



Ernie and Barbara Lush, 1950 (Eric Maginnis)



Former Lush House, 618 Curzon Avenue, 2004 (Kathleen A. Hicks)

Part Four 1951 - 2000

Applewood Acres Subdivision - 1951

ON MARCH 1, 1951, G. S. SHIPP & SON Limited, a company well established in the construction business in Toronto and Etobicoke, purchased over 25 acres (10 ha) of the north half of Lot 7, Con. 2, SDS, south of the Queen Elizabeth Way (QEW), just west of Dixie Road, from James Robinson for \$40,000. That same day a subdivision plan was registered. This area became the first phase of the "Applewood Acres" subdivisions, a name coined by Gordon Shipp's son, Harold, 25, who had worked in the family business since he was a young lad. On May 11th, another property purchase was made from Frank Wicks.

During construction, the Shipp's left as many apple trees from the former Robinson orchard as possible. By May 24th weekend, when the apple blossoms were in full bloom, they had a furnished model home opened, one of the first model homes ever put on display in or around Metro Toronto. The one and one and a half storey brick bungalows on 40 foot (12 m) lots sold for \$12,500 each.



◀ Gordon Shipp



▲ Every Shipp home had a brick stating "Shipp Built."

Another first for the Shipp's was running a full page black and white advertisement in the *Globe and Mail* on May 24th. Up to this time, no home builder in Canada had ever ventured to such an extreme. The following week, they topped themselves by putting an ad in the *Toronto Telegram* and adding colour - red!

A purchase was made on August 24th of Eileen and William Ashe's property and Applewood Acres, the Shipp's first subdivision in Toronto Township had 104 houses. The main street in the subdivision was called Applewood Road.

The second phase of Applewood Acres, north of the Queen Elizabeth Way, was started in 1952. There would be 733 houses in this subdivision, where they sold in the range of \$14,500 to \$17,000. When the Applewood Village Plaza, which was given sanction by the Ontario Municipal Board in April, 1954, was completed in 1955, the Shipp's moved their offices to this location. Other projects followed: Applewood Heights in 1959, and Applewood Hills in 1961, which contributed to Shipp receiving the accolade of having been "one of the largest single subdivisions ever built in Canada by a family developer." Their first apartment complex was Applewood on the Park in



▲ Harold Shipp



▲ A Shipp Home (Photos courtesy of Harold Shipp)

1966. They have never slowed down, contributing immensely to the foundation of the City of Mississauga with pride.

The Shipp Corporation offices have been located at 4 Robert Speck Parkway since 1979, where four majestic office buildings, completed by 1990, comprise the Mississauga Executive Centre at the City Centre. Gordon Shipp passed away on February 9, 1981, and Harold carried on with daughter, Victoria, and son, Gordon, who has been president since 1996. The company celebrated its 80th anniversary on March 23, 2003.

With the Shipp's' Applewood influence there are 34 listings in the telephone book, which includes Applewood Village Shopping Centre, Applewood United Church and Applewood Chevrolet Oldsmobile, a car dealership owned by Harold Shipp from 1959 to 2000.

Canadian Admiral Corporation - 1951

On Monday, April 16, 1951, the Canadian Admiral plant was officially opened on the Lakeshore Road in Lakeview on 11.7 acres (4.7 ha) of James Robinson Shaw's grant, Lot 12, Con. 2, SDS. The property had been purchased on April 12, 1950, for \$30,000 from Ida and James Rea, executors for John Richie in trust for his two grandsons. It was the first factory built in Canada to manufacture televisions. The opening ceremonies were presided over by president Vincent Barreca. Special guests included Peel County MP Gordon Graydon, the Honourable Thomas L. Kennedy and members of Toronto Township and Port Credit Councils.

Admiral, one of Toronto Township's first major industries, was founded by Messrs. Barreca and Hummel in October, 1946, in Toronto and came out to the Small Arms building in May, 1947, then moved to the Sheaffer Pen factory in Malton in 1948.



▲ Official Opening of Admiral, 1951

IN THE BEGINNING, IT WAS A SMALL OPERATION, MAKING radios, phonographs and black and white television sets. It was decided to return to the Lakeview area because most of its employees resided there. The 1,200 foot long, 500 foot wide, 552,000 square foot plant (366 m x 152 m x 51,000 m) with executive offices and showroom was opened in January with 250 employees. Its four assembly lines would have a minimum production of 25,000 television sets and 50,000 radios a year to supply its 2,500 Canadian dealers. A double track railroad spur was run in at the east side of the building to accommodate shipping.



▲ Canadian Admiral Plant Aerial View

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In 1953, a \$325,000, 70 foot (21 m) addition was added to the rear of the plant. In 1954, Barreca left to head up the American affiliate and Stuart Brownlee took over his position. Over the years as production grew and the number of employees rose, 750 television sets a day were produced.

In 1961, the company started to manufacture refrigerators. This became an important part of the operation until it took over 400 employees to keep the plant humming. Colour televisions went on the assembly line in 1963 and sold from \$700 to \$1,000. By 1965, 610 people were employed and sales totaled \$26 million. On February 24, 1966, 6.2 (2.5 ha) acres were purchased for \$30,000 for expansion.

Admiral not only had busy assembly lines but had a research staff that pioneered the design for special TV receivers to be used in hospitals, schools and hotels. There was also a research and development division that was doing production for the armed forces and the emergency measures organization of the Canadian government. Some innovations were the radiation detection devices and an instrument for measuring fallout called "Radiac." These meters were also manufactured for the United States Armed Forces.

After celebrating 25 years in business in 1976, one year later on October 26th, Canadian Admiral Corporation Limited closed down the Division that manufactured coloured television sets, called "brown goods," laying off 300 workers. The "white goods," such as refrigerators, stoves and other appliances, would continue for the other 400 employees. John Raynor was president at this time.

Admiral's parent company, Rockwell International Corporation, began to negotiate with a Montreal firm to sell the Lakeshore plant. Admiral went bankrupt on November 23, 1981, putting its 400 people out of work. The plant was closed down and then it was sold to Inglis Limited on March 26, 1982, along with plants in Cambridge and Montmagny, Quebec. Inglis, founded by John Inglis in Guelph in 1859, reopened the plant and hired many of the former Admiral employees back and began to manufacture refrigerators under the brand name Admiral, in keeping with the Admiral tradition. Inglis, under president Bob Collins-Wright, had moved its head office from Toronto to Mississauga in 1981. In 1987, Whirlpool Canada Inc. purchased several smaller appliance manufactures such as Inglis.



▲ Newspaper Ad

The former Admiral factory at 501 Lakeshore Road East was closed down in 1991 and Whirlpool sold it on June 21, 1996. It had stood empty since it was vacated until 1997 when Saxco Canada Limited, a bottle distributor, rented the office building. The Bike Zone is also located there. The warehouses are utilized by businesses such as Massilly North American Inc. and Consumers Glass.



Students Tour Canadian
Admiral Factory, 1951 ▶
(Photos from the
Port Credit Weekly)



▲ Former Admiral Building, 501 Lakeshore Road, 2003 (Kathleen A. Hicks)

Speck's Fruit Farm Market - 1951

Robert Speck (b.1915, d.1972), who had been a farmer all his life in Clarkson, purchased a piece of property, Lot 67 of the Lakeview plan, formerly owned by the Duck family, Lot 9, Con. 2, SDS. He had a large open air facility built at 947-9 Lakeshore Road, Stop 6, on the north side of the Lakeshore Road. Here, he opened Speck's Fruit Farm Market on May 17, 1951.

Feeling secure about the move, he sold his farm in Clarkson on July 16, 1951.

He established a successful business in Lakeview that prospered and became a popular location on the busy highway.

◀ **Robert W. Speck**

(Mississauga News)



▲ **Speck's Fruit Farm Market**

(Photos courtesy of the Speck Family)

A YOUNG LADY WOULD CALL AROUND THE NEIGHBOURHOOD for orders and then they were delivered. Bob purchased much of his fruit and vegetables from his farmer friends in Clarkson.

The Specks rented a house on Balsam Avenue in Clarkson until 1953, when Bob had a stylish two storey white frame house, designed by R. Bodley, built with a white picket fence on First Street to accommodate his wife, Enid, 1919, and children, John, 1942, and Marlene, 1944. Son Paul was born here in 1954.

Bob Speck joined the Lakeview Businessmen's Association in 1951 and became president in 1955. This connection made him aware of



▲ Bob, Enid and Friends, Lloyd and Viola Herridge, 1947 (Viola Herridge)

several problems in Lakeview that bothered him and he decided to do something about it. This led to his becoming politically conscientious and at age 41, he became councillor for Ward 1 in 1956. The following year, he was voted in as Deputy Reeve, and in 1960 took on the responsibility of Reeve of Toronto Township, winning out over Mary Fix.

With his new lifestyle established, he sold his market to Jack Purdue and never returned to his roots for the rest of his life. He saw his dream of Toronto Township becoming the Town of Mississauga on January 1, 1968. Health problems began to plague him at this time and he was given a heart transplant on December 20, 1971, which

was successful, but he got pneumonia and died on April 5, 1972, after being Mayor for four short years.

In 1977, Robert Speck Parkway Boulevard at the City Centre in the Cooksville area was named for him. A strip plaza now occupies the location of the Speck Market. The Speck homestead that was sold by Enid on August 29, 1989, still stands at 940 First Street and was occupied by Verna and Greg Tipple until April, 2004. On Friday, August 23, 2002, our former first lady, Enid Speck, passed away. The Mississauga Heritage Advisory Committee put the Speck house on the City's Heritage List on November 26, 2002.



▲ Robert Speck



▲ John, Paul, Robert, Enid and Marilyn Speck, 1960
(Port Credit Weekly)



▲ Enid Speck, 2000

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▲ The Speck House, built in 1953 (Kathleen A. Hicks)



Ignat (Iggy) Kaneff - 1951

On April 18, 1951, Iggy Kaneff arrived in Canada from Gorno, Ablanovo, Bulgaria, where he had been born on October 6, 1926. He and his wife, Katarina, had sailed the great Atlantic Ocean on *The Scotia* liner and landed in Quebec. He arrived here with \$5 in his pocket, but lack of money did not deter this ambitious immigrant, who only knew one word of English, “Yes.”

The Kaneffs took a train west and arrived at Union Station in Toronto and took a taxi to Yonge and Queen Streets. Their \$5 was gone.

His first home in his new country was in Lakeview. He saw a sign advertising “garage to let” and enquired about it and met Mrs. Bertulla. He rented her garage on Alexandra Avenue and set up housekeeping with few conveniences.

One of the first persons he met was Robert Speck when he went to his market on the Lakeshore Road to purchase food. He went looking for employment and became a G. S. Shipp & Son employee, working for \$1.10 an hour, assisting in the building of homes in the Shipp’s new subdivision, Applewood Acres.

A year later, having garnered some important experience in the construction field, he bought a lot and began to build a family home in his spare time.



▲ Iggy Kaneff

THEN HE BRANCHED OUT ON HIS OWN, FORMING KANEFF Construction, and used the rented garage as his office. He started on a small scale and bought a lot in Lorne Park, built a house and sold it and then bought two more in the area and he was on his way.

In 1955, he quit his job and started Kaneff Properties Limited and building custom homes in Erindale Woodlands was his first major project. By 1957, he was constructing his first apartment building of three storeys and nine suites. This first one was red brick, but then he changed to only white brick apartment buildings and it became his trademark like Colonel Harland Sander’s white suit.

The rest is an historical miracle for this ingenious man, who loved his adoptive country so much he became a Canadian citizen in 1956. Over the years, he remained close friends with the gentlemen who gave him his start, Gordon and Harold Shipp. He would say, “Friends can’t be bought, they have to be earned.”

By 1968, he had built over 200 houses in Peel County and six apartment buildings. Now he was speaking fluent English. It was not



▲ Kaneff House, Erindale Woodlands
(Nonie Wilcox)



▲ Kaneff and Apartment Building
(Mississauga News)



▲ Enjoying Golf
(Ignat Kaneff)

long before his construction company was building apartment complexes in Toronto, Oakville, Etobicoke and Barrie. Why did he choose the field of construction? Because, “It gives one pride in a sense of achieving. Watching something grow is an accomplishment in itself.”

In 1971, he set up his offices in the basement of one of the apartment buildings he had constructed in Cooksville, the Centennial Towers at 2590 Argyle Road. It was in 1976 that he built a seven floor office building at 101 Queensway and Confederation Parkway. Then others followed and he moved his offices to the top floor of one of his office buildings at 1290 Central Parkway West.

By the 1990s, his Kaneff Group of Companies had constructed over 3,000 single and multiple family dwellings, over 8,000 multi-residential, both low and hi-rise units, and numerous retail-commercial plazas, office buildings, administration offices and gas retail outlets. His business continues to grow in leaps and bounds. He has come far in his relationship with Canada since he first set foot on its shores.

He is genuinely proud of Mississauga and his involvement in helping it grow. Although he is at the stage in his life where he can dele-

gate the work to make his load lighter, he continues to have input in all aspects of his business. He even finds time, too, for a game of golf. He says he has three hobbies, “Golf, golf and golf.” Sometimes he will play every afternoon during the season with different colleagues and business associates. With golf being one of his many passions in life, it has led to the development, building and managing of several prominent golf courses. His office was relocated in 2002 to his Lionhead Golf and Country Club on Mississauga Road in Brampton.

Over the years, he has received many awards for his numerous humanitarian efforts such as his 1982 Mississauga Citizen of the Year Award. In 2002, he was presented with the Brampton Person of the Year Award and the Queen’s Golden Jubilee Medal. In 2003, he was appointed as Honourary Consul to Ontario for the Republic of Bulgaria. In Iggy Kaneff’s own words, “There is not another place in the world like Canada. It is the country of opportunity and promise.”

When you are driving around the Region of Peel, look skyward to see “Kaneff” blazoned on the top of the huge white high-rise buildings and you will realize that he is right.

The First Bank - 1951

THE CANADIAN BANK OF COMMERCE purchased property from Ed Post at Stop 8 on the Lakeshore Road, east of Cawthra Road, and started excavation for Lakeview's first bank on Monday, March 26, 1951. An open house at 749 Lakeshore Road was held on July 14th, and the bank opened officially on July 16, 1951, with Richard E. Davis as manager. The accountant was Ray Erwood.

The Canadian Bank of Commerce was founded in Toronto in May, 1867, with the prominent financier, William McMaster, for whom McMaster University in Hamilton is named, as benefactor. In June, 1961, the Commerce merged with the Imperial Bank of Canada, that had been started in 1875, to become The Canadian Imperial Bank of Commerce, the CIBC.



◀ Richard Davis, Manager
(Port Credit Weekly)



▲ Interior of Canadian Bank of Commerce, 1951
(CIBC Archives)

Down through the years the managers at the Lakeview branch were, G. Coulton (1963-1970), T. L. Lurkin (1970-1975), J. D. Gibb (1975-1977), H. W. Bos (1977), L. W. Martyn (1978-1984), B. M. Seeley (1984), M. T. McGlynn (1985-1994). The bank closed on July 15, 1994. The building at 749 Lakeshore Road is now the Pain Relief Clinic.

Advertisement - 1959



Yes, you'll find convenient banking service located right in the new Lakeshore Plaza next to the A & P store in Lakeview at the new Bank of Montreal branch which opens there on Monday - to serve shoppers, merchants, residents and businessmen in the district.

This new B of M eliminates the need for shoppers to make special trips to the bank ... and offers the same kind of helpful service Canadians in every walk of life have come to expect from the B of M over the past 141 years. Now you'll have a modern, up-to-date banking service right where you need it ... without stepping out of the shopping area.

Why not drop in and see our new office on your next shopping trip. A warm welcome awaits you at Canada's First Bank.

Port Credit Weekly,
April 30, 1959

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▲ Former Bank Building, 2003 (Kathleen A. Hicks)



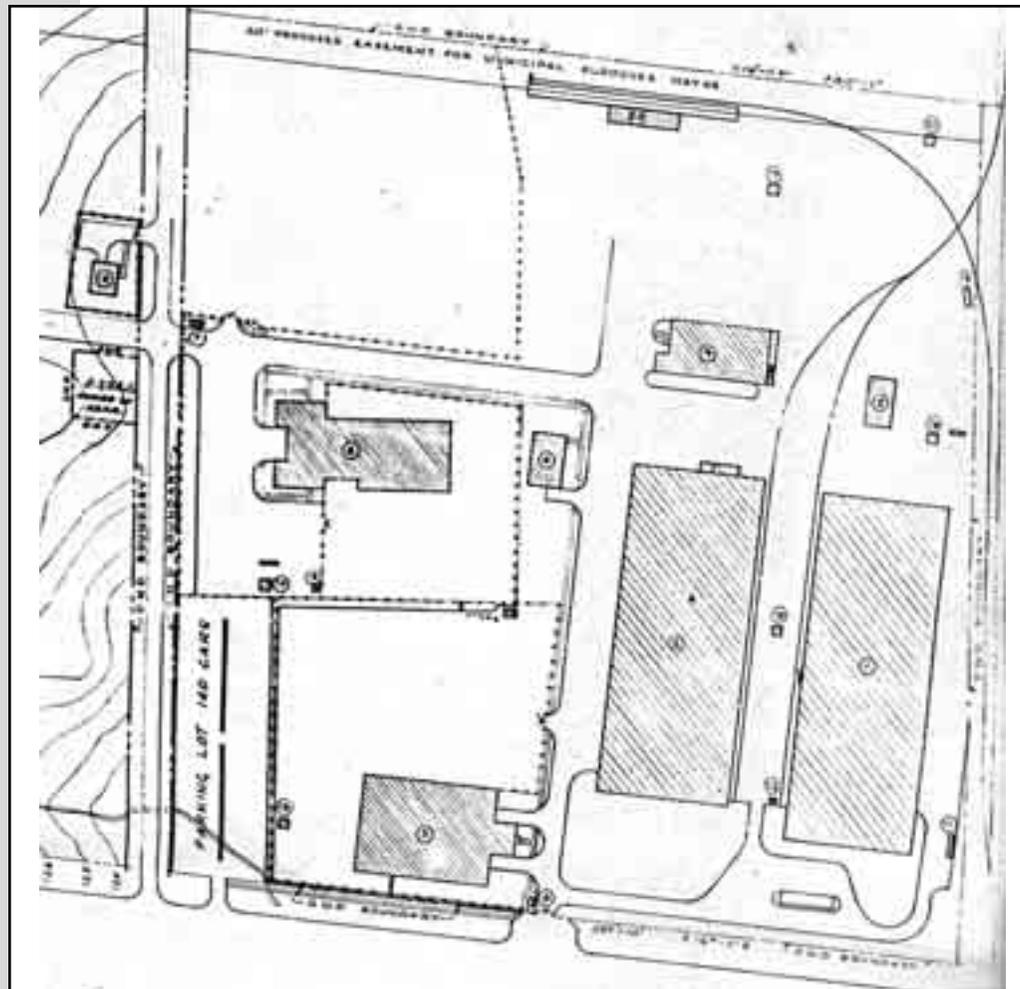
▲ Ray Erwood, Accountant of the Canadian Bank of Commerce



▲ First Bank of Montreal Manager, D. A. Gardiner (Port Credit Weekly)

Army Ordnance Depot - 1952

On May 22, 1951, equipment from the Swansea Construction Company rolled onto 25 acres (10 ha) on the east side of Cawthra Road, north of the CNR railway tracks, to start preliminary work of grading and excavating for one of the largest Canadian Army bases in the Central Command, which takes in most of Ontario. The Department of National Defence purchased this site on December 28, 1950, from Bell Ayre Developments Limited for \$68,320 for its multi thousand dollar Army Ordnance Corps Centre. This property, part of the original Joseph Cawthra grant, Lot 10, Con. 2, SDS, had been purchased by a Toronto promoter, who intended to build a race track, but Toronto Township Council vetoed his plans with an anti-race By-law. The Centre would house the Royal Canadian Electrical and Mechanical Engineers (RCEME), presently based in Malton. The No. 15 Regional Ordnance Depot, of approximately 340 Army and civilian personnel, would be under the command of Major T. A. Jamieson. The Depot would supply military stores and equipment to the Kingston and London areas.



▲ Map of Army Ordnance Buildings
(Military Department of Defence)

THE PROJECT WAS BEING SUPERVISED BY THE DEFENCE Construction Corporation and Piggot Construction Company was given the contract to construct the warehouses and heating plant. A second property purchase took place on February 1, 1952, from Nathan Silver of North York and Bell Ayre. A third followed on December 1, 1952, from Toronto Township.



▲ **The MacQueen Trophy Presentation, 1959**

(National Defence, CC12350-3)

The official opening was held on March 15, 1952, and on March 24th, the first occupants moved onto the Base, taking over the first completed warehouse. Each two storey cement block warehouse covered two acres (0.8 ha) and was 200 feet wide and 500 feet deep (60 m x 150 m), with spacious accommodations for administrative offices, conference rooms, officers' messes, a cafeteria and other facilities. The Depot had its own central heating plant with oil burning furnaces and sewer system, but the water was supplied by Toronto Township. The second warehouse was expected to be completed and occupied by April 15th. The RCEME building, a block structure, 200 feet by 150 feet (60 m x 45 m), being put up by Carter Construction was underway with its



▲ **Army Ordnance Crest**



▲ **Rescue Training, 1961**

(National Defence, CEN-61-144-12)

steel work in place. On March 28, 1952, a railway siding was negotiated with the CNR to accommodate the shipping of supplies. A workshop was also under construction and would be ready by fall. A parking area on the north side of the property could accommodate 140 cars. Once construction of the initial buildings was concluded, with the entrance just north of the tracks, the entire acreage was landscaped.

The structures progressed until there were 23, which included a Sub Station, 1952, Hose Reel Hut, 1952, Gate House, 1953, Pol

Shed, 1953, Garage, 1954, Fire Hut, 1954, Gardener Storage Shed, 1954, a Storage Shed, 1959, and an Ammo Storage Unit, 1966.

Atwater Avenue that started at Canterbury Road was put through the Army Depot property to Fifth Street in 1961 and Fifth Street was changed to Atwater Avenue.

On October 31, 1968, the Ordnance Depot, 1305 Cawthra Road, consisting of 38 acres (15.2 ha) and 20 buildings, was transferred to the Department of Public Works of Canada and the Army vacated the premises. Lou Lomas, wing commander, was in charge of shutting the facility down. By March, 1969, only one building remained on the Depot property, the No.12 block warehouse. It, too, was later demolished. The police used part of the area for K-9 training. The property was then purchased by the Canada Post Corporation and utilized until 1996. The property was dormant for three years, sometimes utilized by the Mississauga Fire Department for training purposes.

In 2004, the corner acreage that was once the parking lot is vacant and fenced, where the rest of the property was built up in townhouses and two apartment buildings in 2001.



▲ Former Army Depot Location, 2004
(Kathleen A. Hicks)

Memories



▲ Winnie Crowe

"In 1950, due to the influx of home building in Lakeview, Lakeview Beach School became overcrowded and we parents were notified that children living on Cawthra Road and the Northaven area would have to attend the new Lakeview Central Public School at the corner of Fifth Street and Ogden. This meant a very long walk for the children.

"A more direct path to Fifth Street meant following the old farm lane, then crossing a field, climbing a fence to get to Fifth Street and Northmount, then walking to Ogden. The Army refused to remove the fence until our local councillor, Charles Jenkins, whose children were part of this group, went to bat for us and the fence was removed. We still had no roadway, just a muddy lane with a creek running through it. In winter, the children had to navigate through heavy snowdrifts. We often ended up hiring taxis at our own expense to get the kids to school.

"The parents of children living in the Northaven area were even in a worse predicament as Atwater had not been extended - a bridge had to be put over the Cooksville Creek finally Atwater was extended to join up with Fifth Street and renamed Atwater and then the children had a more pleasant walk to school."

Winnie Coyne Crowe, 2003
Cawthra Road resident since 1920

Pleasant Valley Trailer Park - 1952

Mary and Dante Cuomo came to Lakeview in September, 1952, and became partners with Mr. Sam Gaines in the Pleasant Valley Tourist Court, which was located on the west bank of the Etobicoke Creek, north of Lakeshore Road, Lots 4 and 5, Con. 2, SDS, purchased from Denny and Maria Marsich.

The Cuomos were Hamilton born and raised. They were married in 1938 and Dante worked for the Steel Company of Canada. During World War II, Dante served in the Navy and Mary volunteered with the Active Service Canteen. She was a pianist and entertained the RAF troops in Hamilton. She made one trip to Digby, Nova Scotia, for ten days, which turned out to be a devastating experience when the troops came down with the measles, including her husband, who was stationed there.

At War's end, Mary became employed as a secretary to Mr. Gaines, who sold mobile homes and trucks. Dante owned and operated a service station. Then in 1952, Mary's involvement with Gaines brought them to Toronto Township.

The Park consisted of 15 acres (6 ha), two and a half (1 ha) of which was set aside for renting space to Americans. There were eleven streets all serviced with Hydro and water. The trailers had septic tanks.



◀ Mary Cuomo
(The Mississauga News)

MARY AND DANTE HAD A HOUSE THAT WAS ALSO USED AS their office. They had a building with a grocery store to accommodate their customers, which they rented out. Many people who lived in the camp commuted to Toronto to work.

The Cuomos enjoyed Lakeview and their location and were involved in the Lakeview Businessmen's Association.

Then on Friday, October 15, 1954, Ontario was hit by the devastation of Hurricane Hazel. The Cuomos' Trailer Park was situated in a valley type area and was vulnerable to the flooding of the Etobicoke Creek. They listened to the radio reports on Hazel's progress and talked with Reeve Anthony Adamson about the weather conditions. Mary became extremely concerned.

When the water started to rise, she informed Reeve Adamson that she would need some boats to get the people out. He told her to



▲ *Pleasant Valley Tourist & Mobile Home Park*
(Mary Cuomo)

telephone the Oakville Army Service for assistance. When she made this request she was asked, “If you want boats down there, who is going to pay for them?” They never did get any boats. Mary got on the public address system to warn her residents to evacuate the Park immediately. The outcome was that they all fortunately took her advice. Mary and Dante took their dog, got into their car and headed west along the Lakeshore Road to safety. They stayed in a nearby motel for the night, while their Trailer Park was demolished by the fury of Hurricane Hazel. The trailers were turned over, some were swept into the Creek, others out into the Lake, with debris going as far as the United States shoreline. It was a great loss to everyone who had lived there. The families lost everything.

Mary and Dante went to Hamilton to Mary’s family home, where Mary spent three days in bed, she was so stressed from the situation she had been subjected to. Dante went back to the Trailer Park the following day and started the clean up process. The interior of their home and office was completely ruined. The water had risen to two

feet (0.6 m) from the ceiling. Everything had to be thrown out because of water damage. The cabins were so bad they had to be condemned, but the five units of the motel were all right after being cleaned. Some buildings that were on higher ground were suitable for habitation.

They had to start over and it took a year before they managed to get back on their feet. Being troopers, they made it. On September 15, 1955, they purchased the park from Sam Gaines and worked diligently until November 13, 1963, when they sold out to Lakeshore Towers of Peel Limited. The trailer park operated by park manager, Lloyd Hall, continued with 126 families residing in trailers on their 40 by 60 foot (12 m x 18 m) lots, paying \$60 a month rent until November, 1967, when Lakeshore Towers handed them their evictions notice. There are now two high rise apartment buildings on the old Pleasant Valley Trailer Park site.

The Cuomos again returned to Hamilton. They came back to Mississauga and bought a house in Orchard Heights. Dante passed away and Mary bought a condo and she still resides here.



▲ *Devastation of Hurricane Hazel, 1954* (Mary Cuomo)

Briscoe's Hardware & Sporting Goods - 1953



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IN 1953, PERCY BRISCOE OPENED BRISCOE'S Hardware and Sporting Goods store at Stop 7 on the north side of Lakeshore Road between Westmount and Alexandra Avenues. It was a wide low building with a two storey section on the back that served for storage and repairs. Here Percy was known to keep his antiques, a hobby he enjoyed and shared with his customers. He sold everything from lawn mowers and bicycles to screwdrivers and nails.

▲ Percy Briscoe and his Store (Mrs. Briscoe)

When the Lakeview Businessmen's Association held its annual parade in July, you would see Briscoe's panel truck rolling down the highway with all kinds of hardware paraphernalia attached to it.

Today the building at 875 Lakeshore Road is two stores, a Harley Davidson motorcycle shop called Biker's Dream and a Pizza Pizza store.

NEWS ITEM

Cyclists in Toronto Township who haven't yet obtained their 1952 licences had better dash right out to the vendor in their neighbourhood and obtain their half dollar metal plate.

Chief Constable Garnet McGill told *The Weekly* on Monday that the bicycle licences are now available and that every cyclist had better get one as soon as possible.

For the convenience of the scattered populace, 11 business places in the south end of the township are handling bicycle licences. There are three agents in Lakeview and one in every other community in the township. (The three in Lakeview where Haist's Barber Shop, Stop 3, Carr's Variety Store, Caven Street and Lakeshore Road and Boehnert's Store, Orano Avenue.)

The Port Credit Weekly
April 10, 1952



▲ Store interior, Mrs. Briscoe and a customer
(Mrs. Briscoe)



▲ Briscoe's Hardware Truck, 1959 Parade (Mrs. Briscoe)



▲ Former Briscoe's Hardware, 2004 (Kathleen A. Hicks)

The Searles - 1953

In 1953, Ron and Mollie Searle moved to their new home in Orchard Heights, east of Dixie Road and south of the QEW. This new subdivision was approved for development in 1951 and built by Rome-Saracini on Lot 5, Con. 2, SDS. It was named for the apple, peach and pear orchards of the Watson family, long time residents of the Lakeview area. In this same location, in 1956, McLaughlin & Young Limited constructed the Town and Country Homes on 12 acres (4.8 ha). Bruce McLaughlin became a prominent Mississauga Developer.

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Ronald Alfred Searle was born July 19, 1919, in Southsea, Portsmouth, England, to Theodore and Ruby Searle. His father served in the Royal Navy. At the end of World War I, Ted returned to the



Cunard White Star Line. His ship's most frequent port of call was New York City, so he moved his family there in 1922.

◀ Ron Searle,
Campaign Photo, 1963



▲ Ron and Mollie Searle

WHILE HIS SHIP WAS ON A MERCY MISSION TO CENTRAL America, he was bitten by a mosquito infested with the deadly and incurable Dengue fever. His ship returned him to New York where he died a week later. In 1923, Ruby decided to take her two children, Ron and Barbara, to live in Toronto, Ontario, where her brother and two sisters resided.

Ron grew up and was educated in Toronto. He joined the Toronto Scottish Regiment in 1936. At the outbreak of World War II in September, 1939, he volunteered for overseas duty. His Regiment was part of the first Canadian contingent to be sent to Europe. His ship

the “*Empress of Australia*” landed in Gourrock, Scotland, on December 17, 1939. He served in the United Kingdom and France. He was wounded in action while in Normandy in 1944 and had three bullets removed from his leg. After treatment for his wounds in England, it was determined that he was no longer fit for combat. For the balance of his service in the UK, he was a Company Sergeant Major with the 5 CIRU stationed at Witley, Surrey. While on that assignment, he took part in the training of reinforcements for the Toronto Scottish and other Support Units. He returned home in 1945.



▲ Ron in the Toronto Scottish Regiment



▲ Mollie Underwood

While in Croydon in 1940, he had met a girl and they became engaged. In 1946 he returned to England to marry her, but she did not want to live in Canada so they broke up. His sister Barbara, who was a civil servant with the Province of Ontario, was appointed Executive Assistant to Major Armstrong, who had just assumed the role of Agent-General at Ontario House in London. So Ron decided to extend his stay in England. He got a job with Clark and Norman, an advertising agency on Baker Street in London. One evening, he attended a Press Ball at the Town Hall in Watford, Hertfordshire. He met a lovely

young lady, Mollie Underwood, and danced with her all evening. At the end of the event, he said to her, “I’d love to take you home, but you’re wearing an evening dress and I am riding a motorcycle.” Much to his surprise, she responded, “Well, I can ride side saddle, can’t I?” And that was the beginning of their romance.



▲ Ron and Mollie’s Wedding, 1949

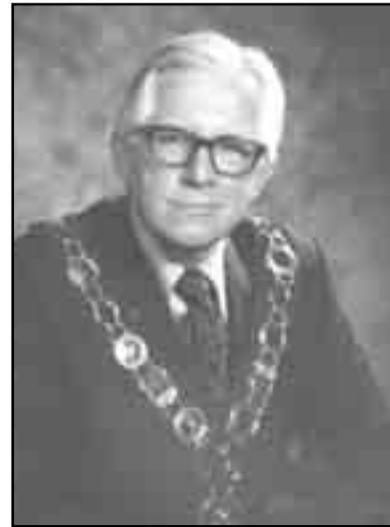
He and Mollie left for Canada in September, 1949, and were married on December 10th of that year. They resided in Willowdale. Shortly after his return, Ron was hired by Westman Publications. When that company was purchased by the Southam Press, Ron elected to start his own industrial advertising agency, which he ran until 1953 when he went to Maclean Hunter to produce "Style Magazine."

They purchased a house for \$16,500 in Toronto Township and moved here in May, 1953. Their son, Mark, was born in 1954. Ron was one of the founders of the Orchard Heights Homeowners Association and took on the presidency in 1958. In this capacity, he became embroiled in a controversy over a proposal to build a gas station on the eastern boundary of Dixie Mall. Little did he realize that this successful involvement would propel him into a political career.

In 1963, Ron decided to run for councillor of Ward 7 in competition with the incumbent Chris Lewis and former Councillor Art Baker. He won the seat and served on Council until December, 1978. In 1972, Ron determined he could not do justice to two jobs and left Maclean Hunter to devote full time to Council. He became Mississauga's first full time Councillor. When the Town of Mississauga became a City effective January 1, 1974, he was re-elected Ward 7 Councillor for the first three year term. Ron was the first Police Commissioner for the new Region of Peel Police Department. He chaired "The Big Three" development companies, Markborough Properties, Cadillac Fairview Corp., and S. B. McLaughlin Ltd.

In December, 1976, he was elected Mayor over the City's first Mayor,

Mississauga News Column ▶



▲ Mayor Ron Searle

Molly Avenue off Burnhamthorpe Road was named for Mollie Searle, although mis-spelled.

In the November, 1978, election Ron again ran for Mayor and lost to Hazel McCallion, the former Mayor of Streetsville and Councillor of Ward 9. He took a job as a consultant for S. B. McLaughlin and Associates for a short time.

In 1981, he ran again and campaigned without soliciting funds and lost. He then retired from politics but continued his involvement in the many volunteer activities such as: Chairman of the Peel Regional Housing Authority, President of the Ontario Association Housing Authorities, President of the Central Counties Cancer Society, President of the Mississauga Chapter of the Canadian Red Cross, and Director of the Peel Children's Aid Society. He also served as a lay member of the Ontario College of Physicians and Surgeons. On October 13, 1983, the park in Orchard Heights was named Ron Searle Park.

On April 17, 2000, Ron lost his wife, Mollie, who was 74. On June 10, 2001, Mollie was honored with a playground being named for her in Ron Searle Park. The ceremony was attended by Mayor Hazel McCallion and chaired by Ward 1 Councillor Carmen Corbasson. A plaque was unveiled by Ron, Carmen and Mark Searle and his family.

On October 30, 2002, Ron received the Queen's Jubilee Medal for his many achievements. Ron is presently writing his memoirs.

Dr. Martin Dobkin, for the 1977/78 term with a majority vote of 3,000. He and his council were sworn in at the Glen Forest Secondary School on January 4, 1977. During his term of office he accomplished the completion of the City Core Study by Llewelyn Davies Weeks, signed the Official Plan into law on July 10, 1977, persuaded Council to approve construction of the Burnhamthorpe bridge at the Credit River and approved the financing of Highway 403. Most importantly, he was able to restore the faith and stability of the municipal civil service. In 1977,



▲ Ron and Sister, Barbara



▲ Mark and Matthew Searle

(Photos courtesy of Ron Searle)



▲ Ron Searle's 80th Birthday Party



▲ Ron Searle Park (Kathleen A. Hicks)



▲ Mollie's Playground Dedication (Kathleen A. Hicks)

The Kenmuir Avenue Baptist Church - 1954

WITH ASSISTANCE FROM LONG Branch Baptist Church, the Kenmuir Baptist Church got its start in Cooksville in 1946, under the conscientious guidance of several Christian families, notably the Freelands and Bennetts, supplemented by students from Toronto Baptist Seminary: Norman Howe, Mr. McWilliams, Eugene Paras, George Middleton and George White. Great zeal and determination brought about a strong dedicated congregation that held services in the Freelands' garage, then the Orange Hall on Agnes Street.

In 1952, under the leadership of Pastor George White, the congregation decided to find a suitable location to construct a church. Property on Kenmuir Avenue was secured and the ground breaking ceremony took place in November, 1953. The red brick church was built by contractor E. S. Kerr and voluntary labour, with R. H. Bennett as building chairman. The dedication ceremony took place on May 2, 1954. At this time it became the Kenmuir Avenue Baptist Church at 1525 Kenmuir Avenue. Sunday School was started in the auditorium and the first Sunday School picnic was held on July 15, 1954.



▲ Kenmuir Baptist Church, 2003

(Kathleen A. Hicks)

In December of 1956, Pastor White resigned and in September, 1957, Pastor Beverly Ward took over the helm. Under Pastor Ward's directorship, expansion was a prerequisite and as the Kenmuir property was not suitable for such an undertaking, the southwest corner of Carmen Drive and the South Service Road, former location of Holland Bulb Company, was purchased in May, 1958, and a new church was erected. The Kenmuir location was sold to the Salvation Army Corps for \$20,000. When the move occurred "Avenue" was dropped from the church's name. Before Pastor Ward resigned in 1964 his congregation had multiplied from 34 to 168.

In November, 1965, the church called Reverend Ross Lyon to the Pastorate and by 1969, the congregation peaked at 225. This growth led to another church being opened in Erin Mills.

Following Pastor Lyon's resignation, pastoral leadership was given to Rev. Ed Lugtenburg, followed by Rev. E. W. Searle. During this time, the Share Program and the Family Night program provided times of ministry and fellowship. In 1982, the Deacon Caring Program was introduced, beginning a time of more involved lay leadership to young marrieds, youth and children.

In 1989, the Lakeview Baptist Church joined Kenmuir and the new pastor Stephen Semple initiated Bible studies, Vacation Bible School, prayer group meetings and Saturday night youth ministry, later called "The Lighthouse."



▲ Former Kenmuir Avenue Baptist Church, 2003

(Kathleen A. Hicks)



(Kathleen A. Hicks)

A Project 2000 committee was formed to handle the redecorating of the foyer, church offices, the youth building and the upgrading of the electrical system. Further plans include the updating of the heating and air conditioning system and to make the church more wheelchair assessable.

As of July 1, 2001, Reverend Dan Collison began his ministry at Kenmuir Baptist Church. He left in October, 2004, and the congregation is presently without a Pastor.

The former church at 1525 Kenmuir Avenue was purchased by St. Mary's Syrian Orthodox Church in 1999 and is headed up by Father James Skaria.

The Kenmuir Baptist Church at 1640 Carmen Drive, continues to support an extensive home and foreign mission program that had been started in 1952. The congregation is committed to its mandate, "Reaching Up...Reaching Out...Reaching In."