

McDonald's initial structure can still be seen today. The building was designated under the Ontario Heritage Act by the City of Toronto in 2002.

8. Bell Telephone Exchange Building, 80 Birmingham St.

The building was constructed in 1925 in the Neo-Classical style for \$125,000 and served the 1,500 subscribers of Mimico, New Toronto and Long Branch. It replaced an earlier exchange constructed on Sixth Street just north of the Lakeshore Road. Staff at the office included 52 employees who processed an average daily calling rate of 13,000 calls. An addition was made to the building in 1929 at a cost of \$80,000. The building was designated under the Ontario Heritage Act by the City of Toronto in 2008.

9. Campbell Soup Building, 60 Birmingham St.

According to the Campbell Soup website:

The story of Campbell Soup began more than 140 years ago when Joseph Campbell, a fruit merchant, and Abraham Anderson, an icebox maker, formed the Joseph Campbell Preserve Company in Camden, New Jersey producing and selling canned fruits and vegetable preserves. It wasn't until 1897 that the concept of condensed soup was born with much thanks to John T. Dorrance. Condensed soup revolutionized how North Americans could easily and quickly feed their families with affordable, delicious and nourishing soup. The new condensed soup was easier to transport and by reducing the quantity of water, the volume of an individual can was greatly reduced which made it economical.

Campbell Soup came to Canada in 1930 when they purchased land in New Toronto to build their first Canadian plant. Mathers & Holdenby, Architects were hired to design the new factory and built a wonderful Art Deco building. The factory opened in 1931 employing 150 people. The plant would quickly expand and many additions would be made to the building to keep up with market demand. It is the last of the remaining original large employers in New Toronto.

10. LAMP Building, 185 Fifth St.

Originally constructed as a 4 room school in 1910 in the Neo-Classical style, it would continue to expand, and a second storey would be added with cupola in order to keep up with the number of school aged children as New Toronto expanded. It served as a school until February 17, 1947 when it was largely destroyed by fire. It was subsequently rebuilt and became the New Toronto Town Hall. After amalgamation of New Toronto into the Borough of Etobicoke in 1967, the building continued to be used for municipal purposes until it became a community health centre in 1976. It is the current home of the Lakeshore Area Multiservice Project or LAMP. The original features of the old school house can still be seen in the first floor of the building.

As we walk back down Sixth Street note the 1890s workers cottages on either side of the street.

11. Sixth Street Workers Homes, 169 Sixth St.

Sixth Street still contains many of the homes built for factory workers in the 1890s. The single detached home as No. 169 was constructed in 1892. The Gothic Revival workers cottages to the north (Nos. 173/175/177/179) were built as 1 ½ story structures from 1891 to 1893. Across the street we have examples of semi-detached homes in the Bay and Gable style at 181/183 which were built between 1891 and 1892.

12. St. Margaret's Anglican Church, 156 Sixth St.

According to the website of St. Margaret's Anglican Church:

The Parish of St. Margaret, New Toronto, had its humble beginnings in the spring of 1906 as a mission of Christ Church, Mimico. On June 10, 1910, the cornerstone was laid, and the building was completed on June 7, 1911. It was formally dedicated on April 2, 1917. During the next two decades, the church was furnished, memorials and stained glass windows dedicated, and a variety of improvements made. A parish hall was constructed and dedicated on February 6, 1952.

For its 100th anniversary, the church underwent a \$1.8 million dollar renovation project.

Sources

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City of Toronto. Staff Report - Bell Telephone Company Building – Intention to Designate, Part IV, *Ontario Heritage Act*, May 10, 2007.

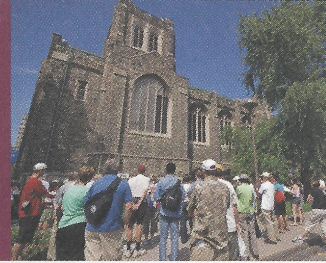
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Introduction

In 1890 the Mimico Real Estate Security Company began construction of a new industrial suburb on 550 acres on the Lake Shore Road in the Township of Etobicoke. Calling the embryo town "New Toronto", the developers proudly stated that the new community "promises in time to equal, if not surpass Old Toronto as a commercial centre". The consortium of manufacturers constructed new industrial enterprises in the area and subdivided the land for residential development.

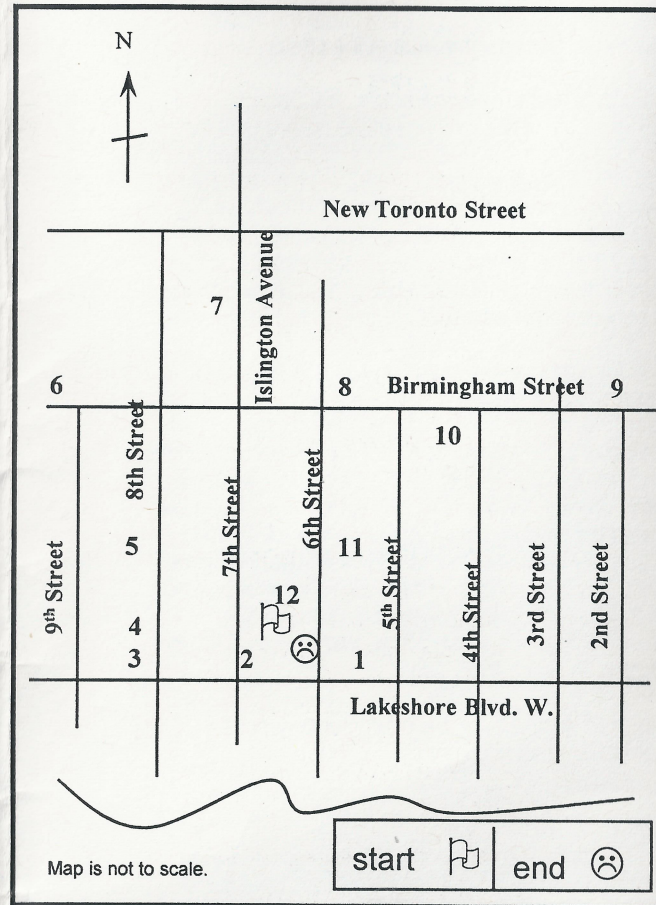
In order to facilitate the growth of their newly acquired lands, the main investors also became involved in the construction of a radial streetcar line to serve the area. The Toronto and Mimico Electric Railway began construction of the new radial line along the Lake Shore Road in 1892, reached the mouth of Mimico Creek in July 1893, Kipling Avenue by September 1893, and eventually reached Etobicoke Creek by 1895. A number of factories were built within a few years. However, the severe economic depression of the mid 1890s, bankrupted the Mimico Real Estate Security Company and most of the new factories closed.

At the beginning of the 20th century development continued with new businesses occupying many of the vacant industrial buildings and even constructing new factories. Reg. N. Boxer, producers of paper products opened for business in 1903 and Brown's Copper and Brass Rolling Mills opened next door in 1910. With the increase in population attracted by these new industries, the area became a Village in 1913. During World War I a number of new industrial enterprises moved to the area. These included the Fabrikoid Division of Canadian Industries Limited which began construction on their new plant in 1915, the Goodyear Tire Company in 1917, and the Donnell and Mudge tannery in 1918.

Promoted by infrastructure improvements such as the paving of the Lake Shore Road in 1917, development flourished. By 1920, the population increased to 5,000 and New Toronto became a Town.

Anaconda American Brass Limited came to the area and rented the existing Brown's Copper and Brass plant in 1922. In 1928 Anaconda purchased the property and expanded the plant. The community's industrial success continued during the Great Depression of the 1930s. During those trying times, three other major industries were attracted to New Toronto: Campbell Soup in 1931, Gilbey's Distillery in 1933 and Continental Can in 1935.

By the 1980s industry in New Toronto was in decline, reportedly the victim of globalization and free trade. All the major industrial operations closed with the exception of Campbell Soup which is the only original industry still in the area.



1. Reid's Store/Hall, 2884/2886/2888 Lake Shore Blvd. W.

This simple brick building was built in 1892 for Christopher Reid, Merchant. As the only large space in the community in the early days, the Hall on the second floor was used by many community organizations as they got their start in New Toronto. Local groups that met here included the New Toronto Methodist Church and the New Toronto Lawn Bowling Club.

2. New Toronto Post Office, 2930 Lake Shore Blvd. W.

This beautiful Art Deco Moderne building was built in 1935 to a design by the architects Catto & Catto. The structure is built of Ontario limestone, with polished black granite banding at the top and bottom of the building. A terrazzo floor was laid in the interior of the public space of the building, lit by a skylight. The building included an apartment at the rear of the structure for the caretaker. In 1962 a one-storey addition was made to the east end of the building, matching precisely with the original design. In 1993 the building was closed as an active post office, and was later sold.

3. New Toronto Public Utilities Building, 2974 Lake Shore Blvd. W.

The New Toronto Public Utilities Commission was founded, by a municipal vote, in 1920 to administer both water and power in the municipality. Originally they were located in the Reid Building on the Lake Shore Road, but in 1924 built the current building at the northwest corner of Eighth Street and the Lake Shore Road. Designed in the Neo-Classical style, it was originally a one storey structure to which a second storey was added at a later date.

4. New Toronto Fire Hall, 130 Eighth St.

The New Toronto Fire Hall was constructed in 1930 in the Italianate style at a cost of \$17,000 to plans from the architect H.A. MacIntyre. Attributes of this style include – Triplet elongated windows with arched tops; emphasis on the vertical; heavy bracketing under the eaves; and, originally, a tile roof. A sympathetic addition was made to the north end of the building at a later date. The building continues as a fire station today.

5. New Toronto War Memorial – Sir Winston Churchill Branch Canadian Legion, 150 Eighth St.

This unique memorial – a fountain – was a gift to the Town of New Toronto in commemoration of its citizens who lost their lives in World War I. Originally it was located on Eighth Street south of the Lakeshore Road next to the Brown Building, which at the time contained the municipal offices.

6. New Toronto Hydro Substation, 124 Birmingham St.

With an influx of industry and an increase in demand for electricity this hydro substation was built in 1919 to serve local industry. Constructed in the Neo-Classical style it now lies vacant and unused, a victim of the deindustrialization that struck New Toronto in the 1980s.

7. McDonald Stamping Works, 222 Islington Ave.

This was one of the first - and the last of the original factories - of New Toronto and was constructed in the Romanesque Revival style in 1891 at a cost of \$10,000. Thomas McDonald was one of the original investors in the Mimico Real Estate Security Company. McDonald moved his factory here from Toronto. The company was bankrupt by 1896 when Canada Permanent Loan & Savings Co was listed as the owner of the property. In 1899 the Grocer Goods Manufacturing Co. Ltd., is listed as the owner with a value of \$8,000. In 1900 the Imperial Soap Manufacturing Co, is listed as the owner. In 1903 the buildings were bought by the Reg. N. Boxer Ltd. makers of fine wallpapers. The Reg. N. Boxer factory was a very successful operation and expanded over the years until it occupied the entire block. In 1927 the company merged with three other wallpapers manufacturers to become the Canadian Wallpaper's Association Ltd. In 1946 the company spun off its colour department to become a separate company of its own – Dominion Colour - which still operates from this location.