

## *Upcoming Events*

### **Consolation**

Join us on Wednesday **April 21, 2010** at LAMP, 185 Fifth Street at 7:00 PM for a presentation by author Michael Redhill.

Michael will speak to us about his novel *Consolation* set in Toronto in both the 19<sup>th</sup> and 21<sup>st</sup> centuries. The novel follows the connection between present day Professor David Hollis and historic J. G. Hallam, an English emigrant to Toronto in the 1850s.

### **Found Toronto Exhibit: The 1858 Boulton Atlas of Toronto**

Join us on Wednesday **June 16, 2010** at LAMP, 185 Fifth Street at 7:00 PM. Our guest speaker will be Jessie Grebenc of ERA Architects Inc. Jessie will be providing a visual presentation of this project which was displayed at Harbourfront in 2009 as part of Toronto's 175<sup>th</sup> birthday.

Take a walk down those early Victorian streets. *Found Toronto* lets us see how the old Toronto connects to contemporary Toronto, and shows us where our history may lie, both out of sight and in plain view.

New Toronto  
Ontario Canada  
An Industrial and  
Distributing Centre

An Independent Municipality.  
Seven Miles from Toronto.  
Continued...

- (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.
- (3) Cheap Hydro-electric Power. Large blocks of electrical energy are available for industrial purposes at exceedingly low prices.
- (4) Attractive living conditions. One mile of frontage on Lake Ontario. Proximity to Toronto's great amusement parks. Forty-five minutes by street car to the centre of the city.
- (5) Cheap water. An inexhaustible supply of water is available for industrial and domestic purposes.
- (6) Ample labor supply.

One million people reside within a radius of fifteen miles.

## NEW TORONTO PRESENTS THE MANUFACTURERS' OPPORTUNITY

### MUNICIPAL ASSETS

An adequate system of fire protection, reinforced by ample water pressure. Fire underwriters quote very favorable rates. Easy Truck communication with Toronto and Hamilton. Thirty minutes to the centre of Toronto. One and half hours to Hamilton. Access to the widespread educational facilities of Toronto. Public utilities of most modern construction. Eighty per cent of the residences are owned by the occupants. Desirable residential areas close to Lake Ontario. Taxation rate compares favourably with surrounding communities.

### FAVORABLE INDUSTRIAL CONDITIONS IN NEW TORONTO HAVE ATTRACTED MANUFACTURERS OF INTERNATIONAL PROMINENCE

#### INDUSTRIES WE HAVE

Goodyear Tire & Rubber Co. of Canada Limited  
Anaconda American Brass Limited  
Ritchie Ramsay Limited  
Reg. N. Boxer Limited  
Donnell, Carman and Mudge Limited  
Phoenix Leather Co. Limited

H. S. and T. Crystal Co. Limited  
Ontario Wine Co.  
Canadian National Railway roundhouse  
A.A. Scully, Limited  
T. F. Firth & Sons, London, England own a site of fifteen acres, and expect to erect their Canadian plant in the near future.

### LARGE RUBBER PLANT

New Toronto's largest industry serves to emphasize the importance which the town has acquired as a manufacturing centre. Goodyear Tire & Rubber Co. of Canada, Limited, occupies a site of 25.8 acres, immediately north of the Toronto-Hamilton Highway. The plant has ample switching facilities. The buildings were erected in 1916 and there are over 1800 employees on the payroll. The company has a paid-up capital of \$8,483,000 and the plant has a floor space of 598,533 square feet. Since its establishment the plant has taken its place as one of the largest producers of motor car tires in the British Empire. The daily capacity is 4,000 tires, exclusive of tubes and other lines of rubber goods. The products are shipped from New Toronto to all parts of Canada, and the export markets are principally within the British Empire.

New Toronto is located in the heart of Ontario's industrial area. It affords a manufacturer an outlet for finished product within trucking distance of the plant. Its educational facilities,

coupled with those of Toronto, leave nothing to be desired. Recreation and diversity of sports are special features, which assure a minimum labor turnover.

Toronto can be reached by a fifteen-minute trip by radial car, and the extensive amusement facilities of Sunnyside, as well as the Canadian National Exhibition, can be reached much more readily by residents of New Toronto than they can by people living in the majority of the city's own residential districts.

### GROWTH ASSURED

New Toronto's growth is accrued. Its population increased 25 per cent, last year. Houses of a substantial type are being constructed, and entire streets are being built rapidly. Stores are rising not individually but in blocks. New Toronto is not a town of mushroom growth, however, but is backed by industrial and financial institutions of national and international prominence.

New Toronto has made almost phenomenal progress, during the past five years. A number of important industrial acquisitions, a steady increase in population and the installation of efficient municipal utilities brought a flourishing town into being in an exceedingly short time...

An advertising insert in the *Toronto Globe* of Friday April 13, 1929 by the Town of New Toronto.