

# A Souvenir



ROTARY PARK POOL

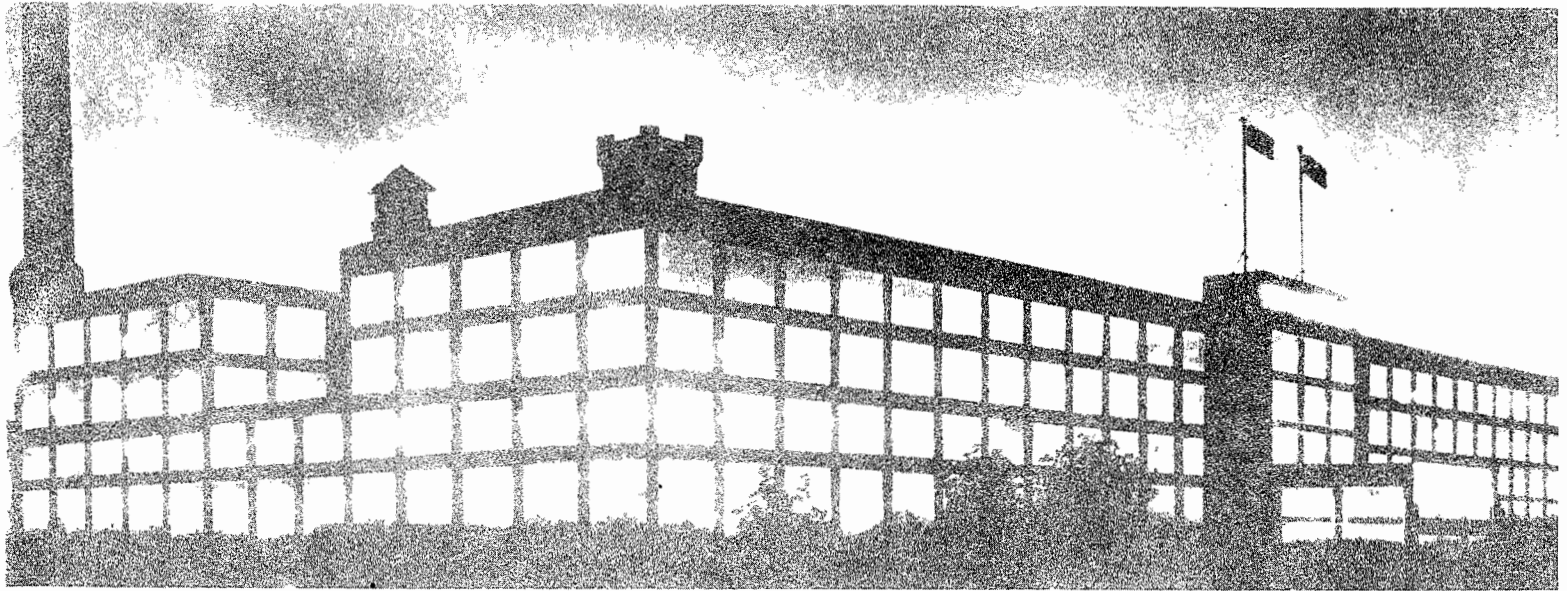


HISTORY AND PICTURES OF  
ONTARIO'S MOST PROGRESSIVE  
INDUSTRIAL CENTRE

Edited by Dorine Bellamy

SEPTEMBER 1951

# Since 1917...



Since 1917, Goodyear has been a part of the "community family" of New Toronto.

Both the community and Goodyear have expanded apace, and always behind the hum of industrial production there has been a warm feeling of neighbourly accomplishment.

**MORE PEOPLE RIDE ON GOODYEAR TIRES  
THAN ON ANY OTHER KIND**

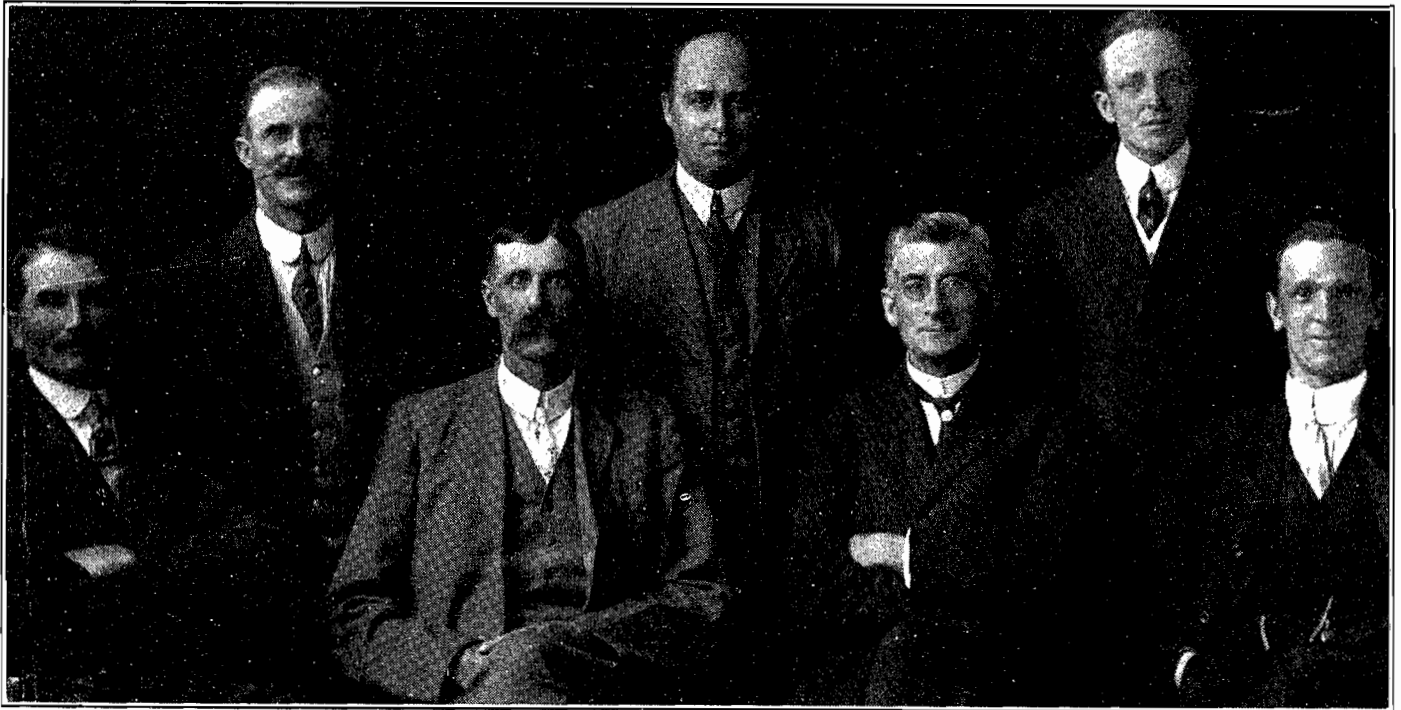
## **The Town of New Toronto**

Located in the Province of Ontario, about seven miles west of the city of Toronto, New Toronto is the centre of a group of three municipalities forming a community known as the Lakeshore District. Its easterly limits adjoin the Town of Mimico, and it is bounded on the west by the Village of Long Branch.

This small municipality provides the home for one of the larger industrial centres of our great country, and the products manufactured here, find their markets from coast to coast. This has developed a general interest in the town throughout Canada. New Toronto is also well known due to membership in municipal associations, and the active support given by its council and officials to all matters pertaining to the general good of our municipal institutions and activities.

It is hoped this booklet, which has been prepared for the purpose of giving some matters of import, and some touching on the town's community life, will be found interesting and informative, or productive of further inquiry.

**W.G. Jackson**  
Mayor



**THE FIRST COUNCIL, VILLAGE OF NEW TORONTO -- 1913**

George E. Janes. Chas. Lovejoy, Reeve Geo. Ironsides, Fred Hicks,  
Samuel McKnight, H. Wilson, Treasurer; Geo. D. Scott, clerk.



**THE PRESENT COUNCIL**

Mayor W.G. Jackson, Reeve J.L. Strath, Councillors Gordon Baycroft  
and David Post, Clerk-Treasurer Frank R. Longstaff, Deputy-Reeve  
Harold Trickett, Councillors Matt Drummond and John Smart.

# Evolution of New Toronto

One of Canada's larger industrial centres, New Toronto has developed over a period of forty-five years from an insignificant hamlet into a busy thriving town whose main problem is lack of space for expansion. More than 30 per cent of the corporations' land is used by the government or semi-government authorities. Out of a total acreage of 770, the Ontario Hospital Mental Institution occupies 127 acres, and the Canadian National Railway utilizes over 120 acres; the latter operates one of the busiest freight centres in the Dominion. Very few building lots remain to be developed, and unless the town's boundaries are enlarged, or the Ontario Hospital farm land is made available for building purposes, it is unlikely that the population will exceed 10,000. The 1950 population was 9,534.

In its infancy, New Toronto was part of Etobicoke Township, the neighbour to the north. Transportation to Toronto by radial was fairly adequate except, when most needed, during storms and blizzards, when the hardy spirit of the pioneer was exemplified by the early settlers whose daily occupation took them to the city. Opening of the Mimico Freight Yards brought an influx of railway men with the resultant demand for homes. By 1913 population figures had reached the compulsory 500, and New Toronto was incorporated into a village.

Within the next few years, the village installed a waterworks system, applied for distribution of electric power, and profited by construction of the first concrete highway in Ontario from Toronto to Hamilton.

The Goodyear Tire and Rubber Company built a tire factory in the village when New Toronto's development made it possible to meet the company's power, water, and labor requirements. War time necessities greatly increased the production of Brown's Copper and Brass Works, now the Anaconda American Brass, and an extensive building program was carried through by this concern. New Toronto, at this stage, had unquestionably taken root as an industrial centre and there was an enforced demand for housing and mercantile establishments to meet the need of the rapidly increasing population. In 1923, the village was incorporated into a town, with Charles Lovejoy as its first Mayor.

Community interest and activities were being cultivated during this period. W.H.Mole, the town's first school principal 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 town band was organized and a public library commenced.

There still remained 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 highway running through New Toronto, it is hard to visualize the old

conditions, yet at one time it was a 66 foot road with an 18 foot strip of concrete on the south side of the radial tracks at an elevation completed by a dirt road. By 1928, the long awaited improvement was achieved; the highway was widened 20 feet and the tracks moved to the centre and paved.

In the intervening years the town went through the latter phases of the depression, and after a severe trial recovered in healthy condition. World War II sent population and building figures soaring as war workers flooded the district, and many of the industries expanded. Headquarters for the Lakeshore Blood Donors Clinic, which operated from April 1942 until June 1945, was set up in the public library.

The community furnished a quota for the Armed Services well above average, the industrial war effort was phenomenal, and every assistance required by the governments for the prosecution of the war was undertaken and properly discharged by the municipality.

Following the conclusion of the war, most of New Toronto's veterans were satisfactorily rehabilitated in their old jobs and in new homes built on lands retained by the town for this purpose. A rehabilitation office was established to assist them in their return to civilian life.

The physical aspects have undergone many changes, due principally to the occupation and use of land previously vacant. Many of the industries have made additions to their plants and a number of new concerns have located in the municipality. More concerning industrial development will be found on following pages.

Commercial and business expansion has kept pace with the other changes. Vacant fields fronting on the Highway, as the main through street is designated, have been filled in and replaced by a row of busy and prosperous stores, offices, auto sales rooms, theatres and gasoline stations, doing business with residents of the Lakeshore area.

A large acreage is now being developed for parks purposes including an arena and indoor swimming pool. The new schools have been built with reservations of lands sufficient for any required extensions.

On school property taken over by the corporation, a town hall has been erected. Included in the building are police, engineering, and health offices, a health clinic and a police court which serves seven surrounding localities. Landscaping of the grounds by the Parks Department completes the picture of a very efficient municipal centre.

For social and recreational facilities, there is ample provision; the Lakeshore Lions Club has furnished an artificial ice-skating arena, the Swimming Club is raising funds for a pool, and the parks provide extensively for baseball and other outdoor sports.

(continued on page 11)



WITH THE COMPLIMENTS OF

**REG. N. BOXER DIVISION**  
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New Toronto, Ontario

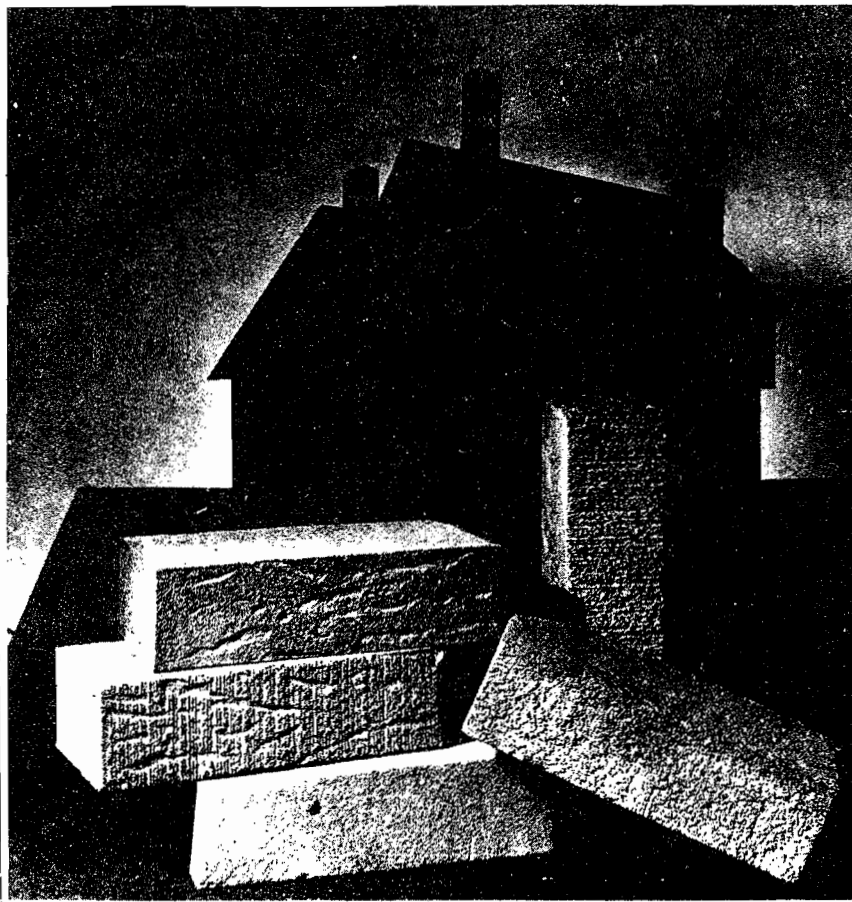
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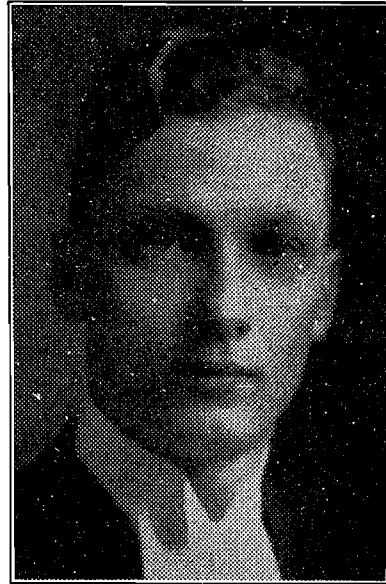
**BUILD  
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LIMITED  
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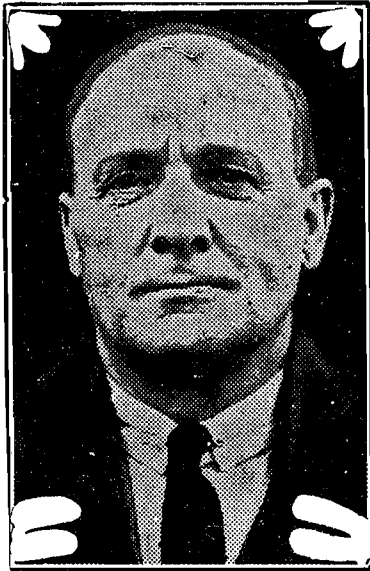
## Mayors -- Past and Present



Mayor W.G. Jackson.



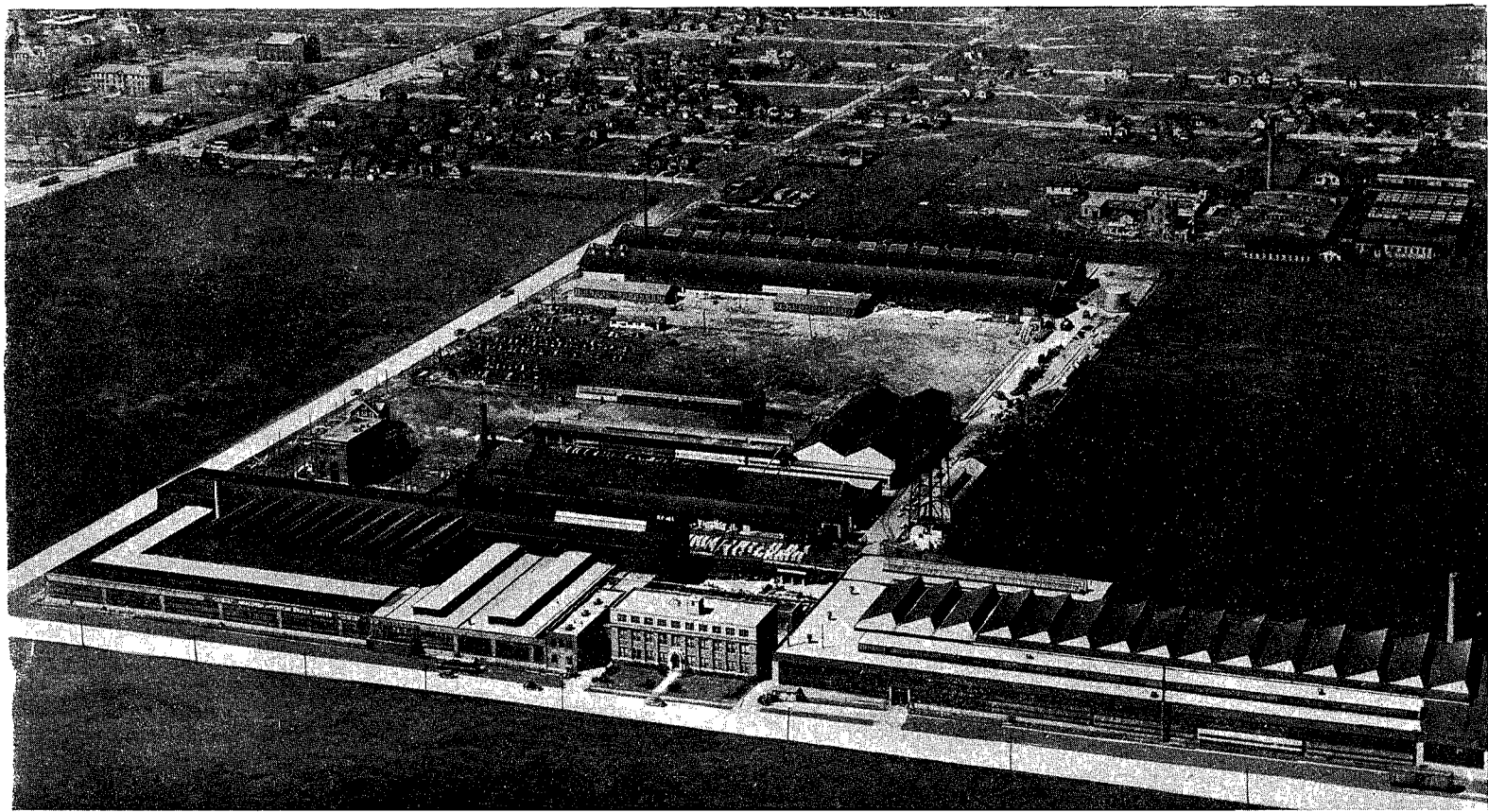
Stanley Douglas,  
Mayor, 1937



G.C. Warner,  
Mayor, 1926 - 28



G. E. Janes,  
Mayor, 1923-25



# **ANACONDA AMERICAN BRASS LIMITED**

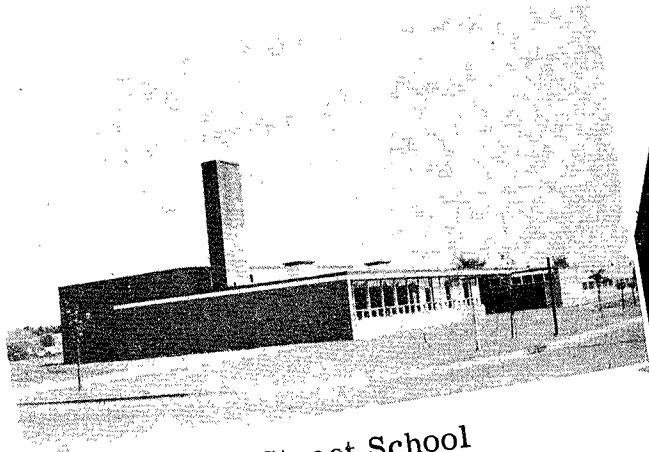
**FIRST IN COPPER, BRASS and BRONZE**

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**Montreal Office — Dominion Square Building,  
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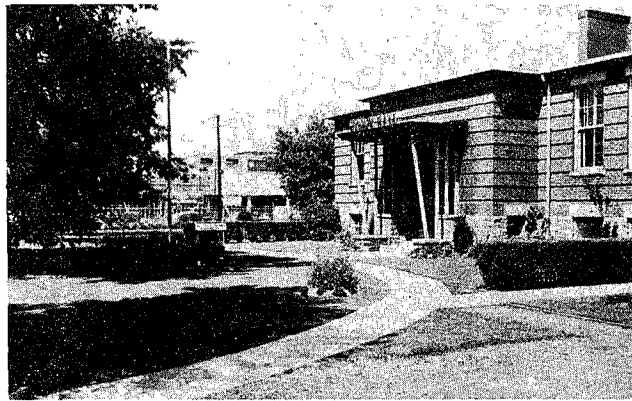




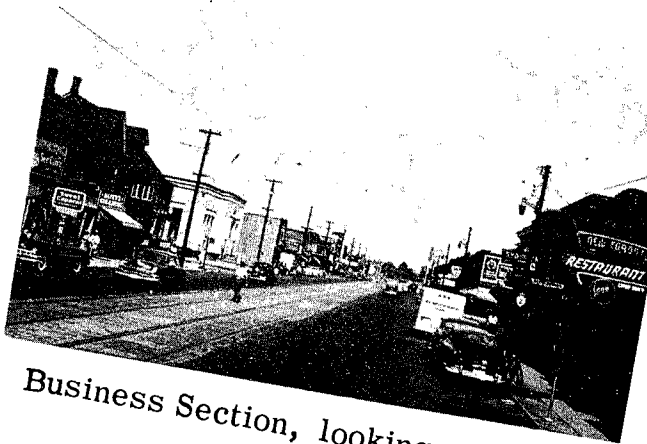
2nd Street School



Business Section, looking west.



Town Hall, 5th Street.



Business Section, looking east.



Emerald Crescent.

COMPLIMENTS OF

**The Public Utilities Commission**

**of the**

**City of New Toronto**

NEW TORONTO, ONT.



**MUNICIPAL STAFF:** Sitting (left to right) Joyce Carol, typist; Frank R. Longstaff, Clerk-Treasurer; Helen Natuck, stenographer, Standing: Edward Badger, Assistant Assessor; Joseph Miller, Assistant Town Clerk; Richard D. Baxter, Assessor; Alfred Dyer, Building Inspector; John Ewen, accountant.

## Assessment Statistics

The Town of New Toronto comprises an area of 777 acres fairly evenly divided between residential and industrial assessment. The Ontario Mental Institution occupies 127 acres, and being government property is largely exempt from municipal taxes. The Canadian National Railway has a large tract of land of over 120 acres. This is one of the busiest freight centres in the Dominion and over 150 engines operate out of the roundhouse. From the remaining acreage must be deducted streets, parks, and schools, which from a tax standpoint are also unproductive.

At incorporation as a town in 1923, the assessment for all purposes totalled \$3,184,635 and of this amount \$1,038,655 was land assessment. The assessment upon which the 1951 taxes were levied, amounted to \$10,189,105 for school purposes and \$8,871,260 for general purposes.

The breakdown of this total between the various classes of assessment is as follows:

		Per cent
Residential	\$3,513,290	34.48
Commercial & Professional	\$1,502,155	14.74
Industrial	\$5,173,660	50.73
Total	\$10,189,105	100.00

These figures are enlightening, and reflect credit on early councils and officials for their policies in seeking industries for this municipality.

### HOUSING

In 1950 there were 1,942 single residences in town, of which 1,636 or 84.24 per cent were owner-occupied. Total dwelling units including houses, apartment suites, apartments with stores, duplexes etc., amounted to 2,330. There were 160 stores or places of business, and approximately 30 industries. The population totalled 9,534, an increase of 338 over the previous year.

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**Continental Can Company  
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**New Toronto,**

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We extend a welcome to all delegates in New Toronto  
for the Convention of the Parks and Recreation Asso-  
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## Engineering Department



The newest department, Engineering, came into being in the summer of 1948 and is under the direction of Robert M. Nicholson, B.Sc.; P.Eng., whose time is divided equally between New Toronto and Long Branch. The construction of sewers, sidewalks and pavements is still progressing but is nearing completion, as shown by the following statistics:

Paved streets	12.7 miles
Unpaved streets	0.8 miles
Sanitary sewers	12.6 miles
Storm sewers	13.0 miles
Sidewalks	17.0 miles

However, in highly industrialized towns like New Toronto there are always engineering problems and the Engineering Department is looking forward to playing its part in the further development of our town.

### NEW TORONTO BUSINESS MEN'S ASSOCIATION

The New Toronto Businessmen's Association has always displayed great interest in town affairs and demonstrated its willingness to aid in any project for the welfare of the municipality. Over \$600 was donated by the organization recently, to the Citizens Band for new uniforms, and \$500 was contributed to the Lakeshore Swimming Club.

It is noteworthy that although many of the merchants do not live in New Toronto, they give their time and energy to the affairs of the town. The Association is in charge of three trustees, G.V. Kusiak, S. Wylie, and Art Cohen, until the September election of officers.

(continued from page 3)

The local Y.M.C.A. and Y.W.C.A. organize sporting activities and social functions. Boy Scout and Girl Guide groups flourish, and for the older and less energetic, a lawn bowling club supplies pleasant recreation and sociability. The more cultural inclinations may be directed to the choral clubs, the library or the district film council.

The New Toronto of 1951 has a mature settled appearance with its needs reasonably well met, and for the average individual it is a good comfortable town in which to live.

## The Building Department



The first full time building inspector for New Toronto, Arthur Taylor, was appointed in 1945, with sanitary, plumbing, building and weed inspections under his jurisdiction. Prior to this date, at various times, part time inspectors, members of Council, police officers, private citizens and even the tax collector acted in this capacity.

In 1946 license inspections were added to Mr. Taylor's duties. Following his resignation in 1948, the present inspector Alfred Dyer was appointed.

The year 1951 will see increased construction in the industrial and commercial fields, since most of the remaining vacant land in the municipality is suitable for that purpose. Building figures for 1950 totalled \$4,300,000 in value, an increase of \$300,000 over 1949 totals. This included a new power plant and expansion of the foam rubber plant of the Goodyear Tire and Rubber Company, and the new \$200,000 Lions War Memorial Arena.

### COMMUNITY HEALTH

Community health was first started in New Toronto in 1924 when a public health office was established, with one nurse serving the municipality. Four years later toxoid and dental clinics were initiated in the schools, and a child health clinic was inaugurated.

In recent years a second nurse has been added to the staff. In 1946 TB tests of senior grade school pupils were taken, followed in 1947 by a TB survey of the town. Last year the health staff moved into new quarters in the Municipal Building, and in cooperation with the Lakeshore Red Cross, and YWCA held pre natal classes.

Other services offered New Toronto citizens are immunization twice yearly, physical examination of all children entering and leaving school, home visiting on pre natal, infants, pre school children, follow ups on school children, and hospital discharges such as TB cases. Dr. D.S. MacLennan is Medical Health officer.



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**in New Toronto since**  
**1931**



# Police Department

Keeping pace with the ever changing needs of New Toronto, the police department has grown from the one man force of 1915 to the present 16 man detachment, consisting of a chief constable, one inspector, three sergeants, nine uniformed constables, and two clerks.

Prior to World War 1, the district was patrolled by two County constables. Gradually over the years, as the community grew in size, and increasing residential and industrial life called for added police protection, the force was increased.

To-day, under Chief Constable R. W. Weatherup, the Department operates from new ultra-modern quarters in the Municipal building. In co-operation with

the two adjoining municipalities, a three-way police radio system is in effect, and for added efficiency, a new filing system has been adopted, and an up to date automatic burglar alarm hook-up with the banks and other vulnerable places of business, has been installed.

Adjoining the new police offices in the Municipal Building is a police court which serves seven surrounding localities in addition to New Toronto. Police officers from Mimico, Long Branch Swansea, Weston, Woodbridge, and the Port Credit detachment of the Provincial Police bring their cases before Magistrate Earl Hand in the New Toronto Court. There is a permanent Crown's Office with three alternating Crown Attorneys: Dave Humpherey, Don Graham and Beau Galbraith and an office staff of five.



**POLICE DEPT.** Sitting (left to right) William Turner, Police Clerk; Chief W.R. Weatherup; Inspector Thomas McBurney; Standing: Constables Irvin Pease, Duncan Don, John Price, Jack McNair, James Wilson, John Elschuk. Not shown in picture: Sergt. Fred Hardy, Sergt. Lloyd Pattison, Patrol Sergt. James Paterson, Constables Albert A. Jones, Morris Titanic, Don Driver; Police Clerk Edward Blair.

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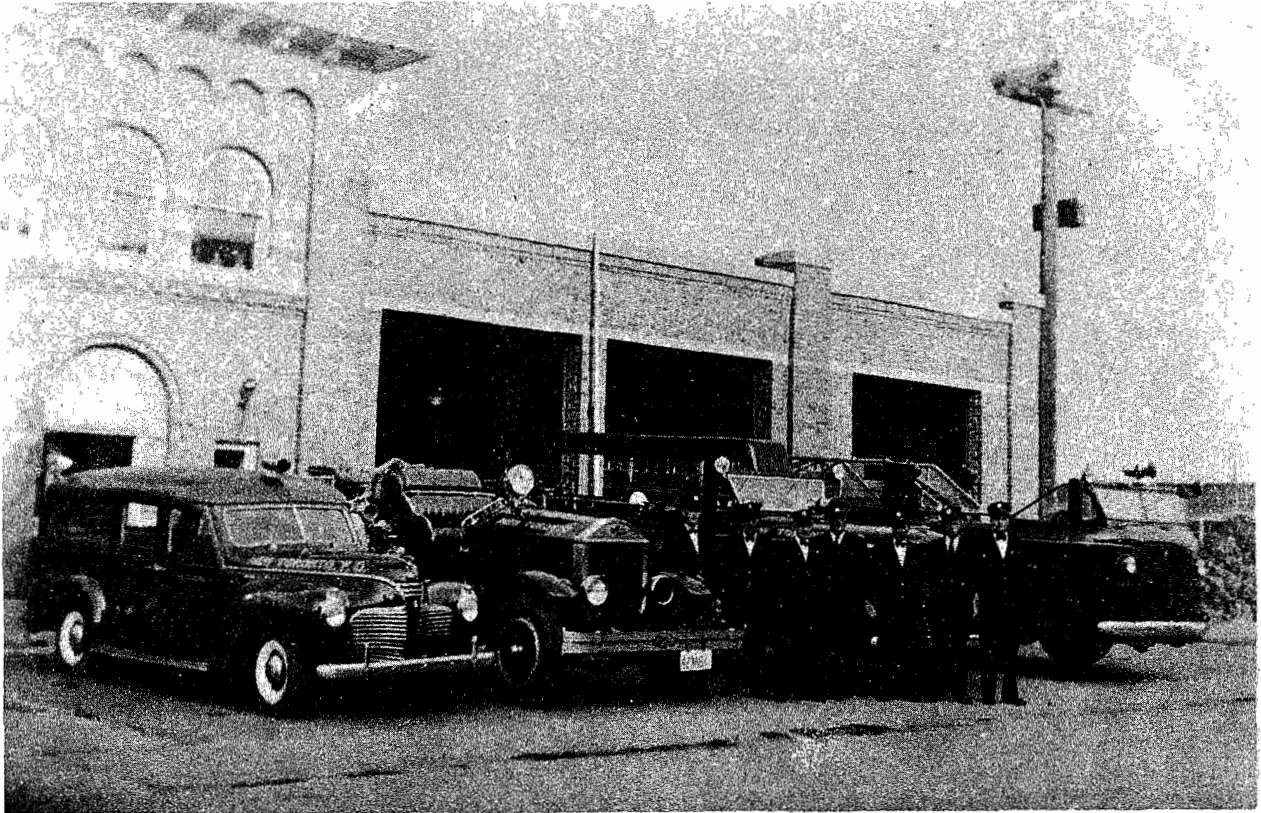
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# The Fire Department



**FIRE DEPT.** (left to right) Lloyd Janes, Capt. Ernest Summers, Percy Harrison, Chief Harold Walton, Jack Sheffield, Capt. Joe Smales, Geo. White, Staff also includes: Deputy-Chief Fred Campbell, Alf. Miller R. Campbell, V. Grey and R. Shangrow.

It is a far cry back to the days of the old hand reels and bucket brigades to the gleaming mechanical fire trucks of to-day, but in that span lies the history of New Toronto's Fire Department.

Standing ready for any emergency in the modern, well equipped fire hall are four pieces of fire equipment, up-to-date in every respect. The department operates with a staff of twelve men supplemented by twenty-three volunteers. The original volunteer brigade dates back to before the first World War when the firemen used reels to carry hose to the scene of the fire.

In 1918, the first mechanical apparatus was purchased. The year 1923 saw the addition of a new truck to meet changing conditions. The department was reorganized in 1930 to twenty-four men, to handle the increasing number of industries as well as the

steady residential growth. A 600 gallon per minute pumper was added at that time. Four years later, Harold Walton, present Fire Chief, was appointed to his position.

The equipment has since been augmented by a Sparton Triple Combination Pumping Engine, purchased in October 1942, followed three years later by an emergency truck equipped with first aid and life-saving gear and salvage tools, and in July 1945, an 85 foot steel service aerial ladder. The latter purchase had become imperative due to rapid industrial and business expansion, and the erection of apartment buildings in the town.

New Toronto Fire Department ranks with the finest in the Dominion for a town of its size in efficiency and modern equipment, guaranteeing excellent fire protection for the many industries and residences.

# Works Department

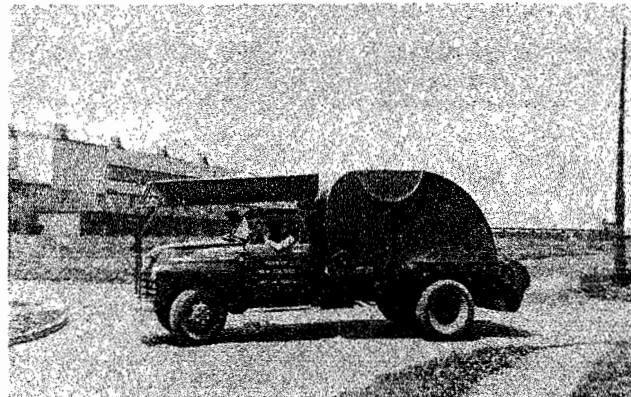


The horse drawn wagons of yesteryear have been replaced by modern equipment, in the form of trucks tractors, bull dozers and smaller machines, to meet New Toronto's present day needs. Adjacent to the old horse stable, a new building has been erected to house the town trucks. The Department has a garage fully equipped to make all repairs, and a complete stock of tools.

New Toronto has grown so rapidly that it has been a problem to keep facilities available to meet the re-

quirements of the citizens; however six trucks, a bull dozer, a front end loader with mower combined, and a street flusher now service the municipality.

The present Superintendent of Works, Jack Desmond, was on the first Council when the town was incorporated in 1920. Works Committee members for 1951 are, Chairman Councillor David Post, Deputy Reeve Harold Trickett, and Councillor Matt Drummond.





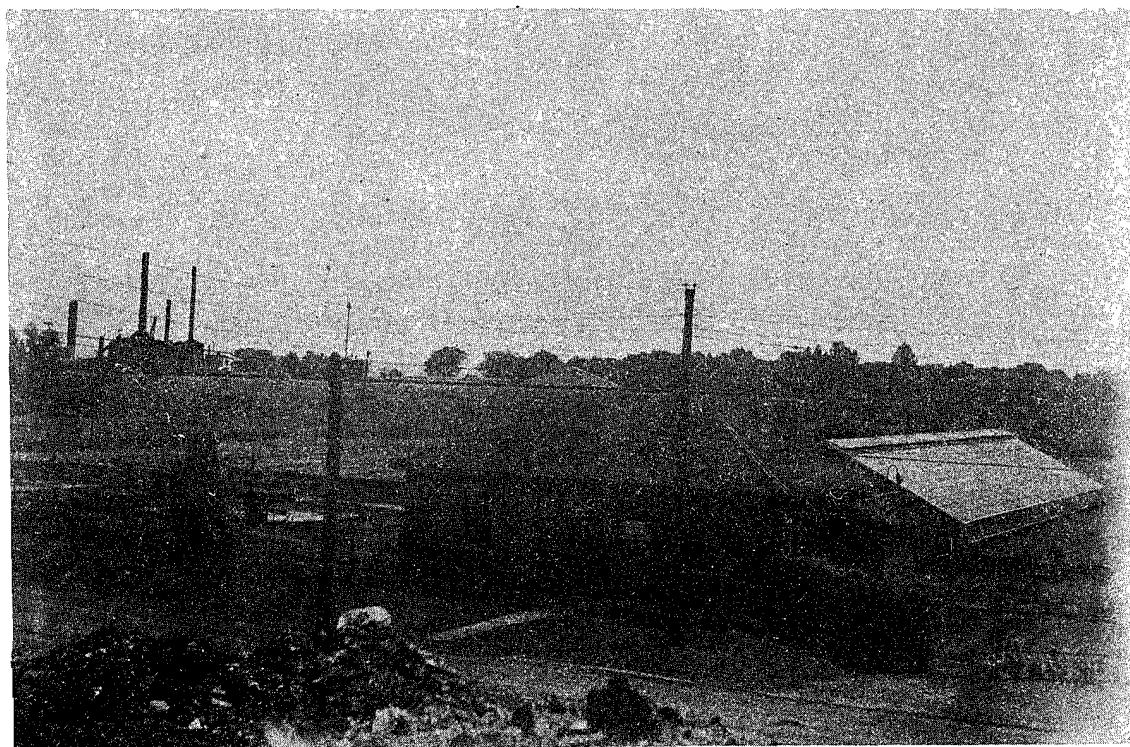
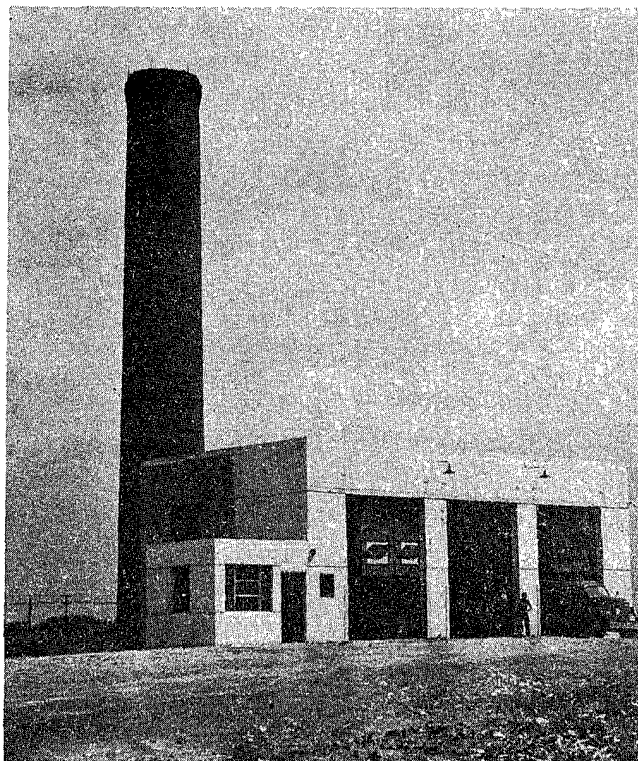
# Union Sewerage Commission

In the year 1915, the village councils of New Toronto and Mimico met at the Municipal Hall in New Toronto to discuss construction of a joint sewerage system. Following this conference, under an agreement dated September 9, 1915, later ratified by a special act of the Ontario Legislature, the Mimico-New Toronto Union Sewerage Commission was instituted. Members representing New Toronto were Reeve Ironsides, Councillor Hicks and Lovejoy, while Reeve Coxhead, Councillor Bryer and Councillor Coulton were appointed Mimico delegates.

The Commission immediately initiated the necessary construction work to complete the main sewer line, sewage pumping station and the sewage disposal plant. Operation of the system has been satisfactorily continued through the years. Today the pumping station pumps through a force main at the rate of two million gallons per day, to the disposal plant where it is treated by Activated Sludge System, and passed through an effluent pipe into Lake Ontario.

A modern incinerator, which handles a monthly average of 600 tons of industrial and residential waste, was built recently. An additional unit to meet the increasing tonnage was installed last year. The plant now has a total of four burning cells and two combustion chambers. Heat produced by the incineration creates a maximum temperature of 2,000 degrees.

Present Commission members are Chairman Deputy Reeve Harold Trickett, Mayor William Jackson and Reeve John L. Strath of New Toronto and Mayor A.D. Norris, Councillor Sydney Chamberlain, Councillor Damon Stannah of Mimico.



# Parks and Recreation

First organized attempts to provide parks for the citizens of New Toronto, were made in the early thirties, when vacant land on Tenth Street was prepared for a baseball diamond and childrens' playground, with equipment donated by the Rotary Club. Following this, three other small parks were opened, until with the advent of war in 1939, park and playground work ceased, with the essential services being administered by the works department.

The year 1947 saw construction of a children's swimming pool at Rotary Park, followed by landscape development and addition to the clubrooms. A dock was built over the stone break-water on Lake Ontario, to give better swimming accommodation to adults. Lifeguard and pool attendant services were established as a general safety measure for the summer months.

Two years later, a parcel of land was set aside by the town for park purposes. Under Engineer R.M. Nicholson this land was graded and sites set out for the following developments: New Toronto Lions Memorial Hockey Arena, New Toronto Memorial Indoor Swimming Pool, Hardball field, Softball field, bowling green, tennis courts, Memorial Grove and Cenotaph, childrens' play area, and clubrooms. Most of the above projects are now in the building and development stage, the completion of which will mean a Recreational Centre of approximately 20 acres.

William Oakes was appointed Parks Superintendent in 1945 and is still serving in that capacity. The Parks Committee members for 1951 are: Councillor Matt Drummond, Councillor David Post and Councillor Gordon M. Baycroft.



**PARKS AND RECREATION STAFF: Percy Fleming, Harold Downer, Carol Beecham, Jack Venner, Diane Aitchison, Joe Wright, Supt. Bill Oakes.**

# **WELCOME**



**Canadian Parks and**

**Recreation Association**



# WELCOME

The Town of New Toronto extends a sincere welcome to the Canadian Parks and Recreation association on the occasion of its Fifth National Convention. On behalf of the Municipal Council and citizens may I say that we are honoured by your visit, and we hope the tour and inspection of our town will prove of interest to you.

In this booklet we have endeavoured to trace for you the history of New Toronto, and to present a picture of our town as it is to-day. It is hoped your visit with us will be enjoyable and that the many cities and towns represented at this convention will benefit by the interchange of ideas.

May you take back to your communities pleasant memories of the Town of New Toronto and its citizens.

W.J.JACKSON

Mayor

# PROGRAMME

Delegates arrive Lakeshore Rd., east town limits 12.20 p.m. Tour of north end of town to Vocational School. Delegates disembark for tour of inspection under the guidance of the Principal, Mr. E.J. McGirr.

Delegates walk across Recreation Field and Memorial Park development to New Toronto Lion's Memorial Arena.

Refreshments and Luncheon to be served at 1.15 p.m. by Lionesses — compliments of New Toronto.

M.C. — Councillor Matt Drummond.  
Mayor's Welcome — Mayor W.J. Jackson.

Tour of inspection of Arena with Manager W. Preston. Inspection of Memorial Indoor Swimming Pool (now under construction) by Lakeshore Swimming Club Coach Gus Ryder.

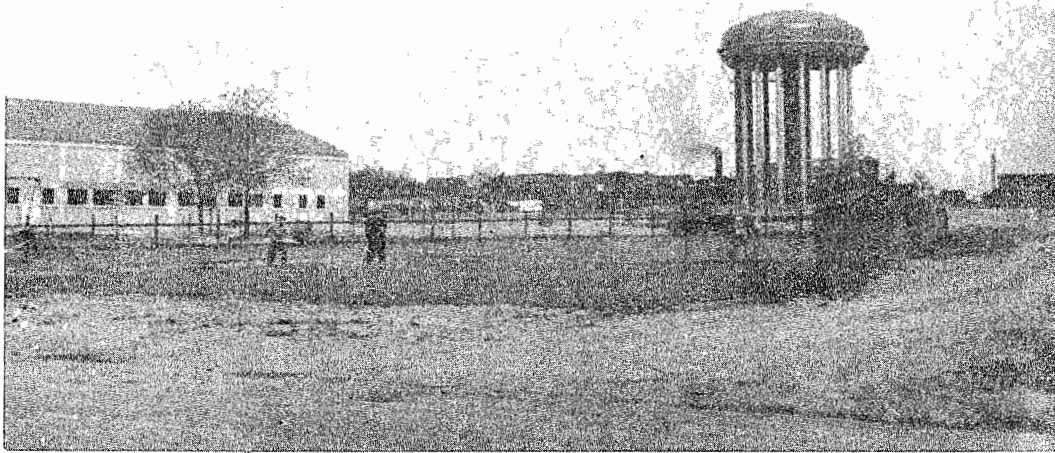
Inspection of Memorial Park development and water tower with Parks Superintendent W. Oakes and P.U.C. Manager H.R. Thomas.

Weather permitting, delegates are invited to climb water tower (at own risk) for view of district. First lady to reach top will win 5 lb. box of chocolates; first gentleman — box of cigars.

2.45 p.m. delegates leave for tour of south section with 10 minute stop at Rotary Park and 15 minutes at Town Hall for inspection with Town Clerk-Treasurer Frank R. Longstaff. Farewell by Mayor Jackson.

3.30 p.m. Delegates leave for Casa Loma.





Development of Memorial Grove, showing Arena and water tower.



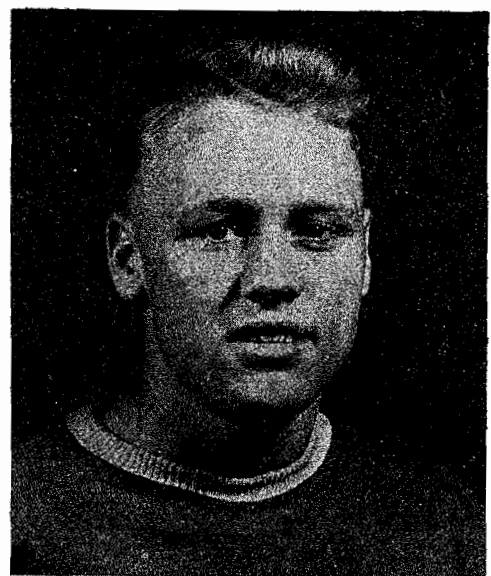
View of Rotary Park.

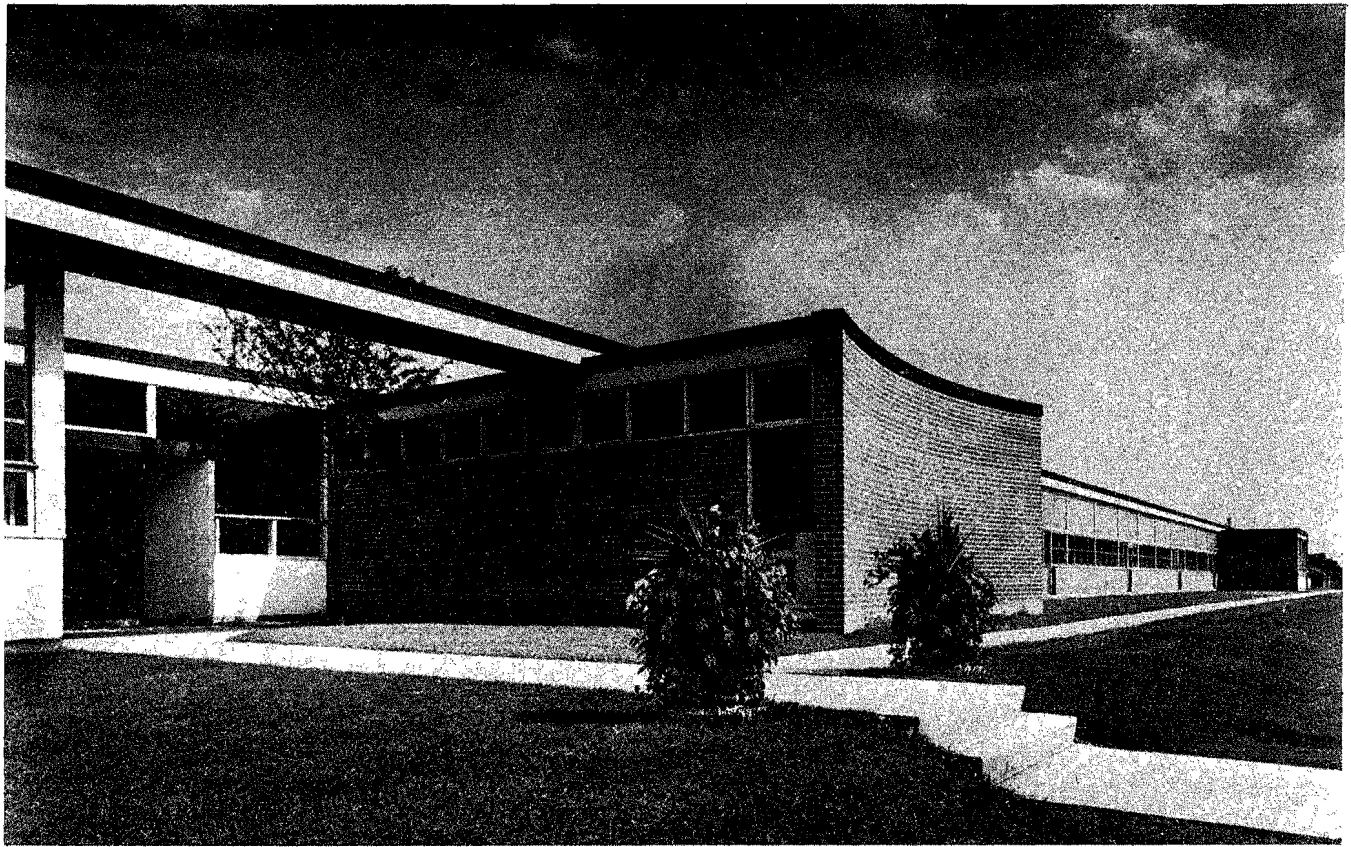


## Semi-Finalists of Intermediate "A" Series of O.A.S.A. 1946

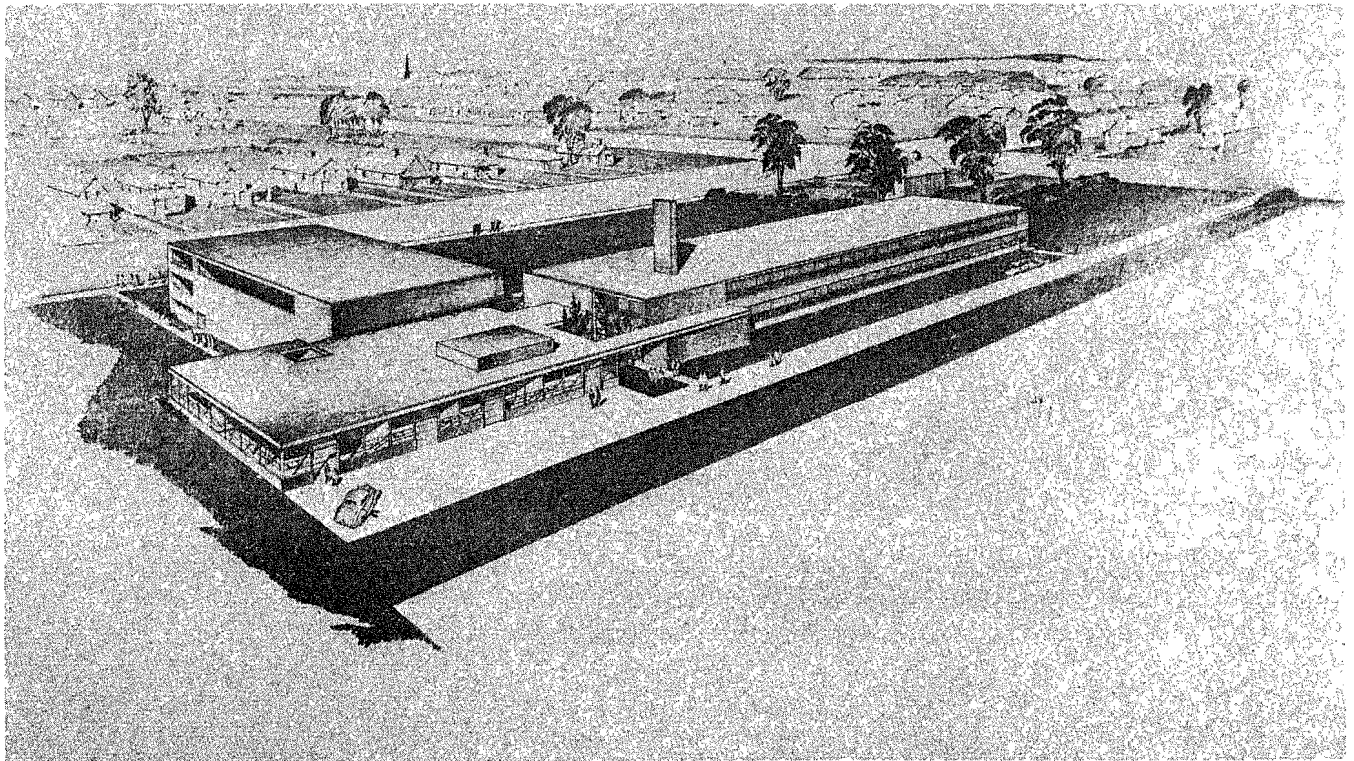
### HAROLD DOWNER

A Popular New Toronto Boy, who is well known as a star at Hockey, Baseball and Lacrosse. Plays Senior Lacrosse for "Mimico Mountaineers". Was awarded the "Johaun R. Serson" Memorial Cup in 1949 for the best allround Athlete in the Lakeshore area. He is a member of the Parks and Recreation Staff of the Town and is being groomed for the position of Recreational Director.





2nd Street School, built in 1949.



New Toronto Vocational School, Built 1950-51



# New Toronto Schools

By C. H. McFaddin

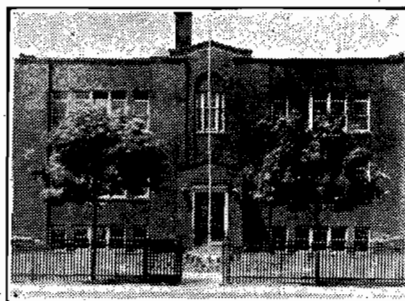
Prior to 1908 there was no definite school section for the area now known as New Toronto. School Section, Etobicoke No. 12, or Long Branch on the West, met School Section, Etobicoke No. 1, or Mimico on the East. In that year, in response to a petition headed by Mr. Adam Dyer, a section was taken from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

The first school was a small frame building at the corner of Birmingham and Sixth Streets with Miss Mary E. Breen as the first teacher. This building served until 1908 when a school site was obtained and a four room school was erected at the corner of Fifth and Birmingham Streets. Even at that time the trustees were criticized for providing for education on such a lavish scale.

In 1913, provision was made for the opening of the third room in Fifth Street School and Mr. W. H. Mole was engaged as the first Principal. By 1917 the accommodation was quite inadequate and an additional four rooms and an auditorium were added to the Fifth Street School. Population continued to grow in the new areas so quickly that in 1920, it was necessary to secure a school site in the West end of the town and four rooms were erected. Soon again it was necessary to "double up" classes at Fifth Street School and in 1922 a school site was secured on Seventh Street and a four room school was begun. It soon became evident as the work went on that the four rooms would be inadequate by the time the school was opened and so it was decided to add an additional four rooms to the Seventh Street School which was then opened in 1923 as an eight roomed school.

With twenty class rooms available, it was felt that the school situation was well provided for but again in 1926 it was necessary to add four more rooms to the school at Twentieth Street and again in 1930 six more rooms with a combined gymnasium and auditorium were added to the Seventh Street School.

This completed the building programme in New Toronto until the disastrous fire of 1947 destroyed a great part of the Fifth Street School. The damage was so extensive that, although part of the first floor was made available for classes for a time, it was decided to erect a new building. This was proceeded with and in the year of 1950, in January, the beautiful, new, modern school on Second Street was first occupied by the pupils. Besides 10 classrooms this new school provided Home Economics and Industrial Arts and Crafts for the pupils of the three New Toronto Schools, courses which had not been available before that time in a proper setting. A very fine auditorium was also available, not only for school activities but to the community as well.

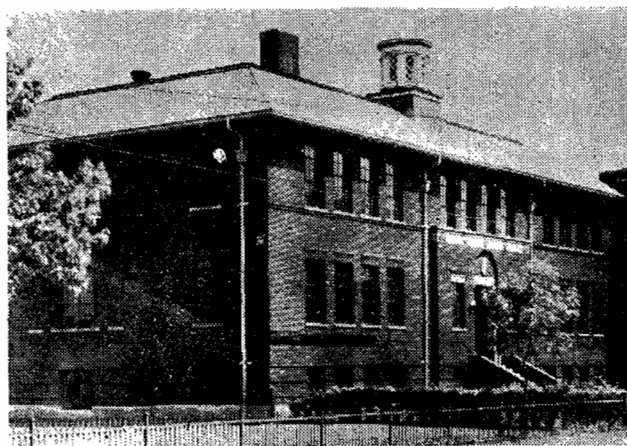


TWENTIETH STREET SCHOOL

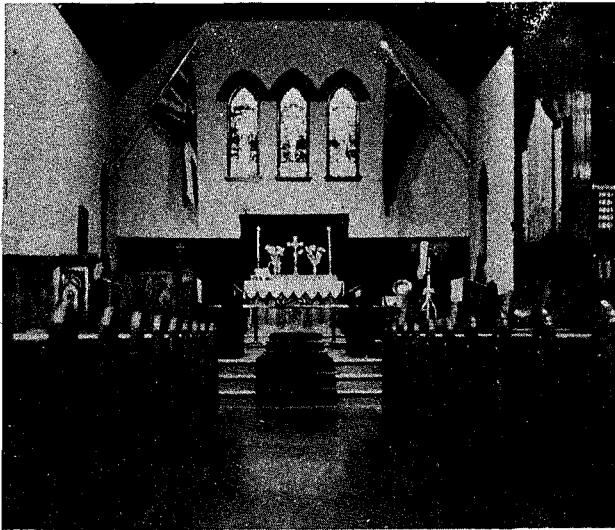
Secondary education up to this time had been provided for New Toronto pupils in the Mimico High School and with a serious overcrowding in that school it became evident that New Toronto should provide its own Secondary School. For some time it was debated just what form this school should take and finally it was decided to build a combination High and Technical School on Eighteenth Street. The building was commenced in 1950 and is being opened in September 1951. It is a very fine modern building with every facility provided for secondary education.

January of 1951 saw a great change take place in the administration of the schools. At that time, a Board of Education came into being to administer the educational requirements of New Toronto, Mimico, and Long Branch.

No record of the Schools of New Toronto would be complete without a special mention of W. H. Mole. He served as Principal of Fifth Street School, Supervising Principal of the three New Toronto Schools and then Principal of Seventh Street School from 1935 until his retirement in 1950 after a little more than 37 years service here. A gifted scholar, having been Gold Medalist in his class at the University of Toronto, he was also a great teacher and fine administrator. Under his guidance, the school system in New Toronto was built from the original four rooms at Fifth Street School to thirty rooms. His contribution to the education of the youth of New Toronto can never be forgotten.



# Our Churches



**ST. MARGARET'S CHURCH (CHURCH OF ENGLAND)**

In the year 1906, under the guidance of Rev. Francis Treymayne Rector of Christ's Church, Mimico, services according to the Rites of England were started in New Toronto. Services by Rev. Baldwin were conducted in a frame building known as Hunt's Hall, situated on the north-west corner of Birmingham and Sixth Streets.

The corner-stone of the present Church of St. Margaret's was laid in 1910, and the building was opened the following year.

Those who preached at the opening services were: the Right Rev. J. F. Sweeny, Bishop of Toronto; the Right Rev. W. D. Reeve, assistant-bishop; his Grace, the Most Rev. Derwyn T. Owen, (at that time Rector of the Church of the Holy Trinity, Toronto); Rev. H. O. Tremayne; Archdeacon G. Warren.

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 Theological Students from Trinity College, Toronto.

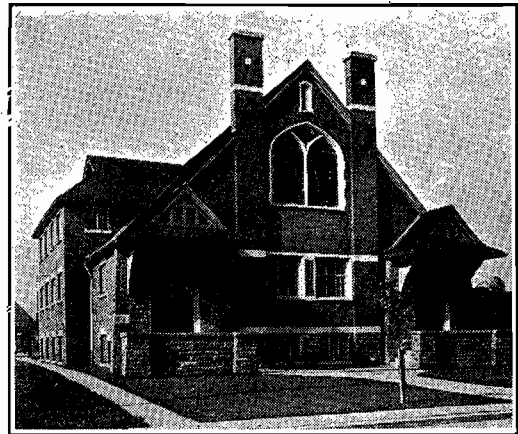
In 1920, St. Margaret's was made a separate parish, and the Rev. A. S. Madill was appointed the first Rector, which position he held until the end of 1934. In 1935, Rev. M. G. B. Williams was appointed Rector, and continued until 1944. On May 10, 1944, Rev. R. T. C. Dwelly, B.A., B.D., was appointed to fill the vacancy, and is the present Incumbent of that office.

In September 1948, the first War Memorial in New Toronto to those who gave their lives in the war of 1939 - 1945 was installed in St. Margaret's, when a new memorial organ was consecrated. This is a fine instrument, constructed by Casavant Freres, of St. Hyacinthe, Quebec.

Of late years the congregation has grown, and facilities, particularly in regard to the Sunday School, have been found to be very inadequate. Consequently

this year (1951, which marks the fortieth anniversary of the founding of the Church proper), a project long dreamed-of, and very necessary, is to be realized, when a new Parish Hall (at present under construction) will be added to the Church.

The regular services held in St. Margaret's are -  
 8.30 a.m. Holy Communion  
 11.00 a.m. Morning Prayer  
 7.00 p.m. Evening Prayer



**CENTURY UNITED CHURCH**

The story of Century United Church dates back to the period when Mimico was a small village and the present site of New Toronto was almost entirely farm land. Charles S. Segsworth, a layman of the Mimico Methodist Church noticed some boys playing in an open field on a Sunday afternoon, and became interested in providing a Sunday School for the children of the community.

Two years later, the Rev. George M. Brown of Mimico conducted week night services, and New Toronto became 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 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. L. Graham B.A., B.D., in 1934.

In 1938, the present minister Rev. C. E. Dyer was appointed. At this time, the congregation, under chairmanship of W. A. Edwards raised sufficient funds to pay the mortgage and build an addition.

The church membership has grown from 528 in 1930 to 720 in 1951; the Sunday School from 550 to 680. The Sunday School room has been remodeled and new class rooms added, the church auditorium has been redecorated and new seats have been installed. There are sixty-five teachers and officers in the Sunday School.

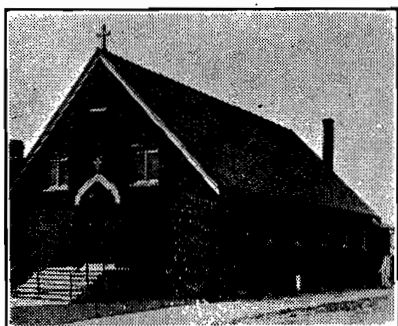
The congregation under the leadership of Rev. Dyer has been very active in the life of the Church and town, and is a great credit to the community.





### BEULAH BAPTIST CHURCH

Beulah Baptist Church had its beginnings in the Sunday School started in 1937 by the Rev. Bernard Jeffery. Mission services followed and, in 1940 the Rev. S. W. Wellington organized the Church which was housed in the Salvation Army Hall on Fifth Street. With the Rev. Arthur D. Bateson as pastor, the congregation now worships in the new church edifice erected in 1950 on the corner of Tenth and Morrison Streets.



ST. TERESA'S CHURCH  
(Roman Catholic)

St. Teresa's parish was established in 1924 by the late archbishop Neil McNeil, and Father A. T. Clancy was appointed parish priest at that time. Services were held first in Century Hall on Sixth Street. Construction on the present church commenced in the autumn of the same year, and the church was used for sacred service for the first time on March 1925 when Archbishop McNeil blessed the new edifice.

Until 1934, priests from St. Michael's College assisted Father Clancy. He was succeeded by Rev. T. J. McCabe, followed by Father V. L. Baker, and Thomas Marchildon.

In 1938, the Rev. Father M. J. Carroll came to the parish. He is now assisted by Father Joseph Majka. Masses are celebrated every Sunday at 8, 9, 10.30 and 11.30; week days 7.30 and 8 a. m.

### CHURCH OF ST. DIMITRIUS

#### UKRANIAN GREEK ORTHODOX

The Church of St. Dimitrius, established in 1940 was located originally in the basement of St. Margaret's Church. In 1942 a building on Tenth Street was purchased and converted into a church. Here, for some years, several priests administered to the congregation. At present, Pastor Sametz conducts services for 75 members.



### THE LAKESHORE YWCA

The YWCA was introduced to the Lakeshore district, when in 1941 the Lakeshore Ministerial Association requested the organization to assist war-time industrial girls in obtaining housing accommodation. In response to the appeal, the Y established headquarters in New Toronto, and instituted the Rooms Registry Service.

By the end of the year, 1,556 girls had been placed in homes. To meet the problems of homesickness, budget, family and illness, a Counselling Service was made available to them, and many of the girls learned to know the Y as a place not only for help in finding rooms, but a source of help in any problem concerning them. This was followed by a recreational program. During and after the war several clubs were established among them, the Away From Home Club, the Young People's Club, and a Hospital Visiting Club.

Although this picture of the Lakeshore YWCA is but a very small portion of its activities at the moment, the foregoing is an outline of the service it has given in the past.



### THE LAKESHORE YMCA

A branch of the Y. M. C. A. was organized in the Lakeshore district during World War II, under the guidance of the Lakeshore Triangle Club, the Lions Club and community leaders. The 'Y' immediately inaugurated an athletic program for boys too young for the services. Since then the 'Y' has helped hundreds of boys by continuing activities the year round, from headquarters in New Toronto.

Lack of leaders inspired the organization of a successful Leadership Training Course. Need for an informal educational discussion program resulted in development of the Lakeshore So-Ed Community College. Recognizing the advantages of visual education methods, the 'Y' then initiated the Lakeshore Film Library.



## Public Utilities

### Water

An elevated water tank, the largest of its kind in Canada, is the newest improvement at the New Toronto Waterworks, pumping and filtration plant, located on the shores of Lake Ontario. The tank has a capacity of one and one quarter million gallons, with a diameter of one hundred and four feet, and eight hundred cubic yards of concrete contained in the foundations, and five hundred tons of steel in the tank itself. Three tons of welding rod were used in its construction, and the height of the overflow above the foundations is one hundred and twenty-eight feet.

The plant supplies water not only to New Toronto, but also to the Town of Mimico, the Village of Long Branch, part of Toronto Township and some to Etobicoke Township.

Water enters the plant through two intake pipes, one of which is partly 24 inch pipe and the balance 30 inch pipe, the total length being 2000 feet; the other is 36 inches diameter with a length of 1800 feet. After the water has passed through the mixing and settling basins, it is pumped by motor driven pumps through pressure filters into the distribution system.

Filtered water pumps are five in number, two driven by 300 H P electric motors and each rated at 4000 gallons per minute, two by 175 H P motors, each capable of delivering 2200 gallons per minute, and one driven by 565 H P gasoline engine having a rated delivery of 5000 gallons per minute.

The distribution system consists of watermains ranging in size from four to sixteen inches in diameter,

with the necessary valves. Connected to and floating on the system is the elevated water tank, which has been in operation since December 1950. Pressure conditions have been greatly improved by this latest addition.

During 1950 the total water pumped was just under three billion gallons, of which 2,170,733,000 gallons were filtered water and 818,870,000 gallons of untreated water.

An extension to the plant, which will increase the capacity by fifteen million gallons per twenty-four hours has been planned, and it is expected work on this should start in the near future. This extension will require additional intake 42 inches diameter, pumps, filters, and a 24 inch diameter watermain.

## Electric Power

In 1913 power was supplied to New Toronto by the Erindale Power Company Limited, and in that same year a vote of the people favoured entering into a contract with the Hydro Electric Power Commission of Ontario. The original contract was for a supply of 50 horsepower. To-day this has increased to between 14,000 and 15,000 horsepower.

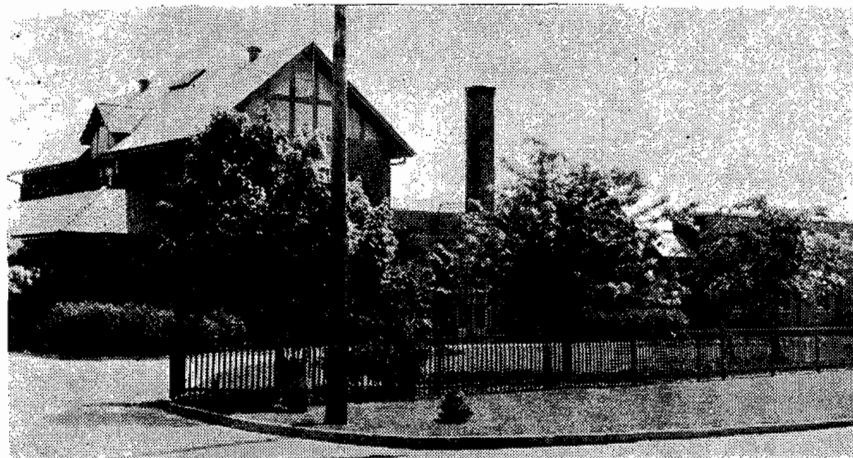
The original street lights, of which there were very few, have been replaced from time to time, with a greater number of more efficient fixtures, and the town is now almost entirely lighted by the latest type of fixtures equipped with modern luminaires and 300 watt lamps.

Present Commission members are: Chairman E. W. Grant, R. Dunn and Mayor W. G. Jackson.



E. W. GRANT

*Chairman of Public Utilities*



THE NEW TORONTO PUMPING STATION

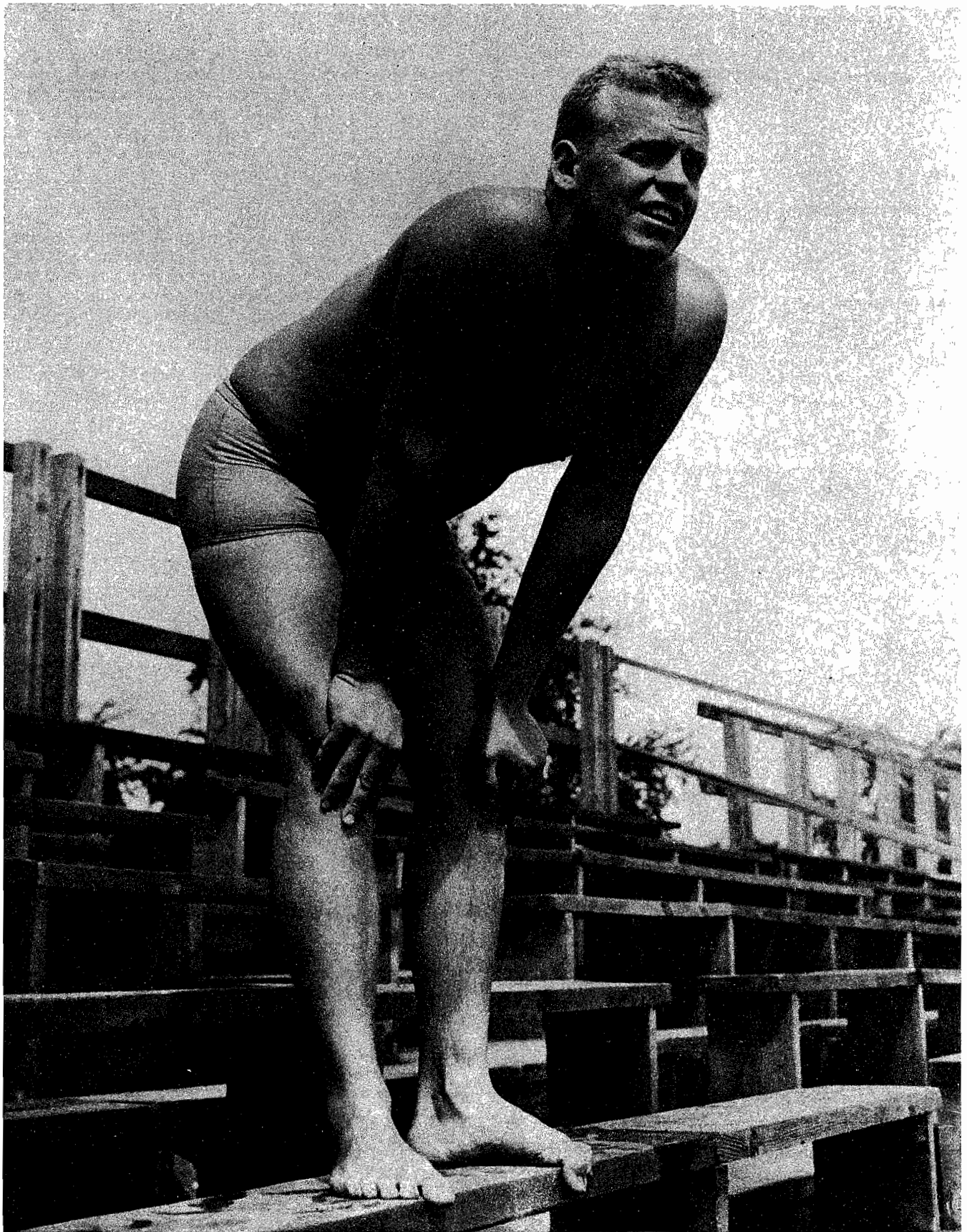
*Located between 6th and 7th Streets on the Lake Shore. This building is fronted by a spacious lawn and beautiful garden plots.*

*Compliments of . . .*

## METAL APPLIANCES

67 Fifteenth Street

New Toronto, Ontario



## **THE CHAMP**

Cliff Lumsden, winner of the Canadian National Exhibition 15 mile swim — 1949-50





## Lakeshore Swimming Club

Considered one of the largest on the continent, the Lakeshore Swimming Club, with a membership of over 400, was organized in 1930 by Coach Gus Ryder once ranked as one of Canada's best athletes. It features the only crippled children's swim team known in Canada and has a membership in this group of 125. Handicapped children who have never moved their limbs before are taught to swim in the classes held at the Oakwood High School pool in Toronto.

Many famous swimmers have been trained by Mr. Ryder in the Lakeshore Club, such champions as Cliff Lumsden, May Looney, Bernice Looney, Dot Hobson, Beryl Lewis, Vivian King, Jean Mowatt, Barbara Mowatt and others.

Cliff Lumsden of New Toronto, has twice won the 15 mile professional championship swim sponsored by the Canadian National Exhibition, and placed 3rd in the 1951, 10 mile Marathon. He is a native of New Toronto and has been a member of the Lakeshore Club for many years. The club has won the Royal Life saving Dominion Trophy for two successive years. It has a staff of 35 coaches, all volunteers, and its members have made 77 rescues.

## The Lakeshore Red Cross

New Toronto is the headquarters of the Lakeshore Red Cross, which, among its other great services, sponsors the Red Cross Water Safety Program at Sunnyside pool. In the past five years, program directors have handled 30,000 youngsters, of which over 80 per cent were taught to swim, and many of whom won Red Cross awards. This program is under the guidance of President Tom Staunton, Chairman Gus Ryder, treasurer, Lee Richardson, and secretary Alice Elshout.

### ROXALIN OF CANADA LIMITED



Office Building looking North

## New Toronto Library

The New Toronto Public Library dates back to May, 1921, when an Associate Library was formed. On February 9th, 1923, the associate library and assets were taken over by the Town. All work from the inception of the Associate Library up to February 9th, 1923, was run on a voluntary basis.

The Library was carried on in rented quarters from May, 1921 to February 3, 1928, when it was moved into the new library building, now known as the Adult Library.

The Adult Library was erected after many months of negotiations between the Library Board and Council. Finally an appropriation of \$15,000, was granted, work commenced in October 1927, and the library was opened on February 3rd, 1928. All furnishings were supplied by the Town Industries.

In 1928 it was found necessary to secure a Children's Librarian, due to the demand for children's books, and in 1938, owing to the increase in circulation, a drive was made to secure funds to erect a Children's Library. A house to house canvass of all homes and industries was made and a total of \$6,131.27 was collected, including a donation of \$1,441.00 from the Lakeshore Chapter, Imperial Order Daughters of the Empire. (This organization has continued to donate money each year towards furnishing the Children's Library.) The balance of \$7,500.00 was donated by the Town. The Children's Library was opened June 22nd, 1941.

The present Staff consists of three trained Librarians and a caretaker.

The circulation of books increased from a few hundred in 1923 to well over Seventy Thousand (73,000) in 1950.

The present Board members are: The Mayor, Mr. W. J. Jackson; Rev. C. E. Dyer, Chairman; Dr. D. S. MacLennan, Vice-Chairman; Mrs. Ina M. Keesee, Secretary-Treasurer; Mr. T. M. Staunton, Mr. Earl Hutchinson, and Mr. H. N. Reid.

## Imperial Order Daughters of the Empire (Lakeshore Chapter)

On March 3rd, 1937, the Organizing Secretary of the I. O. D. E., Mrs. H. Bickle, was asked by a number of ladies from the Lake Shore, to form a new chapter. On March 17th the Charter was bestowed on the new Lake Shore Chapter.

The primary aim of the Chapter was to assist in the building of a Children's Library. With this in view, a house to house canvass was made and entertainments were given to raise funds. In all, \$1,441.00 was raised towards the erection of a Children's Library. Since that time donations of \$50.00 or \$100.00 have been given every year, towards stage furnishings and equipment.

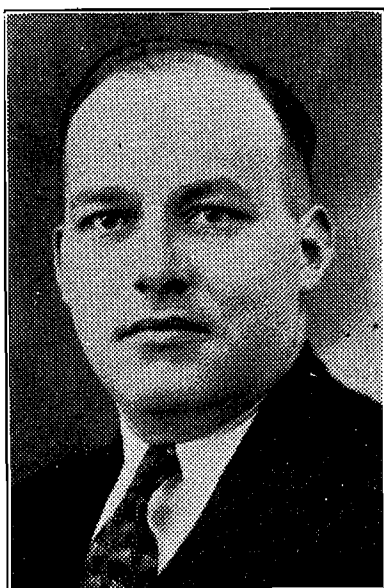
The work of the Lake Shore Chapter, I. O. D. E., during the war was most outstanding. In co-operation with the Town Council hundreds of parcels were sent overseas. Christmas parcels are being sent every year to needy old people. Donations are made to many charitable causes. Five Hundred Dollars was raised towards the Manitoba Flood Relief.

Contributions towards many undertakings of the parent Chapter are carried on, in addition to work in the Lake Shore area.

Regents since the inception of the Chapter have been: Mrs. F. P. Keesee, Mrs. W. H. Mole, Mrs. E. MacIntyre, Mrs. J. Blackburn, Mrs. G. Carley, Mrs. W. Preston, Mrs. E. Baycroft, and the present Regent, Mrs. A. S. Duffield.







DR. C. O. LENNOX

## Lakeshore Lions Club

### BUILDS HUGE ICE ARENA

When Lake Shore, Ont. Lions Club launched the \$250,000 War Memorial Arena project four years ago, many people cautioned that it was just too big an undertaking for a small group of 52 men. What the skeptics apparently forgot was that Lions rarely bite off more than they can chew, and a well-knit group of them, no matter how small, can take some impressive-sized bites with the result — an appetite for bigger projects.

Was the four years of strenuous effort satisfying? Ask the members who recently witnessed the scene of 700 youngsters skating and playing in the partially completed arena. They will tell you that it was satisfying and worth every bit of the time, money, and effort expended. Here were local children skating on an artificial ice surface of 17,000 square feet, as large a surface as the famous Maple Leaf Gardens in Toronto.

It all started back in 1947 when Lake Shore Lions club, serving New Toronto, Mimico, and Long Branch, decided that the greatest need in the community was recreational, an artificial ice arena was the greatest, hockey being Canada's national sport.

Past International Director Charles O. Lennox headed a committee, which visited virtually every arena in western Ontario, and some in neighboring United States.

After considerable study, plans were drawn up to construct a building with seats for 3,000 people and an ice surface of 200 by 85 feet, at an estimated cost of \$250,000.

Staggering as the estimated cost loomed, the Lake Shore club was determined to build the memorial arena. It was more than a little assurance to know that the club could count on the services of several members associated with contracting, building trades, and engineering companies.

On April 15, 1950, ground was broken and the building was started. By this time, the little group of men, now expanded to 64 members had raised \$70,000 on carnivals and donations from individuals and industries.

Once started, full cooperation came from every direction. The town of New Toronto promised to contribute \$50,000 when the club had spent the original \$70,000. The town also rented the land to the club on the basis of \$1 per year for 49 years. Both the Town of Mimico and the Village of Long Branch increased the tax rate by one mill for a three-year period for recreational purposes. This amount will be divided and the arena will be given a share.

As building progressed, other contributions came in. A club was formed by the wives of about 30 members to raise money to equip the ladies lounge at the arena. They have already raised more than \$6,500 and are still going strong.

Although \$190,000 has already been expended and the building is still unfinished, it has been in use for nearly six months. Seats are available for about 900 persons and more will be added. A lobby and club room, additional dressing rooms and a suitable floor for year-round activities are also planned.

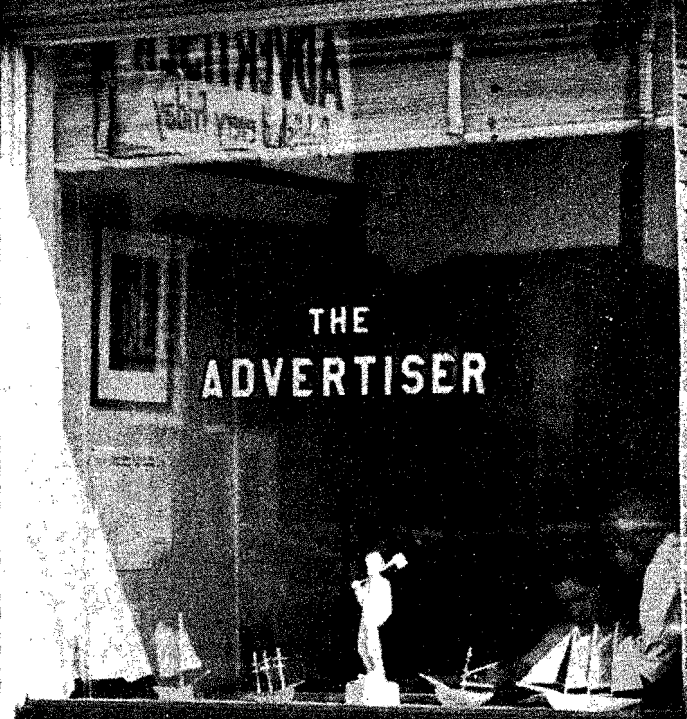
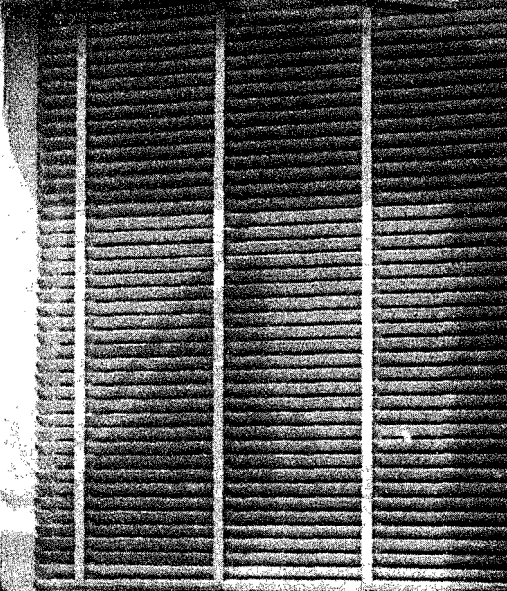
Hockey playing started two weeks before the arena was dedicated on February 1, 1951, and since then there have been few idle hours at the arena. School children are given free skating instruction each afternoon from Monday to Friday, under the sponsorship of various school boards and the supervision of their teachers. Wednesday and Saturday evenings are for public skating, and hockey bookings are always heavy.

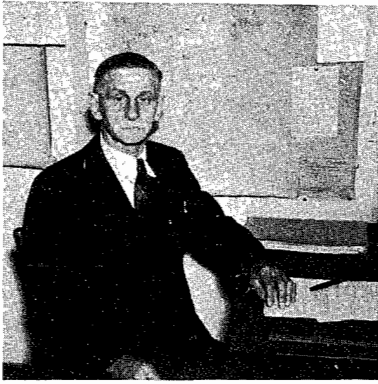
A full-time manager and a group of six directors handle the business affairs of the arena.

Opening of the Lake Shore Lions War Memorial Arena was an excellent way of celebrating the club's 20th anniversary.

# ADVERTISER

The  
**ADVERTISER**  
Published every Friday





Edward Eland, Founder.

## New Toronto's Own Newspaper

On September 21, 1917, the Advertiser, a weekly newspaper, was founded in New Toronto and from that day until the present time an edition has never been missed. Dedicated to community service and adhering religiously to that precept, the Advertiser has mirrored the progress of the entire Lakeshore area, inaugurated and endorsed all worthy projects as well as criticized when necessary.

Founder of the Advertiser, Edwin Eland, then a young English immigrant said he felt every community needed a newspaper. It was named after a weekly paper in a small English town, and the type used on the title page to-day is the same as that used by the English counterpart. In 1919, Mr. Eland sold the newspaper to Charters Publishing Company, with the stipulation that the original name remain.

At the newspapers' inception, New Toronto was a village with a population of 1,630 as compared with today's 10,000. Circulation zoomed from 300 at that time to the present ABC figures of 6,500. Prices increased also from two to the 1951 cost of five cents per copy. Average number of full size pages weekly is 16, but this figure expands to 30 when special editions are run off near elections and at Christmas.

War in 1939 turned the Advertiser subscription list into a crazy quilt. Iceland, Newfoundland, England, Australia, North Africa, France, Belgium, Italy, Sicily and finally Germany cropped up on the mailing list.

Each week the Advertiser enters thousands of homes carrying news of the towns' activities to its citizens. In the 34 years of existence the Advertiser has recorded New Toronto's historic events, and has become the backbone of the community.

## The Canadian Legion

The third oldest branch of the Canadian Legion in the Dominion Winston Spencer Churchill Branch 3, received its charter from the British Empire service League in 1927. Engaged mainly in social and welfare activities of Canadian Army, Navy, and Air Force veterans, the local organization has affiliations with veterans groups through the British Empire, and co-operates with the American Legion.

The branch is also interested in promotion of community efforts. It sponsors an annual essay contest in the town schools, and a Hallo'ween party for the children each year.

During World War II, legion headquarters were a hive of activity. Entertainment programs at a local theatre, resulted in New Toronto servicemen receiving thousands of cigarettes and comforts. It is the Legions proud boast that no man was overlooked.

In recent months the club rooms have been re-decorated, and the objective, that of providing a congenial atmosphere for billiards, cribbage and darts, has been achieved.

Executive officers of the club for 1951 are, president James M. Clark, vice presidents John Marks and Thomas Kelly, Secretary J. L. Bulger and treasurer James Craig.

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## New Toronto Citizens' Band

After a lapse of several years, interest has once again been revived in the New Toronto Citizens Band, and the instruments, purchased by council at the band's inception in 1913, have been brought out of storage. A series of Sunday evening concerts is being held at the band shell in Rotary Park.

The band has an active membership of 20 men representing New Toronto, Mimico, Long Branch, Port Credit and Toronto, who give up their Monday evenings rehearsing, and attend all concerts. The members do not receive any remuneration for their services. Any money collected at garden parties, hockey games etc., is put into a uniform fund, and as a result this summer the New Toronto Citizens Band appears in new uniforms; the old ones have long since become a home for the moths.

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*Welcome to New Toronto . . .*

**O F R E X**  
**(CANADA) LIMITED**

1044 Lakeshore Rd. Toronto 14

*Compliments of . . .*

**DONNELL & MUDGE LIMITED**  
**Tanners**

New Toronto,

Ontario

*Compliments of . . .*

**CAPITOL THEATRE**

MARTIN BLOOM, Manager

New Toronto, Ontario

*Compliments of . . .*

**Roxalin of Canada Limited**

**Manufacturers of Industrial Finishes**

**New Toronto, Ontario**

*"Where the Finish Counts use Roxalin"*



## Twenty Years Progress--Campbell Soup Co. Ltd

There has been an enormous increase in the consumption of canned soups since Campbells began production at New Toronto plant in 1931. Consumers across Canada soon became acquainted with the extra value and consistent high quality of Campbell's Soups, and the fact that they are today the leaders in their field is an indication that Campbell's policy of top quality at most reasonable prices is exactly what consumers want. In twenty years of operation Campbells have found it necessary to substantially increase production facilities at New Toronto and again this year are making an addition which will supply much needed space for operations.

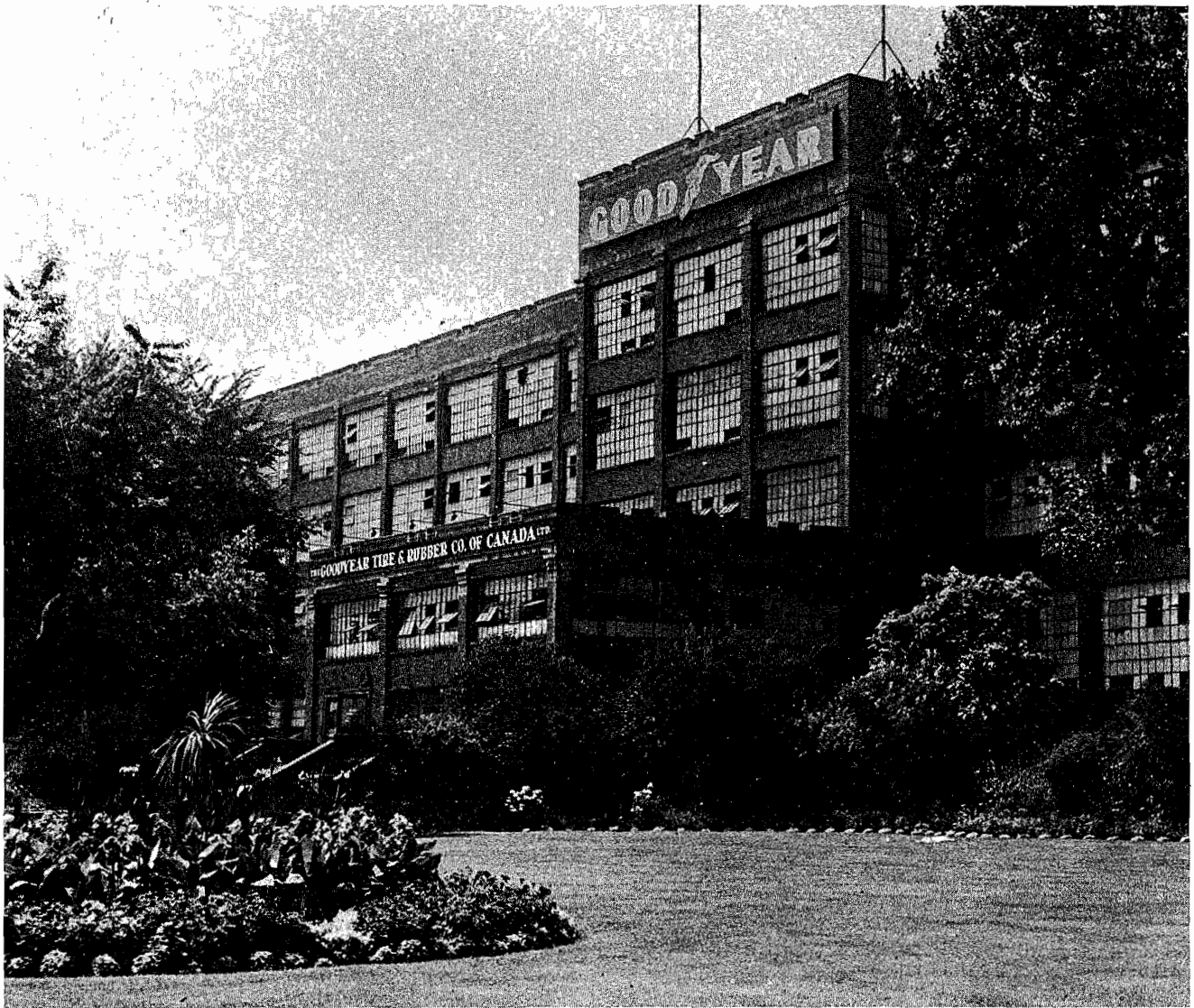
The New Toronto plant supplies all of Canada and many export markets, including Great Britain, Belgium, British West Indies, Bahamas, Jamaica etc. Materials and ingredients are purchased from almost every province in Canada. Spices and seasonings come from all parts of the world. Besides Campbell's Soups, other products packed at New Toronto include Campbell's Tomato Ketchup, Campbell's Pork and Beans, Franco-American products and V-8 Vegetable Juices. The Company has recently entered the restaurant and institutional field with a representative line of Ready-to-Serve soups and electric counter kitchens.

Employees at the New Toronto plant enjoy such additional benefits as Blue Cross, Group Life, Surgical and Disability insurance. In addition cafeteria facilities are available, providing meals at very low cost. Rest periods for employees and congenial working conditions combine to produce a very efficient organization. Medical facilities, including a qualified physician and nurses, are available throughout every working day.

Campbell Soup Company Ltd. has complete confidence in Canada's future and expect the growth over the past twenty years will be duplicated in the future, and that such growth will be beneficial to employees, the Company, and New Toronto alike.

To take care of its ever increasing business, the Company has found it necessary to increase from time to time its personnel at New Toronto as well as in the field. Its sales organization now reaches every part of Canada. In addition the Agricultural and Purchasing Departments maintain continuous contact with farmers and suppliers to ensure that only the very highest quality ingredients and materials are used in the process and manufacture of the Company's products.





## Goodyear Tire and Rubber Co.

In 1917, The Goodyear Tire & Rubber Company of Canada, Limited, moved its tire department to a 23 acre site in New Toronto. The Company had been manufacturing in Canada for seven years, but had outgrown its production facilities in Bowmanville and a move became imperative.

Water, necessary for the manufacture of rubber products, plenty of labour, and excellent shipping facilities predicated the choice of New Toronto as the site for a modern model plant. At first, capacity was set at 200 tires a day — an ample figure it was thought. But Goodyear was just starting, and capacity was increased 300 fold in the next dozen years, and during World War II reached the 10, 500 mark.

Goodyear manufactures tires and tubes, camelback, airfoam and Pliofilm at the New Toronto plant.

These products, shipped all over the world and across Canada from coast to coast, continue to keep alive the traditions of quality workmanship for which Goodyear is justly famous.

Research, production and distribution facilities geared to maintain the Company's leadership in the rubber industry assure that new products designed to improve living comfort and industrial efficiency, are under constant development to meet the needs of expanding and diversified markets.

The most recent examples of this philosophy have been the building of an Airfoam and Pliofilm Plant at New Toronto in 1947; and in 1951, a million dollar modernization and expansion programme was completed.



During the past 34 years, the Goodyear and New Toronto have progressed side by side, and a respect born from mutual understanding of each other's problems has developed between the industry and the town.

Goodyear has been interested not only in mass production of pneumatic tires and tubes, but also in the cultivation of a "grass roots" community relations programme.

Goodyear executives have given unstintingly in time and effort whenever called upon by the town; her people have been encouraged to participate in service clubs and service projects; her generosity has been bountiful when approached by local charities; she has worked hard at being a good neighbour.

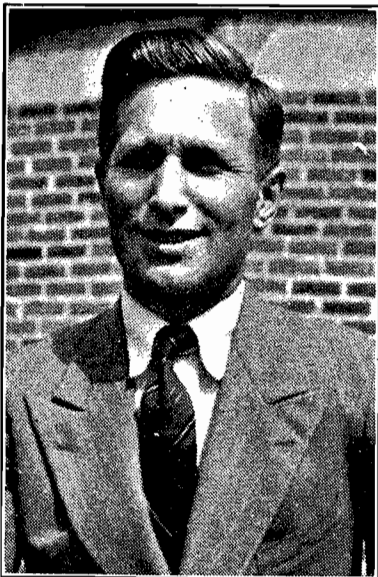
Perhaps the feeling between the town and the company can best be illustrated by the beautiful gardens which every year brighten the lawns of Goodyear. The stately brightly-hued flowerbeds in a setting of lush green trees, shrubs, and grass, bring pleasure to employees, townfolk, and passing motorists.

The gardens and spacious Goodyear field which has become an unofficial playground for schools and for the town, are tended by a full staff of gardeners. They provide colourful testimony of the pride held by the Goodyear Tire & Rubber Company -- not only in its employees and their fine workmanship, but also in the community of which it is a part.

Over the years, Goodyear has demonstrated its leadership in the industrial family of New Toronto as well as in the rubber industry of the nation.

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## Unemployment Insurance Commission National Employment Office



Harry Reid  
Superintendent

The Local National Employment Office of the Unemployment Insurance Commission is located at 937 Lakeshore Road, New Toronto.

The New Toronto Office serves the public in the area bounded by the Humber River on the east, Bronte on the west, including the Township of Trafalgar, Toronto Township and Etobicoke Township south of Highway #5.

The following figures will give some idea of the growth and industrial expansion of this area since the establishment of the National Employment Service, August 1, 1941:

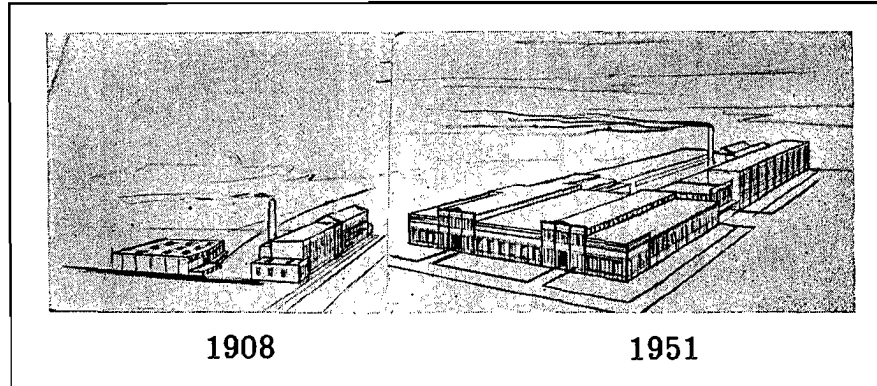
When the Office was opened August 1, 1941, the population of the area now being served was 60,000 -- the present population is 92,000.

The total number of Unemployment Insurance Licences issued to industries and businesses at that time was 900 -- the current total is 1641.

In August the total workers employed by business and industry was under 10,000 -- at present it is over 29,000.

Prompt and courteous service is the aim of the Management and Staff to all individuals, business houses, and industries requiring any information or assistance re employment, Unemployment Insurance, D.V.A. inquiries, or additional staff.

## Reg. N. Boxer Division



Linked with the early development of New Toronto as an industrial centre, Reg. N. Boxer Division has steadily progressed. In 1908, Mr. Reg. N. Boxer with associates took over the existing wallpaper factory established in 1903 by the Menzie Wallpaper Company. Under his able guidance this plant now produces fine wallpapers which, in their price range, are unsurpassed the world over. In addition to a vastly increased production in the Domestic Market the Company has developed sales in the Export Market, particularly in the United States of America which has helped to establish the name of New Toronto throughout the States and other countries.

As the original factory soon proved to be inadequate for the rapidly expanding business, it has gradually been rebuilt. Through the years a new printing and colour mixing plant has been added together with a new warehouse and shipping office.

Reg. N. Boxer Division was the first wallpaper plant in Canada to introduce Sunworthy Waterfast and "Durawall" Plastic Coated Wallpapers. These latter papers are particularly noteworthy as they may even be cleaned with Turpentine. A research staff is constantly seeking to improve methods of manufacture and new machinery is being designed and set up in their own shop.

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