtn.	100
Chatham-Trenary	13	Mail delivery to Grand	
Trenary-Iron Mountain	84	Marais	(\$25.00)
Salary of clerk @ \$2.75 per hr.		Mileage, 12 trips per year	
Mileage cost @ \$.1699 per mile ¹		Chatham	\$36.70
Attendant's salary \$681.20 per		Trenary	26.50
year ²		Baraga	228.36
		Delivery clerk, 1/2 hr. x 12	49.50
Mail Delivery	\$ 25.00		
Mileage	291.56	9,000 circulation	
Delivery clerk	49.50	\$3,090.86 cost per yr. = \$.34	
Station attendants	2,724.80	per material	
Total cost per yr.	\$3,090.86		

¹ See Appendix C for per mile cost determination.

² Presently there is a volunteer attendant at Grand Marais, and townships pay one-half of salaries at Chatham and Trenary.

CHAPTER III

CONCLUSIONS

Examination of the information collected, tabulated, and interpreted leaves little doubt as to the feasibility of mail order library service in situations similar to the area described. It works so well that it stimulates the use of other library service, and it does all this at a cost which is minimal. Charles Harper, Director of the Upper Peninsula Branch, submits the figure of \$1.025¹ as the cost of mail order circulation from the Branch of the Michigan Bureau of Library Services. The cost of \$.89 per material circulated by the Mail Order Library may reflect the lower mailing rates for paperbacks over the trade editions circulated by the Branch. It certainly may also reflect the speed with which the Mail Order Library can fill an order because the titles are number coded by the catalog, while the Branch staff may have to spend considerable time researching subject requests, increasing the cost of the service. The Branch stands as a backup resource center for all the libraries of the Upper Peninsula,

¹ In a letter dated July 14, 1970. "It costs about \$100,000 annually to maintain the Branch. We estimated that approximately 49% of this is spent circulating books. We circulate about 50,260 books per year. By dividing 50,260 by 49% we get a figure of \$1.025 per circulation."

and has, for this role, a fairly esoteric collection going beyond the popular titles included in the paperback Mail Order Library collection. The service of the Mail Order Library proliferates the need and knowledge of the Branch's specialized services, with both institutions promoting the intellectual, spiritual, and mental growth of the rural residents they serve.

As for efficiency, the Mail Order Library is fast. When the first supplement to the catalog was sent from Iron Mountain, the third day following the mailing, 477 books were on their way to Baraga County R. F. D. boxes, filling the tremendous response to the new titles available. In addition to the titles sent, there were an additional seventy-three reserves put on file. One title on hot rodding alone had thirteen reserves after the five copy supply was exhausted. The speed of patrons in placing their order postcards in the return mail led Ralph Secord, Director of the Federation, to note, "In the future, we'll stagger catalog mailings." When the Mail Order Library opened in November, 1969, the first response totaled 142. The response to the supplement in July, 1970, was four times that number.

When mail order costs were compared with station costs, the difference of \$.55 was mostly accounted for by the additional service of an at-hand catalog and mail box delivery. This cost was minimal when it made library service so accessible to residents who never

had enjoyed any access at all to a world of information and entertainment.

Certainly people who never used library services before tried this easy, comfortable mode. When the circulation records of the local weekly, The L'Anse Sentinel, were checked, there had been no variance in the circulation number reported in the Sociometric Data. But the existence of the new service appeared to stimulate more library registrations at the established public library facility at the county seat, L'Anse. For Baraga County residents, isolated by distances, lacking cultural institutions, many spiritually and mentally depressed by the poverty of the rural ghetto in which they live, the Mail Order Library provided sustenance. It offered satisfaction for their quest for the wealth of learning and enjoyment from which they had been so long deprived.

From the comments in the interviews, all ages were involved in using what the Mail Order Library provided, and involved to the extent that some were anxious to learn if there would be additional listings because they had run the gamut of the titles in the first catalog. And the catalog led some residents to the materials provided in the Baraga station so that the station's circulation continued to grow. The chain of reaction reached to the Upper Peninsula Branch, with an increased number of requests for its supportive services. There was a reading renaissance in Baraga County.

The pilot project was so successful that the service is now in process of being extended to the residents of the control county of Alger to supplement their station service for this fiscal year. Further study will be made to determine the effect upon the station circulation, and tentative plans include the possible phasing out of station service by the Mid-Peninsula Library Federation in July, 1971. Other Upper Peninsula county library boards will be contacted to ascertain their interest in extending the Mail Order Library to their rural residents.

It is vital to restate the need for financial support for library service in rural areas. Even though the Mail Order Library is an economical method of reaching rural areas, it still requires funding. Penal fines alone cannot support an adequate standard of service. County governments such as Alger and Baraga balance precariously on borderline budgets. A winter of extended periods of snow removal operations on rural highways is sufficient to push their budgets into the red. It may be that if the State and Federal governments do not underwrite the costs of service for rural areas, the shining lamp of the Mail Order Library may be extinguished, not for lack of interest and success but for lack of financial support.

APPENDIX A: PRELIMINARY SURVEY QUESTIONNAIRE

Mid-Peninsula Library Federation
Iron Mountain, Michigan 49801
September, 1969

Dear Resident of Baraga County:

Before beginning mail order catalog library service in Baraga County, we are interested in learning if and what kind of library service you have used up to the present. We are also interested in reading habits and interests of Baraga County residents. Will you please answer the following questions as completely as possible to help us? You do not need to sign your name, and your answers will be considered confidential.

Sincerely yours,

Ralph W. Secord
Ralph W. Secord, Director

1. What kinds of library service do you now have?

2. Have you ever used any of these services? Yes _____ No _____

3. If Yes, have you used these services during the past year? Yes _____
No _____. During the past three months? Yes _____ No _____

4. If No (in question 2), why have you not used the library service?

5. Do you read a newspaper regularly? Yes _____ No _____

What are the name(s) of the newspaper(s)? _____

6. What part(s) of the newspaper do you like best?

7. What magazine(s) have you read (all or part of) during the past month?

Magazine All Part Which part(s)?

8. If you subscribe to any of the above, please write S after the title.

9. What books have you read (all or part of) during the past two months?
Where did you get the books from?

Author Title Source (Friend, store, State Library
L'Anse Library, etc.)

10. Are you an adult (18 years or older)? Yes _____ No _____

11. Are there any school age children in your family? Yes _____ No _____

If Yes, how many? _____

12. Would you use a mail order catalog to borrow books for use if such a library service is available to you free of charge? Yes _____ No _____

THANK YOU FOR YOUR COOPERATION

If you wish to add any other comments, please use the back of this sheet.

APPENDIX B: LIBRARY SERVICE ORIGINATING HERE
HELPING TO OVERCOME ISOLATION

Library Service Originating Here Helping To Overcome Isolation

In a 900-square-mile sparsely settled deep-snow area of Baraga county, folks in 1,215 homes are having a different kind of winter.

The snow is just as deep on the ground (mostly 30 inches in many places) and the ice is piled up just as high along the shores of Lake Superior, but the people are reading many more books—without going to the library for them.

Mail Order Library Service is one of two such experimental projects in the United States. The other serves the people in an isolated area near Wenatchee, Wash.

The books are brought right to the homes of the patrons in a uniquely new program that utilizes the established service of the U. S. Post Office in getting the books from the library to the readers and back on the shelves again. The pilot program's success indicates that "mail order books" are likely to put the bookmobile out of business in serving the needs of people in certain areas.

"This is one of the best things that has happened to us who do not have the facilities of a library," said Sharon Weisinger of Skanee, one of the several communities served by the mail order reading service. Skanee is a pretty little town on the shore of Huron Bay, with the snow-capped Iron Mountains in the background—but it's nearly 30 miles to the nearest library.

The books by mail program began when the Mid-Peninsula Library Federation received a federal grant through the Michigan State Library to set up such a project on an experimental basis. The Federation serves the libraries and residents of seven Upper Peninsula counties. It is centered at the Dickinson County Library in Iron Mountain, and its library board is composed of citizen members. Mrs. Jean Jurkovic of Gladstone is board chairman.

Covers Vast Area

The Federation serves public libraries and residents in a vast area of 7,154 square miles with a population of 111,361 in the seven counties. Baraga county is one of these, and it was here

the pilot program was established.

"We contracted with the Federation to provide library service to all of Baraga county except one township, which is served by the L'Anse school and public library," said Mrs. Margaret Snyder of L'Anse, chairman of the Baraga county library board. "Penal fine for rural Baraga county go to the Federation to help with the cost of the mail order operation."

There are approximately 3,630 persons in the 1,215 families in the rural Baraga county area served by the mail order library, and they pay no direct charge or fees for the reading service.

A collection of approximately 1,000 titles of adult, teen-age, and juvenile books was purchased by the Federation, with paperbacks selected where possible since they are smaller to pack and require less postage. A minimum of three copies per title were bought, so that multiple requests could be filled and waiting time is reduced for popular titles.

The books were listed, numbered, and annotated and an illustrated catalog was printed. Using postage permits a copy of the catalog was mailed to each of the 1,215 households in the Baraga county area being served. Included in the catalogs were postcard request forms, postage paid.

To keep the service as simple as possible, the Federation mails the books in reusable books bags, with return mailing labels, return postage, and tape for repackaging.

37 Books Per Day Average

The first postcard requests were received on Nov. 8 last year, about the time the first snows of the winter began. Since then requests have averaged about 37 books per day, reports Ralph W. Secord, Federation director.

In addition to the books listed in the catalog, mail order service includes reference information, requests for titles not listed, and books of special nature such as "large print" editions for readers with limited vision, and books of special nature such as Boy Scouts manuals, and so forth.

To fill special requests the Federation can draw materials from its own collection and from the collections of all member libraries, totaling 198,906 volumes," Secord explained.

The Baraga county people are enthusiastic about the program. Mrs. Carol LaFongle of Pelkie, one of the many smaller communities in Baraga county, said: "We surely have enjoyed our own first selections from your reading service. Thanks ever so much for all the effort expended so that we readers can have this service."

Additional titles are being listed, an enlarged basic catalog is being planned for the end of this year, and in 1971 the Federation will offer the service via contract to other areas currently without public library service, for it appears that "in sparsely settled areas mail order service is superior to bookmobile service in many ways, and less expensive."

In Baraga County

From The Iron Mountain News, Iron Mountain-Kingsford, Michigan, January 24, 1970.

APPENDIX C: COST STATISTICS

BARAGA MAIL ORDER COSTS
JUNF, 1969 THROUGH MAY, 1970

Books	\$4,485.03
Postage (Postage meter, stamps, postal permits, mailing catalog and supplement)	1,215.40
Supplies (Printing notices, tape, labels, mailing bags)	359.22
Printing	1,148.00
Equipment (Tape dispenser, postal scale, rental on postage meter and machine)	108.31
Salaries	1,425.00
Travel Expenses	414.60
Publicity	25.00
TOTAL	\$9,180.56

DELIVERY EXPENSES

1. Depreciation on truck	\$680.00
2. Gasoline	139.00
3. Maintenance, etc.	106.00
4. Insurance	212.00
	\$1,137.00
Miles July 1, 1969--June 30, 1970	6,695
Cost per mile	\$.1699

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