

Upcoming Events

Royal Visit to Etobicoke, June 30, 1959

During their 1959 visit to Canada, Queen Elizabeth II and the Duke of Edinburgh stopped in Etobicoke. Join us on November 11, 2002 at the New Toronto Library at 110 11th Street at 6:30 PM to view a rare home movie of Queen Elizabeth's visit to Etobicoke in 1959. Nancy Hurn of the City of Toronto Archives will tell us about this recent acquisition as well as the progress of incorporating the Town of New Toronto's records into the Archives collection.

Castles and Kings

Join us on December 10, 2002 at 7:00 PM at LAMP, 185 Fifth Street for a wonderful slide show from Ron Brown, author of "Castles and Kings: Ontario Mansions and the People who lived in them." We have been fortunate to have Ron Brown as a guest speaker before. He now returns to talk about his new book. Copies of the book will be available for purchase and make a wonderful Christmas gift !

Join Us !

Join us to learn more about the history of the Town of New Toronto. New Members welcome ! Please phone Wendy Gamble at 251-1349 for more information.

The Story of New Toronto Past - Present and Future

(continued from previous issue)

The Town's Police Force is well organized and efficient. Practically all of the streets in the Town have been paved and the sewerage system in conjunction with the Town of Mimico is well planned out and can be increased in size to care for all demands. The Town has three large Public Schools, presided over by a Supervising Principal with a competent staff of teachers, and the whole is managed by a Board of Education elected by the people. In short, the Town of New Toronto offers to its residents every facility of a large City, and the people are a contented lot.

The population is mostly of Anglo-Saxon descent, with a small percentage of people of foreign extraction, mostly Ukrainian and Russian. The workers in the Town are intelligent, patient and industrious.

To prospective home builders the Town of New Toronto extends a warm invitation. To perspective industries, it offers special inducements by way of fixed assessment agreements. While the Town is situated on the shore of Lake Ontario it has not any harbor facilities and therefore does not seek the establishment of industries

which depend on dockage space.

The Town would like to hear from any industry which is not offensive in its operations. For further information write to the Secretary of the New Toronto Industrial Committee, New Toronto, Ontario.

It is interesting to view some of the older merchants and business houses of the Lakeshore district, some of which were established long before our first issue. In the first edition of *The Advertiser*, which was published in September 1917, one recognizes many names which are still familiar along our business streets. And one misses how many of the old familiar names of merchants who have gone out of business or removed from the district.

Glancing over the first copy we find the following Advertisers: Harrison Bros. Barber Shop, corner Mimico Avenue and Elizabeth St. Mimico; I.W. Royce, Real Estate, Church St.; A.D. Norris, Groceries; Chas. Levy, Tailor; The Connaught Picture House, Mimico; J.W. Sheffield, New Toronto; Norman A. Craig, Undertaker; A.J. Chapple, Queen St. W., Toronto; Sam Robinson, Barber Shop; Mrs. Beswick, Candy Store; W.H. Male, Law Office; Gormally Real Estate; New Toronto Pharmacy; J. Johnston, Baker; George Peacock, Hardware; W. Gear, Constructor; J. H. Doherty, Plumbing and Steam Fitting; Warner Bros. Groceries; F.J. Rich, Groceries; J. Coulton, Boot

Store; Tom Fish, Plasterer; Ontario Sewer Pipe Co.; Herbert Coulton, Gorcer; W.E.S. Savage Lumber; J. Barnum, Decorator; R. Waites, General Contractor; S. Chapple, Grocer, Long Branch.

It will be noticed that several of the above advertisers are still doing business in our district to-day and most of them have been regular advertisers in this paper since its first appearance in this district.

Advertiser
September 29, 1932

Our Fifteenth Anniversary

September 21st, 1917, might well be regarded as an important day in the history of Mimico and New Toronto because it was on that day that the Mimico and New Toronto Advertiser first made its appearance.

Neither Mimico nor New Toronto bore, then, much resemblance to the Mimico and New Toronto of today.

A few scattered houses and some five or six stores, formed the village of Mimico, whilst in New Toronto, much the same conditions prevailed. In New Toronto "Brown's Brass Mills" was perhaps the most important factory, the Goodyear plant being then in the course of construction. The Ritchie and Ramsey paper factory mill and the R. N. Boxer wall paper factory were old established places of business, but employed fewer hands than the Brass mill. With a population of probably less

than 3,000 in Mimico and New Toronto combined, it seemed a rash adventure to launch a weekly newspaper in such a district. Nevertheless there were those who believed that a local paper would be an asset to the two villages, and the pioneers of the venture received much encouragement from the merchants and citizens of the district, some of whom advertised their wares in the first issue and continued their support for several years.

It has been stated recently by a member of the governing body of Mimico, that the purpose of a town paper should be to "boost" the town to which the paper belongs and to emphasize the advantages of living in that town. Whilst it is true that such a policy might be beneficial financially to the publishers of the paper by bringing increased subscriptions, yet it is the plain duty of those responsible for the publication to see that all matters of public interest are dealt with in an impartial way and to expose any dealings or conditions that might exist which would be detrimental to the welfare of the town. Much has been said also in regard to adverse publicity brought to Mimico especially, through the reports of the Council meetings, which have appeared in the local and some city papers....

(to be continued in the next issue)

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September 29, 1932