

*Frank (Alvin?) B. ...*

NEW TORONTO  
IN  
STORY AND PICTURE

A SOUVENIR  
*of the*  
JULY FIRST CELEBRATION  
1937



THE NEW YORK BOHEMIAN  
THE LION & LAMP  
THE BUSINESS MEN'S ASSOCIATION  
THE TORONTO CELEBRATION

PRICE 75c

*Bud Campbell*



Junction 4119  
4110

*61-12th  
New Toronto*  
**LAKESHORE**



N. T. 2140

# MOTOR SALES LIMITED

Ford and Lincoln Zephyr Sales and Service

NEW TORONTO

(Successors to Hortop Motors Limited)

## OFFER YOU UNEQUALLED AUTOMOBILE SERVICE

Fully Equipped and Up-to-Date Shop, Specialized Lubrication Service,  
Alemite's Latest Equipment, Factory Trained Mechanics, Complete Paint-  
ing, Lettering, Stripping, Body Fender Repairing

Specialized Radio and Battery Service

Years of Experience at Your Disposal

All Work Guaranteed

Reasonable Rates. We Call For and Deliver Without Charge in the Lake  
Shore District and Kingsway.

Enquire About Our Reconditioned Best Value Used Cars

"WE NEVER CLOSE"



If You Need Service or Advice in Insurance or  
Estate Matters We Shall be Pleased to Discuss  
Them With You . . .

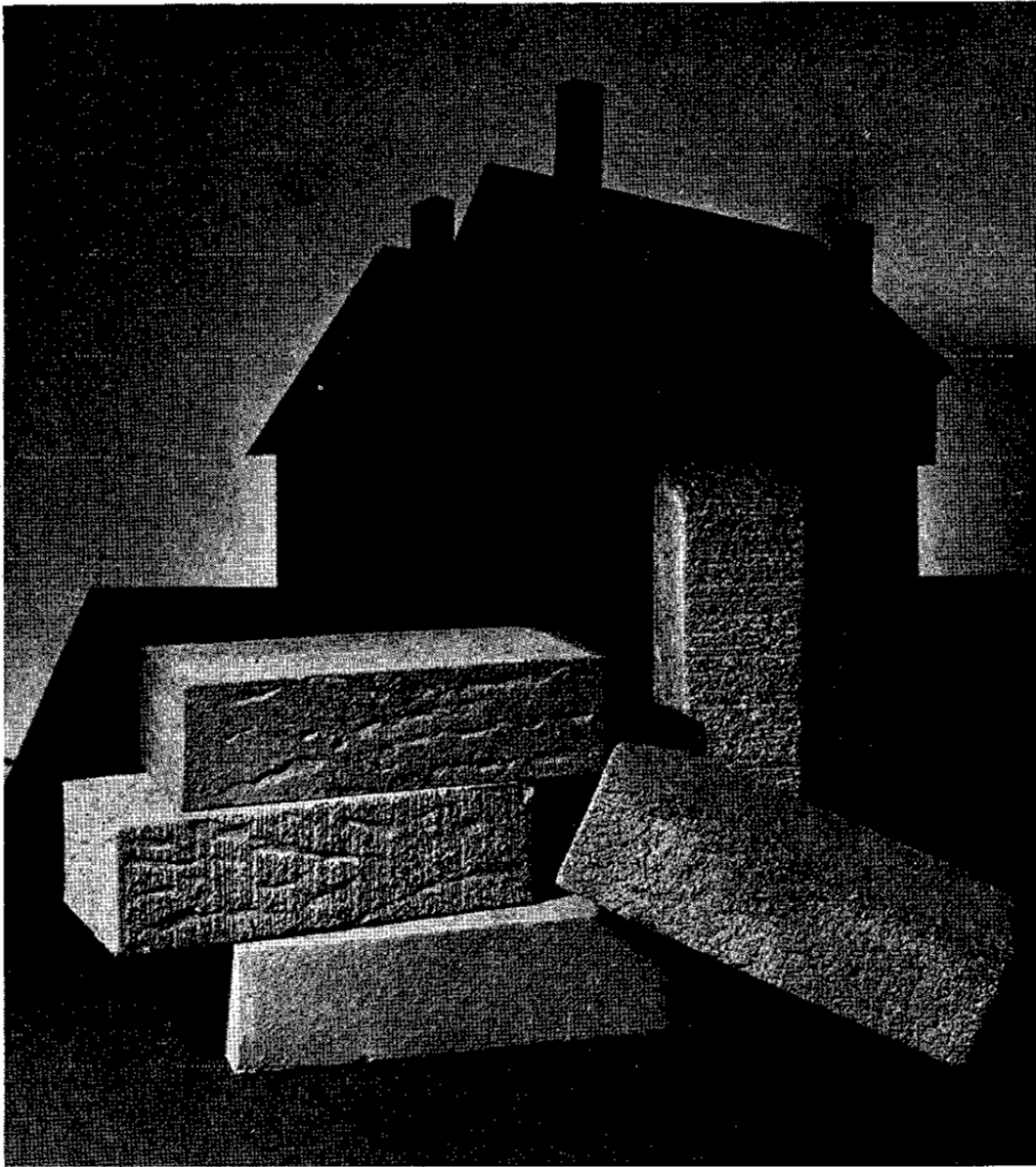
# GRAYDON C. CARLEY

Insurance—Real Estate—Properties Managed

Phones: N.T. 1212—Junct. 9627

CAPITOL BLOCK

NEW TORONTO



**BUILD BRICK**  
WITH  
BEAUTY- PERMANENCE-UTILITY

**BOOTH BRICK**  
LIMITED  
NEW TORONTO ONT.

## Betty Bryant School of Dancing

BALLET—TAP  
ACROBATIC

CLASS FOR ALL AGES  
Commencing in September  
Enroll Anytime

Mimico  
Classes  
St. Andrew's  
Hall  
Church St.  
New  
Toronto  
Classes  
Memorial  
Hall  
10th St.



## HIGHWAY HARDWARE STORES

*A CHAIN OF SERVICE*

New Toronto, Phone 655

Mimico—Phone 142  
Long Branch—Phone 87  
Port Credit—Phone 278

Everything in Hardware

## GEO. ELLIOTT

857 LAKE SHORE RD.

PHONE 379 NEW TORONTO  
Tobaccos, Ice Cream, Stationery,  
Novelties, School Supplies

## Superior Stores

O. M. LEE

GROCERIES and MEATS  
951 LAKE SHORE RD.  
Phone N.T. 111  
All Meats Kept Under Electric  
Refrigeration

## STEWART DRUG STORE

CAPITOL THEATRE BLOCK, NEW TORONTO  
PHONE 2070 "Famous For Fast Delivery"

COMPLIMENTS OF

New Toronto Planing Mill

# NEW TORONTO IN STORY and PICTURE 1937

Compiled by the Publicity and Programme Committee  
July 1st Celebration of the

**NEW TORONTO FIREMEN, THE NEW TORONTO LIONS CLUB, THE NEW  
TORONTO BUSINESS MEN'S ASSOCIATION, THE NEW  
TORONTO SPORTS FEDERATION**

**T. H. JARRETT, Publicity Chairman**

**H. Walton**

**E. Petch**

**O. M. Lee**



General Chairman—**DR. C. O. LENNOX**

Secretary—**Harry Reid**

Treasurer—**Phil. Tomlinson**

## **COMMITTEES**

Finance Committee—**Errol Baycroft**

**P. Tomlinson, I. Hargreave, W. Watson and B. Campbell**

Concessions—**Fire Chief Walton, W. Oakes, W. McCullum,  
G. C. Carley and S. Vousden**

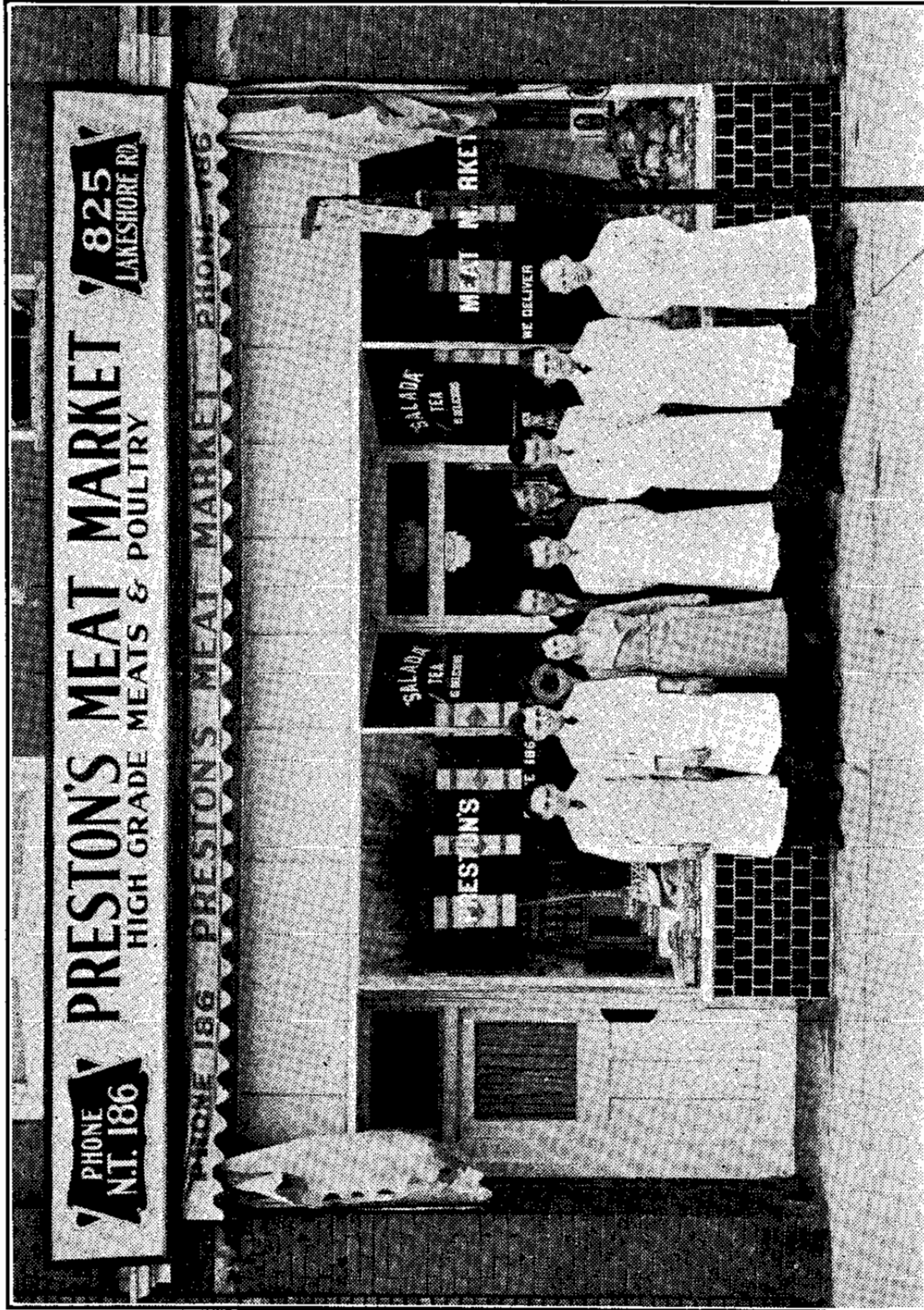
Sports—**R. Gregory, G. Stark, A. Miller**

Parade—**Fred Campbell, G. Kusiar, G. S. Douglas and G. Gore**

Works—**E. Summers, W. Frampton, W. Smith, Fred Dunn**

Prizes and Trophies—**W. Preston, J. Wallace, R. Wingfield, A. Turner**

Draw Committee—**G. C. Carley, W. Preston, H. Walton**



❖  
 New  
 Toronto's  
 Most  
 Popular  
 Meat  
 Shop

❖  
 A  
 Business  
 Built  
 on  
 Quality  
 and  
 Service

# FOREWORD

---

**F**OUR public spirited organizations have joined together to hold a carnival and field-day here on July 1, 1937. These organizations, the Lions Club, the Business Men's Association, the New Toronto Firemen, the Sports Federation, are interested only in promoting the welfare of the town and the happiness and security of its people.

Allow me to express to these organizations on behalf of the town my sincere appreciation of their work in the interests of its citizens in times past; and for the time and labours that they are now expending to put over this celebration here on Dominion Day.



New Toronto,  
June 30, 1937.

This booklet should serve as a fine souvenir of a very special event in the history of New Toronto.

It contains much useful information with reference to the growth of our community both as an industrial centre and a town of fine homes and gives evidence of many hours of work on the part of those responsible.



STANLEY B. DOUGLAS,  
Mayor.

Photographic Work in This  
Book Was Done By

**Art Craft Studio**

PHONE 641 6th STREET  
NEW TORONTO

Compliments

of

New Toronto Dairy

**HIGHWAY REAL ESTATE  
INSURANCE**

City and Suburban Properties, Farms and Gardens

*Operated by M. J. HENNESSEY*

Pioneer Realtor of the Lake Shore District

826 LAKE SHORE ROAD

PHONE 1795

You Will Enjoy Shopping At

**SILVERTS'**

COR. 5TH ST. and LAKE SHORE RD. NEW TORONTO

Men's, Ladies' and Children's Wear

PHONE N.T. 1385

RES. ME. 1496

**SID VOUSDEN  
HARDWARE**

805 LAKE SHORE ROAD

NEW TORONTO, ONT.

Delivery Prompt—Prices Right

Agent For Sherwin-Williams Paints and Varnishes



## THE EVOLUTION OF NEW TORONTO

— By Frank R. Longstaff

**T**HIRTY years ago New Toronto was a small hamlet comprising a part of Etobicoke Township. The place had come into being as one of the visions of development among Toronto suburbs for which the Old Belt Line Railway scheme was accountable. Several small factories including the Pease Foundry Co., Ritchie and Ramsay and the Menzies Wallpaper located here and houses were built to supply the need of their employees.

The residential area being Fifth, Sixth and Seventh Sts., north of the Lake Shore Road, transportation to the City by radial was fairly adequate except when most needed during storms and blizzards and the hardy spirit of the pioneer was exemplified by the early settlers whose daily occupation took them to Toronto. For there were some of these among the early residents. The opening of the Mimico freight yards brought quite an influx of railroad men and created a demand for houses. The Northcote farm, south of the Lake Shore Road and east from Fifth St., was subdivided and energetic real estate men sold many of the lots to city folks.

The two stores on the north side of the road were matched by two on the south side at Fifth St. A boom was beginning. The fence and gates of the Hammill farm disappeared and this property (south of the Lake Shore Road, Fifth to Eleventh Sts.) was the next real estate development. The broad fields were beginning to be spotted with houses and by 1913 by virtue of careful counting 500 souls were found to be inhabiting the locality then considered as New Toronto. This was the crucial moment waited for by the wise heads of the community and incorporation as a village was immediately undertaken and secured and a village council elected with George Ironsides as Reeve.

New Toronto then entered a period of development which must have seemed to be of whirlwind proportions. Within the next few years the village had installed a waterworks system, had immediately applied for the distribution of electric power to be secured from the Ontario Commission and had profited by the construction of the To-

ronto and Hamilton Highway—the first concrete highway in Ontario.

The Goodyear Tire and Rubber Co., largely foreseeing the development of the automobile industry, were looking for a place suitable for the establishment of a tire factory. New Toronto's recent development made it possible to meet the company's requirements as to electric power, water and the availability of labor. The factory was erected in New Toronto. War time requirements greatly increased the output of Brown's Copper and Brass Works and an extensive building programme was carried through by this company. New Toronto had now been definitely established as an industrial centre. There was an enforced demand for housing and mercantile establishments to meet the need of the rapidly increasing population. An extensive sewage system was installed, sidewalks and paved streets were added, these being an inducement for people to build and live in New Toronto.

The first school was a small frame building at the corner of 6th and Birmingham Sts. In this one room edifice



GEORGE IRONSIDES

*First reeve of the village of New Toronto 1913. Mr. Ironsides is a resident of New Toronto today and lives at 134-5th Street where his family of three boys and three girls were brought up over a period of 34 years. Five of the children are residents of New Toronto. It was 47 years ago that he came here with the Ritchie-Ramsay Co.*



No mechanical break-downs occur when you use ice, no dangerous gasses can escape from iced refrigerators, and the temperature is always constant. You can depend on ice as being safest. And best of all

*It's Pure*



**EMPIRE STATE ICE CO., LTD.**

NEW TORONTO

*Twenty Years Ago*  
**GEORGE BLYTH**

Started Operating a Garage and Service Station on the Lake  
 Shore Rd. and Has Been Leading the Parade Ever Since

**Blyth Motor Sales Limited**  
*Chevrolet and Oldsmobile*  
**DEALERS**

N.T. 362

711 LAKE SHORE RD.

LY. 7658

Miss Breen did yeoman service in implanting knowledge and instilling culture into the minds of many of our present citizens. Shortly before the incorporation as a village the school on Fifth St. was built, originally with four rooms. When four classes were provided in this school, Mr. W. H. Mole was engaged as principal. Mr. Mole has continued as supervisor of education in New Toronto, conducting continuation classes in the old school until the establishment of a High School in the vicinity and seeing his responsibilities develop first by an addition of four rooms, next by the adding of a new school at 20th street and finally the erection of the big central school at 7th St.

Community interest and activities were being cultivated during this period of physical growth. Mr. Mole introduced sports among his pupils and fostered a spirit which later provided a nucleus from which were built many fine teams representing New Toronto in baseball, lacrosse, football and hockey. A Boy Scout Troop was started by F. P. Norman, who was later succeeded by Alf Bowyer. The Troop had a fine bugle and drum band with Bert Greer as band master.

A town band was organized and flourished for many years. Baseball was organized with a team in the old Lake Shore League, with Joe Burke prominent and games played in the field behind the 5th St. school. This sport was later transferred to the fine athletic field of the Goodyear Co., where Lionel Conacher, Babe Dye, Jess Spring, and Bill Dear were among the stars.

A public library was commenced at the instigation of Mrs. I. Keesee and others. This was first opened in a back room of the old building occupied as Town Offices and the provision of books, in cases, from the provincial sources was added to by contributions from the shelves of many of the early families.

By 1923 the village had attained the population of 5,000 required to establish status as a town and was incorporated with Charles Lovejoy as its first proud mayor.

There still remained unaccomplished one feature of development which was trying the energy of the council and the patience of the citizens,—the highway improvement. When we now look at the fine stretch of the Lake Shore high-

way, superbly lighted, running through New Toronto, it is hard to visualize the old conditions, yet about ten years ago this was a 60 ft. roadway with the 18 foot strip of concrete (the Toronto and Hamilton Highway) to the south side with the radial tracks at a raised elevation next and to the north completed by a strip of dirt road.

By 1928 the long desired improvement was achieved—the highway widened 20 feet, the tracks moved to the centre and paved and the northerly portion a fine strip of asphalt.

From this point there appears to have been an orderly progression of development, perhaps lacking highlights, but sure and stable.

The later developments have included the establishment of new industries including: The Empire State Ice Co., Ritchie Cut Stone Co., W. and A. Gilbey Co., The Campbell Soup Co., and the Continental Can Co., and substantial additions to the Goodyear Co., the Reg. N. Boxer Co., and the Canadian Industries Limited. Branch offices of four of the leading banks have been opened in New Toronto. The fine library on Eleventh St. has been built and maintained as a municipal undertaking. New church edifices have replaced old, parks have been provided and equipped for amusements and sporting activities. The fine highway has encouraged a high type of business establishments, supplying a variety and class of merchandise which attracts shoppers from a radius of many miles. A fine picture theatre is also a feature attraction. New Toronto has developed from an insignificant and little respected hamlet to as fine a town as may be found in Ontario, self contained enough to provide all necessities and comforts for her citizens and self reliant enough to insure continued growth and development.

---

In January, 1925, ex-Mayor W. G. Jackson was elected Warden of York County.

---

On January 17th, 1925, Miss Florrie Carruthers was awarded the ten year service pin by the Goodyear Tire & Rubber Co. Limited. She was the first girl in the factory at New Toronto to attain ten years of unbroken service.



**Ex-MAYOR G. E. JANES**  
*Member 1st Council 1913. Councillor  
 1914-15-16-17-19. Reeve 1921, Mayor  
 1923-24-25.*

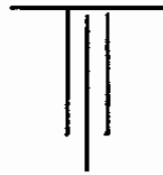


**Ex-MAYOR G. C. WARNER**  
*Elected Mayor in 1926 and served in  
 1927 and 1928 in this office.*



**Ex-MAYOR W. G. JACKSON**  
*Seven years Reeve of New Toronto,  
 nine years Mayor and a pioneer of the  
 district. Ex-Warden York County.*

**E. VOGELMAN Phm. B.**  
**CHEMIST *and* DRUGGIST**



PHONE 410  
PHONE 1080

NEW TORONTO, ONT.  
MIMICO, ONT.

PHONE JUNCT. 9498

COMPLIMENTS OF

**Chas. Levy**

Men's  
Haberdashery

CLEANING and PRESSING

837 Lake Shore Road  
New Toronto



Rose Gardens  
Sunken Gardens  
Rockerries, Lawns  
Flagstone Walks  
Perennial Beds  
Fish Ponds, Etc.

**W. OAKES**  
LANDSCAPE GARDENER  
28-17th Street, New Toronto  
Ontario

With the Compliments of  
**GEORGE PACE**

**RED AND WHITE STORE**

**787 LAKE SHORE RD.**

**NEW TORONTO**

**Radios  
 Refrigerators  
 Vacuum Cleaners**



1938  
**RADIO MODELS  
 NOW ON DISPLAY**

**Electrical  
 and  
 Radio Repairs**

**GEO. GORE**

**PHONE 1135**

**Capitol Theatre Block**

**NEW TORONTO**



**PHONE FOR SMOKES**

**STRATH'S**

**TOBACCOS—MAGAZINES—CONFECTIONERY**

**PHONE N.T. 257**

**WE DELIVER**

**"MAHER"  
 SHOE STORE**

**823 LAKE SHORE ROAD**

**PHONE 205**

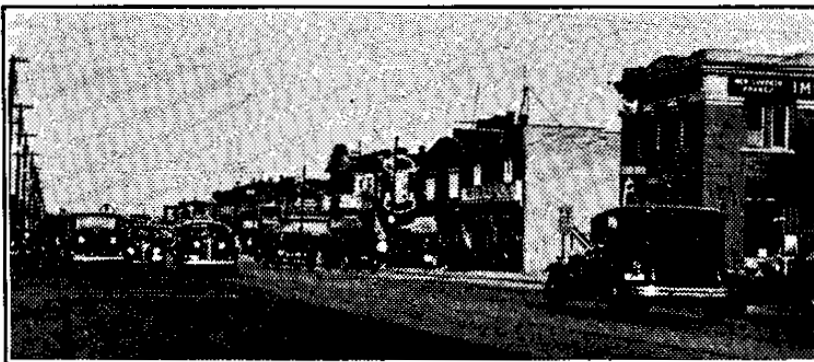
**NEW TORONTO, ONT.**

**GEORGE D. SCOTT**

*Was secretary of the first hydro committee, has been active in municipal affairs. Clerk 1913-17, assessor 1922-37. Resident of New Toronto 29 years.*

*The picture below shows the first fire truck in 1919. The numbers indicate the names:*

1. Chas. Lovejoy, Mayor; 2. Jack Loudon, Fire Chief; 3. Shackleton, Fred, Councillor; 4. Conn, C. W., Town Banker; 5. Newall, Wm., Sec'y. Fire Dept.; 6. Campbell, F., Fireman; 7. Hartford, W., Fireman; 8. Reveley, F. J., Fireman; 9. Grey, Andy, Fireman; 10. Loudon, Pete, Fireman; 11. Cook, Jack, Electrician; 12. Gormaly, Jas.; 13. Fraser, Jack, Councillor; 14. Ford, Joe, Chief of Police; 19. Bank of Nova Scotia; 20. Reveley Hardware; 21. Municipal Hall.



*From a stage road to the busiest highway in Canada. From farm land to a retail centre of importance. Such is the story of the picture at the left.*



## Coronation Year, 1937

*James Dunn*

ESTABLISHED 32 YEARS

COAL - COKE - WOOD

PHONE 11, NEW TORONTO

840 LAKE SHORE ROAD

# "RIGHT YOU ARE"

If You Wear

## A TIP TOP SUIT

*Correctly Styled—Supremely Tailored*

From

British Woollens

AND TO COMPLETE YOUR WARDROBE

*We carry a Complete Line of*

**Shirts, Hats, Socks, Ties, Etc.**

*From Canada's Leading Men's Wear*

*Manufacturers*

SO IF IT'S A

TIP TOP SUIT or the NEWEST IN  
MEN'S APPAREL

VISIT

**THE MEN'S TOGGERY SHOP**

COR. 6th and L. S. ROAD



NEW TORONTO



# THE POSTAL SERVICE

---

---

---

Keeping pace with the growth of New Toronto, one of the most important services, the Postal Department, is now housed in a beautiful white stone building at the corner of Seventh Street and the Lake Shore Road.

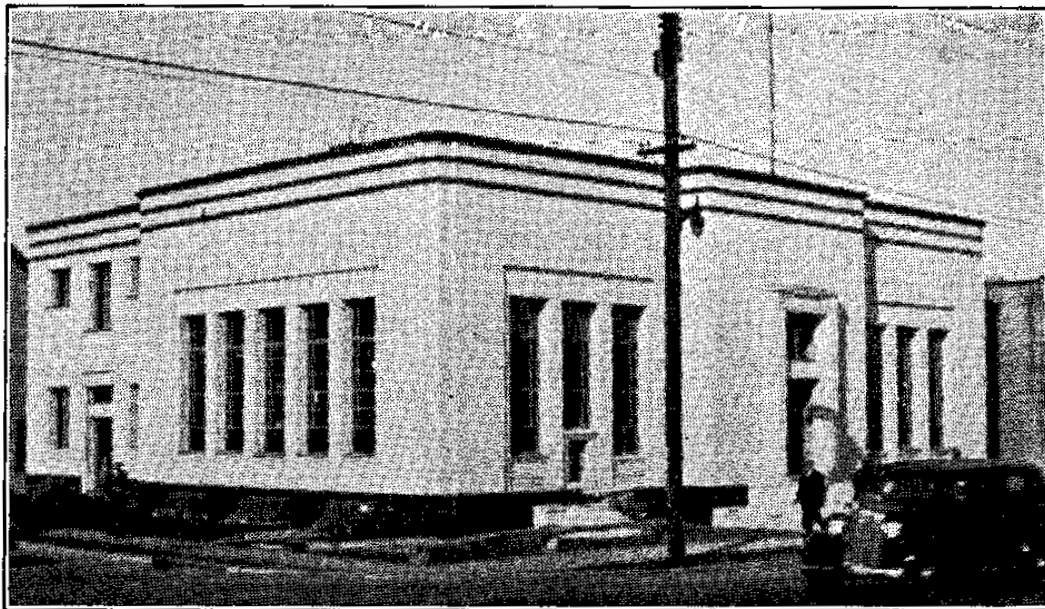
As far back as 1892 the village of New Toronto was served by a Post Office, located at 818 Lake Shore Road, and under the management of the late Christopher Reid. Prior to this time residents of the village secured their mail at Mimico. Mr. Reid acted as Postmaster until 1907, when the position was given to Mr. Adam Dyer. At this time the Post Office was a side-line to a grocery business.

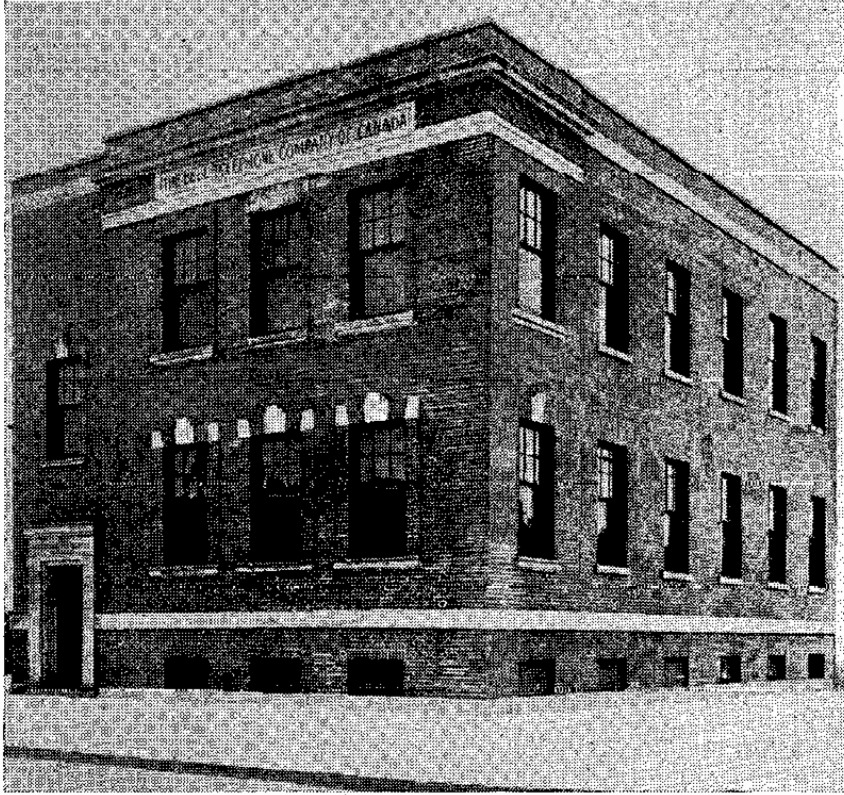
In 1908 the present Postmaster, Mr. J. H. Whitlam, assumed office, and in 1910 he moved the office to 131 Sixth Street, where it remained until the opening of the present premises on August 31st, 1936.

In June, 1929, home delivery was instituted in Mimico and New Toronto, with the New Toronto office the distributing point. Long Branch was included in this distribution in 1935.

The present staff consists of: Postmaster J. H. Whitlam; clerks: Mr. W. B. Srigley, Mr. H. D. Kernaghan, Mr. J. H. Donnelly, and Mr. E. G. Stevens; Senior Letter Carrier, S. R. Swanwick; Carriers: W. W. Bennett, C. H. Brown, A. C. Clark, L. Chapman, K. Church, D. Don, H. G. Ives, W. Kent, W. Karnaghan, E. W. Porter, W. Richards, J. Spalla, A. Sissimore, J. H. Thornton, F. Williams and H. P. Weldon.

The annual turnover at the end of March, 1936, showed \$64,466.45 and it is estimated that this amount will be exceeded at the end of the '36-37 fiscal year by upwards of two thousand dollars.





BELL TELEPHONE BUILDING, NEW TORONTO

As one of the regular patrons of the advertising columns of the New Toronto "Advertiser", we commend their enterprise, in co-operation with the Business Men's Association, the Lion's Club, the Fire Department and the Sports' Federation, as publishers of this informative brochure.

Since the establishment of the telephone in New Toronto 25 years ago, there is no field in which progress has been more marked. Due to the continuing application of scientific research to every phase of telephone development, the scope of the service has been extended gradually until today oral communication knows practically no earthly limits.

In this country, the Trans-Canada Telephone System links coast with coast. The all-British Trans-Atlantic telephone system and the Bell System services with which it connects abroad bring more than 93 per cent of the world's estimated total of some 35,000,000 telephones within voice-reach of New Toronto telephone users. Inter-connection is possible from here with the telephone users of 70 countries around the world and with passengers aboard more than twenty ocean liners plying the high seas.



---

---

## OUR SCHOOLS

---

---

—By W. H. Mole

PRIOR to 1908 there was no definite school section for the area now known as New Toronto. School Section Etobicoke No. 12 or Long Branch on the West, met School Section No. 1 Etobicoke (Mimico) on the East. An area was taken from Etobicoke No. 12 and called School Section Etobicoke No. 13, in that year in response to a petition headed by Mr. Adam Dyer.

The first school building was "Hunt's Hall", a small frame building at the corner of Birmingham and Sixth Streets, reached from the highway by, at one place, a narrow two plank bridge.

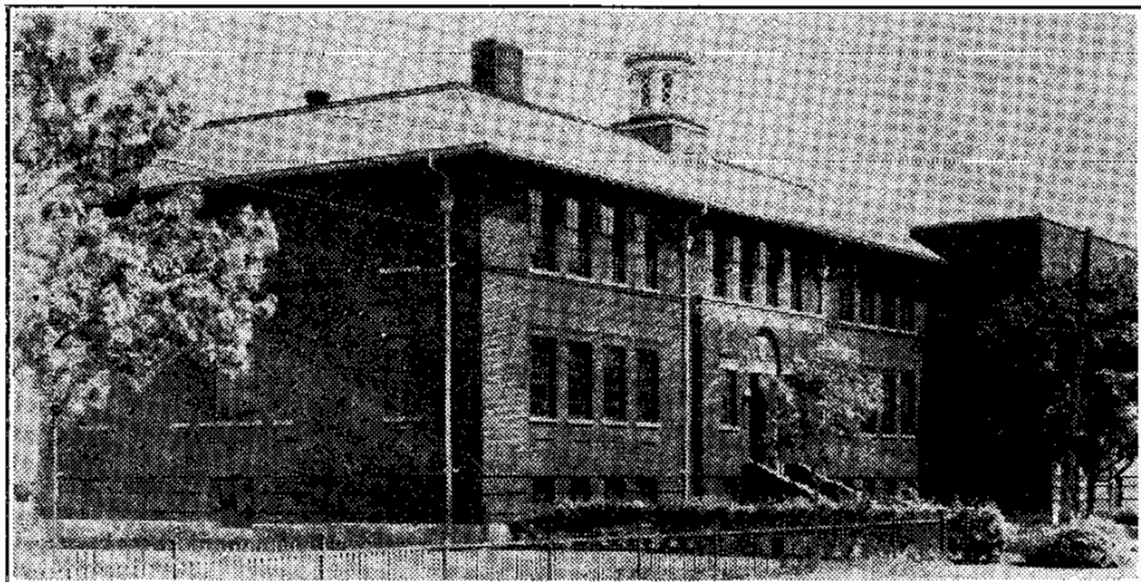
The first teacher was Miss Mary E. Breen who remained on the growing staff until her death in 1923. Sometimes scholars coming late to this school atoned by collecting a supply of dry chips for the school stove.

In 1910 a school site was procured and a four roomed school erected on Fifth Street at Birmingham. The site seemed to be well chosen considering that nearly all the residents lived on Sixth and Seventh streets North. The Trustees at the time had, however, to withstand considerable criticism for providing on such an extensive scale. They were told four rooms would never be needed.

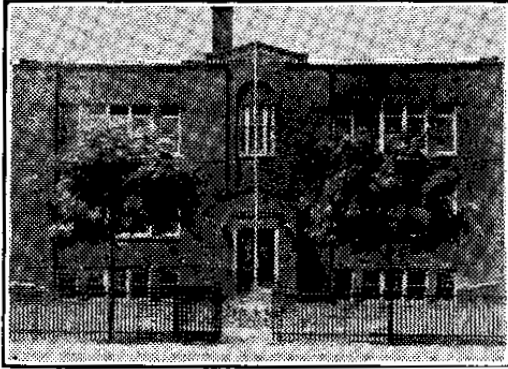
The year 1912 found Mr. Ed. Sandford, Mr. Sam McKnight (cousin to Sir Ed. Carson) and Mr. George Ironsides,

Trustees. They provided for the opening of the third of the four rooms at Fifth Street school in the year 1913, with W. H. Mole, B.A., B.Paed., Gold Medalist Toronto University, as first principal. In that year New Toronto became a town, and Mr. G. Ironside left the School Board to become the first reeve of the young town, and from this time on the school board has been composed of six members. By 1917 the four rooms had failed entirely to take care of the school population and an additional four rooms and an auditorium were built. Quickly again the accommodation became inadequate and in 1920 a site was procured on the Highway at Twentieth Street and four rooms erected. Soon again further accommodation was needed, and in 1922 after many classes at Fifth St. had been on the "double shift", and apparently with difficulty the School Board were able to proceed with four rooms on Seventh Street South, having bought the site from the Campbell Estate.

In addition to some classes being on a double shift at Fifth Street, one class was accommodated in a house, on the east side of Sixth St., which had previously served as the Bank of Nova Scotia building on the corner. It became evident as the work went on, that four rooms was not nearly sufficient accommodation and the architect was



SEVENTH STREET SCHOOL



TWENTIETH STREET SCHOOL



FIFTH STREET SCHOOL

instructed to plan for eight rooms. The building committee of the school board at this time was composed of Messrs. W. J. Bennett, A. E. Bowyer, P. J. Ailles. The architects were Messrs. Smith and Wright, and a new eight roomed school was opened in 1923. All ready the accommodation was overtaxed and a combined board and Teachers' room was not used for its intended purpose but converted into a class room. Up till the year 1923 the pupils of Twelfth and Thirteenth Streets, and all that property known as the Jackson estate,

were still in Etobicoke Township and certain payments covering the cost of the education for such pupils were decided upon by arbitration. In 1926, a second unit of four rooms was built at Twentieth Street. It was thought that with an eight roomed unit at each end of the town and a nine roomed school south of the Highway that New Toronto had at least caught up on school accommodation needs. Such was not the case and again in 1930 the building of six rooms with combined auditorium and gymnasium was completed.



THE T.T.C. GOES THROUGH

*'Twas a great day in New Toronto when Attorney General W. Price cut the ribbon to allow the first street car through on the new double track line to Toronto. 1928 was the year. In the picture can be seen many citizens prominent in the life of the town.*

HERE'S  
HEALTH  
FOR YOU



HILLSIDE  
FRESH MILK

Hillside Dairies  
PHONE N.T. 119

# Sheffields

25 Years in Business in  
New Toronto

Groceries and Provisions

Newspapers—Magazines  
Tobaccos

Styled by  
**CHARIS**

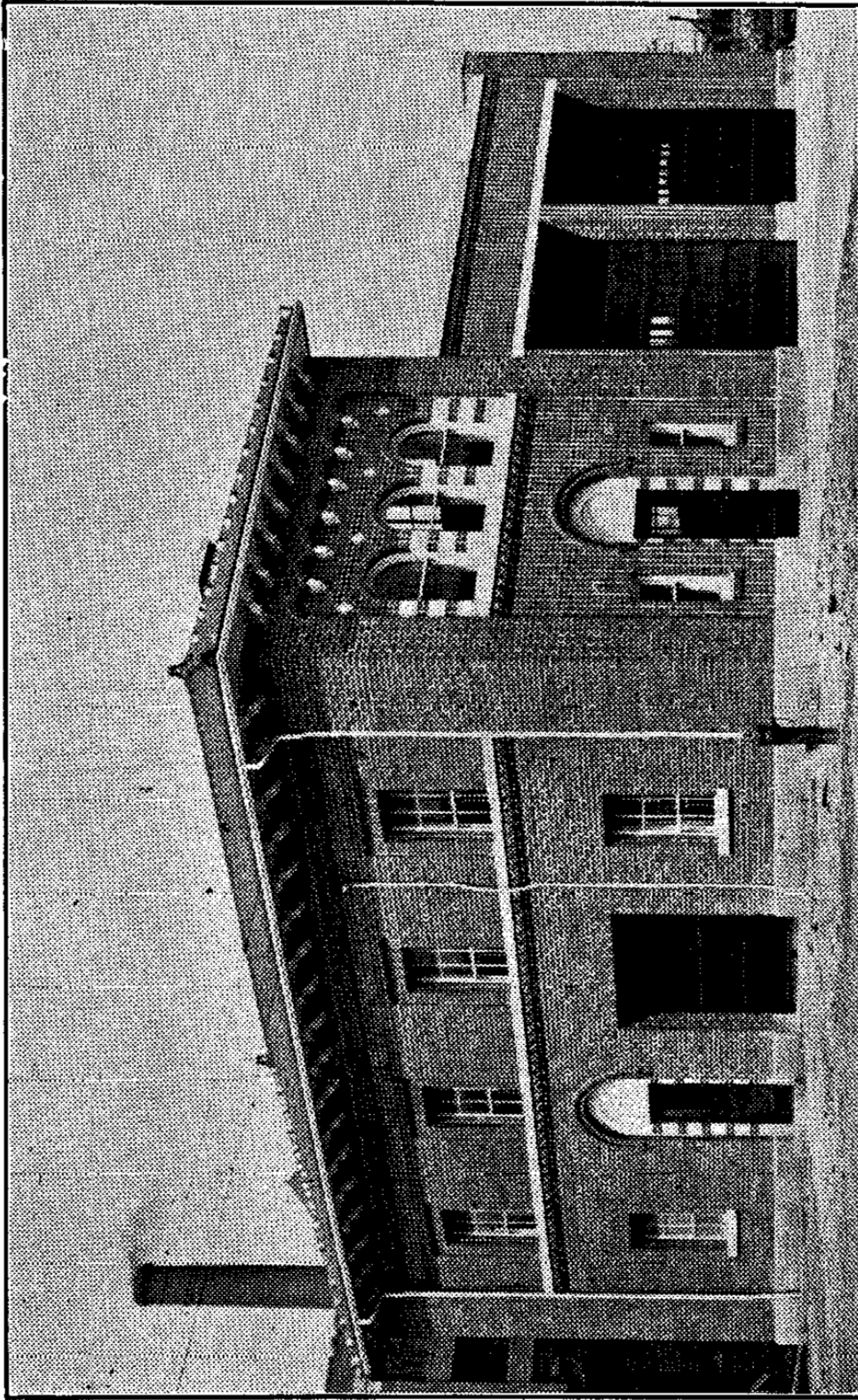


Through its patented adjustable features, Charis assures figure improvement that the ordinary controlling garment cannot even promise. You enjoy new comfort and freedom, a rested, properly supported body. A complete Home Corsetry Service is provided without extra charge. Write or 'phone for further information.

C-4-37

CHARIS  
of TORONTO

91 Yonge St. Phone EL. 2500



NEW TORONTO'S SPLENDID FIRE HALL

*A fine building in the centre of the town on 8th Street which houses the Department's modern equipment. It has a recreation room and accommodation for a permanent force.*

# THE POLICE AND FIRE DEPARTMENT « « «

—By Dennis Glaze



CHIEF HEDLEY PADGETT

**K**EEPING pace with the ever-changing needs of the town has been the aim of the New Toronto police department of seven officers under the direction of Chief Hedley Padgett to form one of the most efficient forces in the County of York.

Before the war years, the district was patrolled by County Constables, George Simpson and William Myers. In 1915, the first chief was appointed, Joseph Ford assuming the office.

In August of 1920, Inspector William Kidd was appointed as the community grew in size. In 1922 Chief Ford resigned and James C. Johnston, a former Toronto constable was placed in charge.

In November of 1923, Hedley Padgett, a constable with 12 years on the Toronto force was appointed to the staff. He tendered his resignation from the force in April of 1923.

In 1925, Hedley Padgett rejoined the force and in May of 1926 was appointed Chief of Police. To meet the ever-increasing need of efficient police protection in the town, Constable W. R. Weatherup, an officer with seven years experience on the Toronto police force

was added to the force, in June of 1926. In 1936, Constable Weatherup was made a sergeant.

In June of 1928, Constable Fred Hardy was appointed. The town's increasing residential and industrial life calling for added police protection.

Constable Nelson Yates joined the force in November of 1931. In 1934 the need of a further addition to the force was deemed advisable by Council and T. McBurney, an officer with 12 years service in Toronto was appointed.

1936 saw another increase in the force when Lloyd Pattison was appointed constable. The most recent addition to the force is James Patterson, a member of the Toronto force for 12 years.

In 1931 Constable Kidd was made Sergeant being appointed Inspector in 1936. The need of a station duty man resulted in Herbert Smith being appointed in 1934.

## THE FIREFIGHTERS

It's a far-cry back to the days of the old hand-reels and bucket brigades to the present gleaming mechanical fire giants of to-day, but in that span lies



CHIEF HAROLD WALTON



THE FIRE DEPARTMENT

## BACK ROW—

*P. Ansell, T. Haigh, H. Green, F. Hall, E. Scott, A. Adams, G. Elliott, treasurer, W. Smith, E. Summers, W. Carmichael.*

## FRONT ROW—

*W. McCallum, B. Campbell, Lieutenant, F. Reveley, captain, F. Campbell, assistant Chief, H. Walton, Chief, J. Smales, Lieutenant, W. Frampton, T. Ansell.*

the history of the New Toronto Fire Brigade.

Standing ready for any emergency in the modern equipped fire hall are two of the most efficient pieces of mechanical fire apparatus available today. Headed by Chief Harold Walton and Deputy Chief Fred Campbell, a brigade composed of 24 men trained for the job of fire-fighting are ready for any call night or day.

The original volunteer brigade dates back to before the war, when such residents as Jack Cooke, Jim Dunn, Percy Campbell, Bill Newell, Russ Hooey, W. Millard, J. Lowden and Jack Fairwell turned out to pull the old hand-reel through the muddy streets to the scene of the fire.

The first mechanical apparatus was bought in 1918, and was considered the last word in efficiency. It sported one ladder and a quantity of hose. Standing proudly beside the mechanical monster of that day when a photo was taken can be seen, Chief Alf. Taylor, F. Revelly, Alex. Turner, Bill Newell, P. Campbell, R. Hooey, J. Fairwell, F. Campbell and A. Landry.

The year 1923 saw further changes and a new truck was purchased to meet

changing conditions. The brigade of that year consisted of Chief Taylor, F. Campbell, J. Fairwell, H. Walton, R. Vichery, J. Sheard, A. Turner, G. Campbell and F. Reveley.

In 1930 the department was re-organized and increased to 24 men to take care of the increasing number of industries in the town as well as the steady growth of residents.

A new pumping engine capable of pumping 600 gallons of water a minute and carrying 150 gallons of chemical was purchased. A huge ladder truck was also added to the equipment, bringing the brigade up to a first-class rating by the fire underwriters. In 1934 Chief Taylor resigned and Harold Walton was appointed.

The efficient manner under which the brigade now operates is clearly reflected in the comparative fire loss figures of recent years as compared with ten years ago.

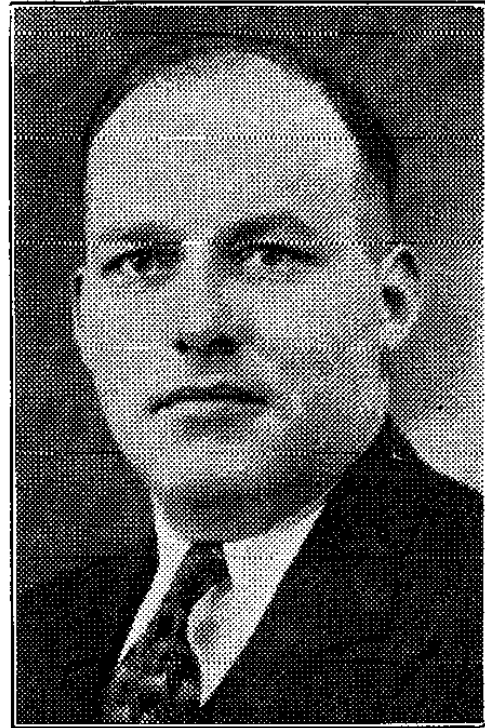
In 1923 the loss by fire was \$43,560; 1924, \$66,320; 1925, \$6,964; 1926, \$11,400, for a total of \$128,244. In 1933, the loss was \$1,000; 1934, \$1,160; 1935, \$805, and 1936, \$3,256, for a total of \$6,221.





FRANK R. LANGSTAFF

*Clerk of the Municipality of the Town of New Toronto, who has been a resident for many years, coming to the district in 1911.*



DR. C. O. LENNOX

*Chairman July 1st Celebration Committee 1937 is Deputy-Reeve of New Toronto; was member Public School Board 1933-4.*



THE POLICE FORCE

BACK ROW—*J. E. Paterson, T. McBurney, N. Yates, F. Hardy, L. E. Pattison.*  
 FRONT ROW—*Inspector W. T. Kidd, Chief H. Padgett, Sergeant W. R. Weatherup.*

COMPLIMENTS

**TUGG - MASON**  
LIMITED  
**PONTIAC - BUICK**  
DEALERS

702 Lake Shore Rd.  
New Toronto

LY. 3167—N.T. 1851

The Finest Used Cars on  
the Highway

**YOU'LL NEED**  
**PAINTS**

AND WE RECOMMEND  
OUR

**NUWAY**

QUALITY  
AS THE HIGHEST GRADE  
POSSIBLE TO PROCURE

Buy Direct From the Factory  
and Save Money

**ACME PAINT AND**  
**VARNISH CO. LTD.**  
LONG BRANCH, ONT.

COMPLIMENTS

—OF—

THE **MILNES** COAL CO.  
LIMITED

**CHURCH ST., MIMICO - PHONE N.T. 15**  
MEMBER - FUEL PROTECTION ASSOCIATION

# PUBLIC UTILITIES

ONE of the advantages that New Toronto offers to industries is an adequate and constant supply of pure water for all purposes.

## Fresh Safe Water

New Toronto draws its supply of water direct from Lake Ontario. At the foot of 6th Street is located the town's main pumping station and equipment, and here are installed the most modern type of electrically-driven centrifugal pumps. From this point there extends out into the lake some 2,000 feet of intake pipes, one 18 inches in diameter and the other 24 inches on the shore side and 30 inches at the intake end, and one 36". These are literally buried in sand and silt, trenches having been cut in the lake bottom to receive the piping, thus assuring a minimum risk of future breakages, of which there has been none to date.

The latest design of pressure type filters are installed at this plant. The capacity of the pumps is more than ample to meet any contingency; as a matter of fact, the pumps pumping filtered water have a daily capacity of 12,960,000 gallons every 24 hours, which compares with capacity of 720,000 gallons in 1915, and actual average daily consumption during the year of 1936, of 3,017,570 gallons. This is



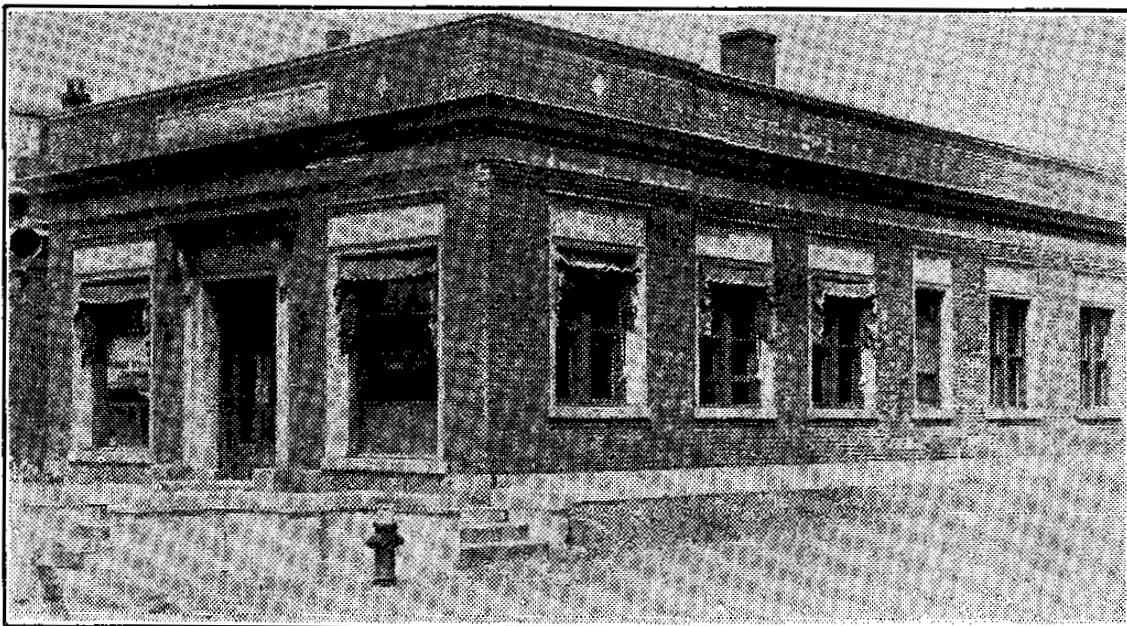
A. H. R. THOMAS  
*Manager of Public Utilities.*

exclusive of untreated water, of which present pumps can deliver 2,880,000 gallons in 24 hours, or nearly double the present consumption.

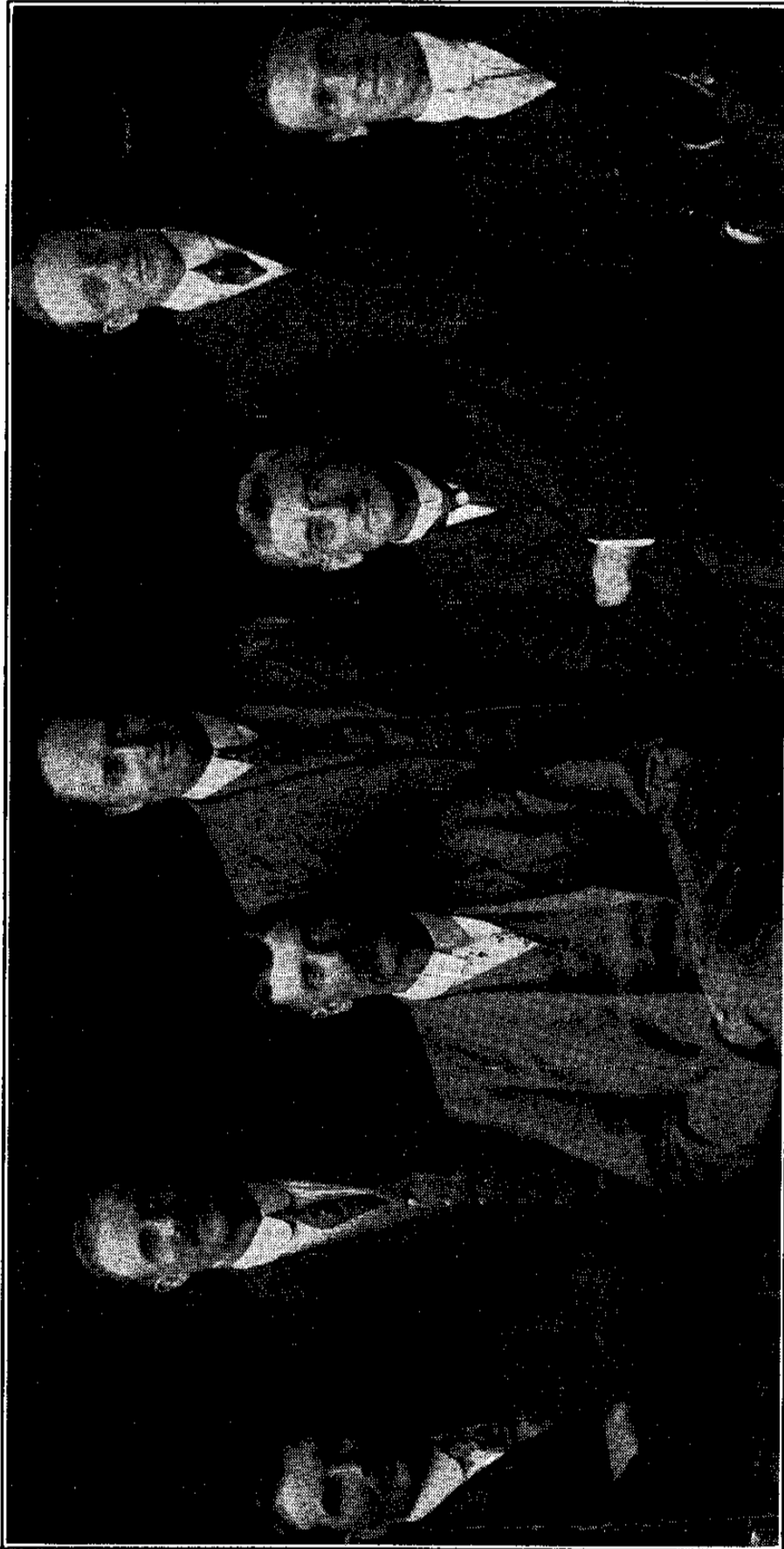
## In Billion Class

This year will see new high records established for water consumption in New Toronto and district. Last year New Toronto used more than a billion gallons of water, or, to be exact, 1,404,393,000 gallons, of which 1,101,413,000 gallons were filtered water and 302,980,000 gallons delivered in the untreated state direct to factories.

The waterworks at New Toronto not



PUBLIC UTILITIES OFFICE



THE FIRST COUNCIL, VILLAGE OF NEW TORONTO—1913

*George E. James, Chas. Lovejoy, Reeve Geo. Ironsides, Late Fred Hicks, Samuel McKnight, H. Wilson, treasurer,  
Geo. D. Scott, clerk.*



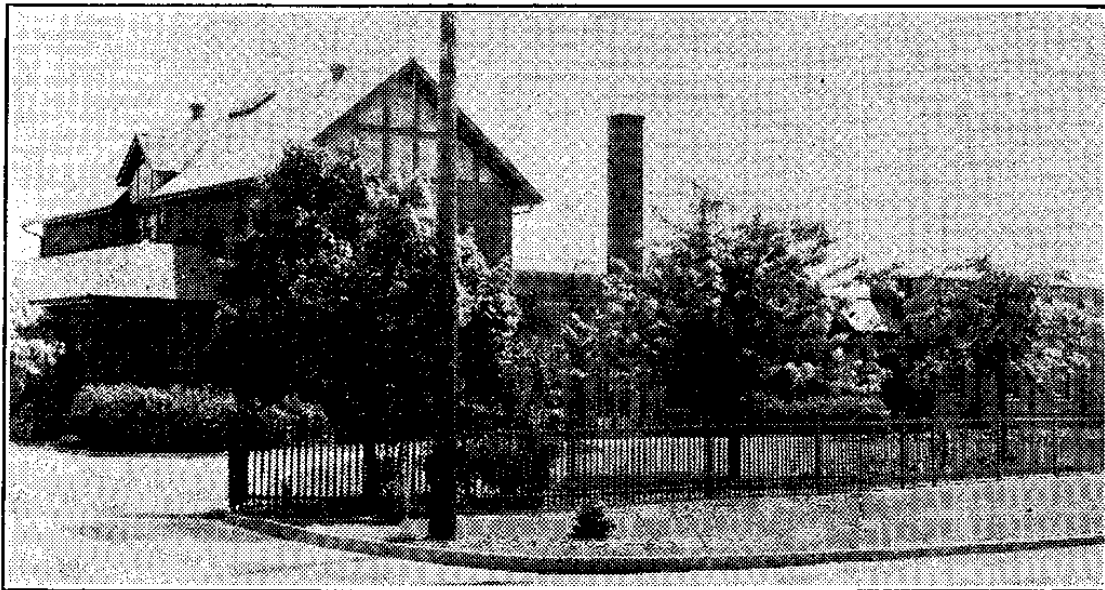
E. W. GRANT

*Chairman of Public Utilities for the years 1935 and 1937.*



E. J. BELL

*Chairman of Public Utilities 1936.  
Chairman Board of Health 1933.  
Member School Board 1934.*



THE NEW TORONTO PUMPING STATION

*Located between 6th and 7th Streets on the Lake Shore. This building is fronted by a spacious lawn and beautiful garden plots.*

only supplies the town, but also delivers water to Mimico, Long Branch and some to Etobicoke. In the case of these outside customers, the water is delivered in bulk to their boundary mains through meters and they pay for the bulk quantity they take; but, in the case of New Toronto, the Utilities Commission not only supplies the water, but also is responsible for the whole service, including the system of mains. Of these there are some .32 miles of four-inch, 8.2 miles of six-inch, 1.27 miles of eight-inch, .86 miles of ten-inch, .65 miles of twelve-inch, and 2.01 miles of sixteen-inch.

#### Charges Are Low

Charges for water in New Toronto are decidedly reasonable, the manufacturing rate being 11 cents per thousand gallons for the first 5,000,000 gallons per month, and 8½ cents per 1,000 gallons thereafter, with a discount of 10 per cent.

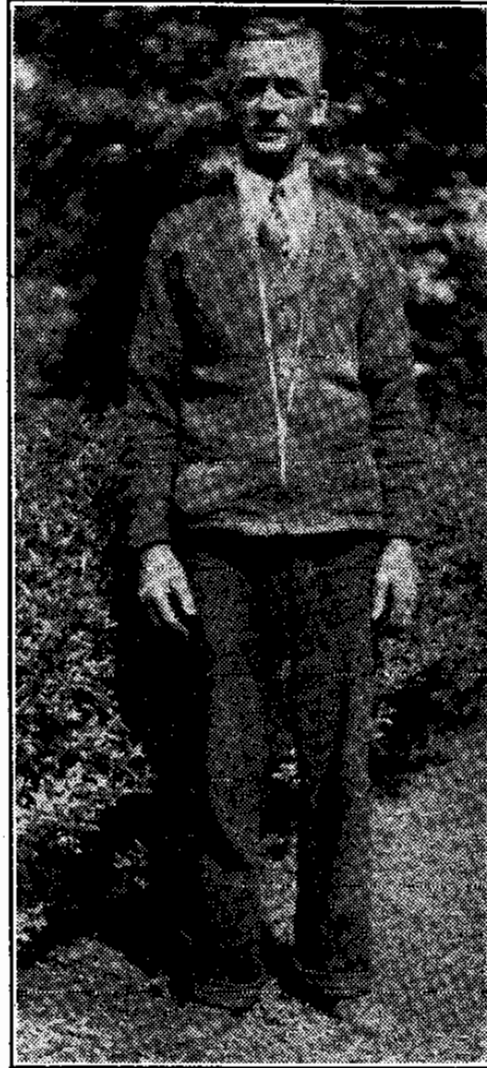
#### Electric Power

In 1913 the Village of New Toronto was supplied with power by the Erindale Power Co. Limited, but later in the year, by vote of the citizens it was decided to purchase power from the Ontario Hydro, and Mr. Geo. Scott was appointed secretary of the Hydro Committee which was formed to look after this branch of the Town's business.

Then in 1920 the ratepayers voted to form a Public Utilities Commission which would control both Waterworks and Power. This first Commission consisted of the then Mayor C. Lovejoy as chairman, and Messrs. H. E. Kirch and T. M. Staunton. T. C. Barrett was appointed secretary.

Mr. A. H. R. Thomas, who had been superintendent of Waterworks since 1915, continued in that capacity, with Mr. J. W. Cook as superintendent of Hydro. At this time the Utilities had an office in the Reid Building, Lake Shore Road.

In 1922 negotiations were started to supply the Township of Etobicoke with water, and this contract was consummated later that year. The present building which houses the Public Utilities offices and board room was erected in 1924, and in August, 1924, Mr. Thomas was made manager of the Public Utilities.



THOMAS RODGERS

*Foreman of Works department. Lived in New Toronto since 1912. Employed by the town since 1916. Oldest in service of town's employees.*

The present Commission consists of E. W. Grant, chairman, E. J. Bell and Mayor S. B. Douglas. Those who have acted as chairmen since the inception of the Commission are: 1921, C. Lovejoy; 1922-24, T. M. Staunton; 1925-31, Geo. Ironsides; 1932-34, T. M. Staunton; 1935 and 1937, E. W. Grant; 1936, E. J. Bell.

In 1912 residents of New Toronto near to the lake gathered most of their fuel supply from the shores. Councillor John Desmond lived at 18 Fifth Street, his present home, during this period.



T. M. STAUNTON

*Chairman of Public Utilities 1925-31.*

**J. A. PEARSON**

**The Watch Shop**  
 C.N.R. Watch Inspector  
 Bluebird Diamond Rings  
 Bank of Nova Scotia Bldg.,  
 New Toronto

*Compliments of*  
**N. ARCHBOLD**  
**QUALITY MEATS and**  
**PROVISIONS**  
 Phone 1380  
 839 LAKE SHORE RD.  
 13 Years Serving  
 New Toronto



COUNCILLOR JOHN DESMOND

*Was a member of the first Town Council (1920), is the only member of the 1937 Council with this distinction. He is chairman of the Welfare Department.*

COMPLIMENTS  
**MRS. T. HYDE**  
 The Original British Fruit Store  
 14 Years in Business in  
 New Toronto  
 Phone N.T. 559  
 797 LAKE SHORE RD.

*Compliments of*  
**N. CHANDLER**  
**Chandler's Cartage**

48-21ST ST., NEW TORONTO  
 Phone 2088



Since 1917 The Advertiser has been a part of the community life of New Toronto. During December, 1929, plans were prepared, and the erection of this fine building to house the Lake Shore's Home Paper was completed in 1930. A customer's office, a manager's office, a stock room and a large job printing room occupy the floor space.

---

*It is the desire of the Charters Publishing Company to give the readers of The Advertiser a newspaper which is a credit to the district.*

---

This historical booklet is a result of the planning and  
craftmanship of

**CHARTERS PRINTERS**



# INDUSTRIALLY SPEAKING

—By T. HOWARD JARRETT

**A**S INDUSTRY marches on, so does the Town of New Toronto," herein lies the secret of the amazing progress of this busy industrial centre on the shores of Lake Ontario.

Lying alongside Canada's greatest motor highway, served with unexcelled railway facilities, the Town has all the privileges of a metropolis while maintaining a low tax industrial area.

Situated close to Toronto and closer to the heart of the city than some of the outlying sections of the city, manufacturers enjoy the economies and privileges incidental to life in smaller municipalities.

The municipality ranks near the top in the industrial structure of Canada. With the steady growth of the industries, has been the resultant increase in the population of the Town.

Back in 1913 the population stood at 500 persons and the district a quiet suburban area with little resemblance to the busy hive of activity of any week day in the Town to-day.

In 1930 an Industrial Commission was formed in the town by Reeve W. E. MacDonald as the prime mover. The activity of this commission has been a boon to the town in securing major industries to locate here.

## GOODYEAR TIRE AND RUBBER COMPANY

As one looks back upon the earliest motor cars, and visualizes them in comparison with today's splendid models, there is a tendency to give credit for the vast improvement to one industry—the automobile industry—and to it alone. The casual observer gives scant thought to the part played by makers of automobile parts and accessories, chief among which, of course, is the pneumatic tire.

However, the close student of things automotive, and especially the motor car manufacturer, knows that without the spectacular though steady development which has followed the tire it would have been quite impossible to have produced automobiles in their present state of perfection.

It is interesting to note in this connection that to a New Toronto manufacturer must go much of the credit for the pioneer work which has enabled the pneumatic tire to keep pace with advanced automobile design. Al-

most since its inception in 1910, the Goodyear Tire & Rubber Company of Canada, Limited, has held a position of leadership in tire development which has, quite naturally, been followed by leadership in tire sales.

At the New Toronto plant a corps of engineers and experimental chemists work constantly to evolve new methods of construction and to devise variants of existing tire materials. The object, of course, to keep Goodyear quality foremost and to give tire users increased utility and greater pleasure from their tires.

But it is not alone in the development field that Goodyear has excelled. The layman visiting the plant is amazed at the magnitude of the equipment. He does not expect to see single pieces of equipment of such involved construction and such massiveness that, like the famous train calendar, they cost upwards of one hundred thousand dollars each.

To motorists passing through New Toronto, the great Goodyear factory on the Toronto-Hamilton Highway is a familiar sight. This plant produces not only Canada's largest volume of tires but, what is still more important, turns out a product whose excellence is recognized wherever motor vehicles are used.

Goodyear Tires, Canadian-made at New Toronto, go into the four corners of the globe. And wherever they are used create a wholesome regard for the productive skill and standards of value of Canadian Industry, as exemplified by the Goodyear Tire & Rubber Company of Canada, Limited.

## ANACONDA AMERICAN BRASS LIMITED

The Anaconda American Brass Limited came into being on August 19th, 1922, when the business machinery and good will of Brown's Copper and Brass Rolling Mills, Limited, were acquired. It was not until November of 1928 that the officials of the company decided to make New Toronto the permanent home of the industry and acquired the buildings and property.

Since that time tremendous strides have been made both in business and factory expansion until the plant is now one of the most-modern of its kind



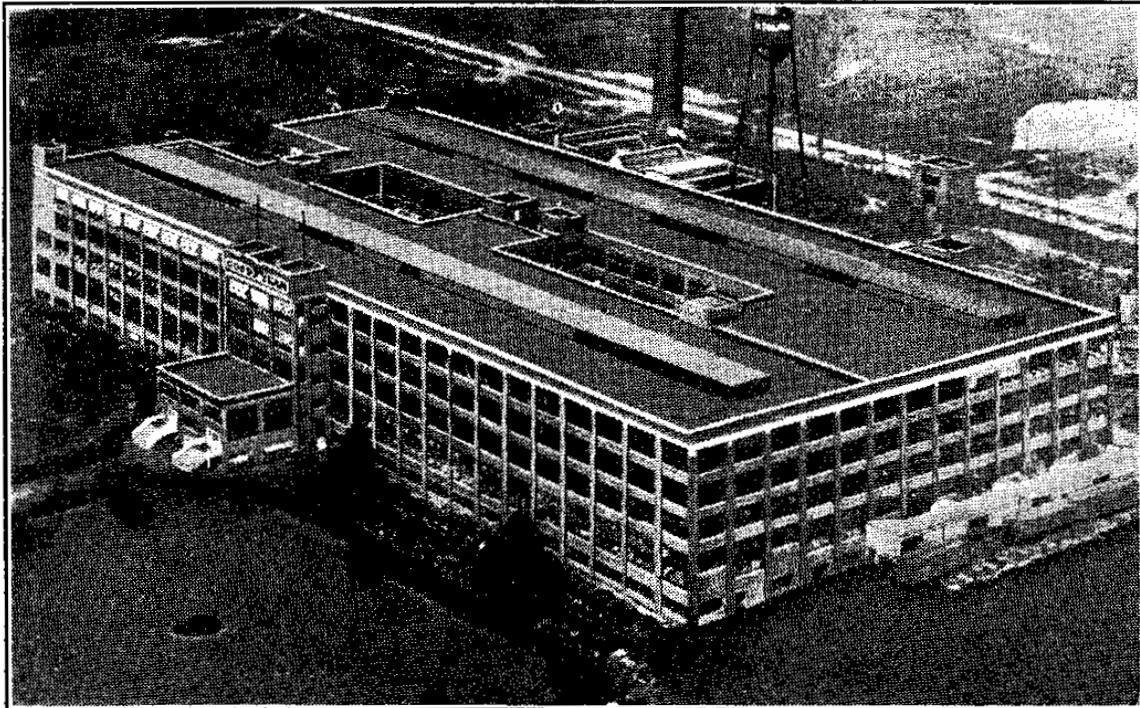
**WARDEN W. EDWARDS MACDONALD**  
*Reeve of New Toronto, who has done  
 yeoman service as a member of  
 council as Deputy-Reeve 1929;  
 Reeve 1930-31-32-33-34-36-37. Chair-  
 man of the Industrial Committee.  
 Through his efforts several firms  
 have located here.*

and a major industry in the town employing hundreds of workers. The trade name of "Anaconda" is now known the world over and the ever increasing use of copper, brass and nickel silver products has resulted in a thriving industry.

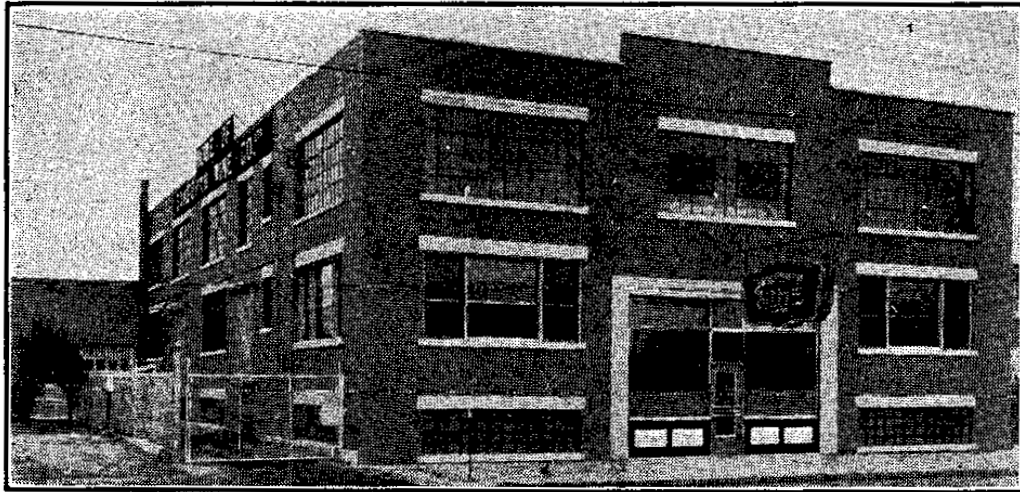
### DONNELL AND MUDGE

Back in 1918, the Donnell and Mudge tannery had its beginning in the town and through the years it has grown to a leading position in the industry turning out annually millions of feet of leathers of all kinds. Reputedly one of the largest sheepskin tanners in the Dominion, the company by means of specialized processing, embossing and spray painting can turn out any number or beautifully-patterned leathers conforming with amazing exactness to the skins of all manner of animals from the shell-like rhino to the fine-grained pin seal leather.

From all corners of the world come the hides and skins used by the company. In the modern three storey building equipped with the best machinery available, the evil-smelling hides are transformed into the most ornate and beautiful designs with many of the leather products eventually finding their way to milady's dressing table. Charles H. Annable is the head of this well-known firm.



**THE GOODYEAR TIRE AND RUBBER COMPANY**



HEAD OFFICE DANFORTH WINE

## DANFORTH WINE

In this enterprising community is one of Canada's most up-to-date Wineries, situated at 19th St., and Lakeshore Rd., New Toronto. The employment is of real value to Lake Shore citizens.

This modernized plant has a capacity of quarter of a million gallons with an annual consumption of 1,000,000 lbs. of grapes, and one-third of a million lbs. of sugar.

The plant has been expanded this year to the extent of 80,000 cu. ft., and in addition has installed the latest and most modern equipment for the chilling and pasteurizing of wines.

The writer had the privilege of seeing this entire plant in operation and was highly impressed with the modernized sanitary facilities employed.

The manufacture of wine commences with the purchase of only No. 1 quality grapes as approved and weighed by the government and thence delivered to the plant where they are automatically crushed through bronze rollers, stemmed, steamed and pumped directly into a huge automatic press where the juice is extracted and the pulp carted away to be used as fertilizer. This juice is first pumped into cement tanks lined with paraffin to the capacity of 25,000 gallons, where they are permitted to ferment and then transferred into wooden tanks where they are processed and aged to the government standard requirements. After this aging process numerous wines are fortified by the addition of brandy and then permitted to age for a further period. When this

aging has been completed the wines are filtered through sterilized filter pads, thence chilled and pasteurized and transferred to the bottling room. The bottling is done from glass-lined tanks into automatic vacuum fillers and then carried by an endless belt into an automatic capping machine from which they are transferred to the labeler and lastly the addition of a government seal is applied, and then stored in the shipping rooms from where they are shipped to the company's branch stores at Queen and Victoria Sts., 1076 Lakeshore Rd., New Toronto, and 1854 Danforth Ave., as well as numerous Liquor Control Board stores in Ontario.

Control at all times is kept and recorded by the company's laboratory under the supervision of a graduate enologist and bacteriologist.

## REG. N. BOXER CO. LIMITED

Linked with the early development of New Toronto as an industrial centre is the firm of Reg. N. Boxer Co., Limited. Five years before the town received separate municipal status, the officials of this firm realizing the potentialities of the district as a suitable industrial area decided to locate the plant in the district. This was back in 1903.

It was only a few years later that the rapidly expanding business made the original plant obsolete and plans were announced for a new factory which would meet the ever increasing demands of the wallpaper trade. Ex-

# CORPORATION OF THE TC

## **Industry's Choice**

*BECAUSE . . . .*

New Toronto has exceptional shipping facilities. The largest railway yards in Ontario, and rapid freight service by both C.N.R. and C.P.R. with Montreal, Buffalo and Detroit.

Accessibility. Seven miles from the centre of Toronto. Location on the Toronto-Hamilton Highway—the backbone of the Ontario good roads system. With street car service to Toronto.

Cheap Hydro-electric Power. Large blocks of electrical energy are available for industrial purposes at exceedingly low rates.

Cheap water. An inexhaustible supply of water is available for industrial and domestic purposes.

The finest shopping centre between Toronto and Hamilton.

Low insurance rates obtainable because of efficient fire department and ample water supply.

Sewage disposal plant built to handle any future developments.

Gas for industrial and domestic purposes.

Ample labour supply. One million people reside within a radius of fifteen miles.

# TOWN OF NEW TORONTO

## Home Builder's Choice

*BECAUSE . . .*

The town has a beautiful Lake Ontario shore line, splendid tree lined streets, spacious parks, excellent schools, churches, public library and theatre. Public services are equal to those of a large city and include an efficient police force, fire department, Hydro Electric power, good water, paved streets and sidewalks, postal delivery and telephone.

Many fine residential lots are available at exceptionally low cost.



Enquiries may be addressed to

F. R. LONGSTAFF,

Phone N.T. 76

Clerk.

cellent working conditions for the employees of this modern plant have played no little part in the ever increasing success of the business.

## CANADIAN INDUSTRIES LIMITED

(Fabrikoid Division)

Over twenty years ago from small beginnings, the present "Fabrikoid" Plant was built to produce topping and upholstery materials for the "horseless carriage" of the period.

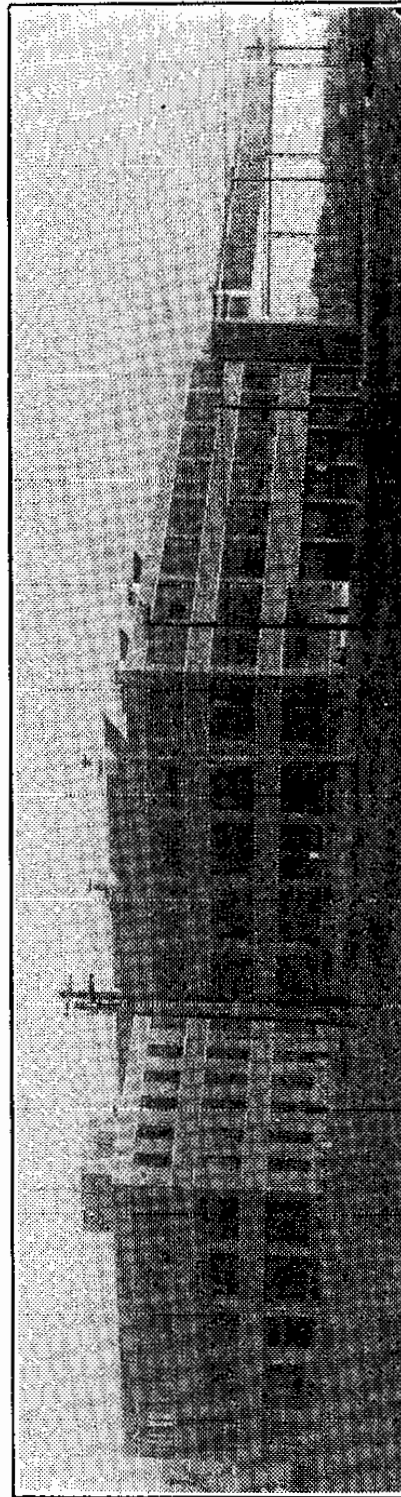
Today the plant, improved and equipped with the most up-to-date machinery, turns out many thousands of miles of materials annually for almost limitless purposes. Amongst these may be cited, materials for binding books, making shoes and slippers, raincoats, windbreakers, hats, caps, neckties, gloves, belts, tobacco pouches, wall coverings, purses, handbags, nosebags, luggage, motion picture screens, sporting goods, golf bags, baseballs, washable imitation linen tablecloths, window shades; upholstery for automobiles, street cars, busses, railway trains, trucks, aeroplanes, steamboats, motorboats and rowboats, as well as for household and porch furniture, roundabouts, hotels and beverage rooms; hospital sheetings; outdoor signs, card table tops and covers. These and a host of others are all produced right in your midst.

C-I-L wishes New Toronto and inhabitants still greater prosperity and happiness in the years ahead.

## W. and A. GILBEYS OF LONDON, ENG.

With business showing a marked upturn in 1933 and reflecting a note of optimism, W. and A. Gilbeys of London, England, decided to locate a plant in Canada for the distilling and manufacturing of its products and New Toronto was selected as the logical location for the factory.

A site of three acres was purchased on Eighteenth Street in April of 1933, work was commenced on the construction of a plant at an estimated cost of \$64,000. By the end of the year the plant was in operation and employment given to some 50 residents, marking another step in the progress of the town. By 1936 business expansion in Canada resulted in an addition to the plant costing \$35,000.



CONTINENTAL CAN COMPANY OF CANADA  
*The newest addition to the industrial life of New Toronto is housed in this magnificent building on Birmingham Street at corner of Fifth Street.*



## CONTINENTAL CAN COMPANY OF CANADA

The Continental Can Company of Canada was officially incorporated in September of 1935. After making a careful survey and with the co-operation of town officials, New Toronto was selected as a factory site. Ground for the big building was broken in January of 1936 and the first shipment of cans was made five months later. The factory has now been in operation one full year.

## GEO. WILLIAMS SHOE COMPANY

Originally the Tilley-Williams Shoe Company, the Geo. Williams Shoe Company are manufacturers of a high-grade line of shoes and forms an important part in the industrial life of the town.

The factory commenced operations in 1933 employing some 60 skilled workers. The firm recently changed to the Geo. Williams Shoe Company, with George Williams as president.

## CAMPBELL SOUP

One of the larger industries in New Toronto is the factory of the Campbell Soup Company situated on Birmingham Street. A tour of this plant was a revelation to those who were thus privileged.

Commencing at the spacious office department, they were conducted through the factory where soup was in the process of being made, canned, labelled, packed into cartons and stored for shipment.

The machinery which does a good part of the work, was a marvel of speed and efficiency.

No less efficient were the girls and men who did the preliminary work in each section and who worked at the machines.

The food in preparation, was made spotlessly clean and sterile by various

washing processes, every blemish being removed most carefully from all vegetables, chickens and meat being expertly examined and passed or rejected as the high standards of purity called for, by a government inspector.

With plenty of space to work in and adequate equipment to keep the workers and plant entirely free of any kind of dirt, the finished product is much more complex in its composition than could be hoped for in the home and the cleanliness and sterility such, that even the most fastidious housewife in the world could ask for or achieve herself.

Serving the ever-increasing needs of the citizens is the Empire State Ice Company. The plant at the north end of the town has been in business nearly ten years.

Other industries adding to the importance of the town as an industrial centre of note include, Plibrico Jointless Fire Brick Ltd., Ideal Can Co., Beck and Co., manufacturers of plywood; Charis Ltd., manufacturers of foundation garments; Ritchie Cut Stone Ltd., Mohawk Radio Co.



*A splendid amusement house which has a seating capacity of over 1000. Mr. Harry Sherman is the manager.*



*Compliments*

ANACONDA AMERICAN  
BRASS, LTD.

NEW TORONTO

**PRINTING!**

*"The Quality Of Our Work  
Speaks for Itself"*

*The Hutchinson Press*

*"Printing When You Need It"*

R. E. HUTCHINSON, Proprietor

NEW TORONTO, Ontario



**RAILWAY Y. M. C. A.**

REST, FELLOWSHIP AND FUN  
AT THIS END OF THE RUN

ALEX. SHAW, Chairman.

A. LOGAN SMITH, Secretary.

**MEYERS AUTO ELECTRIC**

Generator, Starter, Household and Industrial Motor  
Repairs and Rewinding

GENERAL CAR REPAIRS

1044 LAKE SHORE ROAD

PHONE N.T. 1580

Imperial Gas and Oils

**CAPITOL THEATRE**

Good Entertainment in Comfortable

Surroundings

Best Pictures First

Corner 4th Street and Lake Shore Rd.

New Toronto

Compliments of

**NEW TORONTO FRUIT MARKET**

801 LAKE SHORE RD., Cor. Fifth St.

FRESH FRUITS and VEGETABLES

PHONE N.T. 488

# COUNCILS OF NEW TORONTO » » » »

(From 1913 to 1937 Inclusive)

1913—Year New Toronto was incorporated as a Village. Reeve, Geo. Ironside. Council: Messrs. Chas. Lovejoy, Fred Hicks, Geo. E. Janes and Sam Robinson.

1914—Reeve, Geo. Ironside. Council: Messrs. Chas. Lovejoy, Fred Hicks, Geo. E. Janes and Samuel McKnight.

1915—Reeve, Geo. Ironside. Council: Chas. Lovejoy, Fred Hicks, Geo. E. Janes and Samuel McKnight.

1916—Reeve Geo. Ironside. Council: Chas. Lovejoy, Geo. E. Janes, John Fraser and Samuel McKnight.

1917—Reeve, Chas. Lovejoy; Geo. E. Janes, John Fraser and Ben Adams.

1918—Reeve, Chas. Lovejoy; Ben Adams, J. J. McCullum, Sam McKnight and Fred Shackleton.

1919—Reeve, Chas. Lovejoy. Council: Adam Dyer, John Fraser, Geo. E. Janes and Fred Shackleton.

1920 was the year New Toronto was raised to the status of a Town. Mayor, Chas. Lovejoy; Reeve, Sam Robinson; Council: John Desmond, Bert Greer, M. J. Hennessey, J. J. McCullum, Wm. Reveley and Fred Shackleton.

1921—Mayor, Chas. Lovejoy; Reeve, Geo. E. Janes; Deputy-reeve, Wm. G. Jackson; Council, Bert Greer, Fred Shackleton, M. J. Hennessey, Geo. Warner and Robt. Carruthers.

1922—Mayor, S. J. Tucker; Reeve, Wm. G. Jackson; Deputy-reeve, Sam Robinson; Councillors: Ben Adams, W. E. Davison, M. J. Hennessey, Bert Greer, J. D. Price and Geo. D. Scott.

1923—Mayor, Geo. E. Janes; Reeve, Wm. G. Jackson; Deputy-reeve, Geo. Warner; Councillors: W. H. Arland, F. H. Breor, Wm. Galloway, Bert Greer, M. J. Hennessey, J. J. McCullum.

1924—Mayor, Geo. E. Janes; Reeve, Wm. G. Jackson; Deputy-reeve, Geo. Warner; Councillors, Adam Dyer, M. J. Hennessey, J. J. McCullum, J. A. Pollard and J. D. Price.

1925—Mayor, Geo. E. Janes; Reeve, Wm. G. Jackson; Deputy-reeve, J. J. McCullum; Councillors: W. E. Davison, Adam Dyer, A. E. Pitts, J. A. Pollard, J. D. Price and Ed. Vogelmann.

1926—Mayor, Geo. Warner; Reeve, Wm. G. Jackson; Deputy-reeve, J. J. McCullum; Councillors: V. A. Barnett, Bert Greer, M. J. Hennessey, J. D. Price, Wm. Ridley and Dr. A. D. Roberts.

1927—Mayor, Geo. Warner; Reeve, Wm. G. Jackson; Deputy-reeve, J. J. McCullum; Councillors: E. J. Appleton, V. A. Barnett, Bert Greer, M. J. Hennessey, J. D. Price and Wm. Ridley.

1928—Mayor, Geo. Warner; Reeve, Wm. G. Jackson; Deputy-reeve, J. J. McCullum; Councillors: E. J. Appleton, V. A. Barnett, M. J. Hennessey, J. D. Price, Wm. Ridley and Wm. T. Scully.

1929—Mayor, Wm. G. Jackson; Reeve, M. J. Hennessey; Deputy-reeve, W. E. MacDonald; Councillors: Wm. T. Scully, A. E. Booth, Wm. J. Bennett, E. J. Appleton, J. D. Price and Ed. Vogelmann.

1930—Mayor, Wm. G. Jackson; Reeve, W. E. MacDonald; 1st Deputy-reeve, A. E. Booth; 2nd Deputy-reeve, J. J. McCullum; Councillors: W. J. Bennett, E. J. Appleton, H. Litster, W. A. Campbell, Bert Greer and A. E. Pitts.

1931—Mayor, Wm. G. Jackson; Reeve, W. E. MacDonald; 1st Deputy-reeve, W. J. Bennett; 2nd Deputy-reeve, J. J. McCullum; Councillors: E. J. Appleton, J. D. Price and Ed. Vogelmann.

1932—Mayor, Wm. G. Jackson; Reeve, W. E. MacDonald; Deputy-reeve, W. J. Bennett; Councillors: E. J. Appleton, J. D. Price, J. J. McCullum, and Ed. Vogelmann.

1933—Mayor, Wm. G. Jackson; Reeve, W. E. MacDonald; Deputy-reeve, W. J. Bennett; Councillors: E. J. Appleton, E. W. Bancroft, John Desmond and Ed. Vogelmann.

1934—Mayor, Wm. G. Jackson; Reeve, W. E. MacDonald; Deputy-reeve, W. J. Bennett; Councillors: Ed. Vogelmann, E. W. Bancroft, John Desmond and J. V. Shelley.

1935—Mayor, Wm. G. Jackson; Reeve, Ed. Vogelmann; Deputy-reeve, C. O. Lennox; Councillors: C. J. Bennett, S. B. Douglas, J. V. Shelley and E. W. Bancroft.

1936—Mayor, Wm. G. Jackson; Reeve, W. E. MacDonald; Deputy-reeve, W. J. Bennett; Councillors: C. J. Bennett, J. Desmond, S. B. Douglas and J. V. Shelley.

1937—Mayor, S. R. Douglas; Reeve, W. E. MacDonald; Deputy-reeve, W. J. Bennett; Councillors: J. Desmond, J. V. Shelley, J. L. Strath and C. J. Bennett.

**SHAW BROS.  
AUTO SERVICE STATION**

— Where Service is a Pleasure —

GAS — OILS — WASHING

CORNER 4TH ST. and LAKE SHORE RD., NEW TORONTO

Compliments of

ALMONT  
HOTEL

LAKE SHORE ROAD  
AT  
18TH STREET  
NEW TORONTO

Compliments of

NEW  
TORONTO  
HOTEL

Cor. 4th St. and Highway  
NEW TORONTO

**NEW TORONTO BAKERY**

The House of Quality and Cleanliness

ALL KINDS OF CAKES, PASTRIES AND  
SMALL FANCIES FOR PARTIES

Wedding and Birthday Cakes Made to Order

LIGHT LUNCHES, SALADS, TEAS, SANDWICHES, Etc.

**AUSTIN & GIBBONS**

Phone N. T. 70, New Toronto, Ont.

819 Lake Shore Road

# THE PUBLIC LIBRARY

—By MISS L. PROCTOR, Librarian

The history of the Public Library in New Toronto has been one of steady growth. An Association Library was formed in 1921 and a small room provided for it by the Town Council. The first members of the Library Board were Rev. G. W. Robinson, Chairman; Mr. Samuel Hunter, Mr. Langley, Mr. Ironsides, Mrs. Tucker, Mrs. T. M. Staunton, Mr. M. Hennessey, Mrs. I. M. Keesee, Miss Carpenter and Mrs. C. Lovejoy. As the Library grew it became a Public Library, and was housed in a store on the north side of the Lake Shore Road.

In 1927 the present attractive Library building was opened. The land was donated by Mr. W. G. Jackson and Mr. A. Keith, and the money for the Library furnishings supplied by the industrial concerns in New Toronto as well as by private gifts.

The circulation of books has increased from 7,838 in 1923 to 57,344 in 1936. This does not include the use of reference books. During the past winter the increase in circulation has been on an average 1,000 books per month over the previous winter.

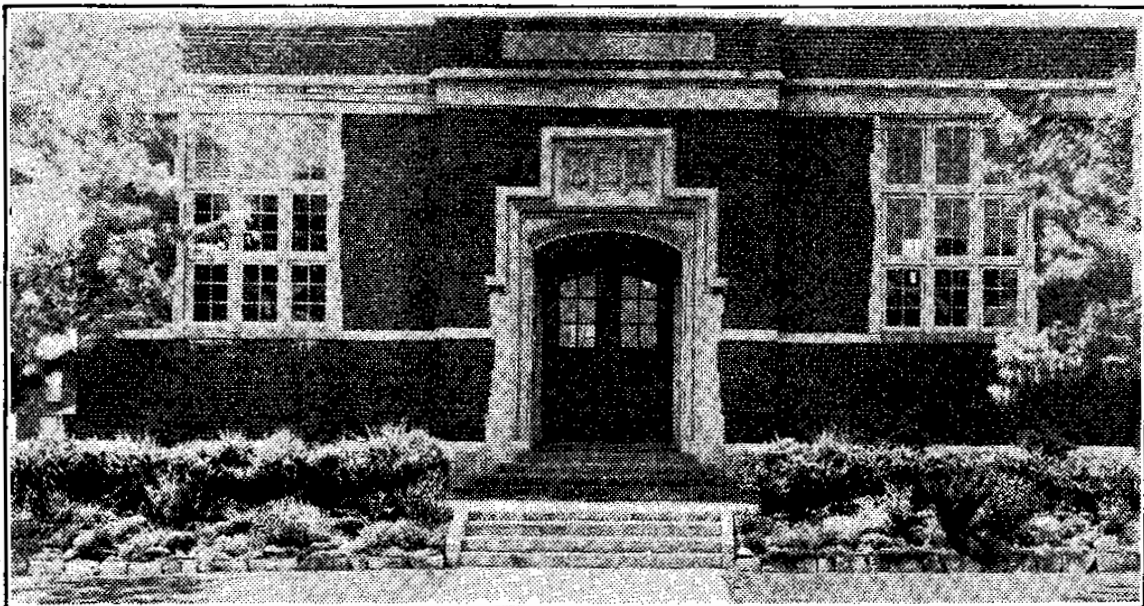
In June, 1936, a children's librarian was appointed and thus more attention given to the children's work during the past winter.

At the present time a children's room is needed, and land adjoining the Library has been provided for this purpose by the Town Council. The Lake Shore Chapter of the I.O.D.E. is helping to raise money for the children's room.

The members of the Library Board are doing all in their power to make the Public Library of vital service in the community.

Past Chairmen of the Library Board have been Rev. G. W. Robinson, Mr. J. H. Whitlam, Mr. G. E. Jourdan, Mr. W. H. Mole, Mrs. T. M. Staunton, Mrs. Watts, Mr. Robert Sloan and Rev. A. T. Clancy.

The present members of the Library Board are Dr. D. S. MacLennan, Chairman; Mr. W. H. Mole, Mrs. I. M. Keesee, Dr. W. H. Taylor, Dr. M. D. Baker, Mr. S. B. Douglas and Dr. C. O. Lennox.



# Lake Shore Lumber Company Limited

201 NINTH ST.

NEW TORONTO

ONTARIO

ROUGH AND DRESSED LUMBER

PHONES:

N.T. 161

LY. 5345

Servicing the Lake Shore District

Compliments of

## G. ALAN KEITH

NEW TORONTO

NEW TORONTO, ONT.

## White Rose Service Station

HERMAN DEVRIES, Lessee

White Rose Gasoline, En-ar-co Motor Oils and Greases,  
Chek-Chart Lubrication, Car Washing, Symonizing  
Cars Called For and Delivered Free and Insured While  
in Our Care

PHONE N.T. 1960

TENTH ST. and LAKE SHORE RD.

## *A Cleaning Service*

FOR ALL PARTICULAR LAKE SHORE PEOPLE

## BIG (4) FOUR

CLEANERS AND DYERS

*For Prompt Pick-Up and Delivery Phone N.T. 980*

# NEW TORONTO CHURCHES

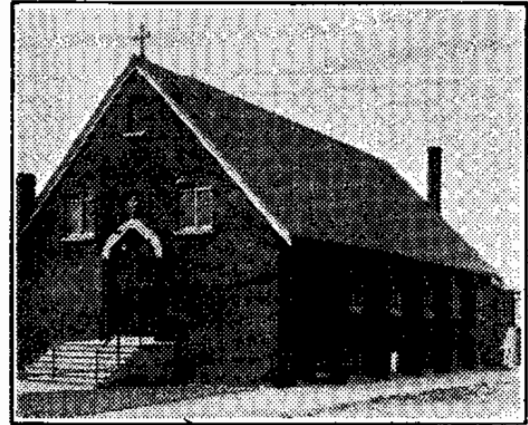
« « « «

## CENTURY UNITED CHURCH

**A**T a time when Mimico was a small village and the present site of New Toronto was almost entirely farm land, Mr. Charles S. Segsworth, a layman of the Mimico Methodist Church, seeing some boys playing in an open field on a Sunday afternoon, became interested in providing a Sunday School for the children of this small community. Two years later the late Rev. Geo. M. Brown of Mimico, began to conduct week night services and New Toronto became a part of the Mimico circuit. In 1915 it became a separate charge supplied by students. Rev. E. Harold Toye, B.A., B.D., was the first ordained minister coming in 1919. He was followed in 1920 by Rev. G. W. Robinson, B.A., who was minister for ten years during which time the present edifice was built. Rev. A. E. Baker took charge in 1930 and Rev. J. Lorne Graham, B.A., B.D., in 1934.

The work has been marked by uninterrupted progress. Being 48 years old, having its birth in Reid's Hall, it moved to the office of a lumber firm next to a house on Sixth St., then to a church home built in 1909 during the pastorate of the late Rev. Jos. E. Wilson, LL.B., In 1925 it again moved this time to its present home on Ninth St. In more recent years have been added, a west end S.S. room, a beautiful com-

munion table, a baptismal font and a pipe organ. The membership increased from 56 in 1916 to 124 in 1919 and 528 in 1936. The S.S. roll grew from 310 in 1926 to 850 in 1936. The grain of mustard seed has grown to be a tree.



ST. TERESA'S CHURCH  
(Roman Catholic)

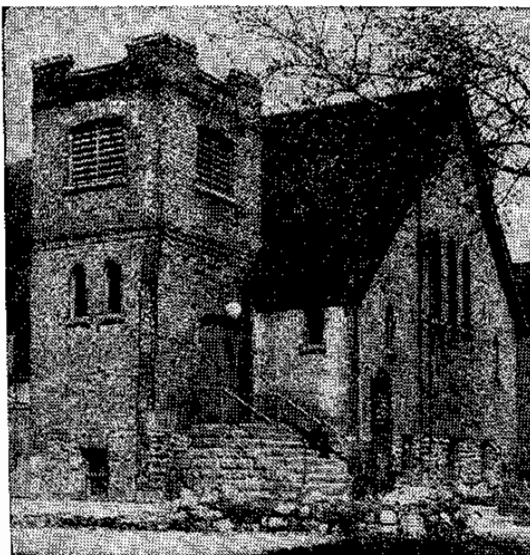
## ST. MARGARET'S CHURCH

**T**HE story of St. Margaret's Church dates back to 1827 with the formation of the parish of Christ Church, Mimico, comprising five churches: St. James, Humber Bay; St. Margaret's, New Toronto; St. Agnes, Long Branch; Church of Atonement, Alderwood, and Christ Church, Mimico.

Although services were started in New Toronto in 1906 under the Rectorship of the Rev. Francis Tremayne it was his son, the Rev. H. O. Tremayne who was more intimately associated with this parish.

Services were held since 1906 in a frame building, known as Hunt's Hall, situated on the north-west corner of Birmingham and Sixth Streets, New Toronto. These services were held at 3 p.m. each Sunday, and conducted by the Rev. Mr. Baldwin.

The corner stone of the present church of St. Margaret's was laid in 1910, the building being completed in 1911 and opened on June 7th of the same year. Those who preached at the opening services were: Rt. Rev. J. F. Sweeny, Bishop of Toronto; Rt. Rev. Bishop Reeve, His Grace Arch-



ST. MARGARET'S CHURCH  
(Anglican)



bishop D. T. Owen, at that time Rector of the Church of Holy Trinity, Toronto; Rev. H. O. Tremayne, Archdeacon Warren.

The Rev. A. Kitterson was in charge of the services in the present building from 1911-1912. Rev. S. Childs from 1912-1917. Rev. F. M. Brunton from 1917-1918. From 1918-1920 the services were conducted by students from Toronto.

In 1920 St. Margaret's was made a separate parish and the Rev. A. S. Madill was appointed the first Rector which position he held until the end of 1934.

During his long pastorate many improvements were made. A new lighting system was installed, a pipe-organ was purchased, many beautiful memorials donated and new pews procured.

The Parish grew steadily until more room was required and lots situated to the south of the Church were purchased and a parish house built. Two lots on the south-east corner of Seventh and Morrison Streets were purchased in 1926 on which to build a rectory.

After the retirement of the Rev. A. S. Madill the present Rector, the Rev. M. G. B. Williams, was appointed, commencing duties on the fifteenth of March, 1935. The Rev. E. J. McKittrick, of Toronto, was appointed Locum Tenens during the vacancy prior to the appointment of the present rector.

In 1935 the church building was

painted and a new ceiling installed in the basement.

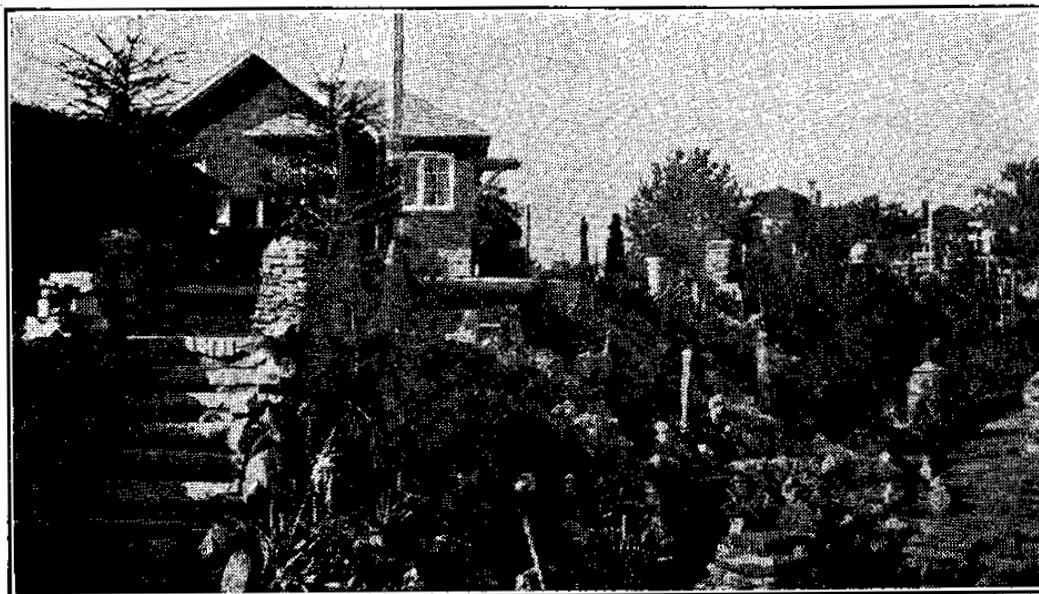
During the week of June 7th, 1936, St. Margaret's Church celebrated her 25th anniversary, the same year also marking the 30th year since services were begun in Hunt's Hall on Sixth Street.

### ST. TERESA'S CHURCH

St. Teresa's parish was established in September, 1924, by the late ARCHWARDEN W. EDWARD MacDONALD bishop Neil McNeil and Father A. T. Clancy was appointed parish priest. Services were held first in Century Hall on Sixth St. Construction on the church on 10th St. commenced in the autumn of 1924 and the church was used for sacred service for the first time on Sunday, March 15th, 1925, when Archbishop McNeil blessed the new edifice. Until 1934 priests from St. Michael's College assisted Father Clancy, but then he received an assistant, Rev. T. J. McCabe, now of Orangeville, to be succeeded in turn by Rev. V. L. Baker who left in October, 1936, and was succeeded by Rev. Thomas Marchildon. Last summer a very successful vacation school was held under the supervision of three Sisters of St. Joseph's convent and 140 children attended. Masses are celebrated every Sunday at 9, 10 and 11.15 a.m. and on week-days usually at 7.30 and 8 a.m. Since the parish began there have been 524 baptisms administered and 87 couples were married.



CENTURY UNITED CHURCH

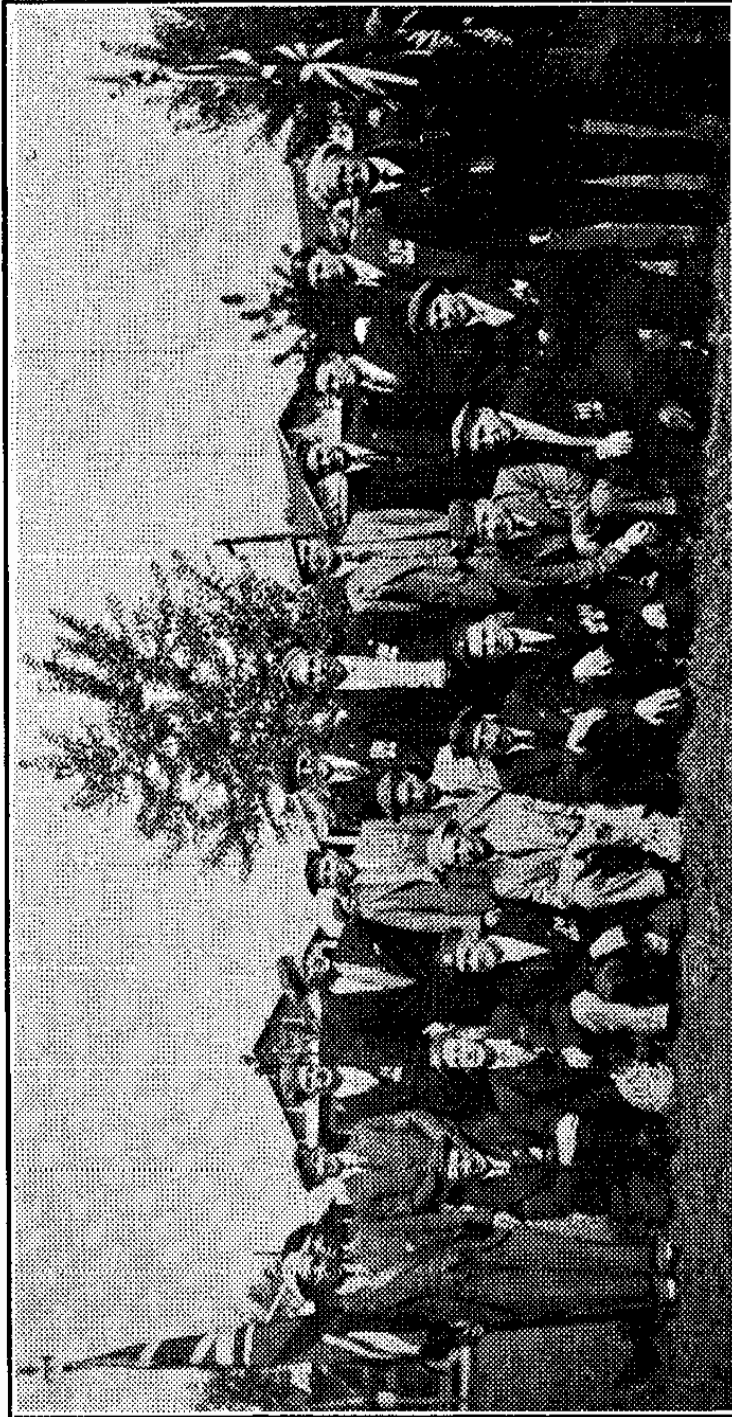


Two of New Toronto's Many Lovely Homes

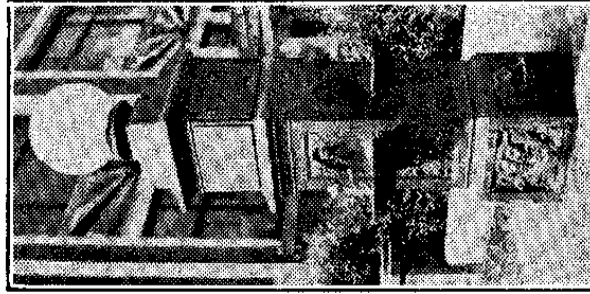
*Top, home of Mr. F. Timms at the foot of 4th Street on Lake Shore Drive. Bottom, another Lake Shore Drive home built by Taylor Bros.*



IN MEMORY  
of those  
who stayed  
behind



*Branch 3 Canadian Legion of the British Empire Service League is one of the oldest in Canada. The 1937 executive consists of Past President Errol Baycroft, President J. V. Shelley, 1st Vice Robert Weatherup, 2nd Vice Jas. Nunn, Secretary Jas. Cameron, Treasurer Harry Reid, Executive—R. Armour, Jas. Tilbury, Wm. Oakes, L. Taylor, A. Flint.*



**F**OR twenty-two years we, at Goodyear, have been able to say that "More People Ride on Goodyear Tires Than On Any Other Kind".

To us, it is more than a slogan. It is an indication that the motoring public have appreciated the high quality standard of Goodyear products—with the result that year after year Goodyear tires and other Goodyear products have maintained their undisputed leadership.

We are proud to have been associated with the Town of New Toronto in its rapid development as an industrial centre—and look forward to the continuance of our happy relationship through the years to come.



## The Goodyear Tire & Rubber Company of Canada Limited

NEW TORONTO - ONTARIO

BOWMANVILLE, ONT. - - ST. HYACINTHE, QUE.

"MAXIMUR"

AND

"SUNWORTHY"

WALLPAPERS

ARE MADE IN

New Toronto

BY

THE REG. N. BOXER CO., LIMITED

# COMMUNITY ORGANIZATIONS

---

---

## NEW TORONTO - MIMICO ROTARY CLUB

This Rotary Service Club is a link in a chain of 4200 Rotary Clubs with a total membership of 180,000, organized in more than 80 different countries of the world. The rapid growth and extension of these service clubs is due to the lofty ideals of its founders.

The first club was organized in Chicago in 1905 by Paul Harrig and consisted of only five members, but the seeds sown have grown tremendously. The desire for friendship and good fellowship among business and professional men was a background for co-operation and concerted effort for service to the community and to the country.

The Rotary mottos, "Service above self" and "He profits most who serves best" are wholesome rules of conduct that tend to develop an attitude of mind that is refreshing and helpful.

The ideals of Rotary include high ethical standards of business or professional practice, service to the underprivileged in a community, interest in boys' work and inculcation of high ideals of citizenship, community service in all undertakings of merit and improvement and the promotion of peace, better understanding and international goodwill among the nations of the earth. In a word, Rotary stands for service and good fellowship among all people.

The local club is composed of business and professional men with a membership of 30, who meet every Wednesday at a noon-day luncheon to carry on the work of the club. Usually there is an address at each luncheon by a member of the club or by an outside speaker, which is an attractive and educational feature of the meetings.

This club was organized in 1929 and the names of the presidents of the club since its inception are: Bill Purtle, Jack Doughty, Harry Litster, Bill Hall, Harold McClelland, Jim Elliott and Clarence Coe. W. B. Redfern is the president-elect for 1937-38.

Among the community activities of this club in the Lake Shore district are the establishment of Rotary Park and work for crippled children.

Under the splendid leadership



W. B. REDFERN

*Rotary President-Elect*

of President Clarence Coo, the 30th of June will end one of the most active years since the inception of this Club.

Membership increased during the year almost 20%. Crippled Children's work, and other worthwhile service activities were enthusiastically carried on with the able assistance of all the members, and particularly Dr. Harold McClelland, and his committee.

President Coo extends his sincere thanks to all those friends in Mimico and New Toronto, who by their kindness have made it possible to carry on the good work during the past year. He trusts that the same friendly goodwill will be continued during the coming year under the presidency of W. B. Redfern.

The present membership of the club: Gordon W. Adams, J. G. Armstrong, John H. Barker, I. P. Brettell, C. M. Coo, Wm. Dedrick, James R. Elliott, T. G. Fogden, George Gauld, Edward J. Guthrie, Dr. Wm. Hall, H. R. Hibbert, Dr. J. W. Ingram, Dave E. Johnston, Edwin A. Jarrett, Harry Litster, H. C. Lower, Charles Lean, Dr. Harold McClelland, Wm. Lawson McGill, Colin McKinnon, W. B. Redfern, R. W. Richards, Stanley Rosevear, Edwin H. Scott, Carl Schindler, Neville H. Schuler, Dr. W. B. Snyder, R. T. Stillman, Noah Torno, Jack Yuill.

—o—

## THE LIONS CLUB

On a warm July evening in 1931 a group of local business men gathered in a restaurant in New Toronto and discussed a new kind of activity for business men known as "Lionism." They listened to the talk of other business men who had come from far distant places on this Continent to attend the International Convention of Lions Clubs held that year in Toronto. And they learned enough about Lionism to decide that New Toronto should have a Lions Club.

The New Toronto Club was really born that night though its official record dates from several weeks' later as indicated by the following extract from the Club's Records:

"An organization meeting of the New Toronto Lions Club was held at the Goodyear Club Room on Thursday, July 23rd, 1931. Jim Walker of the Toronto Club (sponsor Club for the New Toronto Lions Club) took the



HARRY REID  
*President-Elect Lions Club*

chair for the election of officers, which resulted as follows:

President, W. E. MacDonald; 1st Vice Pres., T. S. Keith; 2nd Vice Pres., R. B. Leonard; Secretary, J. H. Martin; Treasurer, \*Errol Baycroft; Lion Tamer, C. M. Coo; Lion Twister, S. Wilder; Directors, T. F. Stewart, \*J. W. Sheffield, \*Geo. Pace; Finance Committee, Errol Baycroft, Geo. Pace, \*G. A. Keith; Constitution and By-Law Committee, Chairman, T. S. Keith."

Charter members, in addition to the above, were: George Blyth, A. Coughlin, \*Stan. Douglas, \*Steve Hamblin, Leo Heathcote, Mike Hennessy, C. S. Jourdon, \*C. O. Lennox, Chas. Levy, \*H. N. Reid, Sam. Robinson, \*Webb Stewart, \*Ed. Vogelmann, Sam. Wilder, W. R. Hill, Dr. W. Taylor—a total of 26 in all. Of the 26 charter members, 10 still retain active membership as indicated by asterisk.

A Lions Club doesn't come to its full status until it receives its charter from the International Association of Lions Clubs. The New Toronto Club charter night was held in the following February (1932) at the Hotel Victoria in Toronto, a meeting attended by many notable Lions and men prom-

inent in municipal and provincial affairs. The club charter was presented with impressive ceremony and the New Toronto Club took its place as a duly constituted member Club of Zone 7, District A, International Association of Lions Clubs; a procedure typical of 2500 other occasions throughout the years since 1917, when Lions International was organized in Chicago, with an initial membership of 25 Clubs.

It is fitting here for our local Club to record its debt of gratitude to our sister club of Toronto which sponsored the formation of the New Toronto Club in 1931, and has generously contributed inspiration and assistance since then.

The years since 1931 have been difficult years with a brave record of depression problems met and mastered. Membership casualties have been unavoidably heavy with the roll call at one time less than half of the charter total. Financing the club's service programme in the lean years was tough going, but the record of Club Service has been maintained without interruption. The Club has specialized in tonsil and adenoid operations for underprivileged children, and through its agency, and the generous cooperation of school nurses, doctors, hospitals and the public, hundreds of children in this and adjoining communities are healthy and happy—and the work goes on with its attendant blessings to parents and all who participate.

The record is surely one that justifies the faith and vision of that original gathering in 1931.

In addition to the tough problems of finance and maintaining of club service, the club activities include other important aspects. You may picture the members meeting every two weeks for food, entertainment and good fellowship. Up to 1935 the Club met twice a month in the Goodyear lunch room. With increase in membership the meeting place was transferred to the New Toronto Hotel, and during the last year to the Almont Hotel at 18th Street.

To-day the New Toronto Lions Club, with the largest and most active membership in its history, is registering strong and healthy expansion, and is, with confidence, planning aggressively for further and better years of ser-

vice to New Toronto and surrounding communities.

The present membership and Executive for the coming year 1937-8, is as follows:

Pres., Harry Roid; Vice Pres., Stan. Douglas; Sec'y, Phil. Tomlinson; Treas., Al. Smith; Directors, Errol Baycroft, Ivan Hargreaves, Bill Preston, Bill Watson; Lion Tamer, George Pace; Tail Twister, Sid. Douglas; Members, Baycroft, Errol; Bennyworth, Frank; Carley, Graydon; Chapman, Wes.; Douglas, Stan.; Douglas, Syd.; Gore, George; Hamblin, Steve; Hardman, Frank; Gregory, Ross; Griffiths, Ken.; Hargreaves, Ivan; Hutchinson, Earl; Jarrett, Howard; Keith, Alan; Lennox, Charles; MacLellan, Dr. S.; Pace, George; Preston, William; Reid, Harry; Sumner, Len.; Smith, Al; Sheffield, Jack; Stewart, Webb; Stark, Gordon; Tomlinson, Phil.; Vogelmann, Ed.; Vousden, Sid.; Watson, William; Winter, Norm.

Presidents since organization: 1931-2 (18 M.), W. E. MacDonald; 1932-3 (6 M.), T. S. Keith; 1933-4-5, Dr. C. O. Lennox; 1935-6, G. A. Keith; 1936-7, Graydon Carley.

## LAKE SHORE CHAPTER I. O. D. E.

In September, 1914, Mrs. Forbes Godfrey invited Mrs. F. Fetherstonhaugh, organizer for the I.O.D.E. to assist in organizing a chapter in the district comprising New Toronto, Mimico, Humber Bay and Etobicoke. The name of the new Chapter was called "The Union Jack." The first officers were:

Mrs. Forbes Godfrey, Regent; Mrs. M. P. O'Donnell, First Vice Regent; Mrs. J. V. McAree, Second Vice Regent; Mrs. Harry Statham (deceased), Secretary; Mrs. James Dunn, Treasurer.

In 1914 municipal relief was unknown and the Chapter undertook this work, giving clothing, groceries and fuel to those in need. They also sent a monthly parcel valued at \$3 each to every soldier who served overseas from the district. Mrs. F. Keese and Mrs. Andrew Dods (deceased) were conveners of this work for the duration of the war.

This war chapter's final work was the dedication of a Memorial Park in Mimico in memory of the soldiers who served from the district. This park



cost \$10,000. Before the Chapter returned their charter to head office they had raised over \$20,000.

On March 3rd, 1937, Mrs. Keesee, who was a very active worker in the former chapter, invited Mrs. H. Bickle, organizing secretary to organize a new chapter, and on March 17th, the charter was bestowed on this new "Lake Shore Road" Chapter. The officers elected were: Mrs. Forbes Godfrey, Hon. Regent; Mrs. Ed. Janes, Hon. Vice Regent; Mrs. F. Keesee, Regent; Mrs. Wm. Jackson, First Vice Regent; Mrs. Sterling MacLennan, Second Vice Regent; Mrs. W. H. Mole, Secretary; Mrs. S. B. Douglas, Treasurer; Mrs. M. D. Baker, Educational Secretary; Miss Laina Proctor, "Echos" Secretary; Mrs. C. A. Buck, Standard Bearer.

The primary aim of this new chapter is the building of a children's addition to the present Public Library in New Toronto, and the officers and members will welcome the co-operation of all the ladies in the district in this very worthy work.

## HORTICULTURAL SOCIETY

Of all hobbies, there is none that so quickly makes us forget our cares and worries in these days of stress and anxiety. "For years I have endeavoured to make others see 'A Garden Beautiful'," said Mr. Percy Ailles, a resident of 46 years standing. Mr. Ailles relates the development of New Toronto, particularly the accomplishments of the Horticultural Society, of which he has been an active member since its formation—"45 years ago, one would hardly consider the few farms, which now comprises the Town of New Toronto, with its clay soil, would permit the splendid trees and gardens we see today."

Much credit is due to a group of citizens who at the formation of the New Toronto Horticultural Society in 1919, subscribed the sum of \$700 for the purchase of trees, fruit trees, perennials, rose hedges, etc., which were distributed amongst the subscribers, namely: A. Telford, H. Lanchbury, W. Patterson, D. Armstrong, L. Peters, W. Enry, W. Marsh, J. Deyman, E. Bunker, L. Caldwell, A. H. R. Thomas, W. George, Miss M. Dunn, H. Crane, E. Dance, J. Lovejoy, W. R. Henderson,

P. Ailles, G. Redman, Dr. Allison, J. Dunn, F. Longstaff, Wm. Macdonald, J. Legge, J. Desmond, S. Burns, H. Wane, J. Frazer, W. Millard, J. Mosher, P. Kassack, G. Stewart, J. Nicholls, E. Stoll, E. Timpson, L. Wilson, T. Roberts, H. Dennis, E. Haliday, J. McKenna, S. Robinson, J. Andrews, A. Watt, G. Sydenham, J. Fowler, L. Foote, J. Harvey, G. Parkinson, H. Horton, and J. Stevenson.

In spite of advice that the fruit would not develop in 1935, Mr. Ailles picked no less than 99 small baskets of fruit from 12 trees purchased in 1919.

The society has made splendid progress during the past 17 years, as will be seen by the many beautiful gardens and lawns throughout the town, and the Annual Flower Shows.

### "Produce — Improve — Beautify"

The motto of the society has been carried forward and its membership increased each year. Competition for the many cups and prizes has produced amazing results as will be seen in the summer display of roses, and in other flowers.

The awards open each year for competition are as follows:

The Barnett Cup, for the best basket of 12 roses; The Baycroft Cup, best lawn and garden; The T. Eaton Prize, most points in Fall Show, amateur; The Advertiser Cup, best basket of 12 gladioli, 4 varieties; Executive Cup, display dahlias in space not to exceed 20 inches; The Dunn Cup, best basket of 12 gladioli; Special Prize, Robert Simpson Co., open competitions, person winning most points in Fall Show; The Jackson Challenge Cup, Amateur Garden, open; Star Trophy, Amateur Garden.

There are also many other awards in money and prizes.

There are two shows each year, the June Rose Show and the Annual Fall Show, when awards are made for the best kept lawns and gardens.

### Membership

A special effort is being made to interest home owners and tenants in the Better Lawns and Gardens drive, thus assisting the Town Council in their desire to encourage building and the establishment of new homes in the district.

What the Society has done for New Toronto: Encouraged the planting of shade trees on streets, also fruit trees to the members, put the rock garden

in front of the Library, encouraged the planting of Prince of Wales Park and Rotary Park, planted paeonies at the pump house on the lake front, given by the Prince of Wales; in 1933 they planted 3 truck loads of flowers in both parks; also entered the Canadian National Exhibition in 1935 for best display of seasonable flowers, won 1st prize, a silver medal, the first week, and 2nd prize the second week, a bronze medal, thereby advertising New Toronto. We have ordered 30,000 trees of all sorts for our parks and streets, to have New Toronto one of the best shaded towns to live in, in years to come.

More recently rock gardens have been planted at the town signs at the east and west entrances.

The officers-elect for 1937 are as follows: Hon. Presidents, Rev. M. G. B. Williams, Rev. J. Lorne Graham; president, Mrs. C. Warner; 1st vice-president, Mr. D. Armstrong; 2nd vice-president, Mr. J. Christiansen; sec'y., Mr. W. L. Bongard; treasurer, Mr. W. C. Treble. Directors (2 years), Mr. J. Cook, Mrs. A. C. Fleischer, Mrs. E. Reynolds, Mr. J. Strath, Mrs. J. Christiansen, Mrs. Mains, A. C. Fleischer; (1 year), Mr. G. Warner, Mr. P. R. J. Ailles, Mrs. P. R. J. Ailles, Mr. E. S. Hutchinson, Mrs. A. Mole.

## BUSINESS MEN'S ASSOCIATION

In the early days of New Toronto, an active Business Men's Association was formed and functioned for several years, but with the arrival of the depression period interest in the organization lagged to such an extent that activities were suspended until revived in 1936, with Mr. William Preston as the new president.

During the past year the Business Men have made several recommendations to council which, in their opinion, were of benefit to the community as a whole. They also sponsored a thirteen-weeks "Buy-At-Home" publicity campaign, pointing out the economic soundness of spending dollars within the community.

One well-attended social evening was held.

The organization now has an active membership of over 30, and invites the co-operation of every business man in New Toronto.

## GUN AND GAME

With W. Oakes as president, Garnet Janes, Vice President and Jack Walters of Swansea as Secretary-Treasurer, the Lake Shore Gun and Game Protective Association was formed in 1936 with a view to bringing together men who enjoy hunting. During last season several happy outings were enjoyed. The organization has petitioned Queen's Park to have the area south of the highway and east of the Etobicoke River declared a game preserve.

## SPORTS FEDERATION

Sport in New Toronto has a large following, with practically every branch active in its respective season.

Believing that the interest of sport could best be served by a union of all club executives, a group of sport leaders early in the fall of 1935 conceived the idea of forming what is known as the Sports Federation. The chief purpose of the Federation was to eliminate as far as possible the continual "cadging" for funds from the town's industries and business men. It was hoped that by making one canvass in the spring of each year, and controlling the sale of draw tickets and other canvasses by individual clubs, that sufficient money would be raised to assist all games for that year.

As in all initial efforts, there have been some disappointments, but on the whole the formation of the Sports Federation has amply justified the time and energy devoted to it by the executives.

On any night in New Toronto sport followers may see at least one of the many clubs in action. The following is a brief history of the active clubs for 1937 season:

Lacrosse—While lacrosse was first started a number of years ago, it fell upon evil times and for a period of several years the game was not played in New Toronto. About 5 years ago the game again got its start through a couple of old-timers still young enough to take an active interest in the sport. The club formed at that time was known as the Capitol, but three years ago changed its name to New Toronto. Up to the present season the club has confined its activities to the minor branches of the game only and several players who received

their early training with this club are now starring in fast senior company. This year the club makes its debut in the major series, but retains its interest in the younger boys by operating a town league. Have always had a team operating in championship playdowns, but have not yet quite got over the top. So far this season have lost but one game.

**Swimming** — The New Toronto Swimming Club have a membership of over 400 teen age boys and girls. Unlike most clubs they do not aspire to championship honors only, but are primarily interested in teaching the youth of New Toronto the ability to swim, and this, in a town having for its entire southern border, Lake Ontario, is indeed a very worthy objective. The club is a member of the Canadian Amateur Swimming Association and is well represented at all meets sponsored by this body. They have many medals and cups won by their members in open competition. Each year hold a swimming meet which is attended by some of the best swimmers in Ontario. This is in addition to their regular hotly contested Saturday afternoon club competitions. The club has arrangements with West End Y.M.C.A. for winter training.

**Ladies' Softball**—Has operated in New Toronto for past 5 years under the name of New Toronto Ladies' A.C., their team being known as New Toronto Aces. The club is operated entirely by girls from the President down to the mascot and much credit is due them for the high standard at which the club has been kept. They operate one team under O.L.S.A. jurisdiction in Intermediate company, and are always keen contenders for championship honors, having been in every playdown series since starting. The club is also interested in minors and this year will look after four teams in the minor branch of the sport.

**Men's Softball**—Numerous clubs are operating in this branch of sport in all series. The several industries in the town have their own league. Churches also sponsor teams. The New Toronto stars are this year the one independent club and their present intention is to enter teams in all minor series. Last year this club brought the only championship to New Toronto and in order to do so their boys were

forced to play off in a higher rating than originally entered.

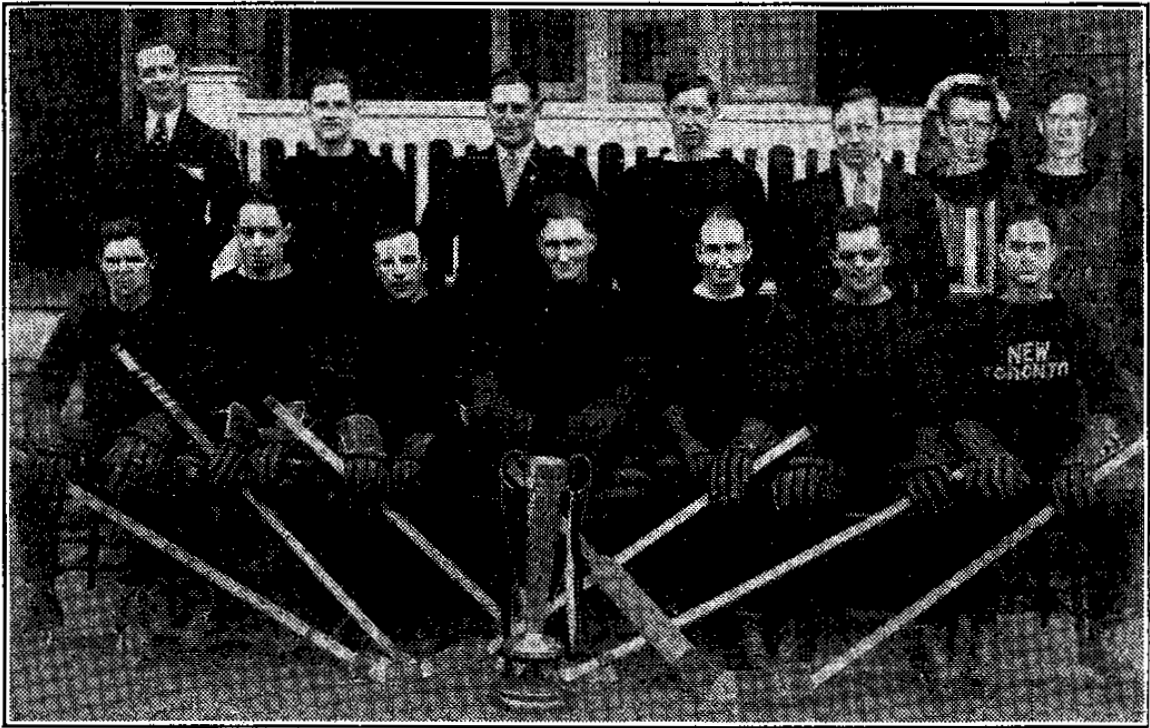
**Lawn Bowling**—The New Toronto Lawn Bowling Club operates on a beautiful site overlooking Lake Ontario. They have their own Club House built by the founders of the Club and well tended greens. They are affiliated with the Ontario Lawn Bowling Association and have representatives in the Ontario tournaments. The club sponsors at least 4 tournaments yearly to which other clubs are invited. They operate in all branches of the sport, catering to ladies as well as men. The club has given a good account of itself in all contests and its members have many prizes to prove they know all angles of the game.

**Football**—One of the original clubs in the town. Have met with the usual financial setbacks experienced by all clubs, but through good management have kept in operation. This year sees the club operating as Danforth Aces, with sound backing, a good following and one of the best teams in the club's history. It looks like clear championship sailing for the Aces in 1937.

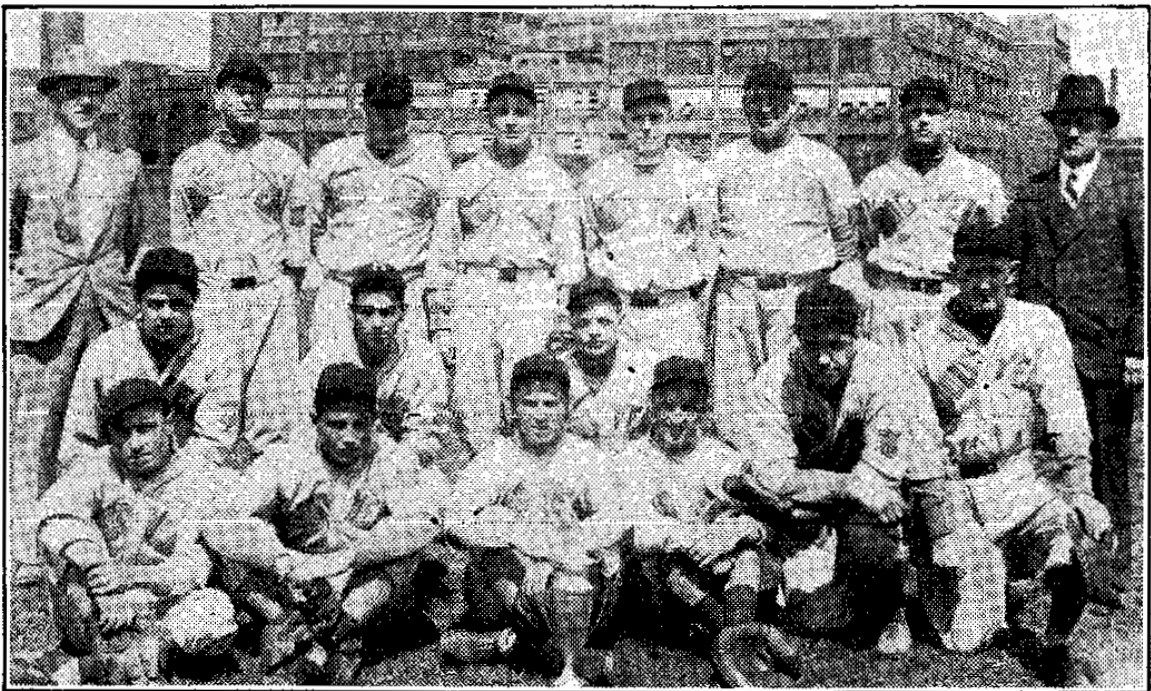
**Hardball**—Many changes have occurred in this sport since first introduced to New Toronto. Under the Goodyear name plate, Ontario championships were won. As an independent club bearing the New Toronto standard, more championships were brought to town and then for some unexplainable cause the game lost popularity. This year the game takes a new lease on life with a club wearing the uniform of Winter Motors and playing in the re-organized Lakeshore League. The Winter's outfit have brought together an aggressive organization and it looks like the game will be brought back with a "bang" this season. The team has won four out of five games so far and it looks like another championship may find its way to New Toronto in 1937.

W. E. Baycroft was elected chairman of the New Toronto Business Men's Association on Tuesday, April 5th, 1927.

On Sunday, June 28th, 1925, Century United Church was formally dedicated. Rev. G. W. Robinson was the pastor.



**LAKE SHORE AND T.H.L. INTERMEDIATE HOCKEY CHAMPIONS 1930 AND 1932**  
*Back Row, left to right, W. Howitt, R. Waddington, W. R. Weatherup, mgr., R. Scott, E. Holdsworth, J. Jepson, L. Beatty. Front Row, W. Terry, J. Murphy, G. Lockington, G. Good, H. Johnston, W. Guerin and E. Fennell.*



**LAKE SHORE AND WEST TORONTO SENIOR BASEBALL CHAMPIONS 1931 TO 1934**  
*Back Row, left to right, E. Vogelmann, C. Stafford, A. Holdenby, S. Spero, K. Braithwaite, W. R. Weatherup, H. Dean, H. Brown. Centre Row, W. Terry, W. Kitcher, J. Nairn, W. Holdenby, S. Rowe. Bottom Row, C. Plummer, J. Duz, M. Cherevaty, and A. Kowalik.*

COMPLIMENTS OF  
**Dr. C. O. Lennox**  
 DENTIST

**S. B. DOUGLAS**  
 BARRISTER, SOLICITOR, Etc.  
 Office open daily and Tuesday  
 and Thursday evenings.  
 Loans Arranged.  
 Imperial Bank Building  
 Cor. 8th St. and Lake Shore Road  
 NEW TORONTO  
 Phones—N.T. 1410  
 N.T. 1321-J

COMPLIMENTS OF  
**Dr. M. A. Chantler**  
 DENTIST

**E. W. GRANT**  
 BARRISTER, SOLICITOR, Etc.  
 Office Open Daily  
 and Monday and Thursday  
 Evenings  
 Brown Building New Toronto  
 Phone 1090  
 Residence N.T. 1576J  
 Loans Arranged

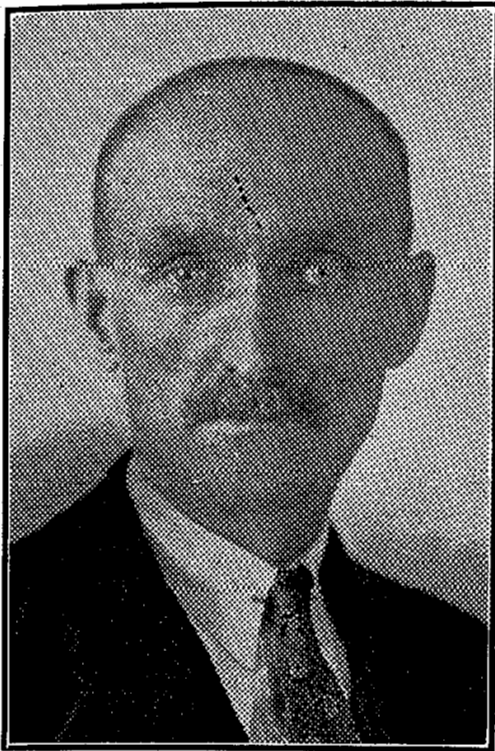
**Dr. J. W. Ingram**  
 DENTAL SURGEON  
 Lake Shore Rd., near Sixth St.  
 NEW TORONTO  
 Phone 82

**BAYCROFT  
 & SON**

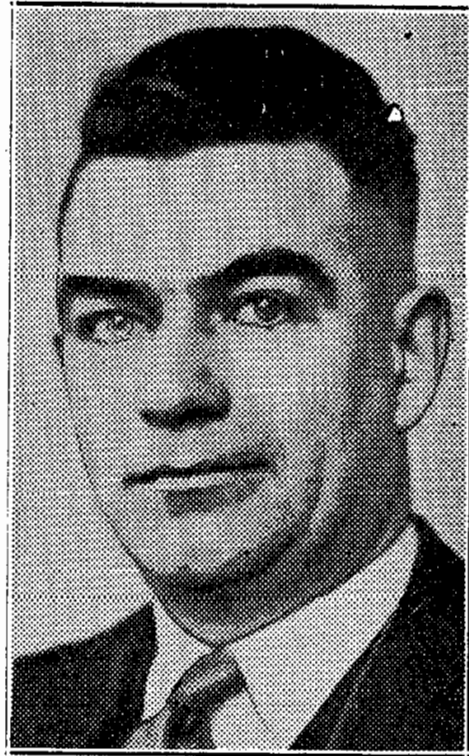
Funeral - Ambulance Service  
 980 LAKE SHORE RD.  
 New Toronto, Telephone N.T. 127

**James  
 Proctor & Redfern Ltd.**  
 CONSULTING ENGINEERS  
 36 TORONTO ST. TORONTO  
 Engineers For New Toronto and  
 Mimico

**Amos H. Waites**  
 A Complete Insurance Service  
 LIFE, FIRE, AUTO, Etc.  
 36 Lake Crescent Mimico  
 Phone New Toronto 647



*Deputy-Reeve*  
**W. J. BENNETT**



*Councillor*  
**C. J. BENNETT**

## Members 1937 Town Council

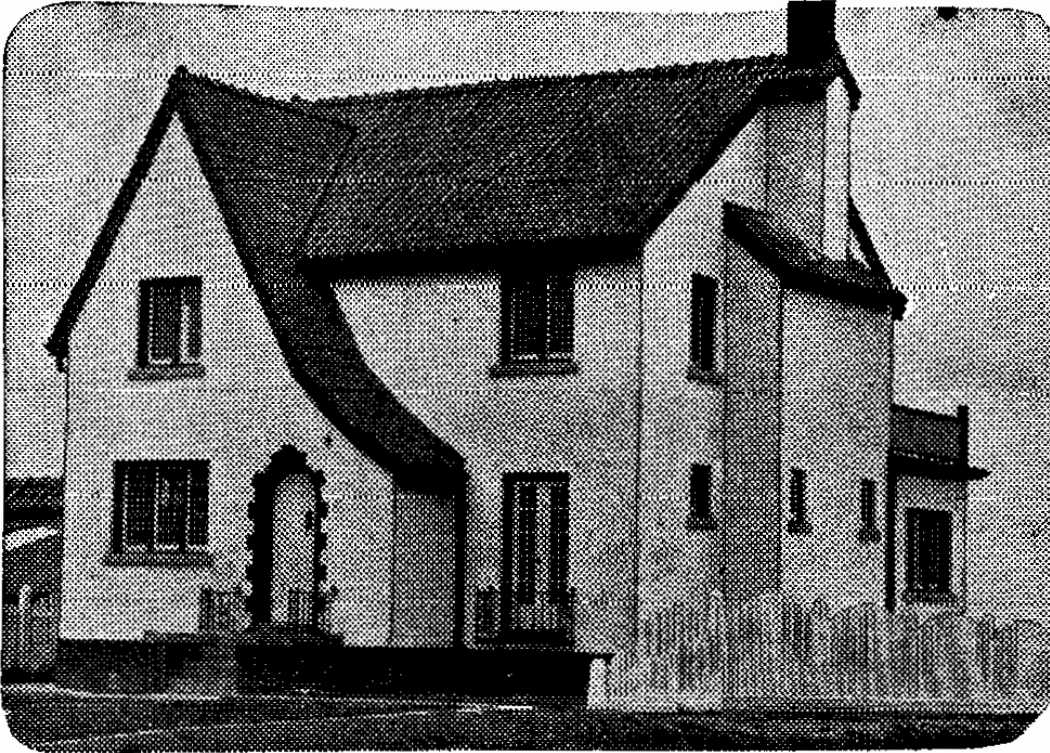
*(Pictures of Mayor and  
Reeve on other pages.)*



*Councillor*  
**J. L. STRATH**



*Councillor*  
**J. V. SHELLEY**



HOME OF MR. AND MRS. H. SILVERT

Do you remember when Jim Dunn operated his saw in the woodyard by horsepower? The Post Office is now on the site of the old yard.

Do you remember when the York Radials had a waiting room at the corner of 6th St. and Lake Shore Rd. and Jim Deedie of Mimico was Superintendent?

Do you remember when people were afraid of Tom Hunter's "Bull-dog"?

Do you remember when the Village Blacksmith Shop used to be the Main hang-out?

Do you remember when the late Sam Robinson opened his first barber shop on Sixth St? Note: It was the same year in which Mike Hennessey was married.

Ritchie and Ramsay's factory was known as the White Factory at one time?

## NEW TORONTO BUILDER'S SUPPLIES

CEMENT — SAND — LIME — SEWER PIPE  
ROCKWOOD INSULATION

7TH ST., NEW TORONTO

PHONE N.T. 222

## PETCH CLEANERS AND DYERS

QUALITY AND SERVICE

North Corner of Sixth Street and Lake Shore Road

NEW TORONTO, ONTARIO

PHONE N.T. 255

## ITEMS OF INTEREST

---

In 1926 an organization known as the New Toronto Community Club, started a campaign for a covered rink, but the proposal died in its infancy. Then again in 1928 the matter was before the town council when Councillor M. J. Hennessey disapproved the expenditure of over \$400.00 for a temporary inclosure on 10th St. A public meeting was called for the following week, and Mr. Hennessey was appointed chairman. At this meeting several plans were submitted and the matter went even as far as a suggestion of a probable site. M. J. Hennessey, J. Appleton, J. D. Price, W. G. Jackson and H. Becker were appointed a committee to investigate possibilities.

At the inaugural meeting of the 1926 New Toronto council, a presentation of a beautiful mantle clock bearing the following inscription, was made: Presented to George Edgar Janes by the 1926 council, in appreciation of eleven years' faithful service to the municipality."

As far back as February 12th, 1925, an effort was being made to interest the three Lakeshore municipalities in forming one Lakeshore city.

The first open court of the new Eleventh Division Court was held on Saturday, April 11th, 1925. His Honour Judge Widdifield presided.

In April, 1925, ex-mayor W. G. Jackson commenced construction of a number of residences on the Jackson Park Property.

J. F. Brown, owner of the Brown Office Building, returned to town on Monday, April 13th, 1925, after an extended trip in the south. During his absence the corporation of the town rented space in the building for both the police department and the town's offices. Necessary alterations were immediately started in the building.

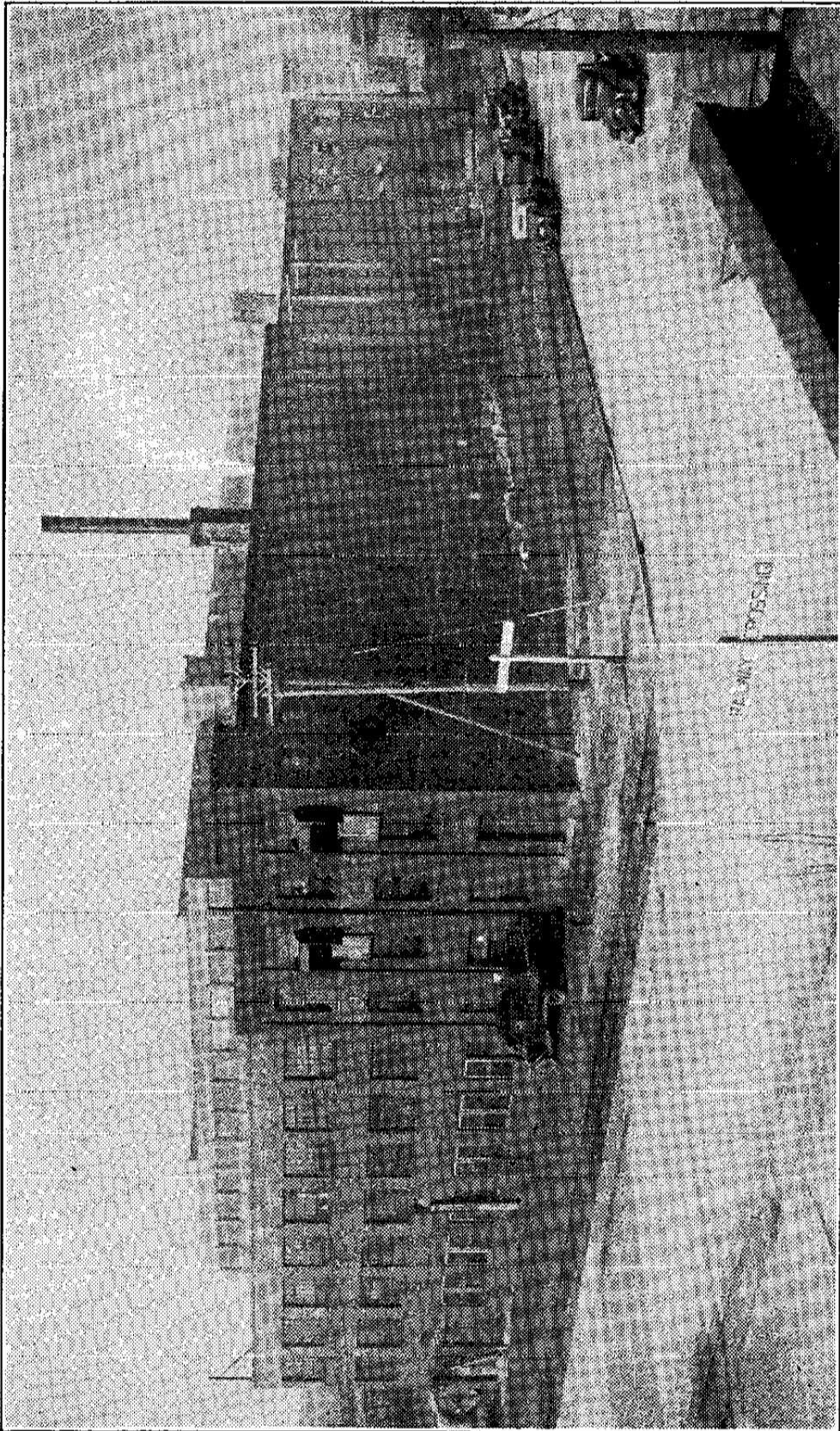
The general superintendent of the Hydro-Electric Railways addressed the council on Monday, May 4th, 1925, and presented a blue-print of proposed double-tracking.

In May, 1925, Leo Wilson tore down the old warehouse formerly used by H. Baxter, at the corner of 8th Street and the Highway. The Public Utilities' new building was erected on this lot.



Here's a group of old boys many of whom are still resident in New Toronto and vicinity. Back row, left to right, Jimmy Grant, Wm. McDonald, Wm. Hastings, Harold Walton, (now fire chief) Henry Muir, Amos Waites (Mayor of Mimico), Fred Sandford. Second row, John Neil, Geo. Cooper, Walter McCullum, Victor Northcote, "Shorty" Jacobs, "Brummy" Littleton, Fred Campbell, Jack Cashion. Front, Geo. Pratt, Robert Cooper, Wm. Dunn, Lawrence Voigt, Fred Dunn.





DONNELL AND MUDGE LIMITED

*Compliments*

*of*

**DONNELL & MUDGE, LIMITED**

**TANNERS**

**Corner of Eighth and Birmingham Streets**

**NEW TORONTO, ONT.**

# Do You Remember??

When two wooden bridges served as sidewalks on 6th Street?

When there were only four houses south of the highway?

When soap was the major manufacture in New Toronto?

When Oscar Rutledge travelled from 6th Street to Horner Avenue School across the fields?

When mud was feet deep every spring time along the Lake Shore Road?

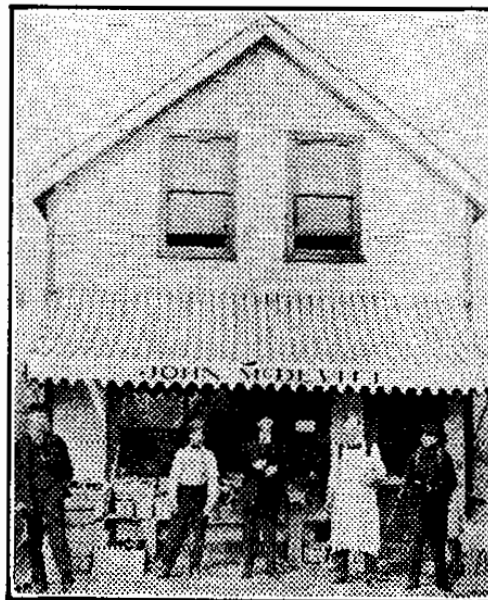
When a \$30,000.00 debenture issue for the purpose of carrying out an agreement with the Goodyear Tire and Rubber Company brought out a vote of 33 for and 12 against. A total of 45 ratepayers marked the ballot.

When Morrison's Brass Foundry burned at the corner of Birmingham at Seventh Street?

When two houses were moved from 6th Street and taken to New Toronto St. to become the Railway Y.M.C.A.?

When Alex. Waites, father of the Mayor of Mimico farmed the land at Dwight Avenue?

When Menzies Wallpaper plant was lighted with oil lanterns?



*When this store was big business?*

? ? ? ?



**O**VER twenty years ago from small beginnings, the present "Fabrikoid" Plant was built to produce topping and upholstery materials for the "horseless carriage" of the period.

**T**ODAY the Plant, improved and equipped with the most up-to-date machinery, turns out many thousands of miles of materials annually for almost limitless purposes. Amongst these may be cited, materials for binding books, making shoes and slippers, raincoats, windbreakers, hats, caps, neckties, gloves, belts, tobacco pouches, wall coverings, purses, handbags, nose-bags, luggage, motion picture screens, sporting goods, golf bags, baseballs, washable imitation linen tablecloths, window shades; upholstery for automobiles, street cars, busses, railway trains, trucks, aeroplanes, steamboats, motor boats and rowboats, as well as for household and porch furniture, roundabouts, hotels and beverage rooms; hospital sheetings; outdoor signs; card table tops and covers. These and a host of others are all produced right in your midst.

*Compliments of*

**DON RUSSELL'S**

**I. D. A. DRUG STORE**

Laura Secord Candy

LAKE SHORE RD. AT SIXTH

PHONE 1666

**FRANK BENNEYWORTH**

**SUNOCO SERVICE STATION**

LAKE SHORE RD. AND SECOND ST.

NEW TORONTO

# Field Day Programme

10.00 a.m.—**Hardball: Winter Motors vs. Danforth Aces.**

11.30 a.m.—**Base Running Race (ballplayers only).**

1.30 p.m.—**Parade.**

2.00 p.m.—**Girls' Softball (small diamond).**

2.30 p.m.—**Races (in front of stand, large diamond).**

Babies' Race—Prizes for All.

Boys, 7- 9— 50 yards.

Boys, 10-13— 75 yards.

Boys, 13-15—100 yards.

Girls, 7- 9—50 yards.

Girls, 10-12—50 yards.

Girls, 13-15—50 yards.

Athlete's Race—Open—100 yards.

Firemen's Race—100 yards.

Policeman's Race—100 yards.

Four Novelty Races.

Bait-casting Contest.

Horseshoe Pitching Contest.

Greasy Pole Climbing.

10 Mile Marathon.

4.00 p.m.—**Challenge Softball Game, Mimico Town Officials vs. New Toronto Officials, losers to buy a supper.**

Sports Officials—Chairman: Ross Gregory.

Announcer: A. Miller

Clerk of the Course: Gordon Stark.

Prize Custodian: Phil Tomlinson.

Tickets will be issued for prizes and may be obtained at prize booth.

Starters (will have the right to handicap): P. Ansell and Bud Campbell

Judges (decision final): W. Preston, E. Scott and T. H. Jarrett

Linesmen: A. Turner and O. M. Lee

Only One First, Second or Third Prize to Each Contestant

**LONG BRANCH  
AUTO  
WRECKERS**



O. E. RUTLEDGE, Prop.

**REPAIRS—TOWING**

**Parts For All Makes of Cars**

Examiner of Applicants For  
Driver's Licenses

Phone:

N.T. 1805-J      Yard: 1655-W

22nd St. and C.N.R. Tracks  
**LONG BRANCH**

**Kipling Farms  
Dairy**

A. W. HUNTINGFORD, Prop.  
833 LAKE SHORE RD.



The Home of Pure Milk, Cream,  
Dairymade Ice Cream, Green  
Spot Orangeade and  
Chocolate Milk

**MAY WE SERVE YOU?**

*Phone N.T. 711*

Over 60 Different Flavours of  
Malted Milks, Drinks and Sodas

Compliments

**GEORGE C. WILLIAMS SHOES**

NEW TORONTO

YOU SAVE WITH SAFETY AT

**ARMSTRONG'S**

*Rexall Drug Store*

Pioneers of New Toronto

(Opposite New Post Office)

PHONE 51

**WE DELIVER PROMPTLY**

# RITCHIE'S

Home Made

## CANDIES

Ice Cream

TWO LOCAL STORES

For All Your Sweets

789 Lake Shore Rd.  
New Toronto

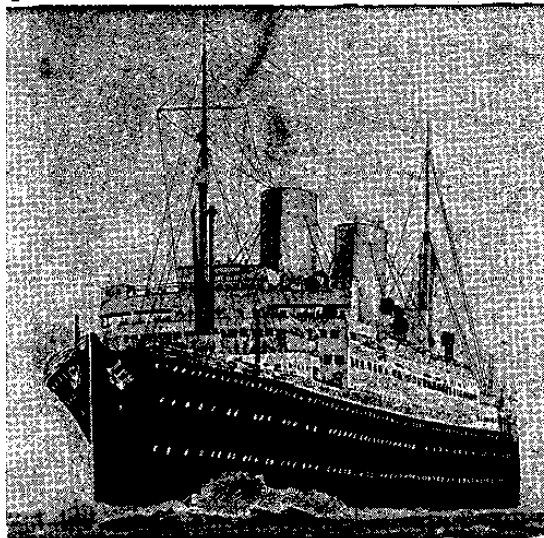
106 Lake Shore Rd.  
Mimico

A Local Concern

# J. S. Cornell & Company Ltd.

789 Lake Shore Rd.  
NEW TORONTO

—  
*Authorized Steamship  
agents for all lines.*



837 Lake Shore Road  
New Toronto

## C. LEVY

For

Quality and Value  
Custom Made

SUITS and O'COATS

also

Semi-ready

SUITS and O'COATS

A Complete Line of  
MEN'S WEAR

Cleaning and Pressing  
Alterations

HOTEL ACCOMMODATION

SUMMER RESORTS

ITINERARIES

MOTOR COACH

PASSPORTS

CRUISES

TOURS

RAIL

# VITAL TO BUSINESS

**LOW POWER RATES**

AND

**LOW WATER RATES**

## New Toronto Has Them

New Toronto borders Lake Ontario, thus assuring an inexhaustible supply of good water to industries.

Over one billion gallons pumped in 1936.

Hydro Electric Power and Light rates are low.

Over 21 million K.W. hours used in 1936.

New Toronto is within the suburban area of Greater Toronto, in which there are

**OVER A MILLION PEOPLE**

A tremendous market. Transportation facilities are excellent.

Large and growing industries locate at New Toronto, because manufacturing facilities are unexcelled.

WRITE FOR  
COMPLETE INFORMATION  
TO

## NEW TORONTO PUBLIC UTILITIES COMMISSION

E. W. GRANT, Chairman

E. J. BELL,  
Commissioner.

MAYOR S. B. DOUGLAS,  
Commissioner.

A. H. R. THOMAS, Manager



# WINTER MOTORS

NORM WINTER, Prop.

**DODGE** ——— **DEALERS** ——— **DESOTO**

LAKE SHORE RD. and 4th ST., NEW TORONTO

JU. 3417

N.T. 178

---

Head Office:

BLOOR AT ISLINGTON AVE.

NEW CARS ALWAYS ON DISPLAY

Repairs to All Makes of Cars

Body and Fender Experts

Complete Stock Room

LY. 7003

ISL. 140

---

COOKSVILLE BRANCH: PHONE 53

REPAIRS TO ALL MAKES OF CARS

---

SEE US for NEW or USED CARS

---

**NORM WINTER**

*Sponsor of*

**THE WINTER MOTORS BASEBALL CLUB**

NEW TORONTO