

REPORT FROM THE CARNegie BUILDING

The adult circulation department has had an increase of 37,500 (including the 1,700 increase in the use of the young adult books) over the past year. The staff has noted that freedom from collecting fines for overdue books and the returning of books thru the gate, rather than over the wall has made it possible to handle this extra circulation without an increase in staff.

BOOKMOBILE SERVICE

This service, still new enough to excite comment, has proved to be a very effective one. 44% of the total circulation is done by this department. (Carnegie building 34%, Branches 21%, Mail 1%).

Because the bookmobiles can carry library service to neighborhoods, many people, especially mothers of young children, are able to use it. One set of figures which seem to point out that the bookmobile does reach those who would not otherwise avail themselves of library service is the fact that the growth of circulation at city stops was 37,688, yet the growth of circulation at the Carnegie building almost matched it, being 37,651.

The three bookmobiles have 130 stops, thirty of which are in the City of Yakima. Those thirty stops account for 32% of circulation within the city limits. The one hundred stops outside the city limits account for 56% of the books circulated in that area. This would seem to give point to the fact that availability has much to do with library use.

The oldest bookmobile is about 12 years old and needs replacing. There still needs to be an extension of bookmobile service in the rural areas.

It is interesting to notice that the three bookmobiles were about one third as expensive to maintain and operate as the building.

This service, being rather new, has required a definite marketing program to make it effective. However, all three are in use and have, at times, had overflowed. The smallest publicity given by the newspapers, by the clubs, the help of drug stores in displaying special articles developed by the library and the fact that we have devoted our free advertising space these different times during the year to this service had played an important part in getting the information to the people who are in need of it.

These working projects are being operated, project the pages of the book on the tables making it possible for people unable to hold a book to read - and with a minimum of effort.

BOOKMOBILE DEPARTMENT

The Bookmobile Department which has shown a steady increase in circulation since its establishment, showed a gain of 20, 225 for the year 1953 over the preceding year. This gain as made in spite of the fact that the Studebaker (the largest of the three bookmobiles) was not in operation from November 16th thru December 31st due to an accident.

The total circulation was 308,162 books, 46% of the total number of books circulated by the Yakima Valley Regional Library. Of the books circulated by the bookmobiles, 111,175 were loaned to people inside the city limits of Yakima and 196,987 to people in the rural areas.

There were 138 scheduled bookmobile stops, 24 of which were schools. Though eight new stops were added in 1953, there are still many places in the rural areas where bookmobile service can be extended when a new bookmobile and additional staff members are secured.

The registration period is for three years. The following figures include all people registered in the Yakima Valley Regional Library system. They obtain loans through the Carnegie Building, Community Branches, Bookmobiles or by Mail service.

	1951	1952	1953	Total
Adult	4,979	5,414	5,166	15,559
Juvenile	2,081	2,148	2,356	6,585
Total	7,060	7,562	7,522	22,144