

NEWSPAPER

New Toronto Historical Society Volume 5 No. 1 March 2003

Upcoming Events

Annual General Meeting

Join us on March 5, 2003 at LAMP (185 Fifth Street) at 7 PM for the Annual General Meeting of the New Toronto Historical Society and an encore presentation of "Copper Goes To War", a colour film produced by Anaconda American Brass, a major employer in New Toronto. The movie was produced in the early 1940s by the company to explain the importance of its work to the war effort. This will be of great interest to former employees of Anaconda (Arrowhead). Bring a friend !

City of Toronto Archives

Join us and Nancy Hurn of the City of Toronto Archives as we learn what records are available to help you research the history of your home, family and community. The meeting begins at 7PM on May 14, 2003 at LAMP, 185 Fifth Street. Bring your neighbours and friends and learn about this valuable resource.

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.

Fifteenth Anniversary

(continued from previous issue)

The obvious answer is that Council meetings should be conducted in a manner and with a dignity in accordance with the importance of the office, and on strictly business lines. It might be well to point out here that had there been no local paper in which to report the doings at the various public meetings for the benefit of citizens who find it impossible to be present, the majority of the people would have little knowledge of the affairs of the town, as the city papers give little space to affairs of such small towns as Mimico and New Toronto.

Upon going back over the fifteen years that have elapsed since the first issue of the Advertiser, we find that amongst the first supporters of the paper were "Archie" Norris who had the honour of placing the first "advt", A.E. Bruhne, "Jack" Doughty, "Jim" Gormaly, Jowett Coulton, Wilson's Drug Store, J.J. McCullum, Chas. Levy, Carl Grobba, J. Free, W.E. Savage, Connaught Picture Theatre, James Dunn and Brown's Brass Rolling Mills. The first paid subscriber was the Rev. John Morgan, then pastor of the Mimico Methodist Church, followed by Mr. Douglas Davidson, "Bert" Greer a member of the New Toronto Council in later years, the late Mr. John English,

Principal of the school which now bears his name, Canon Tremayne, the late Dr. Forbes Godfrey and other well-known citizens of that time. The Council and School Trustees of New Toronto gave their full support from the beginning, "Ed" Janes, Reeve at the time, being an enthusiastic supporter of the "home" paper. Mr. J. F. Brown, of the Brass Mills, was also an enthusiastic supporter and often complimented us upon our enterprise. As the Editor and Founder of the Advertiser, was at the time a member of the Mimico Town Council, Mimico Council was debarred from giving financial support to the paper, but personally all the members of the Council showed their appreciation in individual subscriptions. Of course there were cynics and doubting Thomases who could see nothing that could happen in New Toronto or Mimico that would be worth publishing and predicted nothing but failure. However, the Advertiser, very early in its career, attained a wide, if not a numerically large circulation and copies found their way to England, France, Belgium, Gallipoli and far off Mesopotamia, where they were eagerly welcomed by the men of Mimico and New Toronto, who were fighting the common enemy in the great world war. One of the sad features of those days was the publishing of the names of those who paid the supreme sacrifice in that awful conflict. What the local paper meant to those men and boys can only be measured by those who, having left their native town look forward to the

coming of the little paper that gives them news of the folks at home, which to many is news of the greatest interest. In writing this brief account of the history of the Advertiser at the request of the present Editor, Mr. J. H. Martin, may I express my pleasure at the continued success of the paper and the hope that the Advertiser will ever be fair and impartial in its views, giving credit where credit is due, criticizing and condemning when necessary the things that are inimical to the welfare of the town and its citizens, regardless of political persuasions or affiliations.

To set forth clearly, concisely and without prejudice the facts in any given situation so that its readers may be enabled to arrive at sound judgements, to direct the thoughts and aspirations of those in public life toward the betterment of living conditions for all, should be the avowed purpose of the Editor of the local paper of any community.

Such we believe is and will continue to be the purpose of the present Editor of the Mimico and New Toronto Advertiser

EDWIN ELAND

Advertiser
September 29, 1932

New Fire Hall for New Toronto

Building Designed To House New Pumper - To Cost \$17,000

New Toronto fire equipment will be housed in a new solid brick building 50 feet by 50

feet, trimmed with out stone. The hall, located on Eighth St., west side, near Lake Shore Rd., will cost about \$17,000. A band room will be on the second floor. New Toronto council decided on the new building to house the new fire-fighting equipment, consisting of a 600-gallon a minute pumper and a new ladder truck. The building was designed by James, Proctor, Redfern and H. A. McIntyre, architects and engineers.

Advertiser
April 10, 1930

(The fire hall is still there with a later addition still serving New Toronto)

New Imperial Bank

This new bank opened last Tuesday at the corner of 8th St. and Lake Shore Road.

Advertiser
April 11, 1929

(The bank building is still there and operates as a variety store)

New Toronto Parks Showing Improvement

Newest Park On Lake Shore Will Add To Beauty of Town

Steady work during the past weeks by the staff of the Works department has resulted in a wonderful improvement being noted in the parks in the town. At Rotary Park the baseball diamond has been put in fine playing shape. The grass and trees and shrubs have been well looked after and show the results now adding greatly to the appearance of the park.