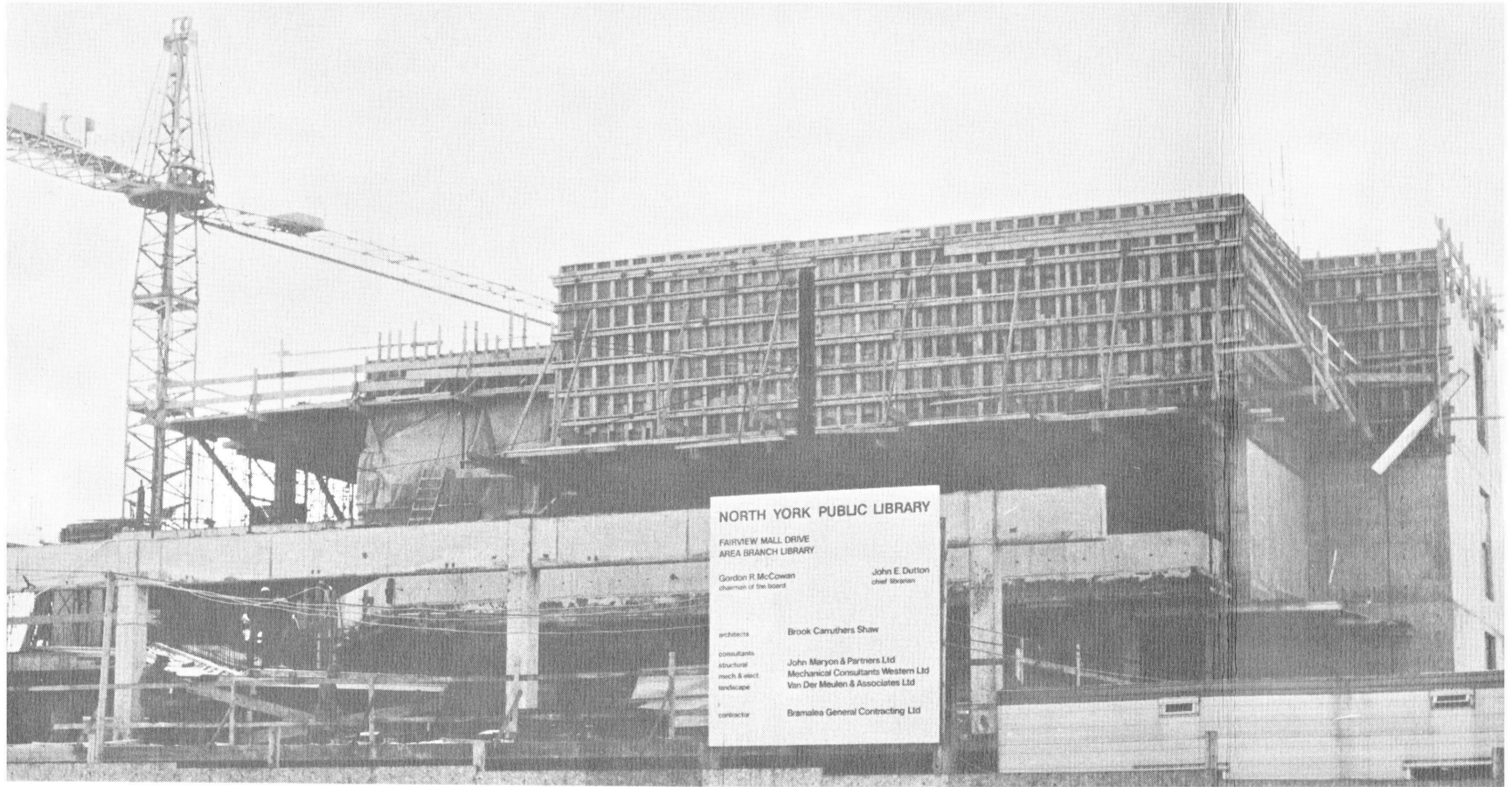


North York Public Library 12th Annual Report 1974





North York's largest and final area branch library at Fairview Mall Drive and Don Mills Road is geared to serve a population of 100,000. Completion is scheduled for summer of 1975. This library will house the Canadiana collection, Audio-visual department, administrative offices, community meeting rooms and a 300-seat auditorium.

Since the beginning of human history man sought for the answer to innumerable questions that plagued his mind. The what, why and how of the world around us has always been of deep interest. Our curiosity demands that we know what another person thinks, why something happens and how to do something we can't do now. The range of our curiosity is as wide as human experience itself and includes the serious, the provocative, the entertaining and the sad. To help man in his search to know, libraries have developed and the public library has for many decades devoted itself to helping the citizen in his search for knowledge, understanding and experience.

In the western world this search for knowledge has become closely associated with our philosophies of freedom and democracy so that a public library has an obligation to provide to those who seek a variety of opinions and ideas. There is an obligation to assure that not just the majority opinions or views be expressed, but also those views which are critical, controversial and perhaps deemed unacceptable by the majority.

Each generation and each decade sees new concerns emerge and new needs expressed so that a public library must reflect the changes and needs of the community in which it finds itself. Similarly, different generations communicate in different ways so that the public library cannot restrict itself unduly in the form in which information is presented but must hold itself ready to provide services and materials in a form and in a manner which meets the needs of the moment. As well as books and other printed materials, there will be included films, discussions, lectures and a variety of other forms designed to meet contemporary needs.

Thus the North York Public Library serves its community recognizing its roots in tradition and history but accepting its responsibility to provide for today's intellectual needs of the community with materials and methods that are associated with and accepted by the community which we serve.

NORTH YORK PUBLIC LIBRARY BOARD 1974



(left to right)

Mr. Cecil Eustace

Mr. Douglas Pettem

Mrs. Mae Waese

Mr. A. R. Pile

Mr. Gordon R. McCowan, Chairman

Mrs. Virginia Atkins

Mrs. Fosca Montagnese

Alderman Jack B. Bedder

Mr. Christopher M. Hrushowy (absent)

Mr. Ronald Hitchlock (retired Sept., 1974)

CHAIRMAN'S REPORT

Undoubtedly the most important development in 1974 has been the decision on the part of Council to proceed with the Civic Centre and to include the Library in the first phase of its development. Several years ago when the question of a new Central Library was first raised, one couldn't help but wonder if the dream would ever come to reality. To have reached this point is indeed a credit to this Library Board for its far-sighted planning and to Council for its desire to provide modern urban facilities to the citizens of the Borough.

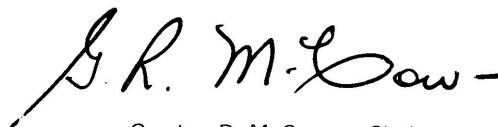
Planning for the Central Library has occupied and will continue to engage the attention of this Board. The project is a once-in-a-lifetime opportunity. To some degree it has its roots in tradition in that this Board has come to the realization that a library system such as ours serving a community as varied and complex as North York requires the resources of a traditional central library. And yet this development is modern in terms of the new thinking in urban development. No longer is a library, a Board of Education or a cultural centre able to plan and operate in isolation. The times dictate that public bodies work for the common good which is a challenge and an opportunity. The challenge is to define our needs clearly so that the essentials of a good library will be found in the Civic Centre. This will require that in some points there can be no compromise because the Board's responsibility is for a good library. The opportunity is to create in cooperation with others something that is better than any one institution can build for itself. This is indeed a wonderful chance for all of us in library affairs.

During the year this Board has been part of the general social process of questioning what is being

done and asking what should be done. This is an ongoing process which can be frustrating at times. It would be very comfortable in some ways to go back to stable set patterns, but that is not the way of today's world.

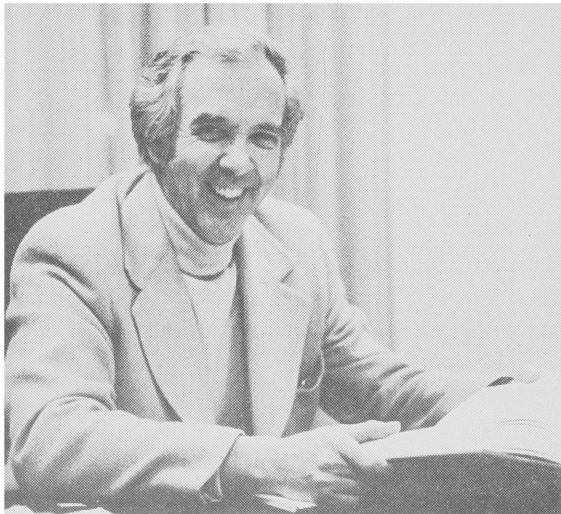
In the accompanying report you will get a picture of the diversity of activity within this community. Some of the activity was unheard of in a library a decade ago and some of it will be unheard of a decade hence. Thousands of our fellow citizens have had their lives touched by these events, which is a rather impressive record upon which to face 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.

A handwritten signature in dark ink, reading "G. R. McCowan". The signature is fluid and cursive, with a long horizontal stroke at the end.

Gordon R. McCowan, Chairman
North York Public Library Board

MR. CHAIRMAN AND MEMBERS OF THE BOARD



Since its inception the North York Public Library has been preoccupied with the constant demand for building space from which to serve its continually growing public. The past year saw this type of growth peak. Plans were completed for three new branches, with two of them well under way at year's end and the third programmed to begin in early 1975. The largest of these three is the Fairview Mall Drive Area Branch library, the final large branch to be built in our system of area and community branches. Located at Fairview Mall Drive and Don Mills Road, it is designed to serve a population of approximately 100,000 people. The other two branches are of the size established for community branches and both are located in the Borough's east end. Pleasant View at Brian Drive and Van Horne will open in spring of 1975, while the Hillcrest location at Leslie and Clansman will be ready in the fall.

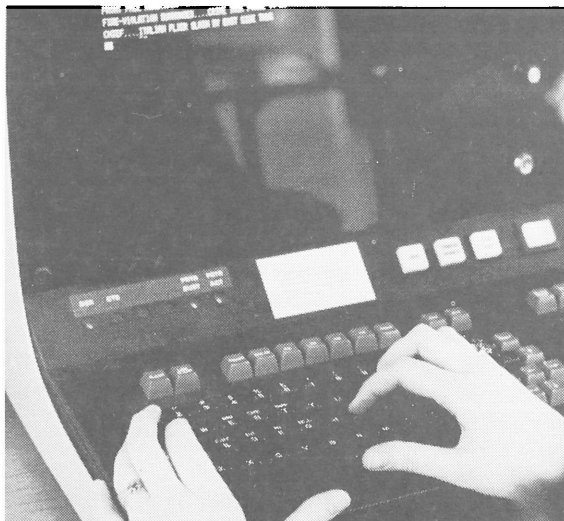
Three other community branches are under active consideration and when these buildings have been completed the physical requirements for new branches will have been substantially met.

The most exciting development of the year was the decision to proceed with the Civic Centre, a major element of which is the Central Library. This project has been the subject of discussion for nearly ten years. Designed to include the services of the present Willowdale Library, the new building will give the system a badly needed central information and library centre and thus provide us with all the physical elements to give the Borough citizens first class service.

Two important objectives were reached during the year in our physical plant programme. The first was the completion and opening of the Humber Summit library and community centre; the second was the relocation of our Yorkdale Plaza branch. Humber Summit is the first of its kind -- a library/community centre designed and operated in cooperation with the Parks and Recreation Department. Its opening in May was a resounding success and it now plays an important and vital part in the life of this community.

The Yorkdale relocation required a major change in the mode of operation of this branch. We were required to move the branch to a building operating on two floors. This meant the collection had to be divided which, for a small collection, produces complications. However, the gains in terms of space and facilities have exceeded the problems created and at year's end the new location was beginning to run smoothly.

As the physical expansion peaked, new developments emerged which will have a wide impact on public library services generally. At the opening of the Humber Summit branch in the Borough's north-west corner, the public was introduced to the first



computer printed book catalogue to be produced by this library. Plans are well advanced for all our records of the library materials to be stored in a computer. Over a period of time the development of a computer stored record and random access to these records will greatly assist the process of locating material, providing information about our materials, adding and removing materials from the collections, and physically controlling circulation of these materials.

In September the introduction of the New York Times Data Bank service brought this library into the world of shared and computer stored information. No longer are we looking just to ourselves, but are now buying information from a source that has specialized in providing certain types of information. Other such sources exist today and new ones will be added. This

Situated on the south-west corner of Van Horne and Brian Drive, the 7500 square foot Pleasant View Community Branch is scheduled for April '75 completion.



is a development which will have a profound impact on this library's ability to provide information.

The year was marked by a growing emphasis on cooperation between various organizations. The concept of a community centre housing a variety of services requires close working relationships between organizations serving a community. Although this process is often slow and on occasion frustrating, it requires that each organization define its objectives and thus its role in the community. In dealing with the proposed Civic Centre, Flemingdon Park and Jane and Sheppard branches, the position of the library has become more clearly defined.

The physical development and introduction of new processes can overshadow the very solid achievements of the regular ongoing programme of the library.

ADULT SERVICES

Each year the complex and diverse nature of the population of North York becomes more apparent. Several trends begun two or three years ago have become well established. There is a growing demand for information in all branches and this demand is incredibly diverse. Of particular interest is the growing number of inquiries for business materials in the Don Mills area. More materials and more training of staff has been needed to meet these requirements. The multi-cultural nature of the community has resulted in substantial increases in our collection of books in other languages. In the latter part of the year this portion of our adult service was strengthened by assigning more staff on a full time basis to the department. Following the lead of the federal and provincial governments, we have augmented our collection of French language materials. Also, staff have taken part in French instruction programmes to enable the library to provide a better service to French speaking citizens. A survey done by a library school student on the French population in North York

provided valuable information to improving our service.

In the Central Division, the final steps in the reorganization of the Gladys Allison Building were completed. The crowded conditions still persist but the organization of the collection, information desks, study areas and other materials has resulted in a much more efficient operation.

All divisions have developed very close working relations with other community groups. This development began in the Western Division where a Downsview and York Woods Resource Group have been meeting for a number of years. This provides the library with a valuable contact with schools, community workers, police, churches, etc. and at the same time enables the library to interpret its programme to other groups. These resource groups have resulted in a growing awareness of community needs and resources.



ADULT EDUCATION AND EXTENSION

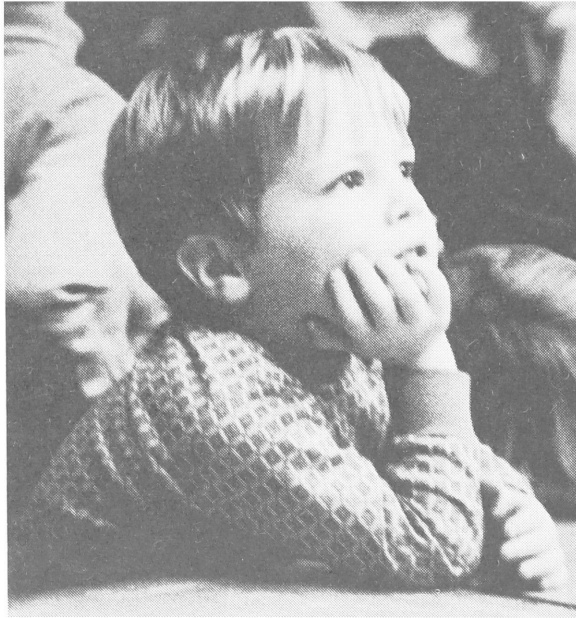
The work of this department is graphically presented in the statistics of 773 programmes for 1974 compared with 687 in 1973. All the programme activity of the system is channelled through this department, which provides programme ideas, resource personnel, direction in implementation, and evaluation of our adult education and extension programming. In addition, this department takes full responsibility for specific types of programmes. "Women in the Modern Scene" is now an accepted annual event in North York. Two other series were begun in 1974; the first on health explored such contemporary concerns as acupuncture, vitamin E and hypnotherapy. The second programme introduced the complex question of man/woman today and provided a forum for discussion on contemporary issues. Reflecting the growing concern of the citizen over housing, a very successful group of meetings on buying and selling a home were held.

Throughout the system the variety and scope of our programmes are a reflection of the diversity of interests of the community. To assure a maximum utilization of resources and to avoid duplication, this department was instrumental in forming a North York Continuing Education Council. This council is now providing a valuable forum for cooperation and exchange of information on the programmes and objectives of the various organizations.

A part of the Adult Education and Extension Department operation is the LINK community information service. In 1974 it operated on the main floor of the Gladys Allison Building, where the move to the centre of action resulted in a substantial increase in inquiries. This service is now an accepted part of the library programme. Other community information services seek help and advice on a regular basis. There appears to be a need to expand a LINK-type service to both the eastern and western divisions of the library system.

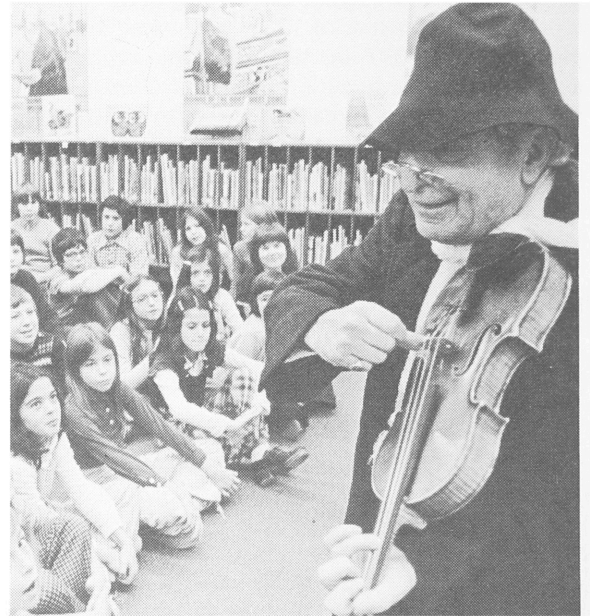


CHILDREN'S SERVICES



Exciting work has been done with children this past year. In the western division the position of Children's Community Liaison Librarian was established. This staff member has concentrated her efforts in going out into the community to carry the word about books and services to children who in many cases are first generation Canadians. The results have been most satisfying and on occasion spectacular as circulation at some bookmobile stops has shot up as a result of the visit to each class. Cooperation with the schools has been of great importance and the two institutions have established very effective working relations on the local level.

The programmes for children have developed a



most amazing diversity from visiting lions and boa constrictors to book clubs for avid readers. There have been groups producing puppet plays, a small theatrical company, a film making club in addition to the regular activities of crafts, films and stories.

During the year several branches experimented with games for children to play in the library and these have proved to be most successful.

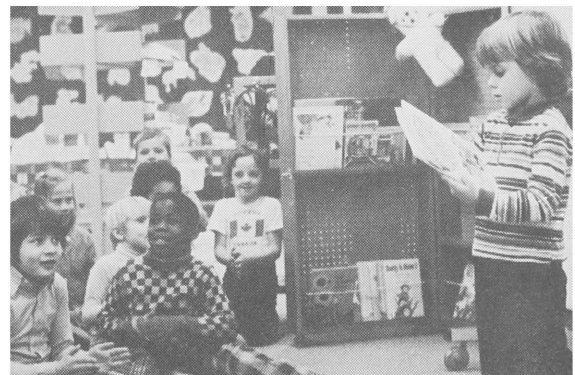
Under the direction of the Children's Coordinator, a close examination of our service to children and their needs has begun. Again, the cosmopolitan nature of our community demands varied programmes and services.

BOOK BUG BASH

The rest of Canada decided that Young Canada's Book Week was a thing of the past, but not North York. Renamed and revitalized, the annual event emerged as a fun-filled rollicking Book Bug Bash. Children's authors participated along with the exciting and magnetic Brother Blue - a storyteller who practices his ancient art in a modern way to captivate audiences of any age. Poster contests, puppet shows, plays and other special events attracted crowds of junior citizens to the library. National weeks may be dead in some places but in North York children and books will continue to have their annual Book Bug Bash.



Six-year-old Scott Mayo of Shoreham Public School was the winner in the junior division of the bug drawing contest held during Book Bug Bash in November.



MOBILE SERVICES

Throughout the year the library's three Outreach Services brought important resources to special areas of the Borough.

Although our bookmobile service is shrinking as new branches are built, there are still many communities well removed from branches and so the big purple vans continue to bring books to the people. In 1974 one unit was located permanently in Flemingdon Park leaving two units to serve the rest of the Borough.

For people unable to leave their homes, hospitals or nursing homes the service to senior citizens, shut-ins, the handicapped and infirmed continues to serve a real need. Its resources were augmented this year with the introduction to Talking Books. These cassette recordings bring the books to the sightless and those who are not able to handle the conventional printed material. The library supplies the tape recordings and the playback equipment. There is a need to expand our service to the handicapped and the elderly people who are so often the forgotten citizens.

Finally, there is our Mobile Outreach programme department that takes library activities to shut-ins, the handicapped, the elderly and to communities isolated from regular branch services. The social benefit derived from this programme has been recorded in several letters received during the year. With films, crafts, music sessions and puppet shows this unit enriches the lives of thousands of people during the year.



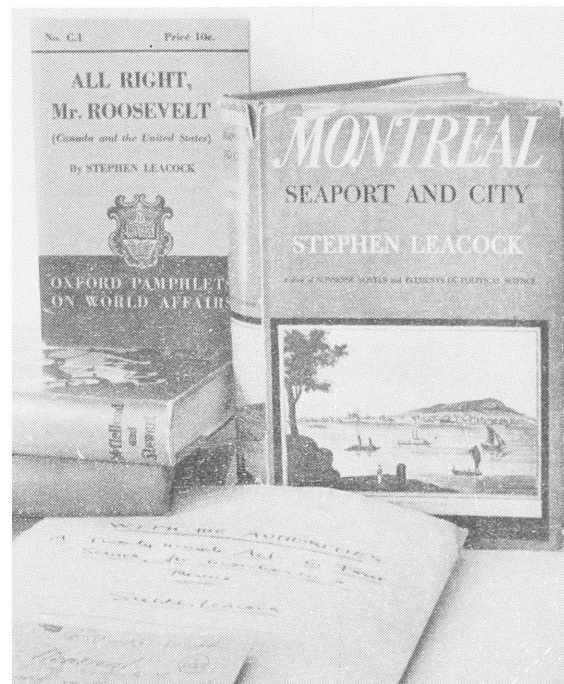
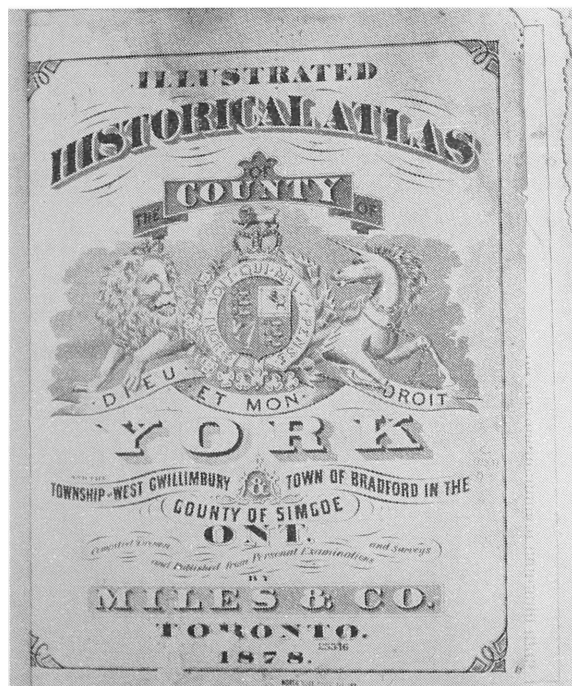
REFERENCE AND RESEARCH

The move to better facilities has resulted in an increasing rate of use of our Canadiana materials. This collection, which has been so carefully built up over the years, is now a major resource in this area and is attracting writers and researchers to it. With the development of even better facilities in the Fairview Mall Drive Area Branch, there will be even greater demands placed upon the collection.

This department also takes a major role in developing cooperation with Metro and the other public libraries in the area. Interloan, teleprinter, union

list of periodicals and related concerns are the responsibility of our Reference and Research Coordinator. In addition there is the task of building the reference collection for the Fairview branch and acquiring materials for the Central Library. These tasks have been a major concern in 1974 and will spill over into 1975.

Staff training and coordination of certain materials is also the work of this department. With the increase in demand for information, the need for a system-wide approach to information becomes more and more apparent.



PUBLICITY AND PUBLIC RELATIONS

One of the major problems facing an organization such as ours is to get the message of our services across to the people. During the past year we have received a very high level of cooperation from newspapers, magazines and radio as well as local and national television stations. The regular coverage of library activities has been liberally augmented with feature stories, pictures and news of our services. We owe a hearty vote of thanks to the media for their fine support.

The programme of updating the print department has now been completed. This has been a two-year project aimed at cutting costs and improving output.

The monthly Goings On publication was consolidated into a compilation of all programmes for the period September to December. This directory was distributed door to door throughout the Borough and was very well received. The programmes for January to June, 1975 appeared at year end in a winter edition which was printed and prepared by our own staff. Bulletin boards within each library have been established to publicize the activities of that library. The policy of publishing regular film, book and record lists was continued.

The art department developed several excellent displays in cooperation with a number of institutions, organizations and individuals. These included exhibits on the history of Canadian theatre, Chinese and Eskimo art, pottery and pioneer artifacts. Colour, design and selection of furniture and the graphics were handled by our staff for the Humber Summit, Yorkdale, Pleasant View, Hillcrest and Fairview branches.





AUDIO-VISUAL

In 1974 over 700,000 people viewed 16mm films from North York. Circulation increased by 16.5% to reach new highs and establish North York as the most active public library film department in Canada. The library now owns 845 16mm prints and 2500 8mm prints.

In the area of records and sound, all branches have reported increasing levels of use. Within the year 1975, all branch locations will have circulating record and tape collections.

In 1974 we began a study on the use of video, 8mm sound films, and TV in the library. Several libraries have experimented in these areas and it would appear that we should consider expanding our services in these new fields.



TECHNICAL SERVICES

The task of selecting, ordering, cataloguing and processing the thousands of books needed by the system is a gigantic one. A total of 134,249 books were added in 1974, bringing our entire collection to well over the one million mark. In addition, work has been continuing on the inventory of the various branches to establish an accurate record of books on the shelves and those materials that have been lost. This is the first time the task has been done in this library system.

The relocation of the teleprinter unit to Technical Services has proven to be a most effective means of monitoring the requests of branches and of modifying these needs. The system of collecting surplus branch books into a central collection has proven valuable in terms of transferring surplus stock from one branch to new branches.

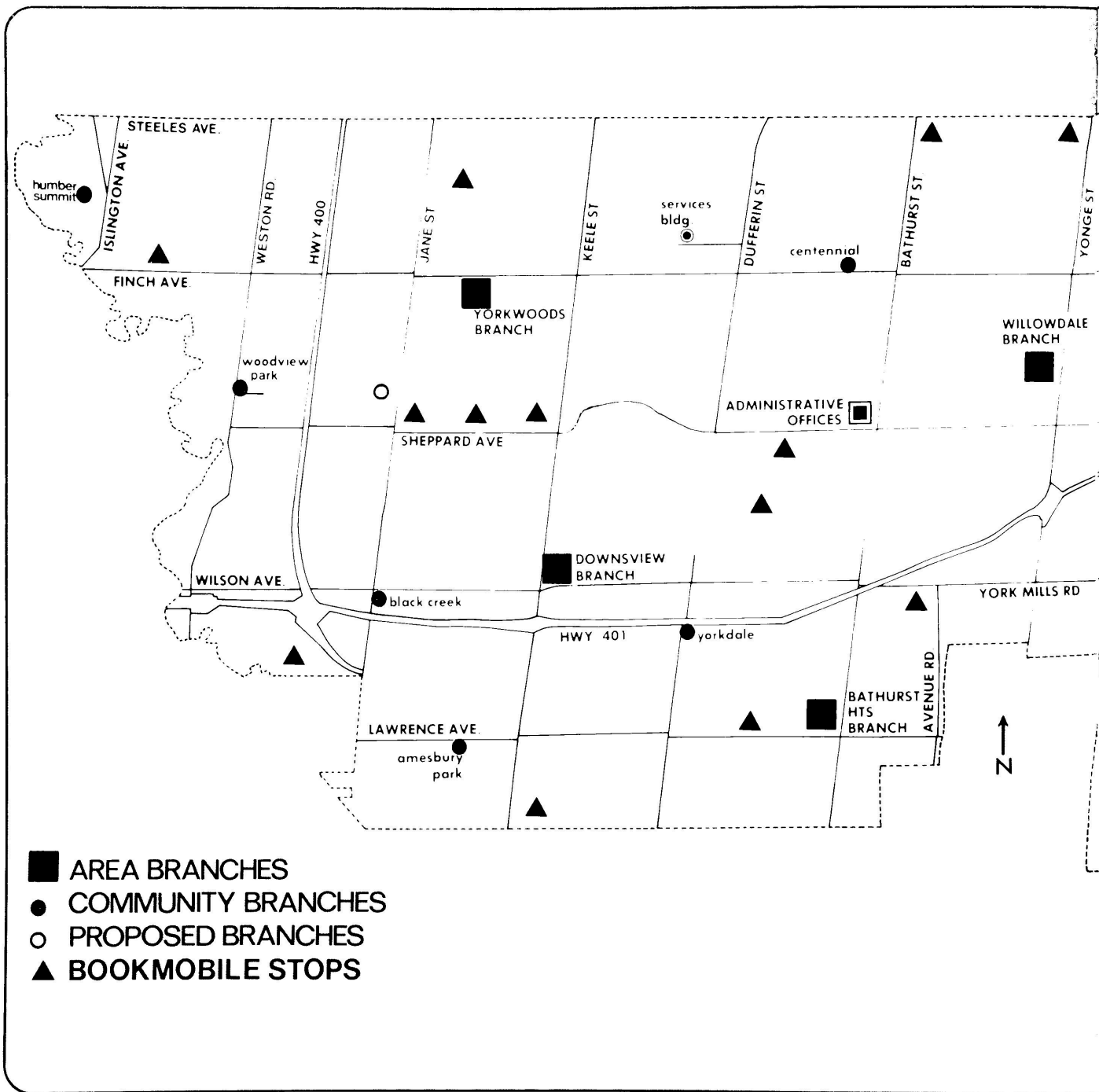
Reference has been made to the automated cataloguing system. This is a dramatic new development for this department, requiring detailed study of our cataloguing needs and policies in order to specify maximum requirements under the new process. It is expected that in early 1975 our catalogue cards will be computer printed.

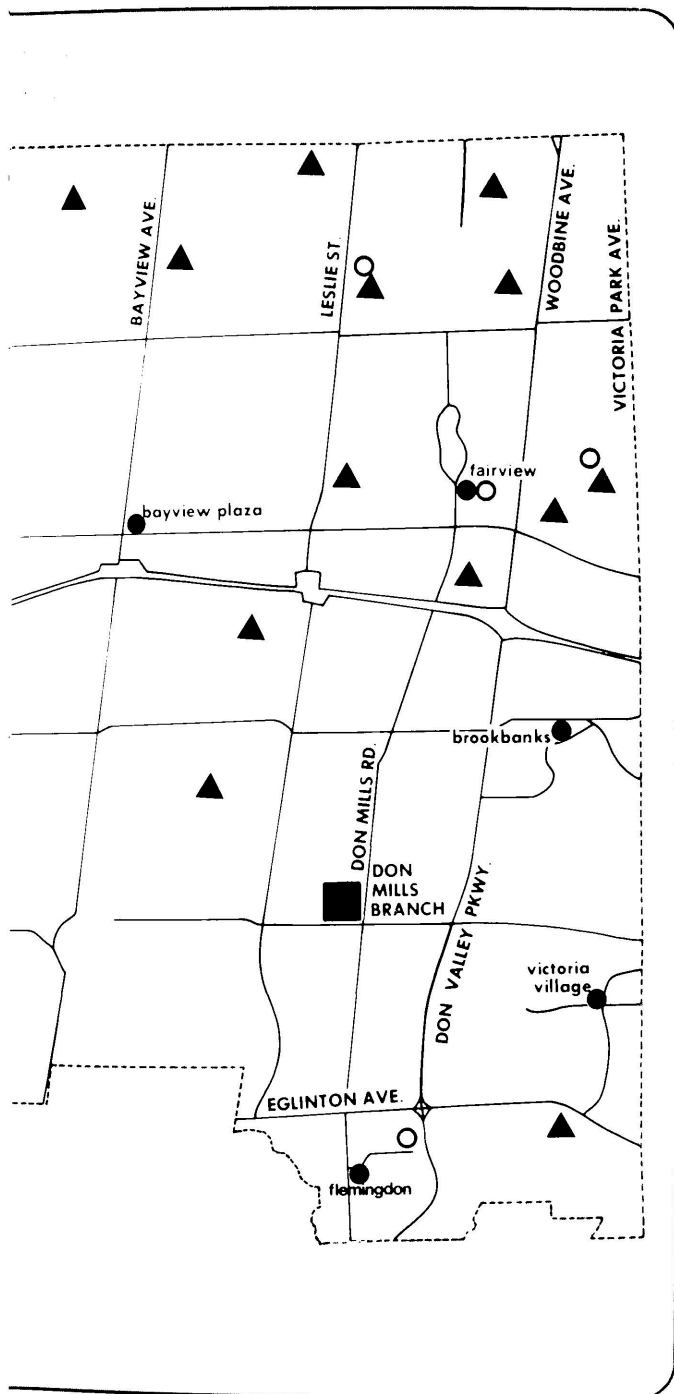
In looking ahead one can't help but be impressed by the ever increasing demand for information. The historic role of the library has been an educational one. As citizens want to know more about their community and its services and the sources of information on the law, consumer and civil rights, the library is faced with a major challenge. As people seek to understand themselves and the world around them the library is faced with yet another objective. As society accepts the concept of the Open University, the library will be given the demanding task of providing information resources to citizens participating in this activity. The coming year will require a clear definition of how we can meet these and other challenges as we seek to serve the community.

It has been an exciting and busy year. May I add my personal thanks to the Board for support, guidance, questioning and leadership and to colleagues and staff my sincere thanks for their contribution in the work of the North York Public Library.

A handwritten signature in black ink, appearing to read "J. E. Dutton". The signature is fluid and cursive, with a large, sweeping initial "J".

Chief Librarian





BRANCHES

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

Fairview Community Branch

5 Fairview Mall Drive, Willowdale

Victoria Village Community Branch

184 Sloane Avenue, Toronto

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

Humber Summit Community Branch

2990 Islington Avenue, Weston

SERVICES BUILDING

120 Martin Ross Avenue, Downsview

NORTH YORK PUBLIC LIBRARY STATISTICAL REPORT

Population Borough of North York 1974 - 543,662

CIRCULATION OF MATERIALS	1973	1974		
Willowdale Region				
Willowdale	885,382	865,818		
Bayview	294,114	282,937		
Centennial	109,045	106,830		
Bathurst Heights Region				
Bathurst Heights	362,011	373,901		
Yorkdale	176,057	162,571		
Don Mills Region				
Don Mills	562,923	556,902		
Brookbanks	259,625	259,146		
Victoria Village	70,115	66,461		
Flemingdon Park		10,815		
Bookmobile	112,898	97,666		
Downsview Region				
Downsview	297,826	296,355		
Amesbury Park	98,309	94,117		
Black Creek	161,607	156,618		
Woodview Park	94,734	88,608		
Bookmobile	70,249	42,124		
York Woods Region				
York Woods	346,894	348,640		
Humber Summit		60,801		
Bookmobile	91,582	104,949		
Fairview Community Branch	220,578	302,102		
Outreach Service	69,957	78,342		
AUDIO-VISUAL MATERIALS				
16mm Films	47,710	47,801		
Film Strips & Slides	311	266		
Projectors	1,830	1,913		
Screens	594	573		
TOTAL CIRCULATION OF MATERIAL	4,334,351	4,406,256		
ATTENDANCE AT FILM SHOWINGS	708,663	706,586		
• 8mm Films	8,186	11,761		
• Records	158,175	204,766		
• Tapes, Cassettes, Talking Books	443	11,873		
• Picture Loan	537	1,332		
• (inc. in fig. from branches)				
INFORMATION SERVICES				
Willowdale Region	113,350	125,439		
Bathurst Heights Region	63,903	57,851		
Don Mills Region	69,286	75,372		
Downsview Region	50,276	50,835		
York Woods Region	27,051	29,735		
Fairview Community Branch	16,140	18,766		
TOTAL	340,006	357,998		
REGISTRATION	ADULT	CHILDREN	ADULT	CHILDREN
Willowdale Region	33,220	10,251	36,665	9,609
Bathurst Heights Region	14,037	2,840	14,107	2,707
Don Mills Region	19,666	11,789	18,423	10,639
Downsview Region	13,933	9,487	12,350	8,807
York Woods Region	11,902	8,326	11,675	8,858
Fairview Community Branch	5,887	2,089	8,761	3,435
Outreach Service	1,412		1,520	
TOTAL	100,057	44,782	103,501	44,055
TOTAL REGISTRATION	144,839		147,556	

BOOKS AND MATERIAL STOCK

TOTAL BOOK STOCK DECEMBER 31st, 1973	958,545
WILLOWDALE AREA	274,504
DON MILLS AREA	223,450
BATHURST AREA	131,609
DOWNSVIEW AREA	195,837
YORK WOODS AREA	109,712
FAIRVIEW	67,653
OUTREACH SERVICE	<u>6,973</u>
TOTAL BOOK STOCK DECEMBER 31st, 1974	1,009,738
RECORDS	39,386
CASSETTES	2,995
16mm FILMS	845
PERIODICALS (TITLES)	1,561

DIVISION HEADS

WESTERN DIVISION
YORK WOODS AREA & DOWNSVIEW AREA
Mr. Ilmars Strauss

CENTRAL DIVISION
WILLOWDALE AREA & BATHURST AREA
Mr. Leonard Chester

EASTERN DIVISION
DON MILLS AREA
Miss Judy Price

Miss Ann Keller
Coordinator of Children's Services

Mrs. Prudence Clunie
Technical Services (inclusive of
Book Selection and Acquisition)

Mrs. Dorothy Chatwin
Reference & Research Division

Mr. E. A. Jay
Plant Division

OUTREACH SERVICES

Books and Material Services	1973		1974	
Circulation	44,146		58,033	
Sunnybrook Circulation	19,513	63,659	19,748	77,781
Registration	109		114	
Sunnybrook Registration	1,303	1,412	1,400	1,514
Reserves	1,996		1,566	
Sunnybrook Reserves	2,333	4,329	2,401	3,967
Film Programmes		15		11
Cassettes Circulated		9		6
Records Circulated		392		475
Talking Books Registration				24
Talking Books Circulation				80
Book Deposits		15		22
Programme Services				
	Number of Programmes and/or visits	1973 Attendance	Number of Programmes and/or visits	1974 Attendance
Craft Programmes	332	1,835	253	1,613
Film Programmes	583	10,780	526	10,730
Visits to Individual Shut-ins	69	70	15	15
Children's Programmes	118	3,577	215	3,526
Special Programmes (including concerts, puppet shows, children's plays)	175	10,791	43	5,455

REVENUES & EXPENDITURES, CURRENT FUNDS 1974

Balance January 1, 1974		154,909	
REVENUES			
Current Funds Received			
Borough of North York	5,338,553		
Province of Ontario	791,346		
Fines re Overdue Books & Sundry Receipts	145,784		
Interest Earned	<u>44,747</u>	<u>6,320,430</u>	6,475,339
EXPENDITURES			
Library Operating			
Salaries & Employee Benefits	3,690,987		
Operating Expenses	393,345		
Operation of Buildings & Equipment	427,001		
Building Rentals	<u>163,239</u>	4,674,572	
Library Capital			
Books, Records, Films, Microforms	1,112,547		
Equipment	<u>57,172</u>	1,169,719	
Debentures			
Repayment & Interest		<u>493,682</u>	<u>6,337,973</u>
Surplus at December 31, 1974			<u>\$ 137,366</u>

ADMINISTRATION

MR. JOHN E. DUTTON
Chief Librarian

MR. PETER BASSNETT
Director of Systems and
Management Services

MR. R.A. RAWKINS
Director of Public Service

MR. WILLIAM A. FOLEY
Comptroller

MRS. GRAYCE E. GUNN
Executive Assistant

NORTH YORK'S 15TH



Humber Summit Library & Community Centre opened May 15 with a book stock of 20,000 volumes and boasted the first computer produced catalogue in the system.



A NEW FACE

The Yorkdale Community Branch moved in June to a new 5,245 square foot location in the north-south mall of Yorkdale Shopping Centre.

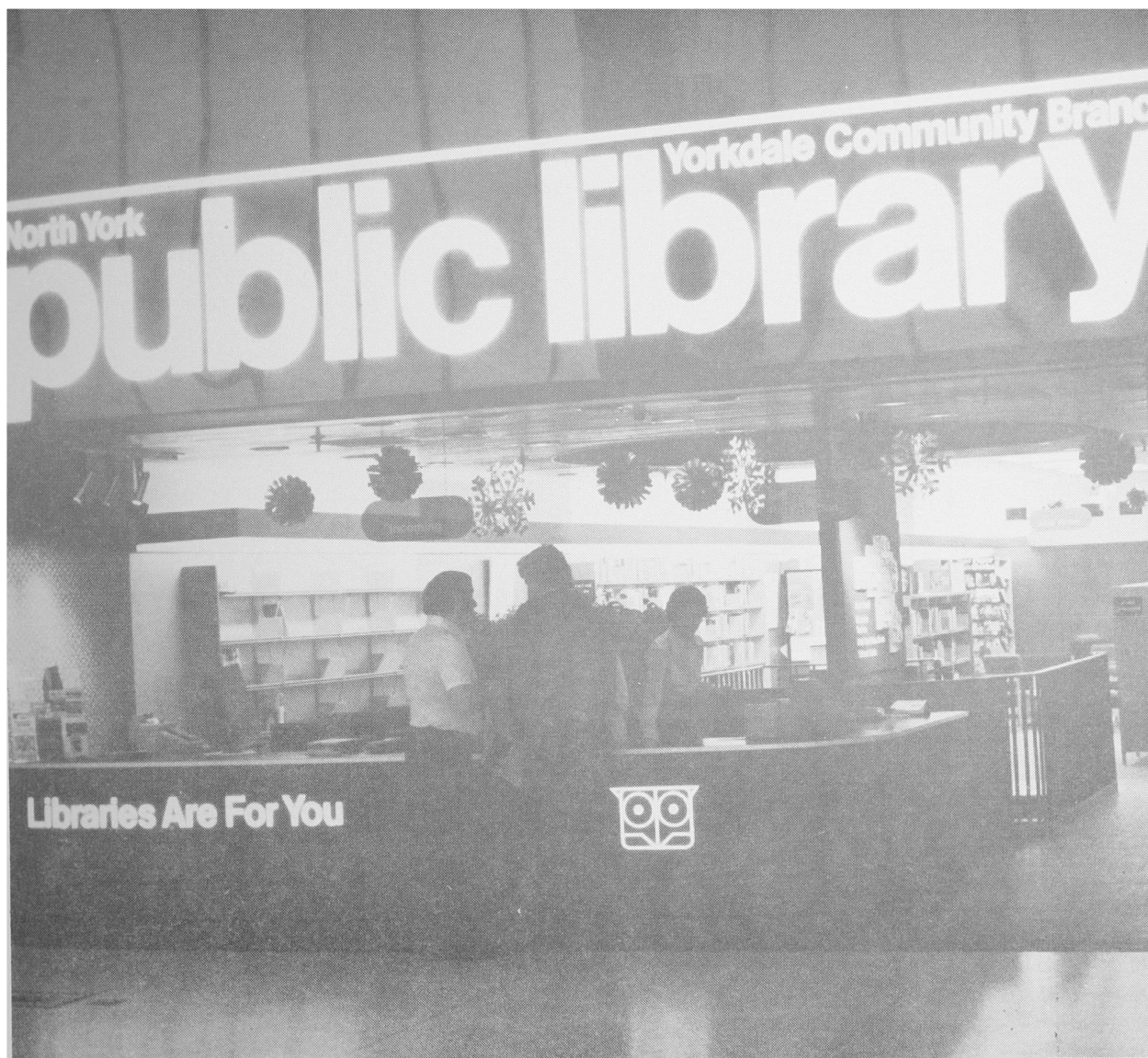


PHOTO CREDITS

The Globe and Mail

Ronald Miller

North York Public Library Publicity Department

The Toronto Star

