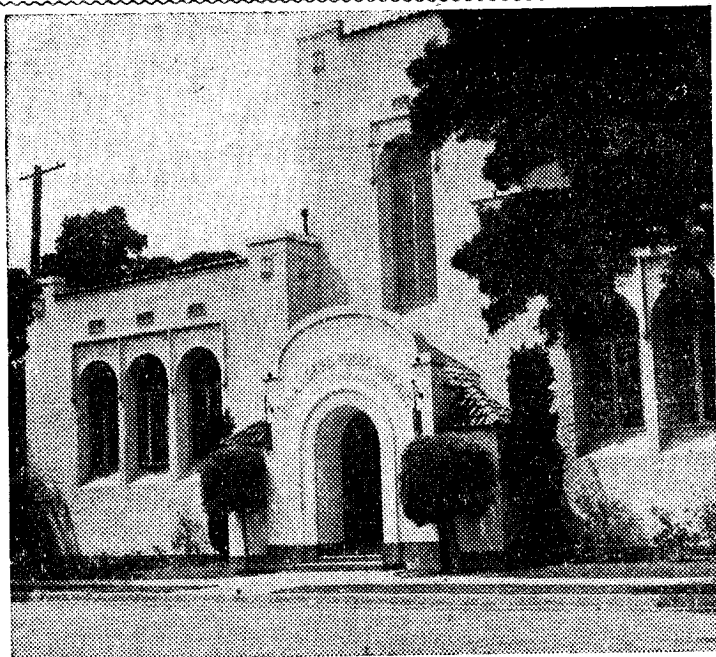


# Know Your Southwest Libraries . . .

No. 9  
JUNIPERO SERRA  
BRANCH



(Southwest Wave Photo)

▼ Junipero Serra branch library, located at 4255 South Olive street, was established in 1908 in response to the petitions of the neighborhood. Starting in the form of a station, or book deposit in a store, it grew rapidly into the status of a branch with regular hours of service and an increasing book collection, which justified a branch building. In 1915, the Moneta branch, as it was first called, was located in a rented store building at 249 West Forty-fifth street, near Moneta avenue, from which it derived its name.

In 1916 the Moneta Book club was formed and thrived for several years on a diet of early American literature. The branch was also active in the "War Time Activities." This one-room rented branch was headquarters for the work done in the community. The Council of National Defense met there and it also served as the branch Liberty bond headquarters and Red Cross headquarters.

Books and magazines for camps and ships were received. In return the library received much publicity and grew from a circulation of 88,308 in 1918-1919, to 96,711 in 1919-20, with 4,325 borrowers and a book collection of 7,704. This again called for larger quarters, and in 1923 the present branch building was finished. In 1934 the name of the branch was changed to the Junipero Serra branch, in memory of Fra Junipero Serra of California history.

It has a book collection of 21,130 volumes and has 8,117 borrowers.

The present staff consists of eight members of which the branch librarian, Miss Gladys M. Crowe, has been in charge for the past 10 years. Library hours are from 1-9 every week-day except Saturday when the library is open from 9 until 1.