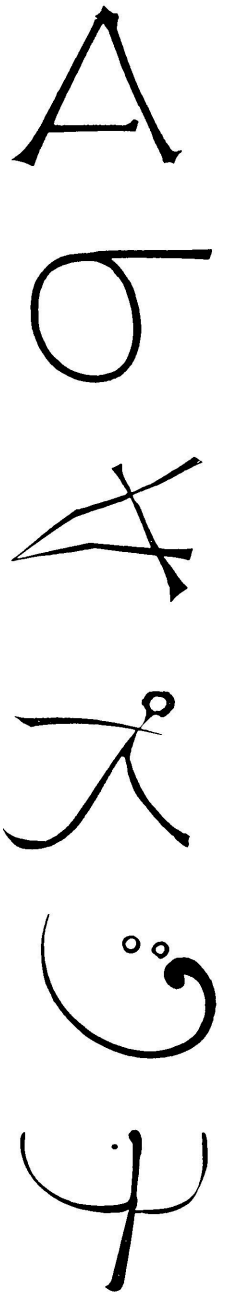
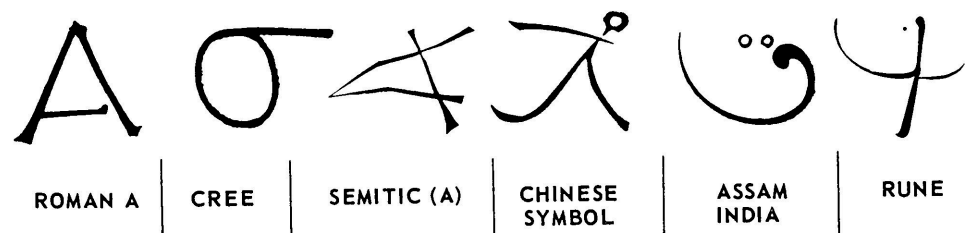


YEAR IN REVIEW
1970

NORTH YORK
PUBLIC LIBRARY





READING FROM LEFT TO RIGHT: THE ROMAN (A) AND SIMILAR TO THE SEMITIC (A), IF IT WERE TURNED ON ITS SIDE.

THE SECOND LETTER IS A CREE LETTER DESIGNED BY A CANADIAN MISSIONARY TO THE INDIANS OF WESTERN CANADA, THE ONLY CANADIAN LETTER HERE.

THE THIRD LETTER IS A SEMITIC (A) TURNED ON ITS SIDE RESEMBLING THE ROMAN (A).

THE FOURTH LETTER IS THE CHINESE SYMBOL FOR MAN, A PICTOGRAPH.

THE FIFTH LETTER IS AN (L) FROM THE STATE OF ASSAM, INDIA.

THE SIXTH LETTER IS (W) FOUND IN THE KENSINGTON STONE CALLED A RUNE FROM THE RUNIC ALPHABET OF SCANDINAVIAN COUNTRIES.

North York Public Library

NORTH YORK PUBLIC LIBRARY

THE LIBRARY BOARD

1 9 7 0

Mr. R. C. Hitchlock — Chairman

Mr. Cecil Eustace

Professor V. K. Gilbert

Mr. Christopher M. Hrushowy

Mr. Gordon R. McCowan

Mr. Douglas Pettem

Mr. A. R. Pile

Mrs. F. A. Pryal

Alderman John R. Williams

Mr. John E. Dutton — Secretary-Treasurer

Mr. D. J. Mudie — January to July 1970



CHAIRMAN'S REPORT

Two paramount developments marked the year 1970. Your Library Board had the pleasure of opening its fifth area branch (York Woods) in the northwest sector of the Borough and, a short time later, an expanded Bayview Village Community Branch. These openings represent the combined efforts of many people over a considerable period of time. York Woods, which is possibly the finest and most advanced area library in Metropolitan Toronto, was the culmination of five years' planning on the part of your Board and Library Administration, with an especially concentrated work effort in the past two years. The Bayview development was the result of an unprecedented use by the public of the first building to the point where it became totally inadequate, so that your Board had to provide space large enough to meet the demand.

The Board has been guided by a plan of development which envisaged a two-tiered library service conveniently accessible to all residents of North York. The plan is simply the placing of area branches in strategic locations with large population groupings upwards to 100,000. These branches, 20,000-30,000 square feet in size, provide an expanding library service on a fairly sophisticated level. The area branches would then be surrounded by small community branches, each within easy reach of most residents, and each capable of providing a more general library service, general reading and reference materials, children's work and special programs, and matters of immediate and local community concern.

With the opening of the York Woods Area Branch, attention has now focused to the northeast sector of the Borough where the sixth and last area branch development will take place. In this sector, we have a population approaching 80,000 with no library service conveniently available.

This area has been a major concern of the Board over the past three years, and a major part of 1970 was spent in planning for an area branch, to be located in the heart of this sector.

In general terms, 1970 stands as a very satisfying year for the North York Public Library Board. We could see at last the completion of the area branches and the results of the planning efforts and work of the past ten years and, at the same time, see these plans at the core of an expanded and more comprehensive library service than had been envisaged in the early 1960's.

We were very shocked, during 1970, to learn of the passing of our Vice-Chairman, Mrs. J. F. Peacock. Mrs. Peacock was a person of great energy and enthusiasm, and one deeply devoted to the cause of education and library work. She gave untiringly to the North York Public Library, and her death was a great loss to us, both personally and as a colleague.

The pages of this Annual Report carry in greater detail the accomplishments of 1970. They can also be read as benchmarks for the measuring of future progress and development; it is in this sense that we look back at 1970, and look forward to 1971.

A handwritten signature in black ink, appearing to read 'R. P. Huthwaite', with a large, sweeping flourish at the end.

Chairman
North York Public Library Board

MR. CHAIRMAN AND MEMBERS OF THE BOARD:



It is a great temptation to make the theme of this annual report a comparison of 1970 with 1960. This would be dramatic and easy but would not be useful in terms of the interpretation of the events of 1970 and the charting of the course in 1971.

In an institution such as ours, change, new direction or a new emphasis on service does not come suddenly but tends rather to evolve and develop in such a way that the impact (of change and innovation) is largely dissipated because of the time involved in making change. During 1970 many programs begun in previous years reached fruition, thus permitting us to look at these programs in some sort of perspective.

SHUT-IN-SERVICE

The major new program put into operation during the year has been the Shut-in-Service. Over a period of years, North York has changed from a predominantly younger middle-class community to a highly diversified one. For the past 8 months, a small group of staff has been developing library service to those people who through age or infirmity are not able to come to one of our branches. This service is performed in a variety of ways. In some instances, such as in hospitals, we provide books, advice and guidance to volunteer workers who provide the manpower to give the service. In other instances, deposits

of books are left in senior citizens' homes or apartments and the people themselves operate their own libraries. In yet other cases, we provide materials and operate the service within the institution. And finally, there are the regular visits, by staff, to individuals at home with books to meet the readers' needs. Sunnybrook Hospital is also part of this service. Here we are under contract to the hospital to staff and stock the library for a specified fee. The Shut-In-Service is now operating effectively in the community and will grow as the number of hospitals, convalescent homes, senior citizens' homes and related institutions increase in number.

As we work in this new area with other institutions, the need is emerging to define the library's responsibility in terms of books and supervisory staff and the responsibility of the institution in terms of space, equipment and personnel. The role of the volunteer becomes of great importance, too, as the service depends for its success on the understanding of the person and knowledge of the service being provided. In the coming months the role of the volunteer and the job to be done must be clearly defined.

AN AREA BRANCH OPENS



The opening of York Woods Area Branch was, of course, a highlight of the year. Use of this building and its facilities has justified much of the design and service concepts incorporated into it. The multi-media approach to its collection has resulted in a very high use of films, tapes and records both within the library and in circulation to patrons. The designed

theatre space and meeting rooms are serving a variety of community needs. For example, the rooms were used by 1,425 people at 31 meetings in November alone. It will be several years before the library reaches its full size, however, this branch will be able to meet the growing needs of a growing community.

COMMUNITY INVOLVEMENT



Probing our rapidly changing community in order to understand and meet the expressed needs of the citizen has been one of the developing patterns of this library in the past year. In structured terms, this has involved us in membership in existing community groups in several areas. By sitting in on meetings we have been able to identify needs and develop programs to meet these needs. Thus, during the year, we have continued to work in Flemington and Flemingdon Parks with book-mobiles, story hours, film programs and activity groups of various sorts. This type of programming has now been extended to Parkway Forest and Edgeley. This process of moving out must continue in a complex community such as ours. For many types of activities we can move out into schools, community centres and churches to help the people meet their expressed needs. At all times it is necessary for the library to identify its particular competence and stick to its skills and not get into areas for which we are not equipped.

In this type of activity, liaison with other community-minded groups is essential. In two areas, York Woods and Downsview, the library has taken the initiative in forming community resource groups composed of representatives of the Parks and Recreation Department, schools, churches, police and community groups. Through these types of relationships, the role of

the library can be defined along with its relationship to other groups working with the citizen. This type of activity requires time and personnel knowledgeable about the urban scene and how it functions. To be relevant to our public, more of this will be required.

In the 60's it was fashionable to talk about the needs of people as the hours of work per week decreased and leisure time increased. In 1970, we had a great deal of experience in this area and we began developing a unique place for ourselves in the field of adult education. The short, short course or the one-night exposure to a subject seem to be our thing and we pursued this with great success. Wine making, astrology, interior design, art, sailing, crafts, photography form a partial list of subjects covered in evening programs of one-to four-night duration. At the same time, there has developed a renewed interest in discussion groups where people meet to exchange opinions and discuss ideas in relatively unstructured groupings. In some instances, the library has merely initiated the program and the people have continued it.

In a more structured form we have found a significant function as an indoor Hyde Park or Debating Society — a place where topical problems can be discussed with the help of experts. The status of women, drugs, the rights of the citizen, religion, authority in schools, are subjects covered in this area, indicating a growing need on the part of the individual to find a place where he can exchange ideas and hear opinions. The library is in the idea business and this aspect of our program is important as more and more we appreciate the need for "dialogue" and "involvement" in order to insure that our democratic system remains healthy.

Once again, liaison with like-minded groups played an important part in the planning and development of this program. This varied from the complete involvement with the community and its organizations in Brookbanks to the very formal

relationship of some branches for specific programs with an institution such as York University. The Brookbanks Community Branch has become the most completely community-integrated library in our system. It has really become a textbook case of a library relating to its community. The conditions are ideal for this development but to achieve it required hard work and the development of a variety of skills on the part of many staff.

Whether the activity is within the library or outside its walls, this need to know and understand the community is becoming more pressing. As an institution, we tend to reflect middle-class attitudes but this is no longer the community within which we work. The responsibility to know and understand people from other countries and people in other socio-economic groups is upon us. To assist the work of the library in the light of these needs, a staff member recently undertook an intensive crash course in Italian.

BOOKMOBILES



Bookmobiles have been a regular part of this library's services since 1954. In the past months several things have happened to change this service. The most obvious has been the new and dramatic color schemes which now distinguish our three mobile libraries and make them eye catching in plazas or on the road. There was an immediate and positive response to this change. Our pattern of service also changed as we moved away from school centred stops and concentrated more on the total community in central plaza locations with hours more convenient to children and adults. Story hours, films, poster contests and related activities were introduced to permit the bookmobile to operate on a higher level. In 1971, a communication system linking the bookmobile to the branch will be tried.

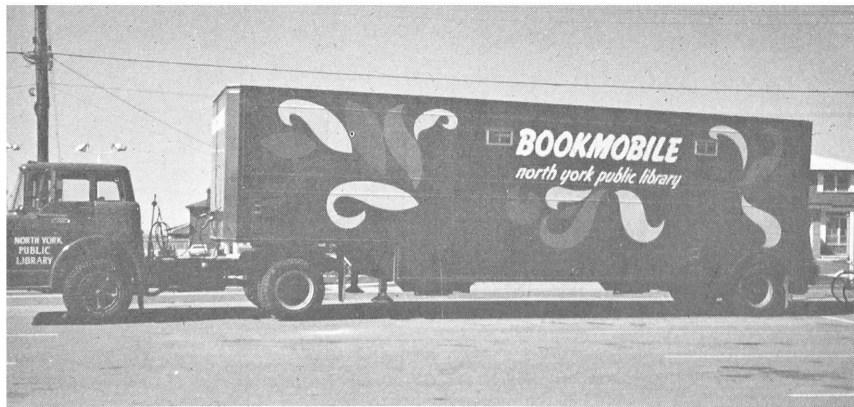
MEETING THE NEEDS OF CHILDREN



This report began with a discussion of the senior citizen. It is time now to turn to the other end of the age scale. Work with children must always be an important function of the library. Too often, public librarians refer to the problems caused by the large number of students using the public libraries. The child as a citizen must have the same service as the adult citizen. School library service has improved dramatically in the past few years, providing the public library with the opportunity to concentrate on the free inquiry needs of children as distinct from the needs of curriculum. Liaison with schools is of increasing importance in order for each institution to understand the competence of the other and thus complement services rather than duplicate them. There is no evidence of duplication, but our knowledge of schools and school library or resource centre activities is deficient. In the coming year, one of the objectives of the library is to improve on this situation.

With changes in education and with the exciting and stimulating world around us, children continue to place heavy demands upon us. With all the wonders of science and technology a child still loves a story or a puppet show. With the concentration of people in our megalopolis, programming for children in vacation periods presents exciting challenges. These challenges have been met with book clubs, puppet clubs, art groups and craft programs. Needs vary throughout the Borough and an effort is made in each branch to meet these needs.

It has become increasingly apparent this past year that we must put more emphasis on personnel to do our children's work. The most important need is to establish the position of a resource librarian who can give undivided attention to the development of personnel and collections in the various branches. To date, the Children's Division Head in Willowdale has



The North York Public Library's first mobile library (top) went into operation in July, 1954. Within the first two months, circulation reached 10,000 volumes.

In 1957, two more bookmobiles were acquired. Since then, the service's vans have gone through several style and colour changes.

Easily sporting the most striking colour scheme in Metro Toronto, the present bookmobiles (bottom) make 26 scheduled stops a week in those areas without easy access to community branches.



Still one of the most popular forms of children's entertainment, puppet clubs thrive in the libraries. Children learn to make their own puppets, write skits and present plays.

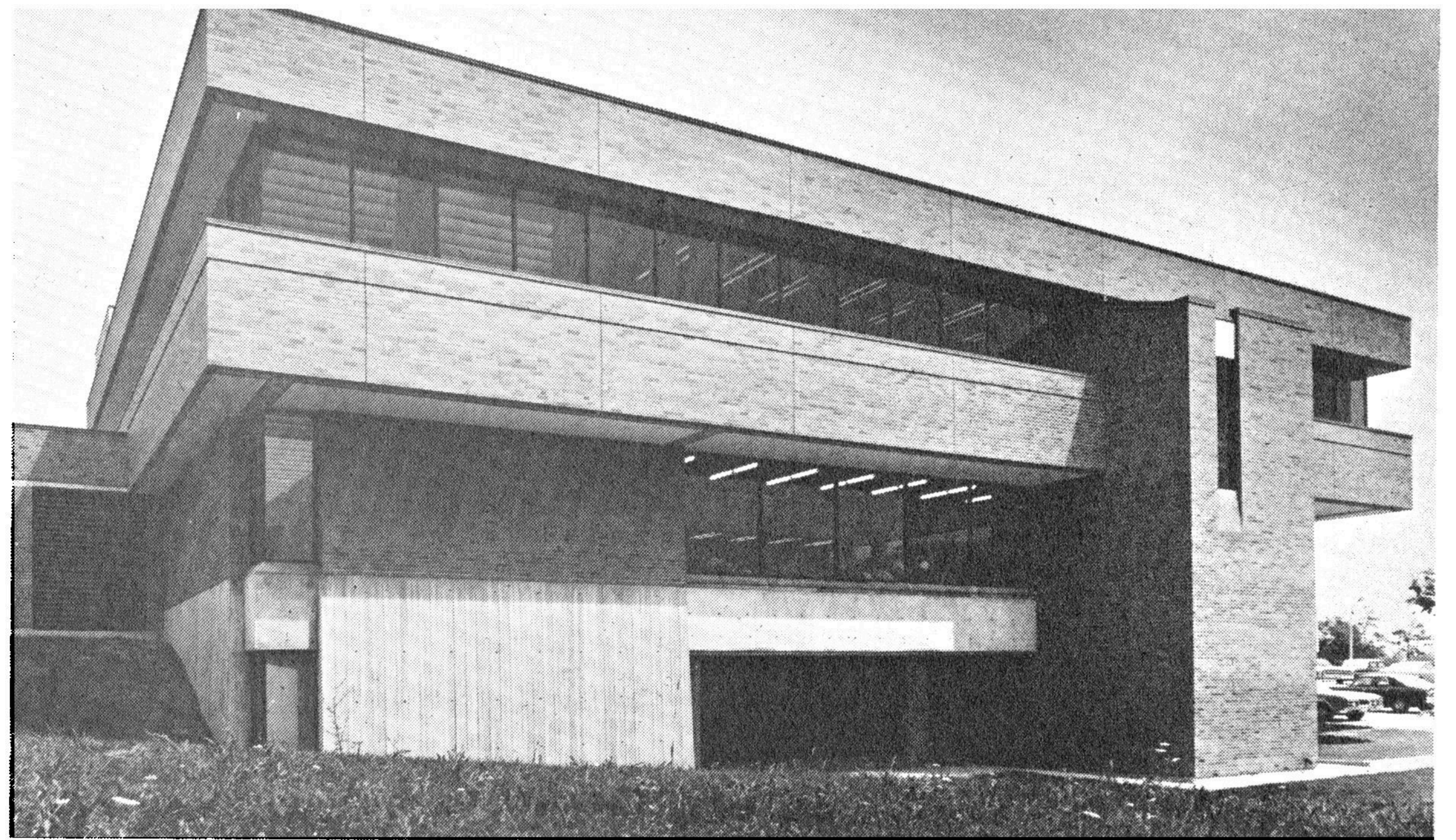
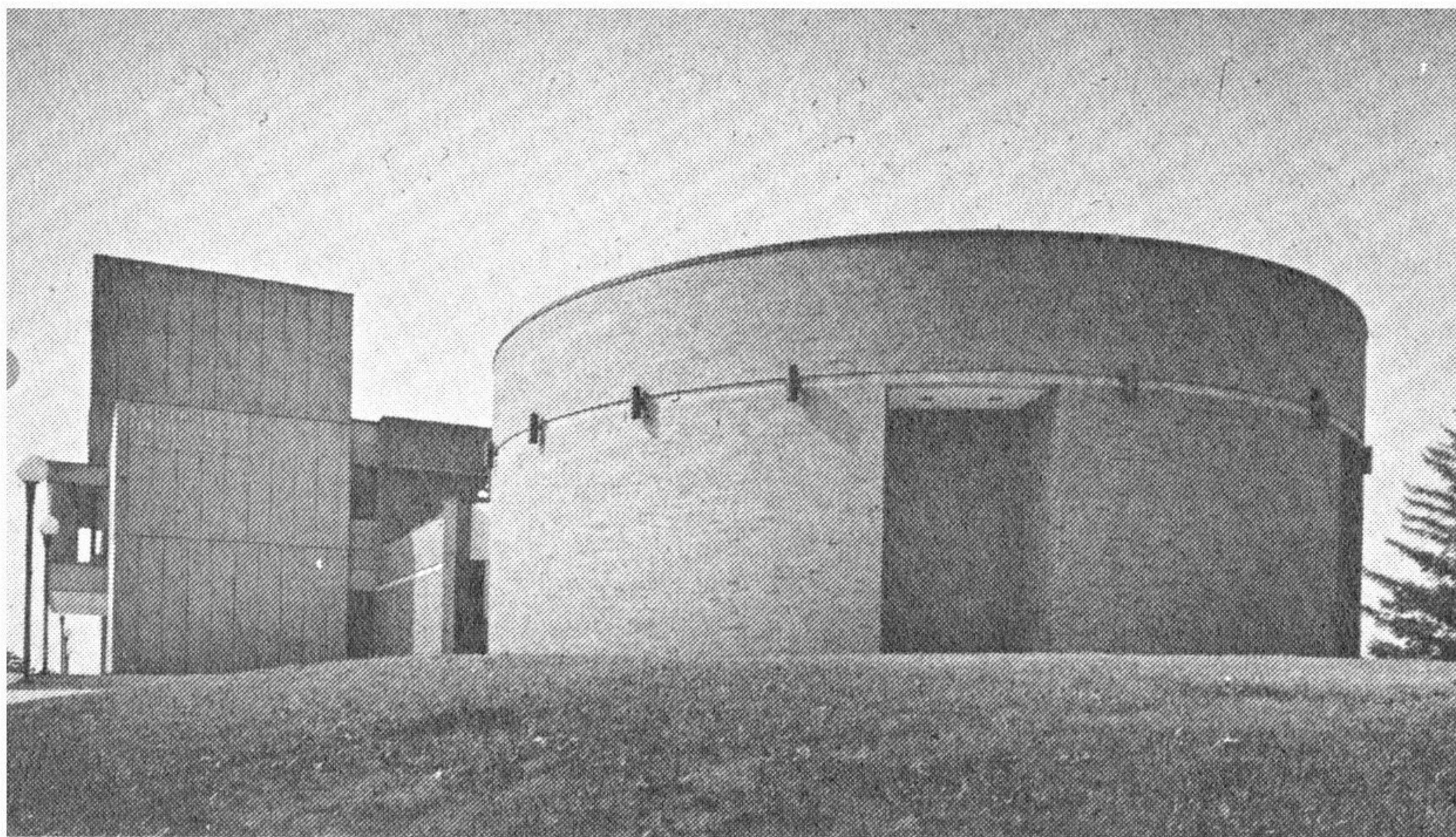
Here, "Punch and Judy" is being performed at the Willowdale library.



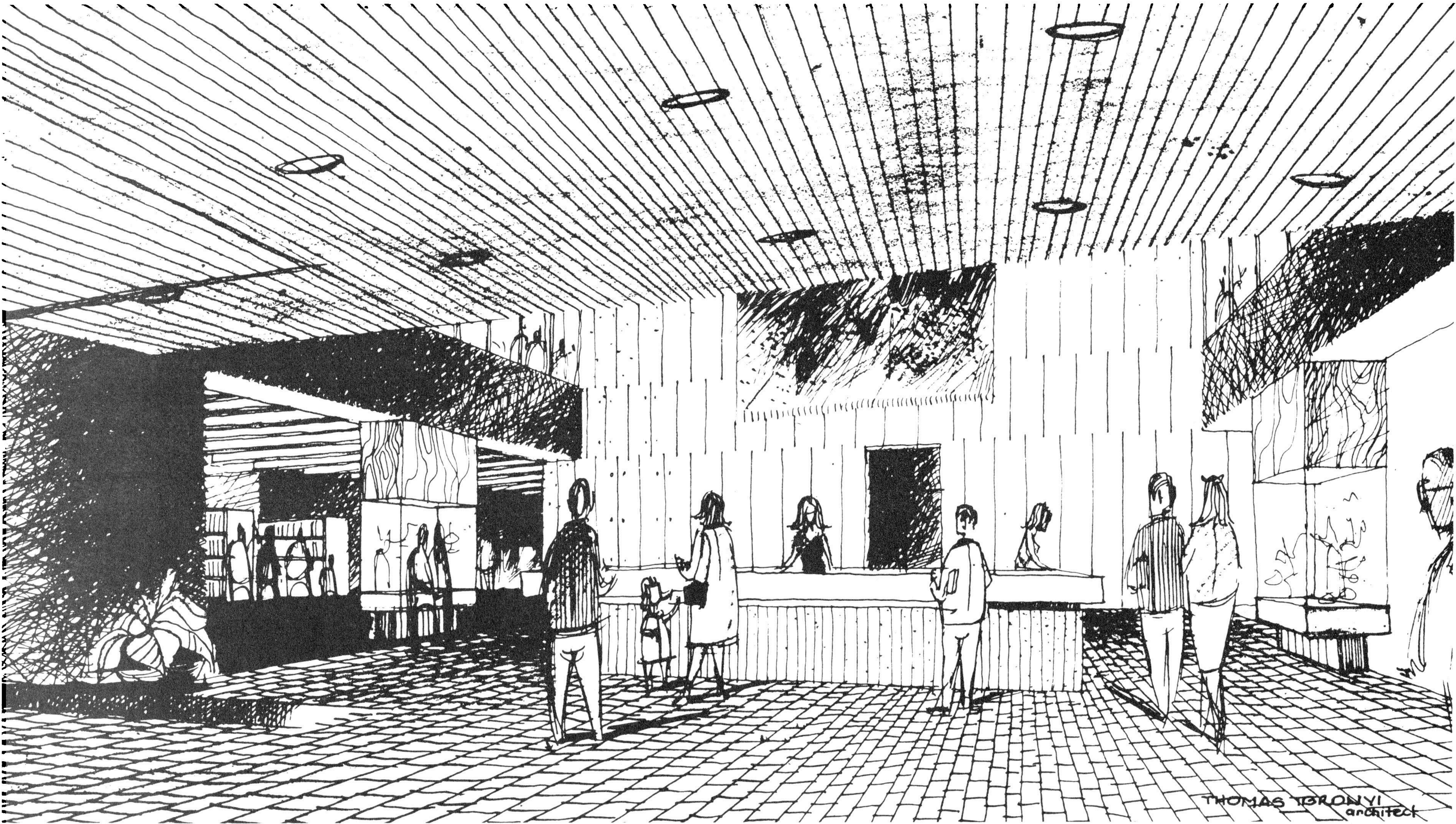


The York Woods Area Branch, 1785 Finch Avenue West, was officially opened March 6, 1970.

It is the System's largest branch at 30,000 square feet, and certainly the most impressive.



Main Lobby





LIBRARY IN THE ROUND A HIT WITH CHILDREN



Children's Room — York Woods Area Branch

done this along with the other duties of running the division. This is no longer meeting the needs of the system as both jobs are demanding and cannot be done properly on a part-time basis.

During the year, several branches developed successful story hour programs for pre-school children, and the mothers are able to participate in book talks and discussions at the same time.

However, the greatest demand continues to be for books, which have not lost their appeal in this age of the new media of communication. From bookmobile to largest branch there has been a heavy use of these resources. The changes in formal education help to stimulate a curiosity in children about the world and our culture. In areas where the parents were born in other countries, our resources are a bridge between the old world of the adults and the new world of the children.

INFORMATION SERVICES



The major part of our work, however, continues to be that of providing for the information needs of the adult community. Here again, patterns are changing. Levels of education are rising. A student can be anyone from 18 to 80. Information and knowledge are looked upon as the keys to many facets of the modern world. The statistics in this report reflect this demand. Almost four million items were borrowed in the year. With a collection of approximately 700,000 volumes this represents heavy use and demand. The freedom to know is likely one of the most important freedoms we have, but it presupposes that there is a place to find out. For many thousands of people this is the library. Books are still the major

medium even though more money is being spent each year on other sources of information. In 1970, \$22,410 was spent on periodical subscriptions for the system. Microfilm collections have been purchased for all area branches and will be available for use in 1971. Government agencies are an increasingly important source of information and their materials must be handled in a special way. Map collections are being organized and pamphlet collections expanded. The pressure is for more materials at all levels, requiring that we not only purchase more but that our staff acquire sophisticated techniques in handling the volume of demand. This is another aspect of our growth: the need for higher levels of staff training and knowledge to meet the needs of our citizens.

CANADIANA

Of particular interest was our purchase of a fine collection of Canadiana materials late in the year. A large number of Stephen Leacock items were included, along with many valuable items of fiction, poetry, etc. from the 19th century. With our program of regular buying, we now have a substantial collection of Canadian literature which is housed in the Willowdale stacks. The major need is for experienced personnel to organize and put to use this material. This is high on the list of priorities for 1971.



AUDIO-VISUAL



Earlier in this report mention was made of the expansion of the 8 mm film and record collections. The more specialized 16 mm film collection in Willowdale has experienced record-breaking use in the past year. We not only have a good collection of our own films, but have available the collection of the Metro Audio-Visual Services. There has been a sharp rise in use in the past two years and the question now is what would happen if we had good facilities within which to work and advise borrowers on the resources available to them. This service is growing and the addition of professional and technical personnel has resulted in better programming and public service. At some time we must face the question of providing this service in other area branches.

COMMUNITY NEEDS

For some time it has been evident that we needed to do more research into the service the library is giving and the needs of the community. Two surveys conducted in 1970 are now being analyzed in order to plan future service. The Survey of Business and Industry is an attempt to define this specialized community and identify its needs. The Exploratory Survey of Users conducted in December was designed to answer questions concerning the use made of library services by patrons. Valuable information has been obtained from both these studies and we are now more knowledgeable in collecting data and in researching library service and the community.

LIBRARY COOPERATION

Since the formation of the revised Metropolitan Region, this library has cooperated with the other libraries in Metro and with the Metropolitan Toronto Public Library to develop a concept of service for this region. Much more work is required to define the functions of the Metro Library and those of the borough and city libraries. Cooperation is a rocky and difficult road and it would not be honest to say that this cooperation has been easy and successful. This Board has taken the lead in looking ahead to identify information needs in the future which have greatly expanded in the past few years and will expand further as our population grows and the knowledge market experiences more sophisticated demands.

FUTURE PLANNING




The decision made in 1970 to proceed into automation of some of our processes launched a study of the way we buy books and the cataloguing, classification and processing of these books. This project is now well on the way in cooperation with Seneca College, and in 1971 we expect to have our book order records computerized and the experimental program for computer cataloguing ready to be tested. When completed, this project will give us the opportunity to use the computer as an effective aid in the dissemination of information.

Preliminary planning for the final area branch in the east end reflects the growing needs of the area. Our discussions on a reference centre in North York were considered a dream a few years ago, but today the needs are a reality. To answer the challenge of the future this system will have to undergo further restructuring with provision for staff with highly specialized training in a variety of subjects and in the latest techniques in handling information.

The staff of the library has worked hard to achieve the results recorded. Under the able leadership of dedicated Division Heads a great deal of growth has been achieved. May I express my personal thanks to these valued colleagues with whom I have had the pleasure to work and to my administrative colleagues for the great share of the responsibility which they have assumed.

The strength of any institution, however, rests with its governing body. It has been an honour to be the servant of this Board. Your vision and dedication has provided a service to the citizens of North York, the equal of any other such service given in Canada.



Chief Librarian

REVENUES & EXPENDITURES

CURRENT FUNDS 1970

REVENUES

Balance January 1, 1970		24,647	
<u>Current Funds Received</u>			
Borough of North York	3,298,735		
Province of Ontario	286,911		
Fines re Overdue Books & Sundry Receipts	114,339		
Interest Earned	<u>19,235</u>	<u>3,719,220</u>	3,694,573

EXPENDITURES

Library Operating

Salaries & Employee Benefits	1,952,129		
Stationery & Supplies	66,127		
Sundry Operating Expenses	174,662		
Maintenance of Buildings & Equipment	246,776		
Building Rentals	<u>84,064</u>	<u>2,523,758</u>	

Library Capital

Books, Records, Films, Periodicals	610,007		
Equipment	<u>88,405</u>	698,412	

Debentures

Repayments and Interest		<u>469,456</u>	<u>3,691,626</u>
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Surplus at December 31, 1970			<u>\$ 2,947</u>
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ADMINISTRATION

Mr. John E. Dutton
Chief Librarian

Mr. Ronald F. Yeo
Public Services Coordinator

Mr. William A. Foley
Finance and Plant Coordinator

Mrs. Grayce E. Gunn
Executive Assistant to the Chief Librarian

DIVISION HEADS

WILLOWDALE AREA

Mr. Ilmars Strauss
Adult Services Division

Mrs. Nancy Knight
Children's Services Division

Mr. Reginald A. Rawkins
Community Services Division

Mrs. Dorothy Chatwin
Reference & Research Division

Mr. E. A. Jay
Plant Division

BATHURST AREA

Mr. Leonard Chester

DON MILLS AREA

Miss Judy Price

DOWNSVIEW AREA

Mrs. Charlotte Hollenberg

YORK WOODS AREA

Mr. Harry McLeod

TECHNICAL SERVICES BUILDING

Mrs. Ruth Kraulis
Technical Services Division

Mrs. Prudence Clunie
Book Selection and Acquisition Division

S T A T I S T I C S

A comparison with 1960

	1 9 6 0	1 9 7 0
Registration	72,882	128,259
Volumes	174,086	729,583
Circulation	1,621,273	3,806,347
Population	225,459	469,977

