

New Toronto Historical Society Volume 11 No. 2 - September 2009

Upcoming Events

The Shape of the Suburbs

Join us on **September 15, 2009** at LAMP, 185 Fifth Street at **7:30 PM (REVISED TIME – 30 minutes later than usual)** for a presentation by former City of Toronto Mayor John Sewell. John will provide an overview of the last 50 years of planning in the Greater Toronto Area based on his latest book *The Shape of the Suburbs: Understanding Toronto's Sprawl* published in 2009.

Fighting Words: The Social crusades of Joseph Atkinson

Join us on **October 13, 2009** at LAMP, 185 Fifth Street at 7:00 PM. Our guest speaker will be Michael Pieri, former editor with the *Toronto Star*. Michael's presentation will cover the period of Atkinson's great crusades to improve the lives of ordinary Canadians from 1892 to 1948. The editorial pages carried the war for social justice while the news pages ran poignant stories to reinforce the need for reforms. The news mix also included a strong dose of muckraking and sensation stories to build circulation. From its first faltering steps, "The Toronto Star" brimmed with stories of Life!

The following was an advertising insert in the *Toronto Globe* of Friday April 13, 1929 by the Town of New Toronto.

New Toronto
Ontario Canada
An Industrial and
Distributing Centre

An Independent Municipality.
Seven Miles from Toronto.

Unexcelled transportation advantages are enjoyed by New Toronto's manufacturers. The largest freight yards in Ontario are located within the corporation's limits. The Canadian National Railway yards extend for one and a quarter miles through the northern section of the town. The C.P.R. has switching and loading privileges. Thus two principal Canadian roads have distributing yards within the municipality. This gives manufacturers exceptional freight service. Switching facilities are most efficient, and the manufacturer has service twice daily.

On shipments to Montreal, Buffalo and Detroit the shipper gets 21 hours' advantage on through shipments on manifest service. These three points can be reached to better advantage from New Toronto than from any other centre in the Province. All freight rates

are based on the Toronto schedule.

Trucking Facilities

Since truck transportation is becoming increasingly important, New Toronto's strategic position is seen to possess unique advantages. Its location on the Highway between Toronto and Hamilton, gives easy access by truck to all parts of Ontario's road system. New Toronto's manufacturing plants are within thirty minutes' trucking distance of the centre of Toronto; it is within one and a half hours of Hamilton; it is only five hours distant from the Niagara frontier when the truck method of transport is used. Railway embargoes at the frontier lose much of their menace when motor truck facilities are used fully.

Shipping Advantages

Considering both railway and highway transportation, there is no municipality in the district where raw materials can be secured to such good advantage. These factors were largely responsible for the location in New Toronto of important American firms.

In regard to water transportation, New Toronto is again fortunate. Shipments from Toronto docks can be made easily by means of a short truck haul.

Abundance of Labor

The labor situation is

favourably regarded by those manufacturers who are already located in New Toronto. The payroll of the town's industries approximates 2,600. The town's population is 4,000 but within the radius of fifteen miles there is an aggressive population of more than 1,000,000 people. Labor is drawn from the surrounding municipalities, including the town of Mimico and Long Branch district, which practically converge with New Toronto, and from the township of Etobicoke, which also adjoins the municipality. Rapid radial transportation with Toronto means that city residents can have quick access to New Toronto factories. Thus, an abundant supply of efficient labor is always available.

Rapid Growth

The rapid industrial growth of New Toronto has few parallels in the history of Ontario. Six years ago less than 750 people lived within its limits. There is now a population of 4,000, and an active house-building program is being followed this year to provide additional residences to meet the urgent needs of the municipality.

The industries of the town are such that there is an assessment for school purposes of \$3,000,000 from manufacturing plants alone, exclusive of the general assessment. Thus New Toronto debentures guarantee a security such as is offered by few municipalities of its size.

From an investment standpoint, it is noteworthy that the municipality is a growing town, supported by manufacturing organizations, railroads and banking institutions of Dominion-wide importance.

Waterworks Plant

Water for manufacturing purposes is offered at a more attractive price than by Toronto itself. About 35 per cent of the municipal debt is self-supporting. The debt against the waterworks is \$350,000. This system is self-supporting, not one cent having been levied in the tax rate to retire the debentures. After meeting all fixed and maintenance charges last year, there was a surplus of \$5,000. Additional revenue is being secured this year from approximately 10,000 people in Etobicoke township, to whom water is now being supplied, without any further charges of pumping or delivering same.

- (1) 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.
- (2) Accessibility. Seven miles from centre of Toronto. Location on the Toronto-Hamilton Highway – the backbone of the Ontario good roads system.

to be continued.....