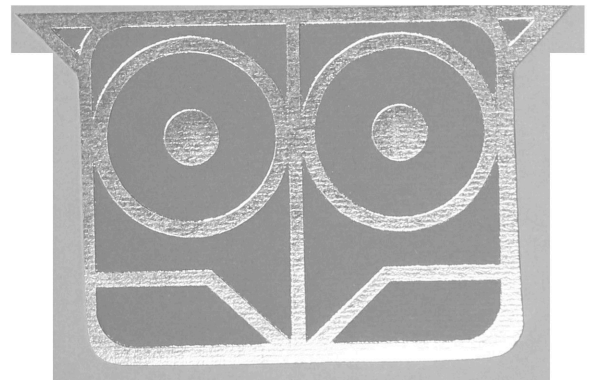
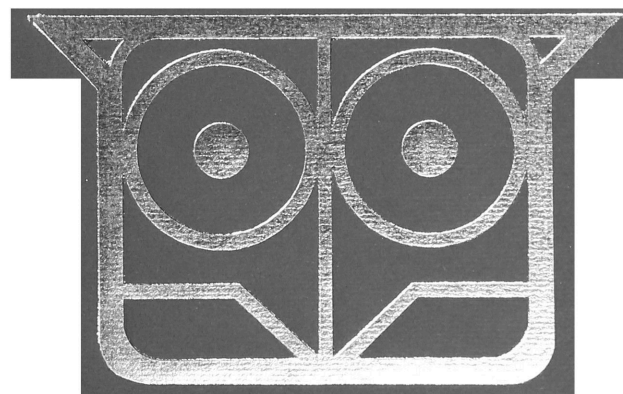


report

1971

**north
york
public
library**





NORTH YORK PUBLIC LIBRARY

THE LIBRARY BOARD

1971

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



CHAIRMAN'S REPORT

The essence of good planning is the determination of priorities. In these changing and dynamic times, demands on library service and demands for changes in patterns of service continue to accelerate. Your Library Board strives to meet these demands by balancing a program of continuing improvement in levels of service, with expansion to place that service conveniently within the reach of the library user.

Within this general framework and the limitations of available resources, budget, people and plant, the board sets its priorities by taking into account the varied needs and interests of the community, as reflected through the spectrum of the resident, his elected representatives, the business and academic community and others.

A very real weakness in this process is that the loudest protagonist or the most persistent of the interested groups may voice needs which are largely those of a minority, and may cause priorities to be set which are largely irrelevant or indeed weakening to the library development as a whole.

It is the Board's responsibility as a body drawn from the varied community interests and independent of any one of them to assure that this does not happen; but rather, that priorities be determined so as to bring both effective and useful service to the entire community.

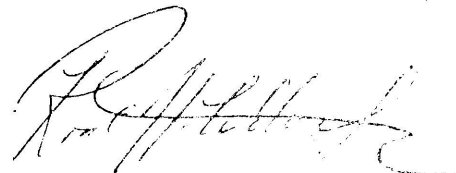
Your Library Board and library administration in this Annual Report outline the activities of 1971. Viewed as a whole, it represents real areas of achievement during the past twelve months; viewed in terms of the growth of the past decade it marks another step forward in making North York a better and more rewarding place to live.

In this context the Board is still working towards building a major area library in the northeast sector of the borough (Don Valley Village) and, concurrently, laying plans for a new central library and administration centre in the Willowdale region. In addition, forward planning continues towards provision of community branch libraries in the still unserved areas of the borough.

I am pleased to report that North York council has approved, in 1971, the capital budget appropriation for the Don Valley Village area library.

My sincere thanks go to the staff of the library and particularly the Chief Librarian, Mr. J. E. Dutton, for their dedication and leadership in past years and particularly in 1971.

R. C. Hitchlock, Chairman
North York Public Library Board

A handwritten signature in dark ink, appearing to read 'R. C. Hitchlock', written in a cursive style.

MR. CHAIRMAN & MEMBERS OF THE BOARD:

At the time that the 1970 Annual Report was presented to you we had just completed an Exploratory Survey of Users, the results of which were published in February 1971. The genesis for this study was the concern expressed by the Board for the services being offered to the citizens of North York. Some of the questions asked related to the needs of the community, public reaction to our services, the knowledge of the citizen about our services, and new demands for library services. The survey presented to us a body of information about the people of North York, the use being made of the library and some of the deficiencies of our service. From this wealth of information certain concerns emerged which in retrospect have had a marked effect upon the library program during 1971. There has been an incredible diversification in our services and a more active liaison with representatives of the communities to which these services are offered as well as a more positive policy of cooperation with other public bodies and institutions.

As we came to understand the implications of the User Survey, activity increased and results followed quickly, so that by the end of the year the system was experiencing a public response to its services on a level never before experienced. Each of the divisions has presented a most optimistic and vigorous account of its activities, which will be consolidated for the purposes of this report.

NEW SERVICES

After careful study and planning, the Board agreed to institute a new information service in cooperation with the North York Mental Health Council. It was christened "LINK". The service is designed to provide the public with information about community organizations and other Borough services and to refer people in need to the institutions and agencies best suited to assist with their specific concerns. The North York Mental Health Council agreed to provide a core of volunteer workers to man the telephones and information desk for a substantial part of the day, and the Library provided facilities, direction, supervision and related support. To train the volunteers, the North York Board of Education conducted training programs. The service was inaugurated in May and by the end of the year 3,300 questions had been answered. The need for this type of service has been recognized on a variety of levels as the citizen finds himself more and more confused about the services available in a large and complex community such as ours.

Another new service, experimental in nature, was our BUSTOP program initiated with Federal Opportunities for Youth funds. This program was the result of the expressed need to provide meaningful and creative activity for children in densely populated urban communities and to provide shut-ins with a

contact to the world outside their homes or institutions. For the children, crafts, puppet programs, stories, films and games were organized outside in good weather or in available space in apartments, libraries, churches, etc. For the shut-ins, films and reading to those unable to read, created a new interest. In most instances, these services were extended to people who had no involvement or contact with existing library programs, which allowed us to reach out to those not being served. Consideration is being given to the continuation of this program on a more permanent basis.

LIBRARY MATERIALS

It has become evident now that the general reading collection has reached an acceptable level in numbers so that we now meet a good part of the demand for general reading material. This has been achieved through our large book budget and extensive buying program. The need now is for specific subject information and this will require an individualized approach by each of the branches. Work is now in progress to define these needs and establish a system whereby our collections can be built, maintained and developed to meet an ever-increasing demand for information.

Work proceeded in 1971 with the computer program for book ordering and cataloguing. A great deal of research, statistical analysis and study is required to implement such a program. By the end of the year, we had reached the point where programs had been written, files of suppliers had been compiled and preliminary runs of orders were being made. From this initial step we will be able to

provide more accurate information on materials on order, receipt of new materials, branch orders and financial information concerning amount spent, amount on order, status of the book account and related information. Further developments can be expected in 1972. Seneca College has proven to be an excellent partner in the program. To meet the needs of the system, 126,358 volumes were added to our collection. Of particular note is the large increase in paperbacks: 10,362 were ordered in 1971 as compared with 2,651 in 1970.

The work of the Book Selection & Acquisition Division and the Technical Services Division has been made more complex because of the increased buying in records, tapes, cassettes and books in other languages. These developments, plus the ever-broadening program of purchasing, will add even greater demands to these divisions.

ADULT SERVICES

Over the years this library has steadily increased its holdings in the area of Canadiana. The results today are a credit to the people who several years ago insisted that this special collection be established in spite of the pressing need at the time for enlarged general book collections. During 1971 we were able to appoint a specialist to work with our Canadiana collection. As a result, progress has been made in organizing various parts of the collection so that the materials can be more usable. Cataloguing of the large backlog of materials will be done in the coming year and service will be available to the serious student. Additional materials have been purchased, including rare and important French material on the history of New France.

Our Coordinator of Reference & Research spent a substantial part of her time working on a National Library Task Group on Cataloguing Standards. It was a personal honor for Mrs. Chatwin and this system to be invited to serve. This proved to be an exacting and time-consuming job, but one which will benefit library development across the country.

A great deal of our cooperation with Metropolitan Toronto Public Library and the other public libraries in Metro is achieved through this coordinator. As you are aware, progress is slow in this area and much more thought and work is required to achieve more substantial results. However, the exchange of materials and information continues to grow and we are deeply involved in this process. In 1971, North York requested 2,083 volumes from other Metro libraries of which 1,438 were received. In return, we loaned other Metro libraries 2,050 titles from our collection. We are no longer a "have not" library, but one able to contribute to the interchange of materials in the Metro region.

Within our own system a total of 108,500 messages were relayed on our North York teleprinter circuit resulting in an interchange of 9,844 books. Obviously, we are making progress in pooling our resources to improve public service.

Our reference collections have been augmented by many new acquisitions. Of particular importance are the following:

a) Can/Fil — information on 2,000 Canadian companies kept up to date on an almost daily basis.

b) British Parliamentary papers of the 19th century on social and economic questions.

c) Canadiana on microfilm.

d) Several indexes and abstracts in the social sciences.

e) Microfilm copies of the studies conducted by the Royal Commission on Bilingualism and Biculturalism.

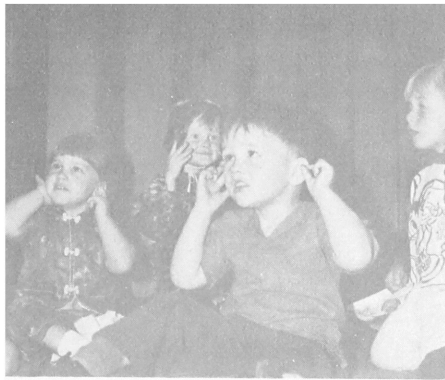
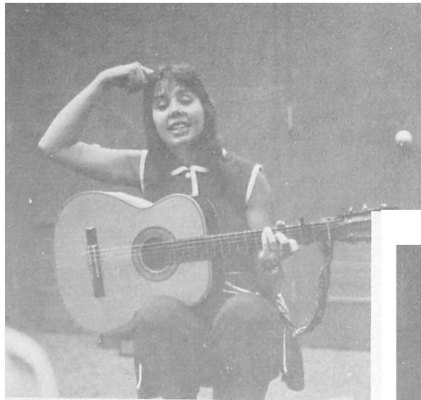
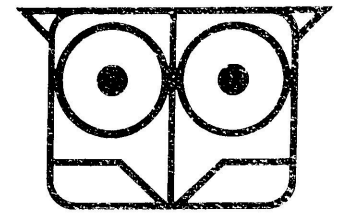
f) Microfilm set of League of Nations publications.

This gives some indication of the growing depth of our collections. The development of our reference collections is a reflection of the rapidly growing demand for information. Statistically the number of questions submitted rose from 192,879 to 232,715 and all branches reported an increase. Duplication of materials and services is often debated but our experience is that the library resources we are providing are being used to a very high degree, and that in the future larger and more sophisticated holdings of information resources will be required.

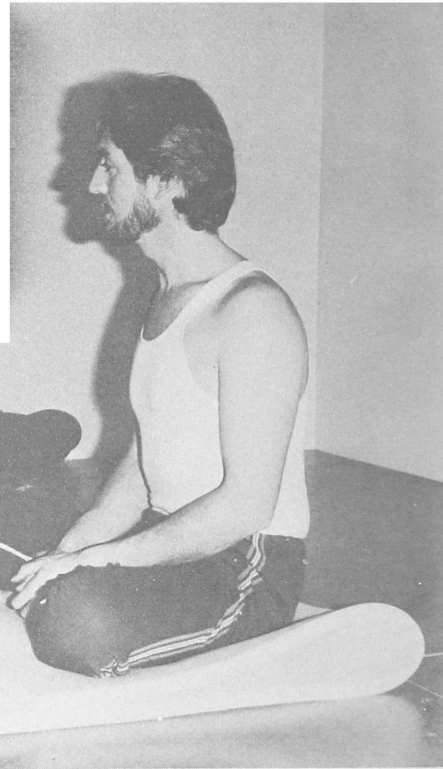
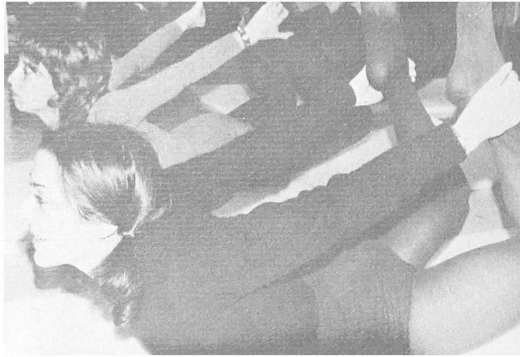
A highlight of the year has been the extension of library hours to cover seven days of the week. Monday opening has been well received in all area branches and the response to the opening of Willowdale on Sunday indicates that this service was needed. The family film programs on Sunday afternoon are becoming quite a tradition for a large number of people.

READING SERVICES

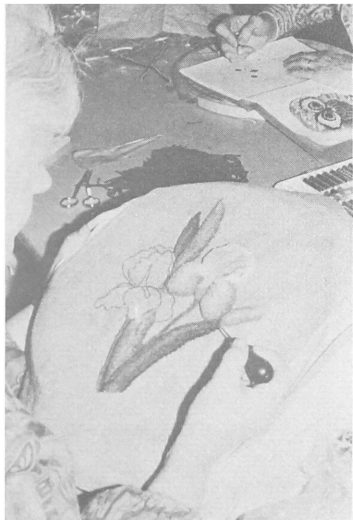
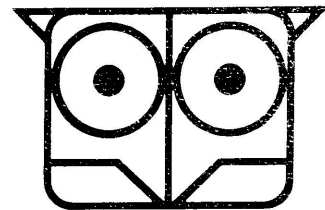
A great deal of work has been done to alter some aspects of our public service and positive



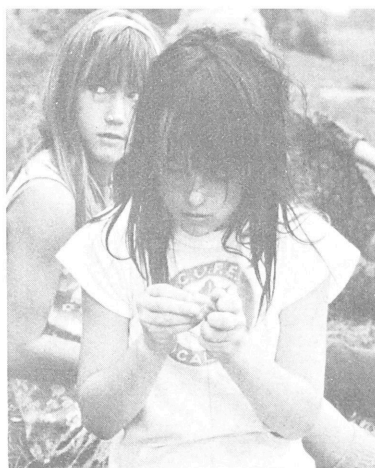
Many programs for children are held throughout the system in order to stimulate their interest in the library and the knowledge of its services. Music for Children stimulates creativity and becomes an exciting form of experience at Hallowe'en.



One of the roles of the modern public library is to assist in the enrichment of life in the community. A wide variety of programming is offered with the objective in mind that after certain basic instruction and experience the individual will be able to carry on his interests with the aid of the resource books provided by the library.



Summer programs of fun, crafts, stories and films are taken to boys and girls in their playgrounds. Indoors, educational programs include a visit with a pet boa constrictor and construction of a prehistoric monster out of papier mache.



results have been achieved. Some branches are finding that paperback titles are a basic need and that this format in books is more acceptable to the public. In other branches, emphasis has been placed on basic materials about the trades, homemaking, child care, etc.

Demands for materials in other languages have substantially increased our holdings with special emphasis on Italian and French titles.

Magazines play a most important part in library service, and here again, our collections represent vast differences in the various communities. Many popular titles have been added to the collection within the last year, and in some cases several copies of each were ordered. At the same time we have increased our collections of titles to serve specialized groups. In all, 1,360 titles are subscribed to by the system. Bookmobiles are now carrying magazines, which has broadened the service offered by these units. Also, we are recognizing the needs of those whose native tongue is not English by providing magazines in other languages.

Microfilm copies of back files of magazines are being acquired now through a phased program to add depth to our holdings.

Attached circulation figures speak for themselves and need little comment. Some branches, such as Downsvew, are located in areas of high rate of change and this is reflected in the circulation figures. Overall, the picture is good with a most significant upswing toward the year's end.

AUDIO-VISUAL MATERIALS

The boom in demand for audio-visual materials has been one of the outstanding events of the year. The circulation of 16 mm is up 7,000 in one year with every indication that with more equipment, films and staff and with better facilities, the figure could have been higher.

The record collections in the branches have been extremely well received, to the extent that plans are being formulated to substantially increase holdings in 1972.

A new program of audio-visual instruction for language students was introduced with the Language Master machines, which were placed in several branches with excellent results.

In general, materials and services have been used to near capacity which raises certain questions for the future as to the quantity and type of materials and the future direction of these services.

EXTENSION PROGRAMS

There has been a 300% increase in the number of programs being offered. It is virtually impossible to itemize the number and variety. However, trends mentioned in previous reports continue to dominate. There is a very strong demand for creative leisure time activity through a variety of programs. Book discussions are at one end of the interest spectrum, along with language classes; towards the middle are community concern programs; and at the other end are the craft programs. Through the year, each branch has become increasingly aware of its neighborhood and programs are being designed to meet known needs. Diversity once again is the key.

In the future, the question of revenue-producing programs as opposed to public-service programs will need to be examined as some areas do not respond to fee programs, although there is an interest in the particular program itself.

CHILDREN'S WORK

The hiring policies of two years ago are having a great impact on the level of children's services. Each area branch has experienced staff trained to meet the needs of children. Of particular interest is our pre-school program designed to meet not only the needs of young children but also their mothers. School class visits have grown in number and improved in calibre as we work more closely with the schools.

Of equal interest is the challenge of meeting children's needs during holiday periods. Once again, variety is the key as we develop such diverse activities as book clubs and kite-making classes. Much has been achieved through staff having to provide the skills required to produce imaginative and careful activity for the child citizen.

SERVICE TO SHUT-INS

This year saw S.I.S. complete its first calendar year of operation. Twenty-two institutions are being served, and many calls are made to individual homes. This service has now reached its capacity and we have to face the question of where we go from here in terms of increases in staff and materials. There is a need for records, tapes and cassettes to expand the service, and the question of longer stops

for specific visits must be explored. This service will have to grow in order to meet the changing social conditions of the community.

BOOKMOBILES

Experiments have been carried out with a radio-telephone link between the bookmobile and its area branch. In Don Mills, this has proven to be most successful in terms of giving the patron information and obtaining books, etc. for him. Our three units are fulfilling an important role in our service pattern and will be required for several years to come.

WORK WITH OTHER GROUPS

Mention was made last year of our work with other organizations. The beginnings made in 1970 have been developed and enlarged in 1971. In moving out from our buildings, we have been able to establish a broader understanding of our potential role. That is, we have been able to utilize the expertise of others and generally pool resources for better service. Very strong liaison has developed with the schools and with the Parks & Recreation Department. Work with community groups and the formation of community resource committees are part of those activities which are establishing good relationships and strong community programs.

This report is purposely optimistic because I feel there have been great strides made in the past year, and the momentum generated will result in a successful 1972.

However, problems have appeared. With the activity reported, there are needs for staff with specific abilities to work in reference subject areas, with the community and with special groups in the community. Attracting and training these people will be a challenge.

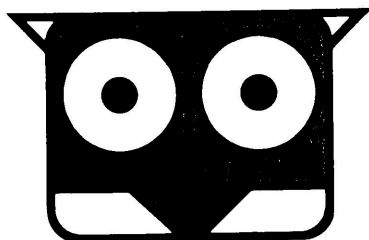
Our physical plant, so new, is showing signs of obsolescence and age. The Plant Division has done a good job, but several of our buildings will require drastic changes to meet future demands. This will require careful planning and development.

Physical growth in terms of branches will need to be accelerated if we are to keep up with the growth of the community.

These achievements, Mr. Chairman, are the combined efforts of an able staff to whom I would like to express my thanks.

It is to you and your Board that I wish to express deep appreciation for vision, courage and support in this work. It is indeed a privilege to work with you.

Respectfully submitted,



John E. Dutton,
Chief Librarian.

REVENUES & EXPENDITURES

CURRENT FUNDS 1971

REVENUES

Balance January 1, 1971		2,947	
<u>Current Funds Received</u>			
Borough of North York	3,841,894		
Province of Ontario	307,265		
Fines re Overdue Books & Sundry Receipts	106,861		
Interest Earned	<u>6,691</u>	4,262,711	4,265,658

EXPENDITURES

Library Operating

Salaries & Employee Benefits	2,365,316		
Stationery & Supplies	69,587		
Sundry Operating Expenses	177,827		
Maintenance of Buildings & Equipment	275,869		
Building Rentals	<u>91,223</u>	2,979,822	

Library Capital

Books, Records, Films, Periodicals	716,142		
Equipment	<u>55,568</u>	771,710	

Debentures

Repayments and Interest		<u>529,291</u>	<u>4,280,823</u>
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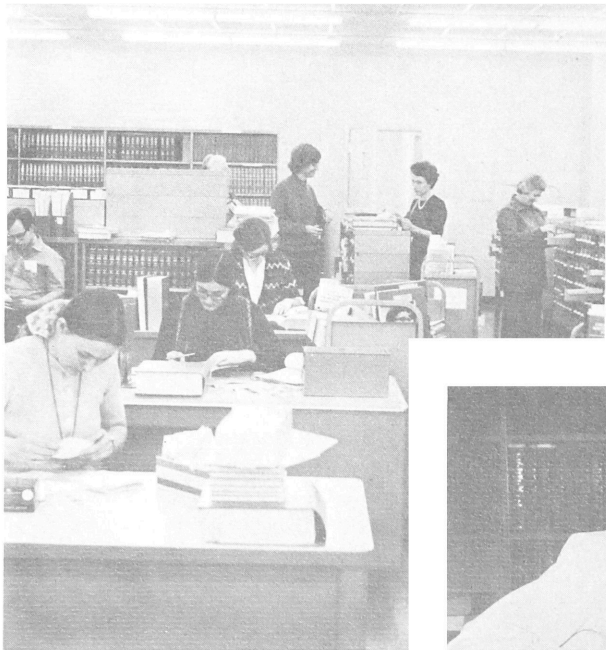
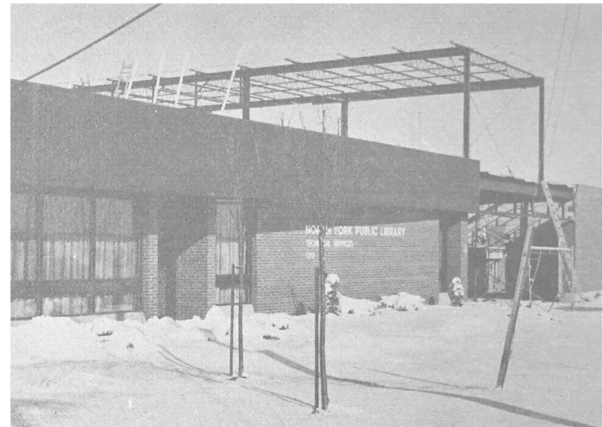
Deficit at December 31, 1971			<u><u>(\$ 15,165)</u></u>
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NORTH YORK PUBLIC LIBRARY STATISTICAL REPORT

Population Borough of North York 1971 — 519,456

CIRCULATION OF BOOKS:	1970		1971	
Willowdale Region				
Adult	644,113		628,840	
Children	256,336		224,323	
Bookmobile	97,756		101,815	
Bayview	232,577		270,044	
Centennial	113,050		107,159	
Bathurst Region				
Bathurst Heights	344,008		347,684	
Yorkdale	189,127		189,009	
Don Mills Region				
Don Mills	550,643		569,186	
Brookbanks	228,380		242,720	
Victoria Village	78,281		72,604	
Bookmobile	119,000		117,113	
Downsview Region				
Downsview	294,980		290,731	
Amesbury Park	112,526		110,249	
Black Creek	115,765		123,632	
Woodview Park	109,423		107,125	
Bookmobile	113,031		89,692	
York Woods Region	<u>207,351</u>		<u>264,282</u>	
TOTAL BOOKS		3,806,347		3,856,208
AUDIO-VISUAL MATERIALS:				
Records		46,819		44,636
Films & Film Strips		30,527		35,483
Projectors		2,210		2,438
TOTAL CIRCULATION OF MATERIAL		<u>3,885,903</u>		<u>3,938,765</u>
ATTENDANCE AT FILM SHOWINGS	428,020		557,796	
INFORMATION SERVICES:				
Willowdale Region	76,788		86,036	
Bathurst Heights Region	50,481		57,238	
Don Mills Region	29,730		37,848	
Downsview Region	22,265		34,177	
York Woods Region	<u>13,611</u>		<u>17,416</u>	
TOTAL		192,875		232,715
REGISTRATION:	ADULT	CHILDREN	ADULT	CHILDREN
Willowdale Region	34,413	15,874	34,487	15,974
Bathurst Heights Region	15,186	4,129	15,571	4,105
Don Mills Region	16,937	8,892	17,979	9,508
Downsview Region	13,324	12,017	12,404	10,869
York Woods Region	<u>3,983</u>	<u>3,504</u>	<u>6,898</u>	<u>3,258</u>
TOTAL	83,843	44,416	87,339	43,714
TOTAL REGISTRATION		128,259		131,053
TOTAL VOLUMES		729,583		813,732

The rapid growth in the system has necessitated the enlargement of the service building to handle book ordering and processing, stores, central storage of books, maintenance and the art department. This is a 16,000 square foot addition to be completed early in 1972.



Cataloguing Department indexes and classifies for the system.



Latest reproduction techniques are used to prepare catalogue cards. Here, a polaroid camera is copying Library of Congress information for our use.

Book pockets, jackets, covers and related processing is done centrally and the completed books are shipped to the individual branches ready for the patron.

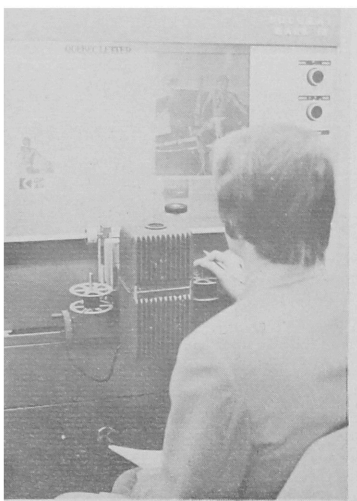
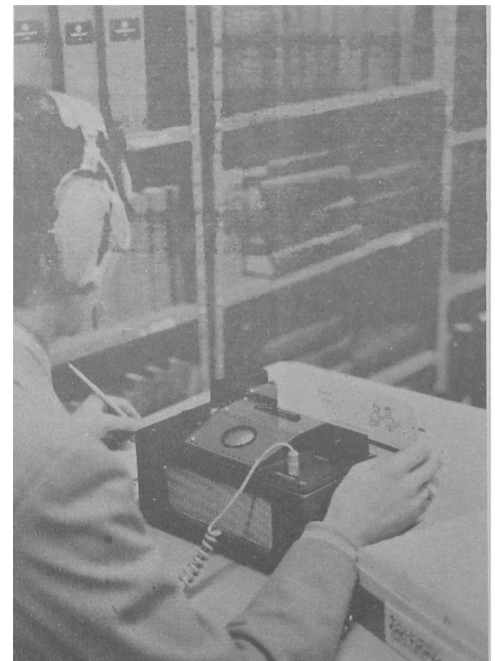


The Book Order Department searches for books from around the world. 125,731 volumes were added to the library collection in 1971.



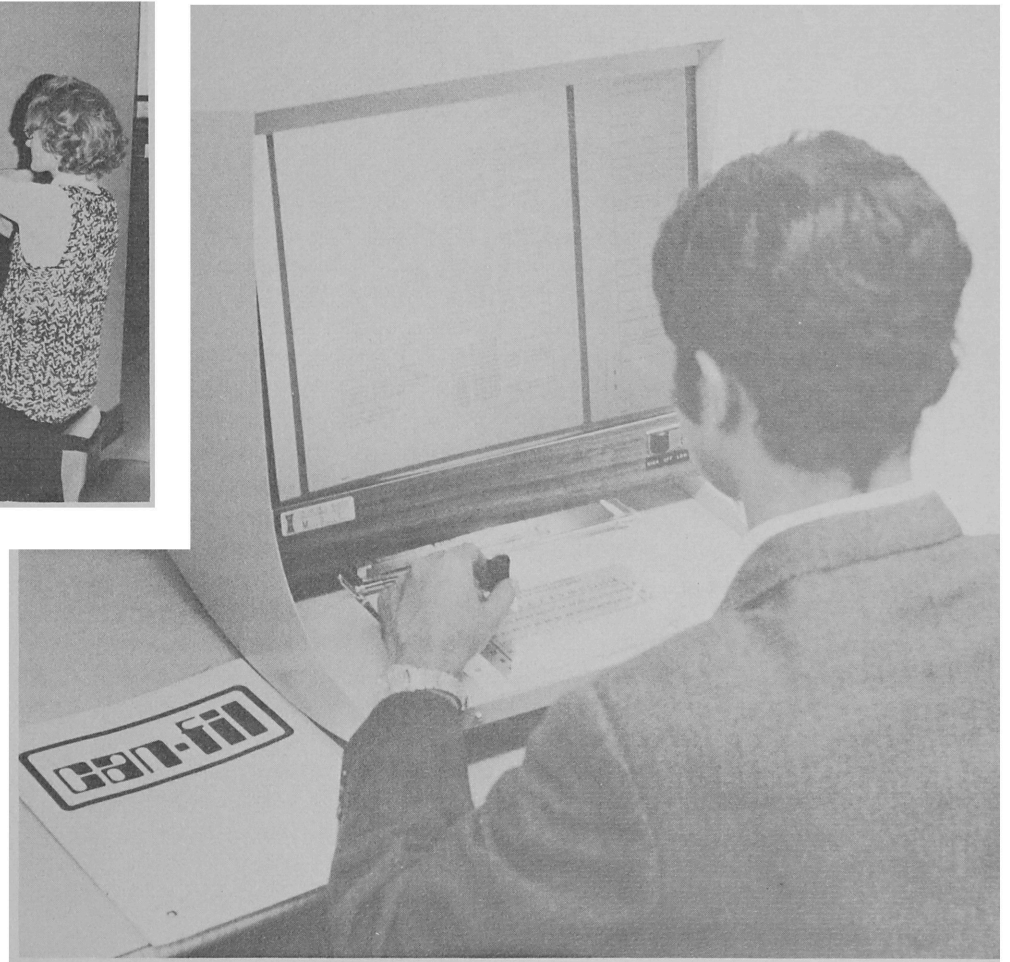
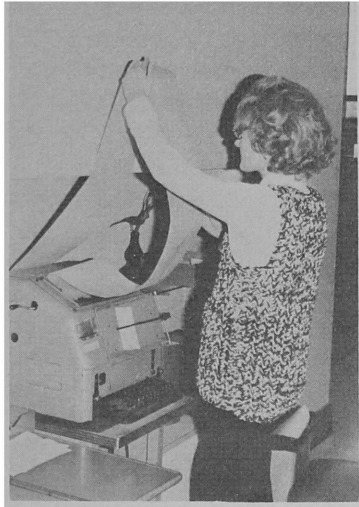


30,000 films a year are shown to over half a million viewers of all ages. North York is one of the largest distributors of documentary films in Canada. Sophisticated cleaning, checking and repairing of equipment is used to ensure a high standard in our films.

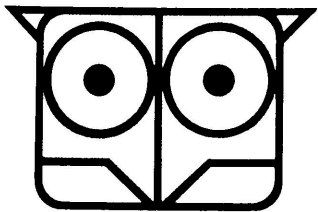


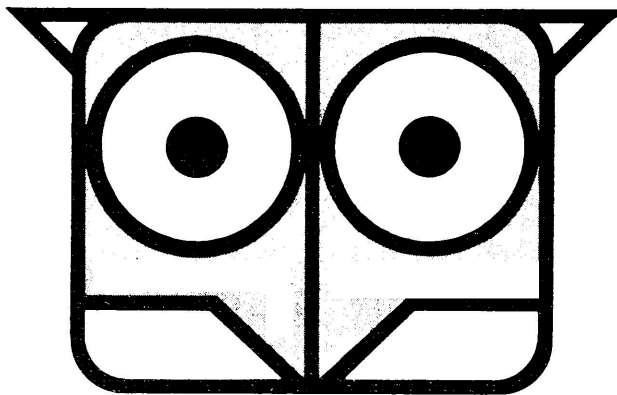
Audio-visual language masters instruct people in a variety of languages. To meet the needs of the community the library is supplying new materials and techniques.

Newspapers and magazines are now being stored on microfilm and equipment is provided to give a hard copy reproduction of required information.



Teleprinter and telex circuits bring the resources of other major libraries within immediate reach. For the business community, the Can/Fil microfiche record of company reprints provides central and up-to-date information.





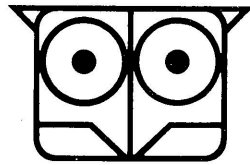
ADMINISTRATION

Mr. John E. Dutton
Chief Librarian

Mr. R. A. Rawkins
Director of Public Services

Mr. William A. Foley
Comptroller

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

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

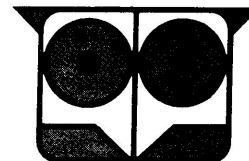
YORK WOODS AREA

Mr. Harry McLeod

TECHNICAL SERVICES BUILDING

Mr. Ilmars Strauss — Acting Head
Technical Services Division

Mrs. Prudence Clunie
Book Selection and Acquisition Division



WILLOWDALE AREA

Willowdale Area Branch (Gladys Allison Building) and Administrative Offices
5126 Yonge Street, Willowdale

Bayview Community Branch
2901 Bayview Avenue, Willowdale

Centennial Community Branch
578 Finch Avenue West, Willowdale

BATHURST AREA

Bathurst Heights Area Branch
3170 Bathurst Street, Toronto 19

Yorkdale Community Branch
Yorkdale Shopping Centre, Toronto 19

DON MILLS AREA

Don Mills Area Branch
888 Lawrence Avenue East, Don Mills

Brookbanks Community Branch
210 Brookbanks Drive, Don Mills

Victoria Village Community Branch
184 Sloane Avenue, Toronto 16

DOWNSVIEW AREA

Downsview Area Branch
2793 Keele Street, Downsview

Amesbury Park Community Branch
1565 Lawrence Avenue West, Toronto 15

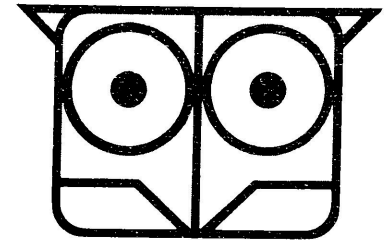
Black Creek Community Branch
2139 Jane Street, Downsview

Woodview Park Community Branch
16-18 Bradstock Road, Weston

YORK WOODS AREA

York Woods Area Branch
1785 Finch Avenue West, Downsview

TECHNICAL SERVICES BUILDING
120 Martin Ross Avenue, Downsview



NORTH YORK PUBLIC LIBRARIES



**north
york
public
library**

