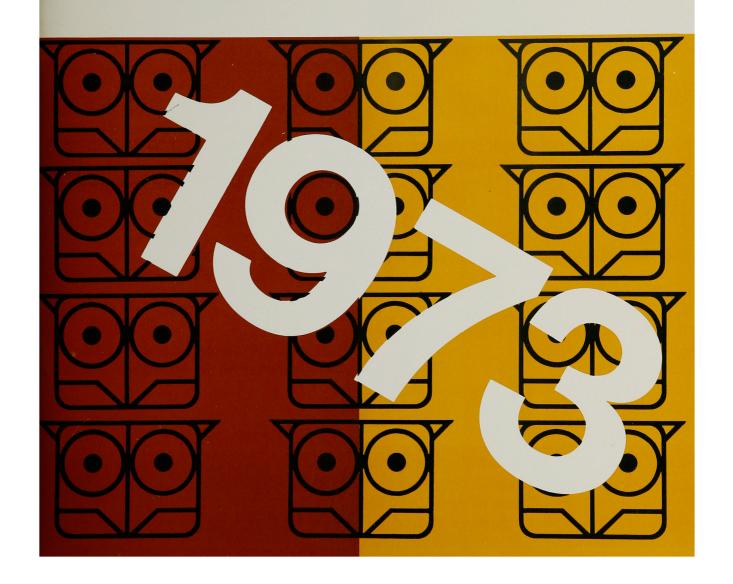
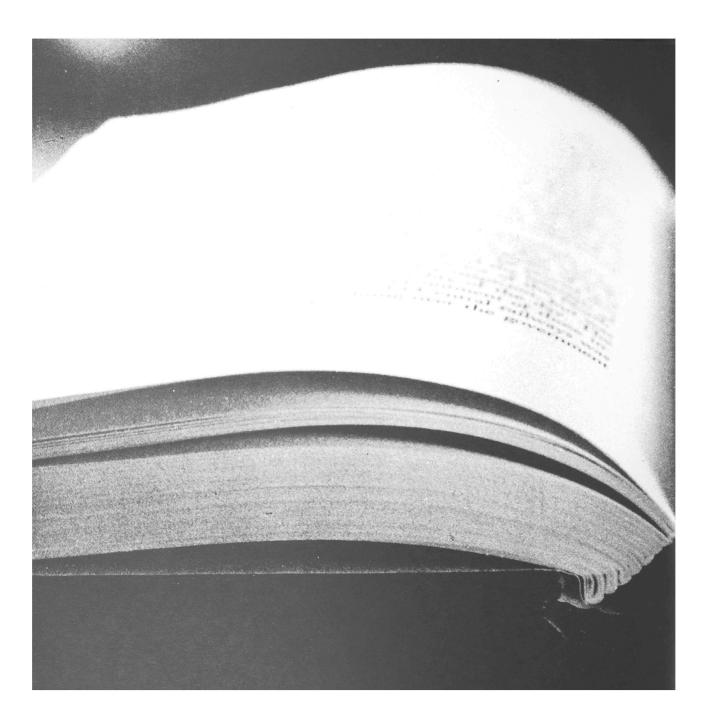
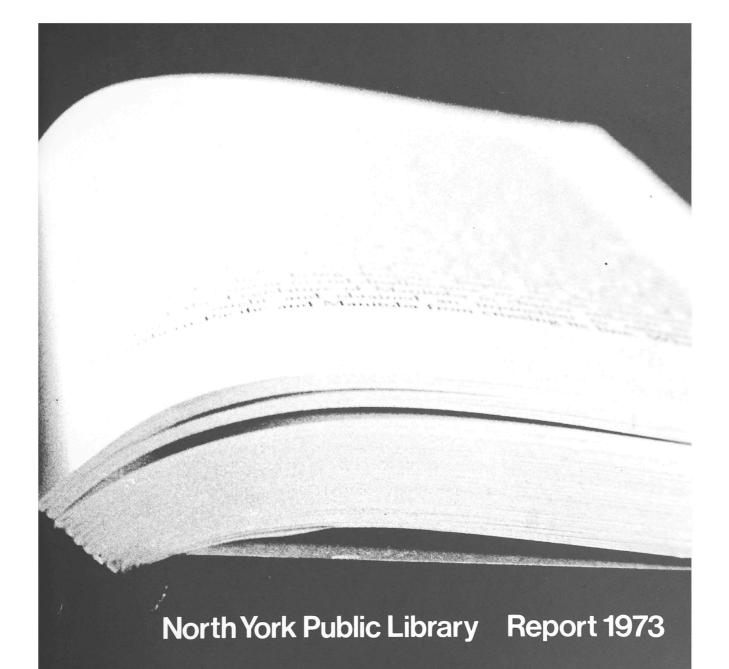
North York Public Library Report 1973







Chairman's Report

The members of the North York Public Library Board have faced demands and challenges in 1973 unequalled in the history of the Board. Physical growth has been a part of this Board's activity since its inception but now we are facing the final phase of new branch development. This has involved the Board not only in planning for new buildings, but in a continuous evaluation of the programs and services that are being offered now and which may be required in the future. As the library system has developed, the planning and evaluating process has become more important and these are the particular functions of the Board. The question of a central library for the Borough has been of particular significance especially in the light of Metro's plan for a reference library. The coming year will see more work done in this area of planning and in the definition of borough library responsibilities.

It has, however, been in the area of relations with the political power of the Borough that this Board has had its greatest involvement. As the library system becomes bigger, requiring more funds to meet the demands of the public, there is a need for the Library Board to communicate more effectively with Council and Board of Control. In 1973, I was most pleased with the progress made in this area. The objective is not necessarily to have agreement but rather to understand the position of the bodies concerned. This Board has made a concerted effort to interpret its needs and programs to the political authority. The priorities of public service in terms of financing is then the responsibility of Board of Control and Council. Work must continue in communicating with Council, involving councillors of library developments in their area and of course communicating effectively with the ultimate authority, the voter.

A final area of achievement has been that we have begun to plan for the long term future. For years, our priority has been to build branches. We can see this coming to an end and in the October Seminar, we started on the new path of preparing ourselves for the future.

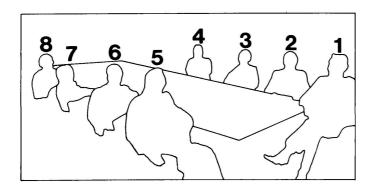
It has been a demanding but satisfying year. May I extend to each member of the Board and to the Chief Librarian my sincere thanks for the trust placed in me and the support so willingly given.

S.R. M. Low-

G.R. McCowan, Chairman North York Public Library Board



North York Public Library Board 1973



- 1 Gordon R. McCowan CHAIRMAN
- 2 A. R. Pile
- 3 Mrs. F. A. Pryal
- 4 Cecil Eustace
- 5 Alderman Jack Bedder
- 6 Douglas Pattem
- 7 Mrs. Mae Waese
- 8 Christopher M. Hrushowy
 - R. C. Hitchlock

Mr. Chairman and Members of the Board

sound repetitive and thus have a ring to it that makes the reader think he has heard all this before. For the North York Public Library, annual reports have told the story of growth and change for many years. 1973 was yet another year of growth and yet another year of change. It would be foolish to predict that this pattern will alter in the immediate future because the world around us is making demands on our services

that dictate change.

In today's world it is difficult to write an annual report that does not

The growth is apparent in the statistics which will be dealt with in more detail under specific areas of service. Change has evolved most significantly in two areas of our organizational structure. This has been the first full year for the new administrative system. During the year, areas of responsibility have been more clearly defined, working relationships evolved and delegation of responsibility achieved. I think the positive results can be seen in such things as the New Branches Report prepared by the Director of Public Service, the development of a comprehensive budget document by the Comptroller and the new staff development process instituted by the Director of Personnel. These are three specifics used merely to illustrate the fact that there is now an administrative

In the public service area we completed the process of amalgamating divisions which was begun in 1972 when the Book Selection Division and the Technical Services Division were combined under the latter title. At the present time, the western and central divisions have two area branches each and with the completion of the Fairview Area Branch, the eastern division will have the same number. These changes have had the effect of defining more clearly the third level of administration

corps capable of planning and assessing the library system.



and has removed the Division Heads from much of the routine of the branches, involving them more deeply in the administrative process. Naturally, this has resulted in changes in the roles of Assistant Division

Heads who are now more deeply associated with the daily operation of the area branches. The need for this change became apparent in the planning and evaluating of our services, as it was found that too many

planning and evaluating of our services, as it was found that too many people were involved, thus making the process of planning and evaluating slow. Efficiencies in the use of staff and material in the larger divisions have been achieved.

The most important area of general activity during the year has been that of planning and developing the system for the future. The

research that went into the New Branches Report and the recommendations made have given us a clear picture of the shape of the system in years to come. The Central Library has emerged as one of the major priorities of the Board. We are again in a period of library building with 1973 seeing the beginning of construction of Humber Summit, the completion of Fairview plans and the beginning of planning for Pleasant View and Leslie & Clansman. Rising costs and related concerns over taxes demand that more time be spent in planning and designing branches. Expansion in our Plant Division is providing us with the

see a continued preoccupation with building.

I would like now to report on the specific areas of operation of the system.

necessary manpower to cope with these needs. The coming year will

Adult Services

The statistical summary at the end of this report gives the basic outline of our service to the adult population. Most branches reported a larger number of inquiries for information. The shortage of space for books, documents and magazines has become a major concern in Willowdale, Don Mills and Bathurst Heights. New shelving has been added to help alleviate the space problem. More emphasis has been placed on the purchasing of materials on nicroforms and this has not only added to our resources but has alleviated, to some extent, space problems.

To improve our interloan program, the Teleprinter and Interloan Department was moved to the Services Building, permitting immediate access to the master files of the system. Map collections have been established in all area branches and a standard system of organization was achieved.

Circulation of adult materials continued to grow. Reference inquiries showed a marked increase due in part to the strength of the collection and in part to the changing demands of the community. The establishment of large office complexes in the eastern part of the Borough is resulting in a growing demand for business materials and information. Magazine collections were evaluated and a more liberal policy of borrowing these items instituted.

The multi-cultural nature of the community has already been mentioned. In specific terms this has resulted in a general upgrading of our collections in other languages. In the Don Mills area, specific attention has been given to French language materials. More work is being done in this area as an attempt to reflect the bilingual nature of our country. In the west end, more work has been done on the Italian collection with Downsview reporting an increase in use of these materials as a result of improvements to the collection.

York Woods continues to grow and will do so for a number of years as land close by is developed.

Children's Services

Although statistically our work with children is relatively less then it used to be, the child citizen has the right to first class service which must be a major objective of this Board.

During 1973 the staff of the children's departments in the branches were heavily involved in programing encompassing story times, film shows, book clubs, puppet plays, craft classes and special activities during school holidays and Young Canada's Book Week. Several Canadian authors visited our libraries during Y.C.B.W., adding an extra dimension to the activities.

Relations with schools are a major priority to assure that the most effective use of materials is achieved. Children's resource librarians cooperated with separate, public, parochial and nursery schools with classes visiting the library and staff visiting schools giving book talks to older students and stories to the youngsters.

Development of programs to meet the specific needs of individual groups in a multi-cultural community is yet another priority. Community resource meetings were attended to plan programs, exchange information and to keep in touch with what is happening in the community.

Development of staff and evaluating of collections are ongoing tasks.



Adult Education and Extension Department

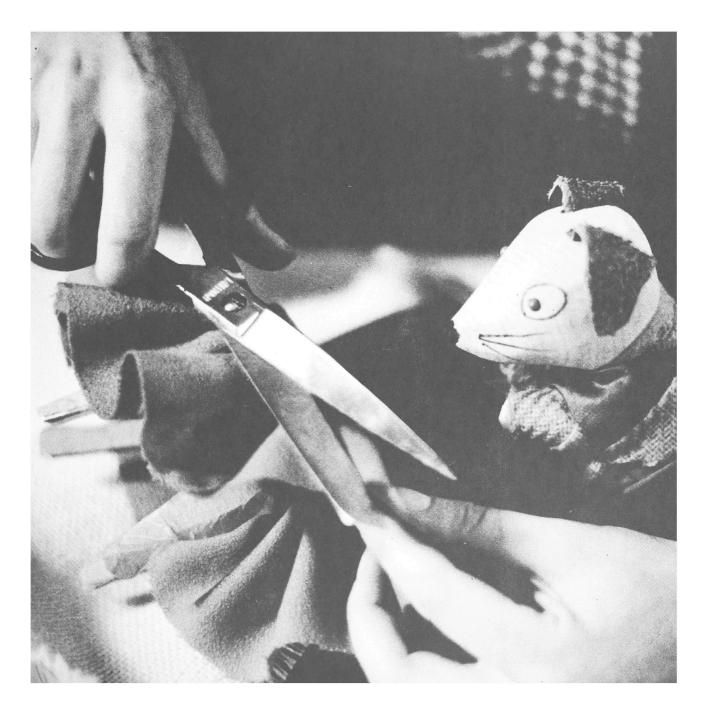
The work of the Adult Education and Extension Department is carried on in two ways. First, expert advice and guidance is offered the branches in planning adult education programs. Secondly, this department plans and implements certain programs for the system.

This department has been the moving force in bringing together the representatives of the various institutions and agencies involved in adult education in the Borough in a formal association. The objective is to eliminate unnecessary duplication and define areas of expertise and competence between the various institutions. Informally a close contact is maintained with the Board of Education and Parks & Recreation with a view to assuring that the maximum service is given to the citizen with the resources available.

A directory of our program activity reflects an incredibly wide range of interests from music and drama, to orientation for new Canadians, to crafts, to film programs, group discussions — the list is long and varied. In all, 687 individual programs were started, involving an estimated participation of 22,662 adults and children. These figures do not include the regular story hour and film programs.

The highlights of the year for our adult education program were the "China" series, co-sponsored with the Board of Education, and "Woman in the Modern Scene — Series V". These two programs once again established the public library's role as the originator of non-credit, short term, general interest programs. A new departure this year featured an informal series of topical discussions, music, folkdancing and films for patrons throughout the summer.

During the year, this department has been developing more precise criteria for programing and a more effective evaluation of programs. This will provide a body of information upon which to base future planning. In addition there has been an experimenting with such programs as "Searching For Values" and with groups such as "Collective Memories" who can provide a special expertise to the Library's activities.



Audio-Visual Services

of the year, 8mm projectors were made available to the public with a good level of demand. 16mm film use continued to grow with a 9% increase in 1973. Over 700,000 people viewed films borrowed from North York. Although most of the films were borrowed for outside use,

Use of film materials continued on a very high level. Toward the end

over 5,500 films were used solely for library programs.

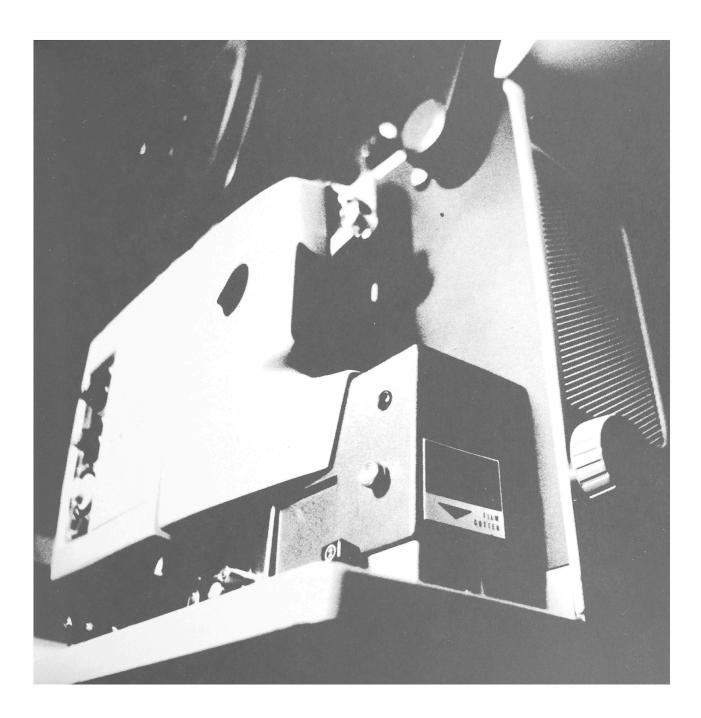
The process of adding record collections to community branches continued during the year. Black Creek and Fairview each received a basic stock. Our audio resources were further enlarged by the addition of 2,000 tape cassettes to the area branch collection. These handy reel-to-reel cartridges offer a wide variety from classic to contemporary

music as well as the 'spoken word' with topics ranging from astrology and psychology to economics and business.

Demand for audio materials is very high and our collections are

relatively small in relation to these demands. In 1974, it is planned to include collections in other community branches and strengthen the existing ones.

During the year, we were able to negotiate with Metro for the installation of a teleprinter unit in our audio-visual department. This has greatly facilitated our service in that communication with Metro's audio-visual department is now more efficient.



Outreach Service

The past three years have seen develop a great concern for those members of the community who cannot come to the library. The Books & Material Services has continued to offer records and books to senior citizens, the chronically ill and the handicapped. The program takes in 15 institutions, most of them homes for the aged or nursing homes. In the building program at Sunnybrook Hospital a new and more up-to-date Patient Library has been included which will provide us with better facilities with which to continue this function.

In 1974, it is expected that Metro will inaugurate a Talking Books Service. We will be provided with deposits of tape recordings of books, thus enabling us to assist yet another segment of the community.

After a successful experiment financed by Federal Government funds, the Library Board established the Program Services section of the department. This group is designed to bring a broader range of library services to borrowers served by the Books & Material Services staff. Through films, craft programs and music, educational, cultural and recreational programs are taken out to a variety of people who cannot come into the library. In addition, this department is providing programs in areas removed from existing branches to augment the bookmobile service or to fill in until permanent branches are built. The staff utilize facilities in schools, housing complexes or churches as they take the library to the people.

Craft programs, puppet shows, films and stories are all part of the program designed to enrich the lives of our citizens.



Technical Services

Branch in machine readable form. The plan is to provide a full computer printed catalogue for the opening of this branch; a first for the system. This program is being carried out in cooperation with the University of Toronto Library Automation Systems. We are now on the path which should lead to the elimination of much expensive record keeping and

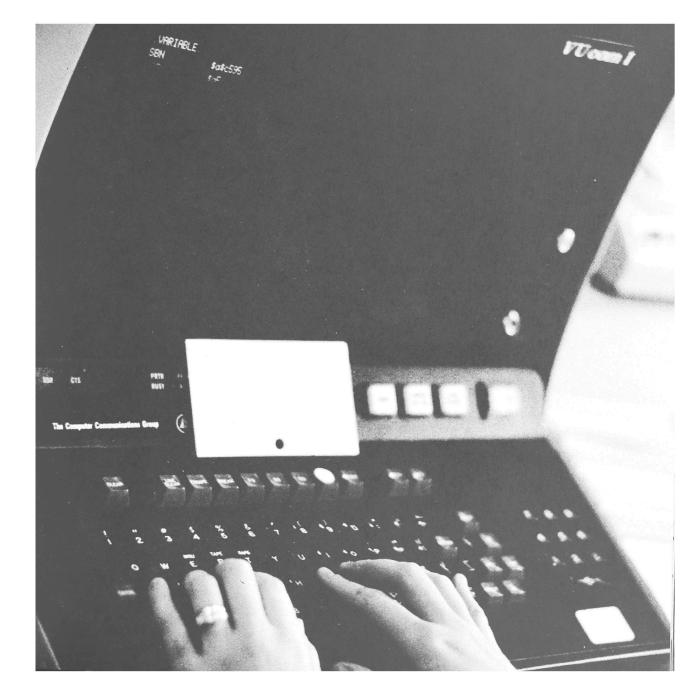
For several years now the library has been examining the possibility of using computer technology in the process of cataloguing books, records and films. By the end of the year, significant progress had been made in storing the catalogue for the new Humber Summit Community

paper processing.

This division has also begun a program of taking stock inventory of the books of the system. With a collection of approximately one million, this is a major task which will require at least another year to complete.

When finished, we will have an accurate record of our holdings, a statement of our losses and an updated account on the status of the collection.

Alterations in public service are reflected in changes in the work of this division. Although there is a decrease in the number of books processed, there is an increase in the total number of items handled. The increase in audio-visual materials more than compensates for the drop in new books. It should be noted, however, that the reduction in the number of books is related to the rapid increase in book prices which will necessitate a larger book budget in order to maintain the quality of the collection.



What's Purple, Has Wheels and Carries Books?

. . . The Bookmobile

Bookmobile service in the Borough of North York was begun 20 years ago serving 13 outlying areas. And although there are now fourteen libraries there is still a need for bookmobiles. These 60-foot trailer units, painted bright purple with gaily colored flowers, are easily recognized when making their regular stops for a few hours each week at schools and shopping plazas. The bookmobile locations number 27 across the Borough.

The three bookmobiles, based at Don Mills, York Woods and Downsview, have their schedules arranged so that they visit those areas with high residential populations furthest from libraries. Each library-on-wheels replenishes its stock of 4,000 books from the 'home base' library, trying to maintain a good selection of new titles. Each bookmobile has access to any book in the North York system and an up-to-date reference service is available.

Bookmobile schedules are offered at all branches of the North York Public Library.



Young Canada's Book Week

The major event of the year was the celebration of Young Canada's Book Week. Held in November of each year, Y.C.B.W. is designed to focus attention on children, their needs and the books that have been written for them. In 1973 the York Woods Library was the scene of the official national opening for Young Canada's Book Week by author Farley Mowat. His participation was made dramatic as his part in the proceedings had to be video-taped because he was bed-ridden with pneumonia. Through the co-operation of the National Library, an historic collection of "Notable Canadian Children's Books" was made available for public exhibition, aimed at showing the historical development of Canadian literature for children, illustrating trends and changes in creative writing from 1825 to 1972. The exhibition offered something of interest for all ages where adults could see books fondly remembered from childhood while boys and girls examined newer titles.

Complementing this exhibit was an international children's art display on loan from the National Museum of Man. These paintings and drawings were sent as gifts to the people of Canada by the children of other nations in the interest of friendship and better understanding. The 76 paintings on display, only a fraction of the entire collection, reflected the concerns common to us all whether we live in Nairobi or North York.

With these two exhibits, the library devised a most effective program for Young Canada's Book Week featuring authors, puppet plays, special film shows, craft classes and story-telling festivals.





ADMINISTRATIVE OFFICES 4430 Bathurst Street, Downsview

EASTERN DIVISION 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

Fairview Community Branch 5 Fairview Mall Drive, Willowdale

CENTRAL DIVISION Willowdale Area Branch (Gladys Allison Building) 5126 Yonge Street, Willowdale

Bayview Community Branch 2901 Bayview Avenue, Willowdale

Centennial Community Branch 578 Finch Avenue West, Willowdale

Bathurst Heights Area Branch 3170 Bathurst Street, Toronto

Yorkdale Community Branch Yorkdale Shopping Centre, Toronto

WESTERN DIVISION Downsview Area Branch 2793 Keele Street, Downsview

Amesbury Park Community Branch 1565 Lawrence Avenue West, Toronto

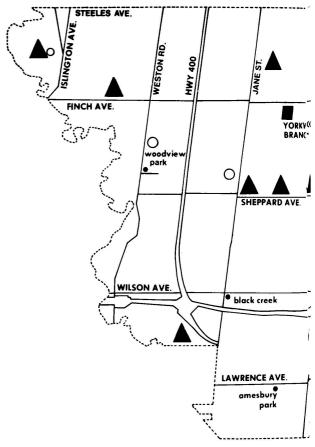
Black Creek Community Branch 2141 Jane Street, Downsview

Woodview Park Community Branch 16-18 Bradstock Road, Weston

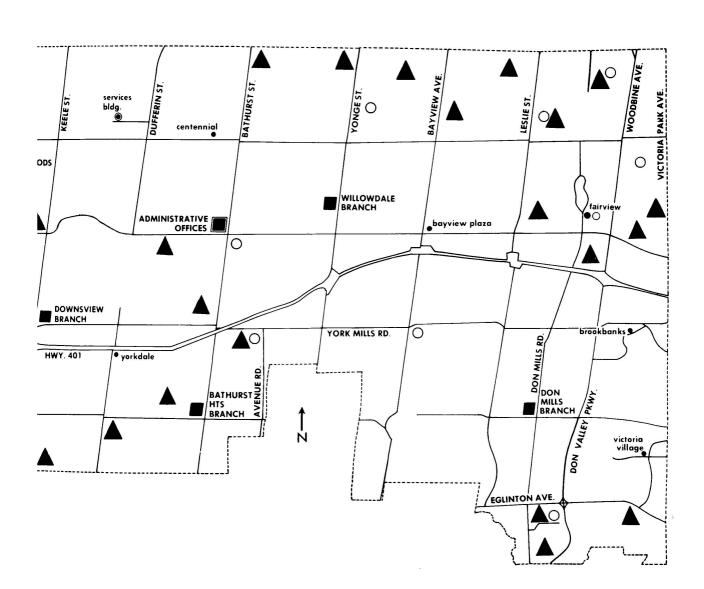
York Woods Area Branch 1785 Finch Avenue West, Downsview

SERVICES BUILDING
120 Martin Ross Avenue, Downsview

Branches



- **AREA BRANCHES**
- COMMUNITY BRANCHES
- PROPOSED BRANCHES
- **▲ BOOKMOBILE STOP**



Reference and Research

The improved facilities for the Reference and Research Department have resulted in a marked increase in the use of our Canadiana collection. This collection was enlarged to encompass Ontario history, then the whole of Canada, until it has become one of the most comprehensive collections to be found outside of a Canadian university. One of its most useful features is the fact that it is not confined to any particular historical period, so that researchers can find what they need all in one place. In 1973 with CBC staff, writers, researchers and teachers using the collection, more than 500 inquiries were handled. The move to Fairview will provide for a broader service to the serious student.

This department is our major link with Metro and the reference coordinator has sat on several committees for the prupose of developing Metro-wide plans and objectives. The coordinator also continues in the system and has been deeply involved in the development of microform collections, map and government document collections as well as in the general development of reference collections to meet the demands of the public.

Book Sale

This year saw the first book sale of its kind for the North York Public Library, meeting with such overhwelming success that the majority of titles were sold within the first two hours. These are books that have either become worn out or obsolete for library purposes and have been withdrawn from the collection. The sale was offered at Don Mills in the east, Willowdale in the central division and at York Woods in the western section of the Borough.

Publicity and Public Relations

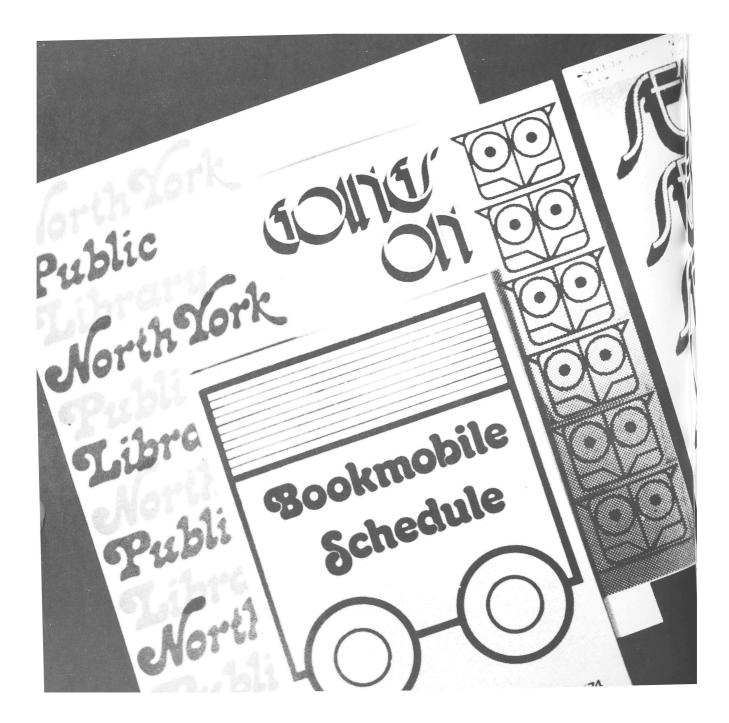
In a diverse community such as North York, the problem of telling about the library is a mammoth one. During the year, progress was made in this direction. A consolidation of program publicity material resulted in the popular GOINGS ON booklet describing the events in each area, tied in with large poster displays in each branch giving the month's activities.

Television coverage was obtained from CBC and CTV for some of our activities, regular radio announcements were acquired from several stations, the Toronto dailies published a variety of stories, pictures and news items, and finally, our weekly newspapers have done a fine public service in publicizing our programs and services. There is still much to be done but in reviewing the performance, the public received much more information from the media about our services in 1973.

It was also the year when our art and printing departments made substantial changes in the style and quality of displays and publications, Silk screening of posters was introduced during the year, a schedule of system-wide displays was established and artists were assigned to each branch to raise the standard of exhibits and displays. New equipment was obtained for our printing department resulting in a considerably improved level of production.

"Libraries are for you" was the slogan of the 1973 Canadian National Exhibition booth, sponsored jointly by all libraries of Metropolitan Toronto. To show the public what their libraries had to offer, the booth was designed to emphasize the non-print materials, including audiovisual equipment, art reproductions, extension programs and outreach services to the eldery, the disabled and the handicapped. North York's Mobile Outreach staff performed three daily puppet shows to a most enthusiastic crowd totalling close to 6,000.

There is still a need to establish a publicity program that will regularly contact large segments of the community. TV is the ideal, but with the present policies of the two major stations, this type of coverage is beyond our means. Radio appears to be a possible alternative and this will be investigated in the new year.







For some time now the residents of the Humber Summit community in the northwest corner of the Borough have been expressing the need for a branch library in their area. Up to the present time, library service to this part of North York has been by bookmobile. The Library Board studied the requirements of this neighborhood taking into account the criteria of population and the nature of that population, geography, relationships with other branches within certain distances, and types of services required by the community.

The combined operation of the Humber Summit branch of the North York Public Library and community centre run by the Parks and Recreation Department, located at Islington and Whitfield Avenues, is scheduled for opening in April of 1974. Available to serve a population of 17,300, this library will open with a book stock of 20,000 titles and will boast the first computer produced catalogue in the system.

The library has not waited for the building to be completed to bring service to the community. In addition to the bookmobile service, library-sponsored programs were begun in the fall at Whitfield Public School consisting of crafts, films, puppets and stories.

At long last this community is seeing the dream of its own library come true.



The Future

By 1978 the system will consist of the following 24 branches as compared with the 14 today:

Eastern Division: Fairview Area Branch with Pleasant View, Hillcrest and Highland community branches; and Don Mills Area Branch with community branches at Victoria Village, Brookbanks, Flemingdon Park and York Mills.

Central Division: Willowdale Central Library with Bayview, Centennial and Snowcrest community branches; and Bathurst Heights Area Branch with Yorkdale, Bathurst-Sheppard and Avenue-Wilson community branches.

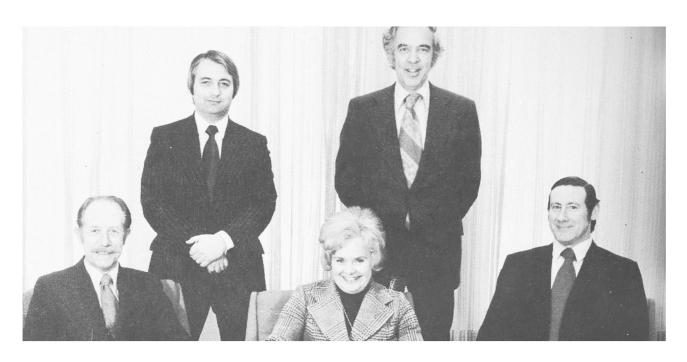
Western Division: York Woods Area Branch with Humber Summit, Jane-Sheppard and Woodview-Humbermede community branches; and Downsview Area Branch with Amesbury Park and Black Creek community branches.

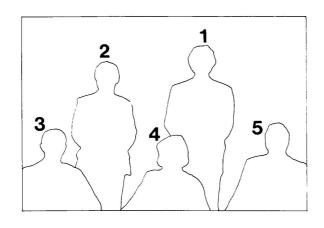
In a report such as this, reference must be made to statistics. These speak for themselves and my comments help to flesh out the skeleton of figures.

In conclusion may I express to you, sir, my sincere appreciation for the opportunity to work with a Board that is so committed to good service. Added to this is the congenial and loyal support of colleagues and staff which has made 1973 a most happy experience.

Chief Librarian







Administration

- MR. JOHN E. DUTTON 1
 Chief Librarian
- MR. PETER BASSNETT 2
 Director of Personnel
- MR. R. A. RAWKINS 3 Director of Public Service
- MRS. GRAYCE E. GUNN 4
 Executive Assistant
- MR. WILLIAM A. FOLEY 5
 Comptroller



Division Heads

WESTERN DIVISION
YORK WOODS AREA & DOWNSVIEW AREA

1 Mr. Ilmars Strauss

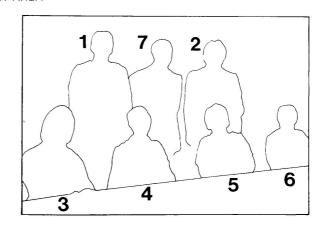
CENTRAL DIVISION
WILLOWDALE AREA & BATHURST AREA

2 Mr. Leonard Chester

EASTERN DIVISION

DON MILLS AREA

- 3 Miss Judy Price
- 4 Miss Ann Keller Coordinator of Children's Services
- 5 Mrs. Prudence Clunie Technical Services (inclusive of Book Selection & Acquisition)
- 6 Mrs. Dorothy Chatwin Reference & Research Division
- 7 Mr. E.A. Jay Plant Division



NORTH YORK PUBLIC LIBRARY STATISTICAL REPORT

Circulation of Materials	1972	1973	
Willowdale Region			
Adult	637,836	671,660	
Children	212,980	213,722	
Bayview	298,792	294,114	
Centennial	108,503	109,045	
Bathurst Region			
Bathurst Heights	357,743	362,011	
Yorkdale	188,341	176,057	
Don Mills Region			
Don Mills	569,831	562,923	
Brookbanks	255,960	259,625	
Victoria Village	72,938	70,115	
Bookmobile	131,363	112,898	
Downsview Region			
Downsview	302,835	297,826	
Amesbury Park	103,109	98,309	
Black Creek	153,620	161,607	
Woodview Park	103,129	94.734	
Bookmobile	83,895	70,249	
York Woods Region			
York Woods	321,067	346,894	
Bookmobile	93,464	91,582	
Fairview Community Branch	58,754	220,578	
Outreach		69,957	
Audio-Visual Materials (1972)			
Records	21,491		
Film & Film Strips	41,195		
Projectors	3,082		

	_	44,710 311 1,830 594	
647,934	4,119,928	708,663	4,331,351
		8,186 158,175 443 537	
103,828		113,350	
57,711		63,903	
58,671		69,286	
54,540		50,276	
23,034		27,051	
3,705		16,140	_
	301,489		340,006
Adult	Children	Adult	Children
32,500	11,161	33,220	10,251
15,608	3,976	14,03	2,840
18,356	11,975	19,666	11,789
13,627	10,639	13,933	9,487
	5,479		8,326
2,592	1,217	5,88? 1,412	2,089
	103,828 57,711 58,671 54,540 23,034 3,705 Adult 32,500 15,608 18,356	103,828 57,711 58,671 54,540 23,034 3,705 301,489 Adult Children 32,500 11,161 15,608 3,976 18,356 11,975 13,627 10,639 8,682 5,479	311 1,830 594 4,119,928 647,934 708,663 8,186 158,175 443 537 103,828 57,711 63,903 58,671 69,286 54,540 23,034 27,051 3,705 16,140 301,489 Adult Children Adult 32,500 11,161 33,220 15,608 3,976 14,03 18,356 11,975 19,666 13,627 10,639 13,933 8,682 5,479 11,907 2,592 1,217 5,887

91,365

44,447

135,812

100,057

144,839

44,782

1972

1973

Circulation of Materials

TOTAL

Total Registration

BOOKS AND MATERIAL STOCK

TOTAL BOOK STOCK, DECEMBER 31st, 1972-890,478

WILLOWDALE AREA	 295,987
DON MILLS AREA	 206,523
BATHURST AREA	 125,802
DOWNSVIEW AREA	 192,927
YORK WOODS	 90.731

OUTREACH SERVICE 6,180

TOTAL BOOK STOCK DECEMBER 31st, 1973 – 958,545

FAIRVIEW 40,395

RECORDS		33,655
16 MM FILMS		769
PERIODICALS (TITLES)	1,373

OUTREACH SERVICES

Books and Material Services		1972		1973	
Circulation	37,903		44,146		
Sunnybrook circulation	19,973	57,876	19,513	63,659	
Registration	176		109		
Sunnybrook Registration	1,799	1,975	1,303	1,412	
Reserves	1,888		1,996		
Sunnybrook Reserves	1,882	3,770	2,333	4,329	
Film Programs		22		15	
Cassettes circulated		8		9	
Records circulated		52		392	
Book Deposits		17		15	
Program Services					
		1972	197	73	
	Number		Number		
	of Programs		of Programs		
	and/or visits	Attendance	and/or visits	Attendance	
Craft Programs	381	1,991	332	1,835	
Film Programs	469	8,123	583	10,780	
Vists to Individual shut-ins	93	211	69	70	
Children's Programs	105	1,585	116	3,577	
Special Programs (including concerts, children's	74	1,624	175	10,791	

REVENUES & EXPENDITURES, CURRENT FUNDS 1973

\$ 156,023

			Revenues
Balance, January 1, 1973		\$(18,171)	
Current Funds Received			
Borough of North York Province of Ontario Fines re Overdue Books & Sundry Recei	\$4,772,036 695,003 pts 136,412		
Interest Earned	22,031	\$5,625,482	\$5,607,311
	., ., .,		
			Expenditures
Library Operating			
Salaries & Employee Benefits Stationery & Supplies	\$3,081,149 80,943		
Sundry Operating Expenses	276,063		
Maintenance of Buildings & Equipment Building Rentals	324,432 162,016	\$3,924,603	
Library Capital			
Books, Records, Films, Microforms Equipment	\$ 932,030 73,267	\$1,005,297	
Debentures			
Repayments and Interest		\$ 521,388	\$5,451,288

Surplus at December 31, 1973

NORTH YOR DUBLIC LIBRARY

