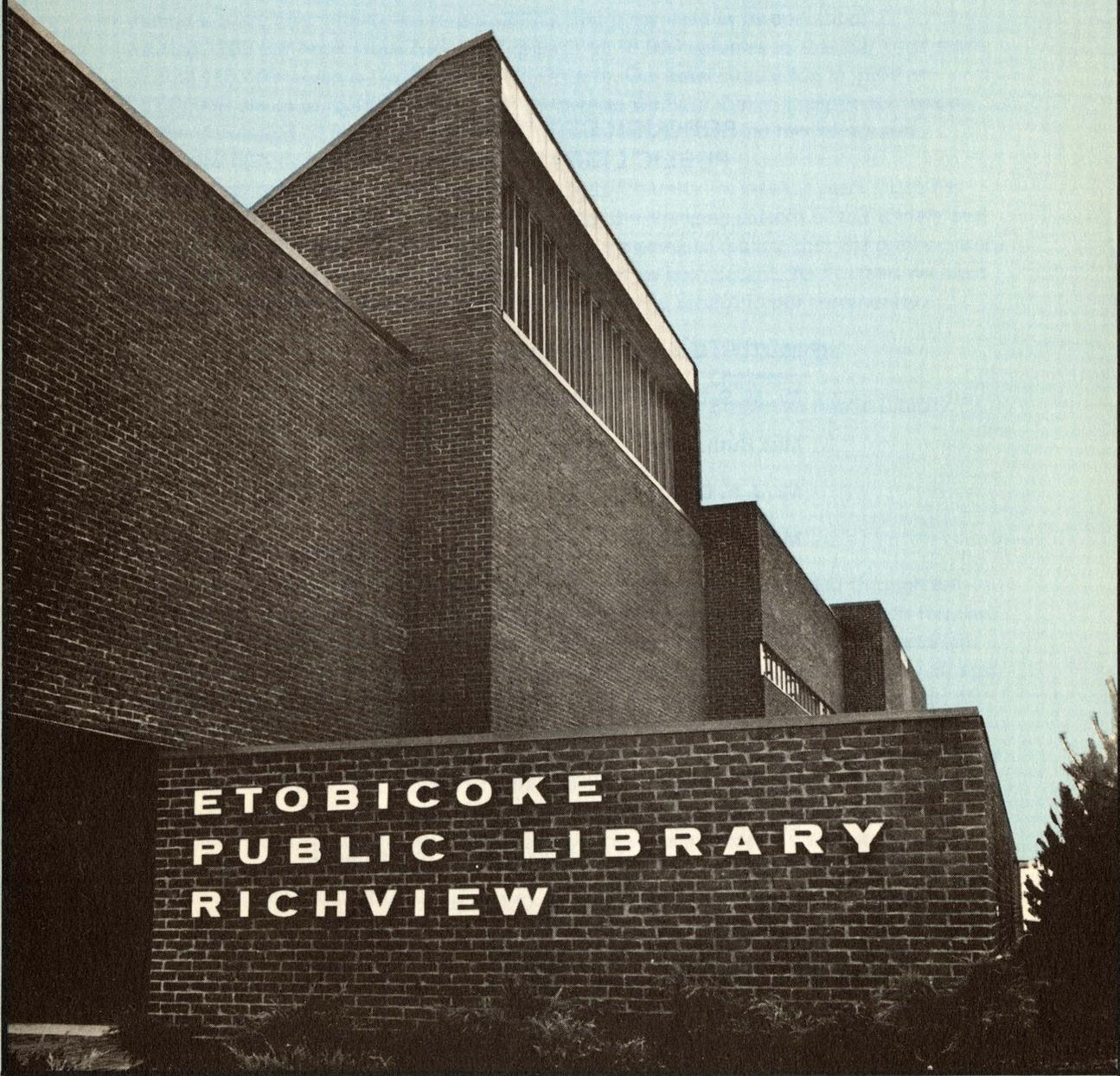
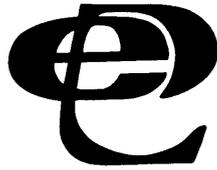


ETOBICOKE PUBLIC LIBRARY

ANNUAL REPORT 1969



ETOBICOKE  
PUBLIC LIBRARY  
RICHVIEW



**BOROUGH OF ETOBICOKE  
PUBLIC LIBRARY BOARD**

**1969**

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Secretary-Treasurer to the Board

Miss M. E. Hughes, Deputy-Chief Librarian

## **Etobicoke Public Library Annual Report 1969**

### **From the Chairman's Report**

This year completes the 20th year since the Etobicoke Library Board was established. A review of some comparative figures gives an indication of the stature of the Etobicoke Public Library and reflects the responsibility that is involved in its operation.

During 1969 our book stock had a net growth of 18,000 volumes so that our total stock is now 445,000 which is the 5th largest in Ontario. Our total circulation in 1969 of 2,173,938 places us in 4th position in the province. We have shown exceptional growth in the circulation of audio-visual materials and the use of films and recordings had expanded 50% during 1969.

Public libraries provide a valuable service to the community. In twenty years much has been done to keep abreast of the needs. However the changing pattern of our society and its increasing demands for continuous education are going to require that the public library play a more important role in the future. We cannot be complacent. As Trustees we must ever be striving to have the library accepted as a priority service in our community.

T. H. Goudge,  
Chairman  
Etobicoke Public Library

### **From the Chief Librarian's Report**

At the beginning of 1970 public library service in the Borough is provided through ten libraries and two bookmobiles. During the past year our libraries were busy, with frequent instances of standing room only for those who wished to sit and use reference materials. Pre-schoolers came to story hours, senior citizens to film programs, and citizens of all ages held meetings, heard talks, viewed films, made and listened to music, viewed displays of art and artifacts.

There is indeed ample evidence that a service has been provided which the community has used and appreciated. But the public library is a social institution closely related to the society it serves. The objectives of public library service remain the same, but the ways by which they are met will inevitably reflect the changes in society. We must look back then, not with a sense of complacency about what has been accomplished, but only to see how we approach the future.

B. D. Hardie  
Chief Librarian.

## **The Beginning**

Humber Bay, the cradle of library service in Etobicoke, is today the smallest of the Etobicoke Public Library branches.

Its beginning in 1925 was due to a number of community minded citizens forming an Association Library which

later became a School Section Public Library. In 1948

the present site on Park Lawn Road was purchased. In

the following year at the Township elections a vote

established a Township Public Library. In March 1950

the Humber Bay School Section Public Library transferred all of its assets to the newly

formed Etobicoke Public Library Board and plans for financing and building a library on

the Park Lawn site were carried out. In January 1951 the Humber Bay Library opened its

doors to the people in the neighbourhood. This library also served as administrative head-

quarters for the new library system until a larger main library was built.



*Humber Bay Library*

## **The Mobile Service**

A month prior to the opening of the Humber Bay Library the first bookmobile went into service. For more than two years it travelled throughout Etobicoke offering library service

to residents from the Queensway, through areas of farm and field, to Thistleton. In 1953

the original bookmobile was replaced by a larger, better designed model and in 1962 a

second one was added to the system. This was replaced by a new one in the summer of

1969.

Travelling to new districts and to those neighbourhoods remote from a library, the two

bookmobiles included 23 stops in their regular weekly schedule since September 1969.

## **The Mainstream**

Brentwood Library, completed in 1955, was designed as the main library, and functioned as administrative headquarters for the library system until 1966. During this decade population and development in Etobicoke increased far beyond anticipation bringing needs for specialized service to business, to students, to senior citizens and to children. Today, close to the subway and shopping, many people still pass through and by Brentwood's doors.

In 1969 this library had the second highest circulation in the Borough. Two afternoon film series were presented, a folk music workshop was developed, a stamp club for Boys and Girls was begun, and among other special services, staff selected records to accompany a series of lectures being given to patients at Lakeshore Psychiatric Hospital.

In 1970 interior renovations will provide more badly needed public service space in the Brentwood Library.



*Choosing a book in Brentwood*

### **The Growing Community**

“An alive and vital society is marked by nothing so much as a vigorous participation in the knowledge explosion.”

This statement by William G. Davis, Ontario Minister of Education, could be a definition of the reason for the existence of all libraries. The need for more accessible library service in the growing areas of the Township resulted in the building of Alderwood, Rexdale and Eatonville branches. In 1958 the Alderwood Library was opened to serve the 15,000 residents in that community. In March 1964 the Eatonville branch was opened. The people of the area were more than ready to make it a busy part of their environment. In the first fifteen days after opening almost the entire book stock of 18,000 volumes had been borrowed. Today it is still one of the busiest in the system. Alderwood and Eatonville buildings are both designed with attractive multi-purpose meeting rooms. These become the children’s story hour rooms when needed. Art displays, local group meetings, film and lecture programs have added to the interest and vitality of the libraries’ uses .

### **The Growing Generation**

The Rexdale Branch of the Etobicoke Public Library opened on November 12, 1959, at 2 p.m. At 2.05 p.m. a large delegation of children from a nearby school arrived. This set a pattern for the future. In 1969 librarians from this same branch visited the school to “see” an eighth grade music project. The scene literally exploded with posters, strobe lights, dancers, and music all reflecting the mood of the ‘60’s. The how-to-do-it information for the students had been supplied by the library.

This is an indication of the sophistication of children’s demands today. All Boys and Girls librarians are facing the task of supplying information on subjects previously considered beyond the interests of children.

During 1969 many special programs were presented introducing people with a variety of activities. Included were pioneer demonstrations of spinning and buttermaking, folk singing, and the exciting experiences of meeting a live python brought to several libraries by Bruce McBride of the Royal Ontario Museum.

For younger children the pre-school age story hour is their delight. Every library in the system presented one or more of these programs each week.



*Story hour at Rexdale*



### **The Progressive Centre**

In 1966 Richview Library was completed replacing the Brentwood Library as the headquarters for the system. The board room, administrative offices and all centralized services are located here. It is the focus for the teletype installations. One circuit, provided by the Metropolitan Library Board, links the Metropolitan Bibliographic Centre and the headquarters library of each borough. The other links five of the Etobicoke libraries. Requests for materials are transmitted constantly and the materials (books, periodicals, films) made available by a daily delivery service. The total resources of the public libraries of Metropolitan Toronto are thus made available to any library user. Richview is the chief outlet for audio-visual materials. Documentary films, records, film strips, 8 mm films and slides, are an increasingly important part of the library resources and their use is constantly growing. Art exhibits in the gallery at Richview have included shows from the major art groups in Etobicoke, from students in creative arts at Humber College and from individuals. In the meeting room there have been film programs, art lectures, lectures on investments, and meetings and programs of community groups.

### **The Etobicoke Mosaic**

On January 1, 1967, the municipalities of Etobicoke, Long Branch, Mimico, and New Toronto were united to form the Borough of Etobicoke. As each of the Lakeshore municipalities had its own library, the new Borough Library System consisted of ten libraries. On January 11, the inaugural meeting of the Borough of Etobicoke Public Library Board was held at Richview Library. Mr. T. H. Goudge was elected Chairman of the Board, the position he holds in 1970. Mimico Centennial Library is at the same time the oldest and newest of library branches; oldest in service since it was founded with a Carnegie Library grant in 1915; newest in building since it was the town of Mimico's Centennial project completed in late 1966 in time for the celebration of Canada's Centennial Year.

The New Toronto Library opened in 1928. With the addition of the Ina M. Keesee children's library in 1940 and further addition to the building in 1954, library facilities were expanded.

In Long Branch Library, service began in 1946 in a rented store. A library building was erected in 1955 and enlarged in 1964. It now includes an audio-visual room which is used for children's story hours, film programs, community meetings and art displays.



*Entrance court Mimico Centennial*

## The Future

In 1969 there were still fields in Etobicoke. These are rapidly being built up. The area of present and future growth is in the north-west sector of the Borough. Plans for increased service to this neighbourhood are being made. The Board already owns a site on the Albion Road for a library. The present temporary quarters, situated in a store in the shopping plaza, are hard pressed to provide adequate services to the large number of people who use them. Statistics show a stable growing rate between residents in the area, library circulation and increase of book stock. But in the library itself space is cramped, shelving is limited, little reading area is available and programming must be confined to children's story hours. The addition of a full time boys and girls librarian enabled the library for the first time to accommodate school class visits, and opening hours were increased to include four evenings a week.



*In the Albion Mall*



*Our building site on Albion Road*

## STATISTICS

|  |  |           |
|--|--|-----------|
| Circulation  |  |           |
| Books, periodicals etc                                 |  | 2,173,398 |
| A V materials<br>(films, records, slides)              |  | 23,502    |
| Interlibrary loans                                     |  |           |
| Borrowed   |  | 1,719     |
| Loaned   |  | 1,617     |
| Library materials                                      |  |           |
| Book stock   |  | 445,827   |
| A V materials<br>(films, records, slides, film strips) |  | 6,877     |
| Attendance at special programs<br>in libraries         |  | 53,032    |
| Attendance at film programs in<br>the community        |  | 181,414   |

## FINANCIAL REPORT

| Revenue           |                 | Expenditures         |                 |
|-------------------|-----------------|----------------------|-----------------|
| Borough tax levy  | \$1,508,018     | Administrative       | \$1,059,553     |
| Provincial grant  | 125,400         | Library operational  | 288,422         |
| Other receipts    | 62,642          | Building operational | 83,894          |
| Balance from 1968 | 23,366          | Fixed and capital    | 270,137         |
|                   |                 | Balance              | \$ 17,420       |
| <br>Total         | <br>\$1,719,426 | <br>Total            | <br>\$1,719,426 |

