

FOREWORD

Quarterly Issue No. 54

Winter 2002



POLLS HOLD GOOD NEWS FOR LIBRARIES

Polls conducted in the fall by both the City of Palo Alto and the advocacy organization *Libraries Now!* yielded good news for libraries. The separate polls both conducted in October and querying a total of 1,000 residents, confirmed that voters are receptive to supporting a library bond in November 2002.

Both canvasses were conducted by the polling firm Evans/McDonough, which has been involved in polling for successful bond measures in other communities. Among the findings:

- 97 percent of voters think libraries are important
- 83 percent of Palo Alto voters have a library card
- 78 percent of those describe themselves as frequent library users
- 87 percent want Palo Alto's libraries to be comparable to neighboring communities' libraries.

But what's it like when you ask taxpayers to put their money where their mouth is? To get to what's really in the hearts of voters, the questions on willingness to pay was asked in various ways.

The City's poll gauged the importance of libraries in relation to the City's many other proposed infrastructure projects. The *Libraries Now!* poll took the additional step of providing information in the questions about how the dollar amounts could translate to individual households. Overall, the data in the poll by *Libraries Now!* enhanced the information in the City's poll, and the City's poll verified the themes of support for libraries reflected in the *Libraries Now!* numbers.

The results were deemed a green light with only a little bit of blinking yellow by political consultant Larry Tramataola, whom PAUSD employed for its successful Measure D last year.

(Continued on page 2)



BOOK SALE CRISIS

The Friends of the Library book sales are facing a crisis.

A recently approved agreement between the City of Palo Alto and the Palo Alto Unified School District to return the Terman site to the school district failed to include provisions for the continued operation of the FOPAL book sales in Wing 30 of the Terman facility.

Former manager and current book sale volunteer Tom Wyman spoke to the City Council on December 17, asking the Council to direct staff to help Friends locate suitable space to receive, sort, price and store books and to hold their monthly book sales.

Current book sale manager Marty Paddock met with City Manager Frank Benest on January 7. Benest said he would try to extend our program's stay at Terman. The current deadline is September 1 of this year.

Our book sales are important not only to dealers, scouts and collectors, but also to the teachers, parents, children and residents of Palo Alto who come by the hundreds to shop and socialize at our sales.

We will keep you informed of the situation and let you know how you can help.

--Marty Paddock

THANKS TO DONORS

Library supporters are alive and well!

In our last newsletter we announced we were not doing our annual Fund Drive because of the events on September 11. We also mentioned that the needs of our libraries continued, and I want to thank those members of our library community who continued to make their annual contribution to the Friends of the Palo Alto Library.

As of January 1, more than \$20,000 has been received. It has been given to the Library Lovers' Fund, the Children's Library Improvement Fund, special children's collection fund and the Endowment Fund.

Thank you all for your continued generosity to make our libraries better.

--Mary Jean Place, Fund Drive Chair

(POLLS, From page 1)

When asked “Shall the City of Palo Alto incur \$78 million dollars of bonded indebtedness for the renovation, expansion, and construction of certain improvements to the Palo Alto Children’s Library, the Palo Alto Main Library, the Mitchell Park Library, the Mitchell Park Community Center, the Palo Alto Are Center and the Junior Museum and Zoo?”

- 53 percent responded Yes/Approve,
- 14 percent responded Lean Yes/Approve
- 20 percent responded No/Disapprove

Unfortunately, this quoted total sum may be insufficient to get the job done and no breakdown of the cost to individual households was provided.

By comparison, the following questions provided a potential per-household cost and quoted a larger, more realistic sum for getting the job done.

When asked “Shall the City of Palo Alto incur \$90 million dollars of bonded indebtedness for the renovation, expansion and construction of certain improvements to the Palo Alto Children’s Library, the Palo Alto Main Library, the Mitchell Park Branch Library, the Mitchell Park Community Center, the Palo Alto Arts Center and the Junior Museum and Zoo?”

- 41 percent responded Yes/Approve
- 6 percent responded Lean Yes/Approve
- 42 percent responded No/Disapprove

This was followed by “If the measure would cost homeowners \$68 per hundred thousand dollars of assessed value would you vote yes to approve or no to disapprove the measure?”

- 40 percent responded Yes/Approve
- 5 percent responded Lean Yes/Approve
- 43 percent responded No/Disapprove

Because California requires a 67 percent majority to pass bonding measures, the next question is important to note. It reflects a good beginning for success, before a full educational campaign of the community at large has even begun.

When asked Shall the City of Palo Alto incur \$60 million dollars of bonded indebtedness for the renovation, expansion and construction of certain improvements to the Palo Alto Children’s Library, the Palo Alto Main Library, the Mitchell Park Branch Library?

- 60 percent responded Yes/Approve
- 5 percent responded Lean Yes/Approve
- 21 percent responded No/Disapprove

This was followed by “If the measure would cost homeowners \$42 dollars per hundred thousand dollars of

assessed value per year would you vote yes to approve or no to disapprove the measure?”

- 54 percent responded Yes/Approve
- 6 percent responded Lean Yes/Approve and
- 27 percent responded No/Disapprove.

Palo Alto voters are sticklers for details and accuracy. Any financial support to libraries will need to be prudent and essential. I believe library supporters can make the case on both these points. Our library staff members, at least, know how to run a mean and lean library program and creative fiduciary responsibility seems to come with the job description!

The challenge remains for grass roots advocacy to convey to the community the libraries’ critical needs and to convince them of the merits of supporting long overdue repairs and renovations.

Given this recent baseline polling data, the Friends can confidently continue efforts of support for improving Palo Altos libraries infrastructure knowing it will be a unifying effort with broad community support.

Please note that copies of both complete polls can be found in the City Manager’s Report dated December 10, 2001, CMR:454:01. Also, it bears remembering that these two polls were conducted after September 11 and well into our current economic downturn.

--Shelby Valentine

MEMBERSHIP NEWS

Welcome to the newest members of the Friends:

**Susan & Stewart Crown
Nancy Karp**

We are especially pleased to acknowledge the generous donations of five new Life Members:

**Betsy & Nat Allyn
Sonya & Gary Bradski
Katherine Halliday
Judy & Jim Kleinberg
Shantha & VJ Mohan**

In addition, we are most grateful for the renewals of the following members:

Sue Beaver, Susan Elgee & Steve Eglash, Doris and Sidney Feinberg, Laverne Kleeberg, Miriam & Ed Landesman, Jeff Levinsky, Rachel & Donald Levy, Targe Lindsay, Mandy Lowell, Ellie & Dick Mansfield, Mary Pat & Robert McLean, Myrna & Leon Rochester, Irene Sampson, Ellen & Dennis Smith, Mary Jane & Fielding Tapp, Lisa van Dusen & John

**Kelley, Lisa & Ed Walker, Herbert Weidner,
Elinor & Bruce Wilner**

Are YOU wondering if it is time to send in a renewal check? Please check the label on this newsletter and use the printed form if your membership has expired. Thank you for helping keep down our costs.

--Sarah Clark

LETTER TO THE EDITOR

Dear Friends of the Library,

Thank you for the joy your books have brought. When the Museum of American Heritage began to plan a room featuring children's train books, the call went out to Friends of the Library. Your volunteers responded with a varied selection of "train tales" familiar to old and young. Each weekend the museum was filled with train enthusiasts, young families, children and grandparents. In the story room adults exclaimed, "I remember that one" about Virginia Lee Burton's *Choo Choo*. Seniors discovered that the new edition of *The Little Engine that Could* was just as popular as the 1930s edition. Parents found their favorite books and read them to children. The children shared their knowledge of *Thomas the Tank Engine* and high-speed bullet trains.

Thank you, Friends, for sharing your well-loved books with yet another enthusiastic audience.

Beth Bunnenberg
Exhibit Committee
Museum of American Heritage
Palo Alto



Presidents Message January 2002

It may be counter intuitive, but in the past few months, the trend has been that Americans are more tolerant of those voicing unpopular ideas. Libraries report an increase in requests for materials that prior to September 11th were shunned or ignored because they were perceived as controversial.

As unwieldy and messy as democracy often seems, this increase in tolerance and acceptance that crosses racial, cultural and socioeconomic lines is an important and healthy sign, and one that libraries have a role in facilitating.

We can be proud that, in a large part due to the efforts of our library staff, Palo Alto libraries provide us with a collection of materials that reflects a great diversity of topics. But, it is no longer adequate simply to offer materials with content that is rich and varied. Today, library patrons need and expect a contemporary variety of formats as well. Technology now gives more options than merely paper and bindings. There are audiotapes, videotapes, CDs and Internet access, to name a few of the more conventional and well known. All of these enhanced formats help assure that no one is left behind, regardless of age or ability. They provide reasonable access to as many citizens as possible so that no one is disenfranchised by lack of access to knowledge.

But, believe it or not, even though we're in the heart of Silicon Valley, Palo Alto lags behind in many technologies. There's a healthy debate to be had about the longevity or pertinence of some of the newer innovations, but that becomes moot when Palo Alto's library buildings can neither adequately house the conventional collection we already have nor possibly accommodate the electrical demands of enhanced technologies. Just take a peek sometime at the electrical setup behind a computer terminal at Mitchell Park Library, for example, and you'll see a collection of jerry-rigged wiring that looks like spilt spaghetti noodles. Or compare the access capabilities of Palo Alto's technology system with the library of any of our neighboring communities. I believe you'll be surprised if not shocked at how antiquated Palo Alto is by comparison.

It's been documented that over the past number of years, Palo Alto has slid from being a positive contributor within the shared Peninsula network of libraries, to a negative borrower. In other words, more Palo Altans use other cities' libraries than other cities' patrons come to us, when for years it was the other way around. Maybe this doesn't sound very significant. But it is, because it is yet another indicator of how Palo Alto used to be near the top in the state in the ranking of library systems but isn't any more. Palo Alto has gone from being a well-established library leader in California to lagging behind.

In a city where three out of four voters have a library card and describe themselves as frequent library users, surely we can find a way to catch up and restore our library system.

The coming year will mark the Palo Alto library system's 100th birthday. Let's say happy birthday by giving the system a real gift: repaired and renovated libraries to meet this generation's needs--for the sake of our children, our youth, young adults, singles, families, seniors, everyone!

Prior generations of Palo Altans did it, and so can we!

--Shelby Valentine

BOOK SALE NEWS

THIRTY-FIVE NEW VOLUNTEERS--a record for the Book Sale!

In the last nine months a wonderful group of new volunteers has joined our ranks, preparing donations and/or working sale days at Terman. **Althea Anderson** (new supervisor for Room 35), **Shankar Avsb, Heidi Berndt, Karen Bobonich, Marda Bucholz, Margaret Cohen, Donna Crossman, Carolyn Davidson, Caroline and Barden Finch, Peter Giamalis, Marian Knox, Miriam Landesman, Rachel Levy, Carolyn Long, Phyllis Mayberg, Jack and Lois Ohms, Ed and Vern Rice, Mary Smith, Les Zatz, Tisa Walker, Kay Wangelin and Bob Roudin, Marian McGillivray and Peter Milward, Julia Grey, Paula Richman, Marilyn Simbeck, Scott and Christina Archer, Margaret Worland, Sandra Smith** and, most recently, **Targe Lindsey**. We welcome and thank you all for your hard work, good cheer and loyalty. Remember, there is always room for others to join these distinguished book people in the Book Room.

THE NEW CHILDREN'S BOOK ROOM 32 is a great success. On sale days it is crowded with children and parents everywhere, scrambling for their favorite books. **Winnie McGannon** supervises Room 32; **Geraldine Goh, Georgia Schwaar** and others help arrange donations. This children's room is a dream come true for the Book Sale volunteers.

SIX ROOMS AT TERMAN—yes, we now occupy six big rooms filled with books and other donations. They are the good old Bargain Room (and our preparation room); Room 31, the Fiction/Classics/Science Fiction room; Room 32, Children's; Room 33, a catch-all for donated furniture, electronics and unusual miscellaneous donations that arrive in boxes of books--at January's sale, tons of computer books; Room 34, the Special Books/Art/Science room; and Room 35, the Non-Fiction Room with CDs, Music, History and Biography, etc. Ask a volunteer for a subject list handout on Sale Day--it lists specials and subjects in each room. You can also consult a subject locator list posted in each room.

SAVE THIS INFORMATION FOR REFERENCE:

Book Room phone number: 493-7432 (leave message if not answered).

Book Room hours: Mondays, Tuesdays and Fridays from 9 a.m. to noon; Wednesdays and Thursdays 2 to 5 p.m.; Saturdays 3 to 5 p.m.

The next sale is February 9 from 11 a.m. to 4 p.m. at Terman.

For donation information call Book Sale Manager Marty Paddock at 493-5672. **To volunteer** call Barbara Silberling at 856-1862.

For information on Non-Profit Day call Maggie Anderson at 856-7741. Monday after every sale, teachers and non-profit organizations choose free books from the Bargain Room.

--Barbara Silberling



SALUTE TO ROBERTA HARVEY

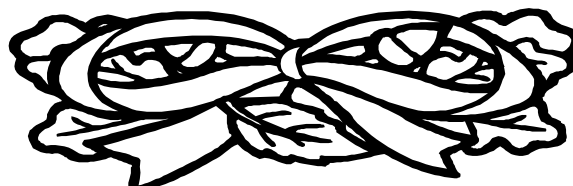
Our libraries lost a wonderful friend recently when Roberta Harvey died. Roberta helped unpack and sort book donations and she cashiered at our book sales. But her greatest contribution came when, as a member of the Friends board, she was a key player in getting us a Library Commission.

In 1994 when the Friends board first considered reestablishing the old Library Board, Roberta volunteered to be on the committee. At the first meeting, in typical Roberta fashion, she saw we needed a copy of the State's formidably thick publication *Trustee Toolkit for Library Leadership*. She studied it, boiled it down and concluded that the City needed an advisory rather than administrative board or commission. With this background we were off and running.

I have a wonderful memory of a luncheon with Roberta and June Fleming, our city manager at the time. At the board's request, I had alerted the City Council in November 1994 that the Friends was embarking on a campaign to establish a library commission. June, who firmly opposed this initiative, invited me to lunch saying, 'I want to convince you that this move is unnecessary.' I invited Roberta to join us, and for every argument that June presented Roberta fired right back with a compelling counter argument. She helped give the Friends the momentum we needed to successfully pursue the creation of today's Library Advisory Commission.

Thanks, Roberta. You served our libraries well.

--Ellen Wyman





A SPECIAL GIFT FROM A SPECIAL FRIEND

It's truly amazing what kinds of things are donated to FOPAL.

Recently, a longtime FOPAL life member spent six months cleaning out her house and getting ready to move out of the area. When she finally called us to pick up "a few things" she gave us over 1,500 post cards dating back to 1902 and a run of *New Yorker* covers from 1960 to 2001, which our customers are already purchasing. It was a fascinating assortment covering every subject imaginable. The challenge for us was to find people who would pay Friends what this unique collection of miscellaneous but extraordinary materials was actually worth.

The collection of archival ephemera filled four boxes and included:

- Old trade cards, early road maps, several 19th century tintypes, 1888 crocheting and knitting patterns, hand-painted silk bookmarks, advice on how to see San Francisco by trolley and cable car in 1912, several copies of the 1910 *Youth Companion Gazette*, a 1924 *Portable Houses Catalog*, Traveler's Insurance promotional materials and some books, one of which was dated 1794.

- A strongly worded 39-page brochure titled *Democracy and Japanese Americans* by Norman Cousins asserting that ". . . the evacuation of more than 70,000 citizens, charged with no crime, into concentration camps, by Presidential fiat was neither constitutional nor democratic."

- A turn-of-the-century brochure titled *Bridal Trousseaux* announcing that James McCutcheon & Co. of New York was offering embroidered "lingerie outfits" for \$3,000 and "housekeeping outfits" which included 12 dozen dinner napkins for \$5,000 plus an additional \$975 to suitable embroider all of the items with initials or monograms.

- A small, 30-page booklet published in 1924 by Frigidaire telling the housewife how to make "Frozen Desserts DeLuxe" and emphasizing that having a Frigidaire in the home "eliminates once and for all the unwelcome visits of the iceman, with his dripping ice and his wet and muddy tracks."

- A 62-page booklet by Gilbert (of Erector Set fame) on *Glass Blowing*, written in 1909, showing all of the young boys doing their glass blowing projects properly attired in knickers and neckties.

- A rare Civil War single newspaper size sheet headlined "Facts For Men Who Do Their Own Thinking," urging readers to "Vote for Lincoln and Liberty, Against

McClellan and Slavery." Friends is preparing to sell this for hundreds of dollars.

We were also given five large bookcases which the donor had gotten years ago from William Wreden's bookstore and which we sold immediately.

This generous donation is truly appreciated and, although FOPAL is still in the process of selling the collection, it appears that the total amount will exceed \$3,000. The donor asked that the funds obtained from the sale of this donation be added to FOPAL's Endowment Fund so that the money will continue to serve the library over the longer term, saying "The money couldn't be put to a better use."

What a wonderful Friend!

--Ellen and Tom Wyman

TREASURES AT TERMAN



Drawing by Virginia Kolence

The Terman Park Library opened to the public on March 5, 1985. It was named in honor of Lewis M. Terman and Frederick E Terman. Lewis Terman was a Stanford psychologist who pioneered in measuring intelligence and achievement. His son, Frederick, was a Stanford engineering professor known as the "father of Silicon Valley."

Terman Library can be divided into four sections for the purpose of description. There is the main reading room, which contains the stacks and reading lounge; the community room, which is available for public meetings and group activities (accommodating approximately 100 people); the staff room with kitchenette; and a small open-air courtyard. The Friends of the Library book salerooms, where gift books and library discards are organized for eventual sale to the public, are located adjacent to the library.

Terman Library collections are different from those of the other Palo Alto libraries. Serving the southwest corner of the city, the collections were built with general and popular reading interest in mind. The

(Continued on page 6)

(TERMAN, from page 5)

emphasis on current popular reading is supplemented by local interest non-fiction on topics such as gardening, travel, humor, personal growth and financial management.

Terman's permanent collection is in the paperback format, and is organized into categories much as one would find in a general interest bookstore. The Dewey library classification system is not used, with a few minor exceptions.

Terman also subscribes to a book-leasing plan, McNaughton. Selection of current interest hardcover fiction and non-fiction is accomplished through the McNaughton plan. After these books have been circulated for a year or two, and interest in them fades, the books are removed from the collection and returned to McNaughton. This helps us to maintain collections of current popular interest and helps avoid the accumulation of materials in low demand for which we have little room for storage. Because of streamlined ordering and processing of these items, Terman is able to stock high demand items quickly.

Patron requests for book titles are encouraged. Selection is inspired by either anticipated or actual demand among our clientele.

Terman offers access to broader collections at the other Palo Alto libraries through the library catalog. Books collected by these other facilities can be requested for pickup at Terman, just as Terman materials that are on the shelf can be requested from other libraries. Terman materials that are checked out cannot be placed "on hold" (the more formal process by which reserves are entered in the computer and the patron is notified when the desired item becomes available).

Terman patrons often comment on their good fortune at finding items on the shelf at Terman when the holdings of that title at the other five libraries are burdened by long hold queues. If patrons want a current popular title and the items in the main catalog are tied up in reserve queues, a search of the Terman catalog, which is separate in the library computer, might yield the desired title in a much shorter period of time.

The ambiance at Terman Library is like that of a comfortable living room. The room is bright and open, and comfortable seating abounds. A modest selection of popular magazines and local newspapers are available for reading in the library. Back issues of the magazines can be checked out.

--David Irving

INTRODUCING OUR NEW WEBMASTER

Jeff Levinsky, a computer scientist and 24-year Palo Alto resident, has stepped forward to volunteer as webmaster for the Friends of the Palo Alto Library web page.

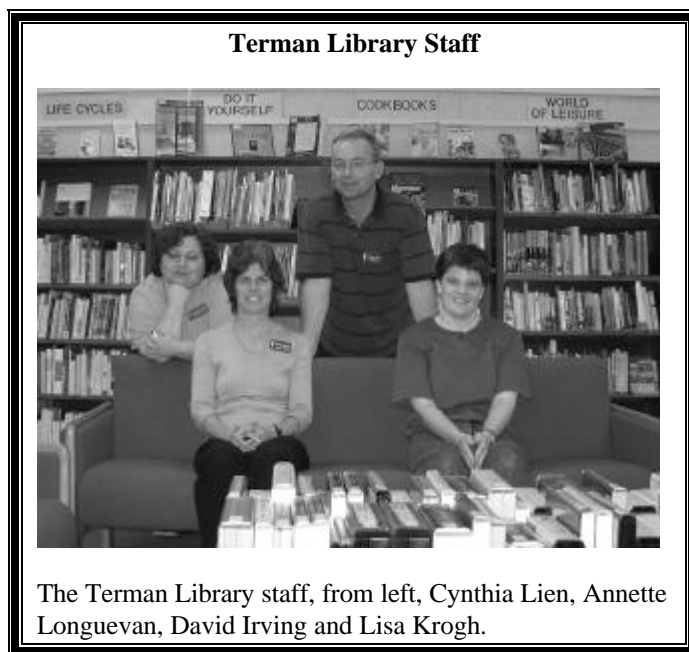
The page, at www.friendspaloaltolib.org, offers community news about the library and funding issues as well as dates of upcoming book sales, FOPAL meetings and activities, library events, book group meetings and library holidays.

Jeff takes over webmaster duties from FOPAL board member and former treasurer Bob Jack, who has done a fabulous job establishing and maintaining the site. Jeff and Bob welcome suggestions for the web site from everyone, and can be contacted at webmaster@friendspaloaltolib.org.

Jeff originally came to Palo Alto as an employee at Hewlett-Packard Labs. Now, when he's not in the library, he works at a non-profit organization on new applications of computers for social benefit, and consults for private industry.

Thank you, Jeff and Bob!

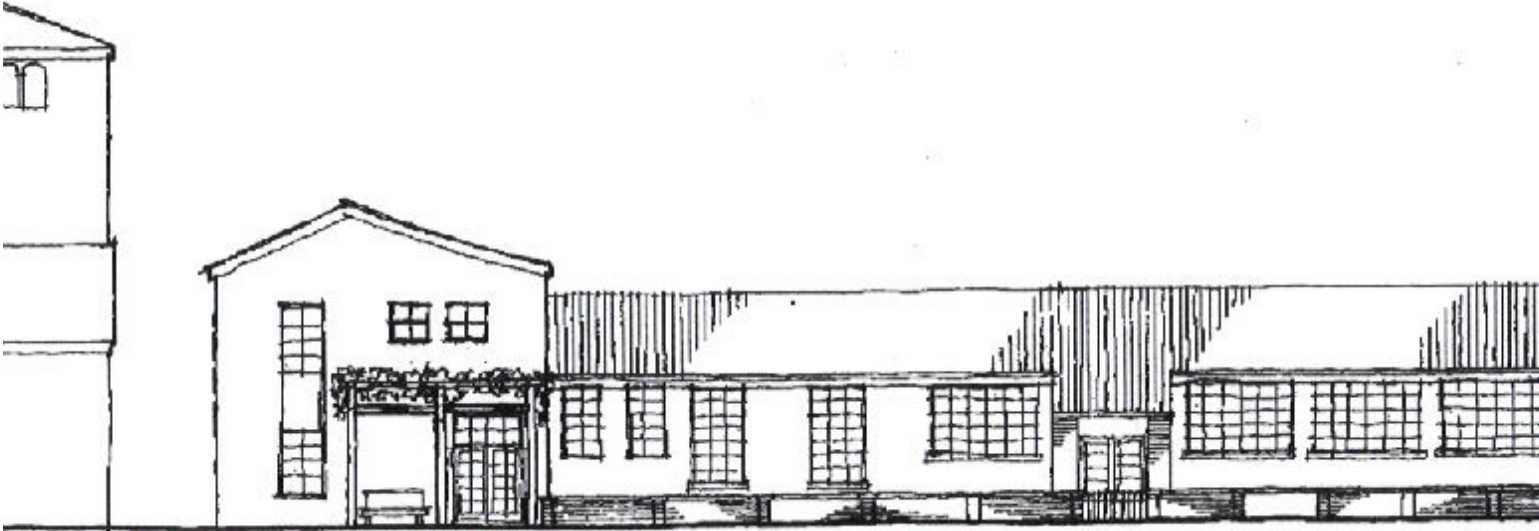
--Chris Kenrick



NEW BOARD MEMBER

The Friends of the Palo Alto Library Board of Directors welcomed new member **Shantha Mohan** at its January 9 meeting. Shantha, an 18-year resident of Palo Alto and mother of two, until recently worked as vice president of software engineering at Consilium, an Applied Materials Company. Among her many interests is volunteering at the Mitchell Park Library.

--Chris Kenrick



DO YOU WANT THE NEW CHILDREN’S LIBRARY TO LOOK LIKE THIS?

If you have an opinion, come share it with the architects! The Children’s Library Expansion Project Committee will host a second public forum on Thursday, February 7 from 7 to 8:30 p.m. at the Children’s Library.

Planners will provide an overview of the design alternatives, and your opinions will be welcomed.

Join the Friends!

Yes, I want to help the libraries and join the Friends and receive the monthly newsletter.

Name _____

Address _____

City, State, and ZIP _____

Cut out and send this form along with your check to:

**Friends of the Palo Alto Library
Box 41
Palo Alto CA 94302-0041**

- Friend \$15
- Family Member \$25
- Patron Member \$40 -\$ 50
- Sustaining Member \$100
- Life Member \$250

The last dues reminder you’ll get!

Please check here if this is a renewal.
Please don’t send me the newsletter.
Please keep my name off the membership list.

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ADDRESS SERVICE REQUESTED

TIME VALUE

WebPage: <http://www.friendspaloaltolib.org/>

Email: info@paloaltofriends.org

<p>Monthly Book Sales: Second Saturday Terman Library, 661 Arastradero Road 11a.m. to 4 p.m. February 9 March 9 April 13</p>	<p>Board of Directors Meeting: First Wednesday Lucie Stern Community Center Community Room, 1305 Middlefield Road 8:30 to 10 a.m. February 6 March 6 April 3</p>
<p>Library Commission: Fourth Thursday Council Conference Room, 260 Hamilton Ave. 7 p.m. February 28 March 28 April 25</p>	<p>Book Discussion Group: Second Thursday Lucie Stern Community Center Fireside Room 1305 Middlefield Road 7:30 to 9 p.m. For information, call Crystal 961-1528 February 14 <i>King Leopold's Ghost</i> by Adam Hochschild March 14 <i>Girl with a Pearl Earring</i> by Tracy Chevalier April 11 Annual Selection of Book Titles- Bring your favorites! New? Please do check us out. Come visit, join FOPAL, and participate in simulating discussions.</p>

Friends of the Palo Alto Library (FOPAL) Board of Directors: Ann Shelby Velentine, President; Amy Greene, Vice-President; Gretechen Emmons, Secretary; Paula Sandas, Treasurer; Sarah Clark, Asst. Treasurer; John Burt, Chris Kenrick, Shantha Mohan, Robert Otnes, Marty Paddock, Mary Jean Place, Cecelia Rodriguez, Barbara Silberling, Barbara G. Smith, Cherie Stephens, Karen White, Members; Mary Beth Train, Representative to the Silicon Valley System Advisory Council; Mary Jo Levy, Director of Libraries, Library Representative to the Board; Barbara Geibel, Coordinator, Downtown Library. Foreword Staff: Chris Kenrick, Shantha Mohan, Cherie Stephens; Circulation: Post Haste Direct Mail Service.