

# Read-Look-Listen In Your Library

NATIONAL LIBRARY WEEK

April 12-18, 1970

National Library Week for 1970 is the week of April 12-18. *The emphasis this year will be on telling the library story outside the library.*

The goal for 1970 in North Carolina is:

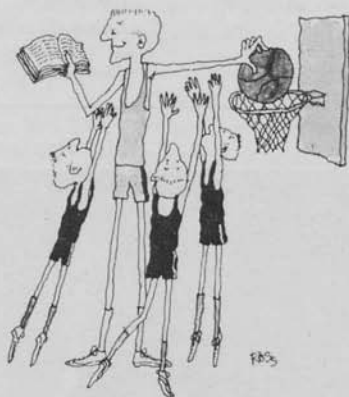
To encourage increased patronage of library services through a concerted effort to acquaint current nonusers with the availability and value of services now being provided in their locale, focusing first upon the business community, then branching out to other nonuser groups.

If the goal of providing extensive information about library services is to be reached, mass media must be the major channel for distribution. Librarians are urged to cooperate across county lines and within communities in making the best use of the various communication means open to them. Experimentation with new ways of communication is certainly desirable.

County representatives of the North Carolinians for Better Libraries are serving as county chairmen.

The state National Library Week Committee consists of the following members: Mrs. Robert W. Scott, Raleigh, Chairman; Miss Charlesanna L. Fox, Asheboro, Executive Director; Mrs. Vera B. Melton, Raleigh, Assistant Executive Director; Mrs. Darlene Ball, Greensboro; Mr. Tom Burgiss, Sparta; Mr. James W. Carruth, Raleigh; Mr. B. C. Crews, Jr., Greensboro; Dr. Lewis C. Dowdy, Greensboro; Mrs. Judith Garitano, Raleigh; Mr. Jesse Helms, Raleigh; Mrs. Gladys Hontz,

Mount Olive; Mrs. Jane C. McRae, Elkin; Mr. Clifton Metcalf, Waynesville; Mr. Jim Ollis, Laurinburg; Representative Charles W. Phillips, Greensboro; Mr. Herbert Poole, Guilford College; Mr. Sam Poole, Aberdeen; Senator Hector MacLean, Lumberton; Miss Eunice Query, Boone; Mr. Richard L. Rice, Raleigh; Mr. William Roberts, Salisbury; Mrs. John N. Walker, Mount Olive; Miss Nancy Wallace, Raleigh; Mrs. Carlton G. Watkins, Charlotte; Mr. Charles A. Whitehurst, Greensboro; Mr. James J. Williams, Yadkinville.



## Reading Is For Everybody

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The themes, "Reading is for Everybody," and "Read-Look-Listen in Your Library," lend themselves to creative designs and activities within the libraries and in the communities. The materials available from the National Library Week Office are attractive and useful and promote the emphasis for this week in 1970.