

The Salvation Army Lakeview Corps - 1932

The Salvation Army Corps was founded by Reverend William Booth (b.1829, d.1912) in London, England, in 1865, as the Christian Mission. He changed the name in 1878 and assumed the title of General. A Corps was organized in Canada in London, Ontario, in 1882 by Jack Addie and Joe Ludgate. The Corps opened a branch in Toronto on June 11, 1882, in McMillan Hall. Within a year, 12 centres opened throughout Ontario. These early years were described as “Christianity with its sleeves rolled up.”

The first Salvation Army Corps to come to Toronto Township was established in Lakeview in the summer of 1932. Having no building of its own the Corps representatives made arrangements to use the Lakeview United Church to hold services.



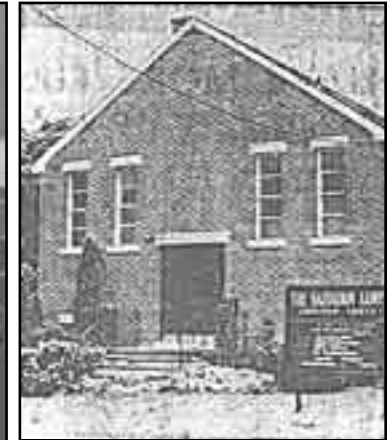
◀ William Booth



▲ 1054 Shaw Drive, 2004 (Kathleen A. Hicks)

SUNDAY SCHOOL CLASSES WERE STARTED IN 1935 AND services were held in member Peter Mathias' house on Trotwood Avenue. Finally in 1938, the Corps managed to build their place of worship at 1054 Shaw Drive. The small frame Salvation Army Hall was utilized for worship services, Sunday School, meetings, rummage and bake sales.

By 1950, the congregation was outgrowing its small quarters and arrangements were made for fund raising to commence in a big way to construct a larger building. The vision was realized and the building got underway with the supervision of Sr. Major N. Boyle. Everything



▲ Citadel on Kenmuir

◀ Kenmuir Avenue
Opening, 1961

(Photos courtesy of the
Salvation Army)

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came together on July 1, 1954, when they held the official opening of their new Citadel with the Canadian Field Secretary, Lieutenant Colonel C. D. Wiseman officiating. Envoy R. A. Mansell was the first official commissioned officer to be in charge.

The Corps' first major catastrophe in the area was Hurricane Hazel that hit Ontario on October 15-16, 1954, with such fury, that the Pleasant Valley Trailer Court's entire occupation lost their homes and all their belongings. The Salvation Army came to the rescue and provided food, clothing and bedding.

Again, the Corps moved its congregation. This time to take over the vacated Kenmuir Avenue Baptist Church at 1525 Kenmuir Avenue. The Shaw Drive building was sold and the new purchase was dedicated on June 2, 1961, by Colonel C. Knaap, representing the Commissioner, William Wycliffe Booth. Captain Robert Kerton was transferred from Vancouver, B.C. to take over his new post.

The Corps was growing in leaps and bounds as the population of the Township multiplied. It was time to find enough property to build structures required to accommodate the overwhelming need of its services. In 1968, Captain John Carew, who became a Colonel in 1992, was requested to do a survey of the new Town of Mississauga to scout out a satisfactory location, where the Corps could expand. Property at 3167 Cawthra Road was acquired. The sod turning was carried out on May 13, 1973, and the official opening of the new Temple took place on October 26, 1974. Captain Woodrow Hale became the new officer in charge.

There are now two other Salvation Army locations in Mississauga, 2460 The Collegeway and 3020 Vanderbilt Road. The 1054 Shaw Drive building is now used as a residence and 1525 Kenmuir Avenue was purchased in 1999 by an Orthodox congregation.



Information

I would like to point out that in the Salvation Army structure a Corps is a local church and comes under the supervision of a Divisional Headquarters. The Lakeview Corps would have been supervised by the Metro Toronto Division which is now the Ontario Central Division located in Toronto. There are sixteen divisions in Canada and these come under the supervision and authority of the Salvation Army Canada and Bermuda Territory. All openings of new Corps or institutions must have the approval of the Divisional and Territorial Headquarters administrations.

Colonel John E. Carew is retired and working at the Salvation Army George Scott Railton Heritage Centre

◀ Colonel John E. Carew
(Colonel Carew)



▲ Salvation Army's former Hall, 2004 (Kathleen A. Hicks)

The Silver Moon Dance Gardens - 1933

In 1933, Margaret and Ralph Hogg owned a refreshment booth at Lakeview Park on the shores of Lake Ontario at the bottom of Aviation Road. They originally moved from Mimico to open up this summer operation and business was brisk.

Ralph, who played drums, had always dreamed about having his own band in the time of the Great Band era of Ontario's own, Guy Lombardo of London. When he discovered that the Lakeview Memorial Hall at the northeast corner of First Street and Centre Avenue (Greaves Avenue) was vacant, he looked into renting it. It was going for \$25 a month, but it needed refurbishing. So he and Margaret painted, refinished and waxed the floors and put in new windows.



▲ *Silver Moon Dance Gardens, 1933*

(Margaret Hogg)

RENAMED THE SILVER MOON DANCE GARDENS, THEY PUT out announcements for the grand opening and charged 25¢ a person. Ralph at last had his band and a place to shine with his music. The Hall was packed. The Dance Gardens was received excitedly in this time of great poverty and despair. People needed to get away from their troubles for a time.

With the success of the Silver Moon, that had become a place to congregate, dance and enjoy one another's company, the Hoggs purchased the Hall and made living accommodations in the back. They eventually added more rooms and put in a basement.



▲ Margaret and Ralph Hogg (Margaret Hogg)

They put on various events, each more elaborate than the other, and they rented out the Hall to different groups, such as the Lakeview Conservatives, the Lakeview Veterans Club and the local churches, and they continued to run their stand on the beach. This was followed up with a new refreshment stand across from Hanna's Store. Their bright idea was a gigantic red tomato that must have been a sight to behold. They reconstructed it in 1936 and turned it into a restaurant they named the Aviation Grill and cottages were put up for tourists passing through.

With the onslaught of World War II in 1939, Ralph Hogg put in his duty overseas and Margaret carried on alone. Upon his return, they retired and sold their businesses and left Lakeview.



▲ The former Dance Hall, 2003 (Kathleen A. Hicks)

Grand Opening !

OLD TIME AND MODERN

DANCING

EVERY SATURDAY NIGHT

Commencing Saturday, March 29th, at 8.30 p.m.

SILVER MOON DANCE GARDENS

STOP 8, LAKESHORE HIGHWAY
(Opposite Rifle Ranges)

ADMISSION—Ladies, 25c Gents, 35 Cents.

Look for the Sign of the Silver Moon.

▲ Opening Announcement

The old Lakeview Memorial Hall/Silver Moon building was rented out to various organizations such as Betty Bryant's Dance Studio. Then it was bought by the Lakeview Boys Club. They only held their recreational activities there for a year when it caught fire on May 10, 1946, and the main floor burned down with the familiar Silver Moon Dance Gardens sign. The group rebuilt the building on its foundation that Ralph Hogg had put in and used it for a short time. Then in June, 1947, Duralite Manufacturing Company's furniture factory from Toronto took it over with 12 employees and made tubular furniture, chairs and tables for home and office. Then it was a soap manufacturing plant for a time. It still stands at 795 First Street and is the residence of Garry Winder.

The Aviation Grill ▶
(Margaret Hogg)



NEWS ITEM

Silver Moon Gardens was the scene of a euchre and dance on Friday night when the Lakeview Boy's Athletic Club members were hosts to their parents and friends. There were 23 tables of euchre and the lucky prize winners were: Mrs. Leslie, who won a two-burner electric hot plate; Mrs. Sid Blower and Mrs. Siddell, hampers of groceries, and Miss Evelyn McLeod, a meat platter.

Misses Leome Laing, Audrey Hussey and Marguerite Nash entertained the crowd with tap dances and Mr. T. Wilshire sang two songs to the delight of all present.

Mr. W. Hancock, president of the club, and his workers deserve a vote of thanks. The night was enjoyed by all and the proceeds will go to help the activities of the club.

Port Credit Weekly, January 25, 1945. Boys Athletic Club formed in 1945

Lakeview children saved by mother

Lakeview residents were quick to come to the rescue of Mr. and Mrs. Roy Barber and their seven children when they were rendered homeless Friday when a fire swept through their basement apartment in the old Silver Moon Dance Gardens. They arrived in Lakeview a few months ago from Willowdale and they were installed in the basement of this former dance hall and soon converted it into an apartment.

Mrs. Barber discovered the fire in another room where the children were playing. She grabbed the children, one under each arm and dashed through the blaze into the street. The fire also hampered operations of the Credit Valley Lions Club which has been using part of the building for boys' work and will hinder formation of a "teen-age club" which had been planned to start operations shortly. In the meantime, the neighbours have come forward and all the children have a place to sleep.

Port Credit Weekly, Thursday, May 16, 1946

The Lakeview Baptist Church - 1934

IN THE SUMMER OF 1934, BAPTIST Pastor Herbert Gooderham bought a small frame cottage on Alexandra Avenue to use for the Lakeview Baptist Church. The house required redecorating and the men in the congregation obligingly did the work. This facility only lasted a short time as the congregation grew and the adjoining lot was purchased. Setting a fund raising campaign in motion and establishing a building fund, it took until 1944 to start the construction of their new church. This was an independent church and was not affiliated with any other Baptist Church.

When World War II took their Pastor Gooderham to serve overseas, his assistant Mr. Victor L. Marskell took over the responsibility in 1939, which he still retained well into the 1960s. He died in 1979. In 1944, James Delworth, from Port Credit, supervised the construction of the basement and a Long Branch carpenter named Ferguson put in the forms and under the guidance of William Buss, and men from the congregation constructed the building. When the new church was completed, William Buss took the original church cottage, moved it to his property on East Avenue and rebuilt it into his own homestead.



▲ The First Baptist Church under Construction, 1944
(Mrs. V. Marskell)

Over the years, the Lakeview Baptist Church flourished with an active congregation continuing to support renovations and improvements, new additions like an electric organ in 1958, offering assistance to local charities and donating to missionaries in foreign countries around the world.

Today, the Church, under the leadership of Reverend Roland Burgess, is still operational and celebrated its 60th anniversary in 2004. It is located at 1405 Alexandra Avenue.



▲ Church Completed (Mrs. V. Marskell)



▲ Church, 2003 (Kathleen A. Hicks)



▲ The First Lakeview Baptist Church on Alexandra Avenue (Mrs. V. Marskell)

The Red Cross - 1935

During the depression of the 1930s, things were desperate for the families of Lakeview. Thanks to the compassion and concern of Dr. Lionel Brayley of Port Credit, and Reverend Theodore Brain of St. Nicholas Anglican Church, a Red Cross Branch of the Canadian Red Cross Society was organized in Lakeview. This medical organization was founded on October 26, 1863, by Jean Henri Dunant (b.1828, Geneva, Switzerland, d.1910) and called the International Red Cross. At the Geneva Convention in 1864, he received the Nobel Prize for this achievement. The birth of the Red Cross Society in Canada came about on October 15, 1896, through the ingenuity of Dr. George Sterling Ryerson (1854-1925), a Militia medical officer and nephew of Reverend Egerton Ryerson, founder of Ontario's school system. He also designed the Red Cross flag.

A two storey red brick house was rented on the Lake Shore Road, just east of Alexandra Avenue at Stop 6 and the Red Cross opened for business in April, 1935, in what became called "The Red Cross House."



▲ former Red Cross Building, 2004 (Kathleen A. Hicks)

THE TORONTO TOWNSHIP BRANCH OF THE CANADIAN RED Cross Society's officers were: Dr. Brayley, president, Rodney Adamson, chairman and treasurer, Reverend Brain, secretary. They intended to make the Branch a self help institution and to assist those on relief to secure certain necessities. A \$500 loan was secured from Ontario Division Headquarters.

The Branch started a seven-week nutrition course in the Lakeview Beach Public School's household science classroom, which was held every Wednesday evening under the supervision of the Red Cross' assistant nutritional supervisor, Grace Annis. Other courses such as Junior Red Cross, sewing and home nursing were started. Over 100 layettes and 50 quilts, sheets and pillow cases were made the first



▲ Red Cross Advertisement (Murray Saint)

year and a large quantity of clothing was distributed to needy families as well as 80 boxes at Christmastime.

In November, 1936, the annual meeting at Clarke Hall brought in the new executive headed up by Mr. George Bush, with Mrs. Adam Weir, vice president, Mrs. Parsons, secretary and George Duck, treasurer. It was decided at this meeting that the Lakeview Branch would become the Toronto Township Red Cross Headquarters and other Branches were formed in the surrounding towns and villages. One of its major achievements was the Community Nursing Services that provided health inspection of students and home visits. A home nursing class was organized with 35 members under the direction of Mrs. E. Cummings and Mrs. John Duff. The course of 12 lessons included patient care, maternity nursing, emergencies and slight ailments.



◀ Red Cross Nurse Uniform, 1940s (Kathleen A. Hicks)

From September 27 to October 9, 1937, the Branch conducted a drive for funds to sustain its operation for the following year. The annual report put out in December, 1937, revealed as of September 30th, donations of \$1,738.30 had been received and 36 quilts, 300 pieces of used clothing, 26 pairs of sheets, 23 pairs of pillow cases, 43 layettes, 19 nightgowns, 40 pairs of

mittens and 200 pairs of stockings had been distributed.

Major-General Cawthra Elliott became the Patron of the Toronto Township Red Cross in 1938, when Mrs. Rodney Adamson was president. During the Second World War (1939-1945), the ladies knit mittens and socks and baked goodies to be sent to the men serving overseas. The chairman for the war committee was Mrs. A. McCraw and with the conveners from the other areas supervising their ladies, the Red Cross prepared 31,314 knitted articles and hospital supplies between October, 1939, and April, 1946.

Miss Agnes Whittaker was the District nurse and she made 1,292 home visits for bedside care and 722 for public health problems in 1941. At the annual general meeting at Clarke Hall, the president Frederick Taylor reported 90 tons of salvage had been collected for the salvage campaign for the War effort. The treasurer, William Warfe reported a balance of \$1,121.02. In 1942 the presidents of the general executive for the Branches were Mrs. Agar Adamson, honorary president; Fred Taylor, Lakeview; Mrs. Harry Ryrie, Clarkson; Miss M. Castle, Meadowvale; Mrs. R. Grimshaw, Dixie; Mrs., D. Lammy, Malton; Mrs. A. Kilpatrick, Derry West; and Mrs. C. McLean, Port Credit. The secretary was C. Broddy and treasurer, William Warfe.



▲ Red Cross Blood Donor Clinic (Canadian Red Cross Ontario Division)

On March 8, 1951, the Red Cross came to the rescue of Mr. and Mrs. Samuel Crooks when their house was completely gutted by fire. Clothing and food were provided for the family. At this time the Red Cross Branches across Canada were holding a fund raising drive and Lakeview's goal to carry on this type of service was \$10,000.

At an annual meeting on January 29, 1953, at the Clarke Hall in Port Credit, Court G. Carmichael was elected president, replacing J. Don Ketchum who retired after four terms. Sid Smith became vice president, Mrs. A. McCraw, 2nd vice, Mrs. F. Hamilton, secretary/treasurer and Mrs. R. Williams, chairman of the Welfare Committee. The first item on the agenda was to complete the plans for the annual financial campaign that would include all branches in the Township, Port Credit and Streetsville. The campaign got under-

way in March with an objective of \$9,000.

As time passed the Red Cross changed its name accordingly to the South Peel Branch, then the Mississauga Red Cross. With growth and expansion, the Red Cross also found new headquarters at the former John Gray house, 15 Hurontario Street, Port Credit, in 1965, then 71 West Drive in Brampton. Former Mayor Ron Searle was the president in 1983-1984. Today the Region of Peel Branch of the Canadian Red Cross Society is located at the Canadian Red Cross Ontario Division head office at 5700 Cancross Court, Mississauga.

Lakeview no longer harbors a Red Cross Branch, but the Red Cross House can still be found as a residence of Nella Rutter at 975-977 Lakeshore Road.



▲ Jean Henri
Dunant

NEWS ITEM

Symbol of Mercy

The Red Cross is the sign of the numerous National Societies founded to give aid and protection to the wounded in time of war.

It was first proposed by a Swiss, Jean Henri Dunant. He recommended that nurses should be trained and supplies collected in every country. Following his recommendation an International Red Cross Congress assembled at his native city of Geneva in 1863. Delegates from each nation agreed on a provincial programme; and Geneva is still the Headquarters of the International Red Cross.

The work of the Red Cross in time of war is neutral. All connected with it, irrespective of nationality, are considered as non-combatants.

Red Cross Societies in each country are supported almost entirely by voluntary contributions. During the Great War the London Times British Red Cross Fund collected over £16,000,000 (Eighty million dollars).

Red Cross Societies now function not only in time of war, but in time of peace; and provide a system of national and international relief to mitigate suffering caused by famine, pestilence, floods, fire and other national calamities.

In 1883, Queen Victoria instituted a decoration for nurses called, "The Royal Red Cross." It is conferred on ladies recommended by the Secretary of State for War on account of their services in nursing and providing for sick and wounded soldiers and sailors (and now of course airmen).

In September the Red Cross Rooms at Lakeview will again open. If you have not been helping your local Red Cross Society, why not start now? Your help is needed badly and will be appreciated.

Published as a tribute to the work of the Red Cross Societies.

Port Credit Weekly

August 20, 1942

The Lakeview Businessmen's Association - 1935

IN 1935, THE FIRST LAKEVIEW BUSINESSMEN'S Association was founded, but it only lasted until 1939 when World War II broke out. Interest was again aroused following War's end in 1945.

With all the business activity in the community at this time, the store owners and local businesses felt they needed an association to represent their needs, so in March, 1949, the new Lakeview Businessmen's Association was formed. The executive consisted of Fred Hanna, president, Edward Post, 1st vice president, Joseph Lowe, 2nd Vice, William Bayliss, secretary and Joseph Monks, treasurer.



▲ Carnival at Adamson Estate (Lois Savery)



▲ Mrs. Thomas Bayliss (Roy Smith)

The group of 23 members met at the Lakeview Beach School on the third Thursday of the month. One of the first pieces of business was to have new signs installed at the street corners. This was followed by plans to improve Aviation Park. They had a frame building constructed that contained a refreshment booth and change rooms. They had bleachers built and overhead lighting installed at the ball diamond.

Robert Speck joined the Association when he started his market in 1951 and became president in 1955. The Businessmen applied for a

charter in March, 1952, under president William Bayliss, feeling it would be to the best interest of the Association to be chartered. In May, 1952, when there were 100 active members, the Association had a sign installed on the Lakeshore Road at the west side of Lakeview. It read, "Welcome to Lakeview The Friendly Community, Pop. 9,500." This same year, they held their first carnival on the Adamson estate on July 17, 18 and 19th, and started it off with a parade from Pleasant Valley Trailer Court along the Lakeshore Road to Grove Farm. They had a lucky draw on a Chevrolet Sedan, which was won by Robert Connor. The Queen of the carnival and crowned Miss Lakeview was 22 year old Rose Zahara. This carnival was so successful, it became an annual event that was held in an empty lot south of the Lakeshore Road at the bottom of Alexandra Avenue, where Tim Horton's now sits. Also this year, an annual picnic, chaired by Ed Post, was held in August at Stanley Park in Erin.



▲ Lakeview Sign, 1952 (Port Credit Weekly)

In 1953, the Association purchased three acres (1.2 ha) to establish a Cenotaph and Band Shell on the old Rifle Ranges property. When Robert Speck was president in 1955, an all out campaign was launched for the construction of a sewer system. A five man committee was appointed with Speck, chairman, and George Dyer, John Keaveney, Jack Plaus and Jack Savery. Their first effort would be a petition to be circulated throughout Ward 1. Their efforts were rewarded with a sewage plant being built in 1957.

In 1973, the Association, assisted by Councillor Ron Searle, decided to do a refurbishing project on beautifying the business section along the Lakeshore Road with trees and planter boxes. Town council allocated the funds, but Art Briscoe of Briscoe's Hardware, complained that the trees would cut off his view of the street and take up parking spaces. So the plan was shelved and the money went towards the beautification of Clarkson's business centre. The Association floundered in the late 1970s and was dissolved.



▲ Lakeview Businessmen's Parade (Roy Smith)

A new Lakeview Business Association was formed in 1999. Its first president was Mark Weaver of the Investment Planning Council of Canada. His executive included: Josy Gesummara, Josy's Fashions; Mike Thompson, Teamwork Supply; Rosa McNiven, Homespun Deli; and Dennis Oglivie, Wrought Iron. Meetings were held at various venues until the Cawthra Community Centre became a regular meeting place. Meetings are held on the third Wednesday of the month and are open to the public.

The Association was re-constituted to respond to a number of community concerns such as clean water and air, signage, road repair, improved street lighting and business-to-business development. Since its inception, many of these problems have been taken care of, such as improved lighting along the Lakeshore Road. The Association was involved in the discussions between the Ontario Power Generation and Ontario Clean Water Agency concerning the impact of their services on the standard of community living.

When the Association Board became aware that the City of Mississauga's "Sunset Concert Series," organized in 1996, was going



▲ Sunset Concert (Larry Onisto)



▲ Tom Graham driving the 1923 Rio Fire Truck in Businessmen's Parade (Roy Smith)

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▲ Tom Graham, Les Sherratt and Ken Nixon (Roy Smith)

to be discontinued, it decided to take on the concert's management. The weekly summer event has been well received by the public and local performers, including the Mississauga Swing Band, entertain up to 600 people every Sunday evening.

In 2001, the Association organized a fashion and trade show at the Oasis Convention Centre with over 15 businesses participating and held an open air "Art in the Park" show at Lakefront Promenade Park that allowed local artists to display their work. These two events were so successful that they have become annual venues for the participants and the public.

The Association membership gets stronger every year and at present has nearly 100 businesses involved. The president since December, 2002, is Naguid Kerba. In 2003, a new Lakeview sign was introduced.

NEWS ITEM

Lakeview Merchants To Meet Doucett Regarding Lights

The Lakeview Businessmen's Association decided on Monday evening that it will carry the matter of spotlights for Lakeview to higher authorities. They formed a committee to study the situation and to meet with Highways Minister George Doucett.

Members of the special traffic lights committee are Mrs. G. Gallow, H. Easter, Fred Hanna, Ed Post, John Keaveney and Albert Crookes.

The Association wrote to Deputy Highways Minister Miller last spring asking that consideration be given to installation of stoplights on Lakeshore Road at Aviation Rd., Dixie Rd., and the army camp, it was reported. Mr. Miller replied that there was not sufficient traffic on the highway to warrant the lights and that stoplights had proven unsuccessful in reducing accidents and fatalities.

The Businessmen feel the lights are a "must" and will carry the issue as far as necessary.

Port Credit Weekly

Thurs. October 9, 1952



(Larry Onisto)

NEWS ITEM

Lakeview Talks Secession From Toronto Township

A committee was formed by the Lakeview Businessmen's Association on Tuesday evening to investigate and report on the advisability of secession of Ward One from Toronto Township and the forming of a Municipality of Lakeview.

Members of the committee are Victor Vignale, Jack Plaus, Albert Crookes, Arthur Acornley and Harry Beemer.

The motion to form the committee was presented to the 35 businessmen present by Victor Vignale, past president of the association. Arthur Acornley seconded the motion.

Most of those present expressed the opinion that secession from the Township would be in the best interest of the community. Reeve Sid Smith, who was on hand to answer questions put to him on taxes and assessment, told the meeting that he had done some investigating into the matter and it was his opinion that secession would not be a wise move.

Lakeview has a population of about 9,500, but with all of Ward One being included, the population would be well over the 10,000 mark.

Port Credit Weekly
Thursday, July 31, 1952

Author's note: The *Port Credit Weekly's* editorial on August 7th said that the people of Lakeview had nothing to gain by secession and were against this action. Of course the attempt to secede never materialized.

Lakeview Businesses of the 1930s

The Lakeview Gardens was operated by Mr. A. Barker at Lake Shore and Haig Boulevard, Stop 4. He sold evergreens and a variety of trees and strawberry plants and raspberry bushes when in season. There was Murphy's Irish Inn at Stop 9, where they sold delicious fish and chips.

Harrison's Meat Market could be relied on for the best cuts of meat. Some prices at Harrison's Meat Market of the 1930s were: hamburger 13¢ a lb., steak 25¢ a lb., brisket 8¢ a lb. Stanley Choles was the delivery boy.

When the first Lakeview Beach Public School had a fire in 1921, Harry Long requested permission to haul the bricks away. He was a member of the school board and permission was granted. He took the bricks to his property west of Hanna's grocery store on former Caven property, where he used them for the side and rear walls of a hardware store he called Lakeview Electric & Hardware. Next door to his store was Horace Page's Store and Tea Room and Inness Candy Store.

Webber also opened Webber's Meat Market at Stop 7 in 1925. He and his wife, kept the store open constantly, except for government holidays. In 1944 they made news when they hung the "closed" sign on the door and took their children to Port Dalhousie for the picnic of the Retail Grocers of Toronto and Suburbs. The Webbers were well thought of in the neighbourhood as the place to shop.

Duck's Service Station was at Stop 1 by the Duck's Tourist Camp. Here you could get your car repairs done, buy car accessories, tires and batteries. Campbell's One Stop Service opened in 1933, and there was Gilliam's Cleaning & Pressing and Lakeview Novelties next door, where they sold magazines, books, puzzles and school supplies, and Blackburn's Garage. The Centennial Tea Room opened in 1935 on Lake Shore Road at Dixie. Patrons frequented the establishment to enjoy soups, grilled sandwiches, pie, coffee and tea. Ben Ward, a pharmacist since 1925 in Toronto, bought the Lakeview Drug Store at Stop 8 in 1941. He renamed it Ward's Drug Store. He started a library in his store and loaned out books for 3¢ a day. The building is still there at 743 Lakeshore Road.

Edward Post owned and operated a hardware store, located on the west side of the Lakeview Beach Public School at Stop 8. In 1936, he decided to spruce up his store by tearing down the front and putting in a new storefront to better display his merchandise. New plate glass windows were installed along with a imitation marble cement block type design that made his store one of the most modern along the Lake Shore. He remained in business for 30 years. In 1952, he sold his store to R. Rogers and J. Salmers and his property to the Canadian Bank of Commerce. Ed retired on April 10, 1952, and went into politics. He was elected Councillor for Ward 1 by acclamation,

replacing Anthony Adamson, who resigned to travel in Europe on business.

Clarence Harrington operated the White Rose Service Station located at Lake Shore and Westmount Avenue, Stop 7. He serviced vehicles, sold gas and drivers' licences and according to John Kelly had a fast food curbside service, selling ice cream, pop and other sundries. At age 9 (1939), John did curbside service here and was paid \$1 a day. He said hamburgers cost 8¢, hot dogs, 7¢ and a loaf of bread at this time cost 7¢, 8¢ sliced. The shop is still located at 827 Lakeshore Road and is used for repairing vehicles as Rosewood Auto Service.



▲ Stanley Choles (Marjorie Choles)



▲ former Webber's Meat Market
(Kathleen A. Hicks)



▲ Long's Hardware (Minn McKenzie)

Memories

"When I was ten years old, we went to live near Stop 7, in Lakeview. Located on the northeast corner of Edgeleigh Avenue and the Lakeshore Highway was a cleaner's shop and next to that, Phelps' Grocery Store. At the northwest corner, nestled close beside an evergreen hedge at the back of a patch of green lawn, stood St. Nicholas Anglican Church. The Rector there was Rev. Arthur Durnford. Along the highway, halfway between Edgeleigh and Meredith Avenues, was Cluff's Grocery Store and further west, beyond Duck's apple orchard, was Webber's Butcher Shop, where we went for meat."

Verna Mae Weeks

Excerpt from *My Villages of Mississauga*, page 132

The Dyer Family - 1936

James George Dyer (b.1910, d.1985) brought his family to Lakeview in 1936. He and his wife, Edith May Gambell (1909-1985), had been residing in Humber Bay, Ontario, where their son Ronald had been born the year before. They bought property on the north side of Fifth Street (Atwater Avenue) and George built a house. He used his car to dig out the basement by putting a big shovel on it.

George's trade was plumbing and he started up Dyer's Plumbing and Heating. He had acquired his plumbing experience by working with a professional plumber and by taking night courses. He bought a second hand half ton pick up truck and had his business name painted on it. On the tail gate of his truck, he had a bumper sticker that read, "Guess Who?" The business went well as Toronto Township was growing and a lot of building was going on. He secured a contract for a housing development and hired some men to work for him.



▲ Edith and George Dyer

THE FAMILY ATTENDED ST. NICHOLAS ANGLICAN CHURCH and participated in many of its activities. When Ron was old enough he went to Lakeview Beach Public School. George was one of the founding members of the Lakeview Businessmen's Association when it was reorganized in 1949. Over the years, he assisted with parades

and other functions put on by this organization. One of the achievements he was proud of was the push to bring sewers to the area.

When Ron reached his teens, he worked part-time with his father. He met Jean Ashe, who had come to Lakeview from Nova Scotia in 1955. They were married at St. Nicholas Anglican Church on September 21, 1957. Their son, David, was born on November 11, 1966.

Ron started his own courier business in 1972 called Dyer's Delivery. He lost both his parents in 1985. His business prospered and kept him going until he retired in 2000. They now attend Cawthra Park United Church. Jean is involved in church activities as well as the seniors. David and his wife, Kim Campbell, have presented them with two grandchildren, Kaitlyn, 7 years, and Nicholas, 3. They still reside in the family home.



▲ George Dyer laying the foundation for his house
(Photos courtesy of Mr. and Mrs. Ron Dyer)



▲ Dyer House



▲ George Dyer and son Ronald



▲ Dyer Car



▲ Ronald and Friends



▲ Edith and George



▲ George Dyer and his favorite pastime

John Lowe & Company - 1937

In 1937, John Lowe (b.1902, d.1958), and his wife Doris Parker (1897-1983), who lived in New Toronto, moved to Lakeview. They had three children, Jack (1925-1997), Dennis (1927-2001) and Joan (1929-2003). They were both from England, but met here and were married in 1924. They took up residence near the Lake Shore Road on the east side of Westmount Avenue, where John started up a business called John Lowe & Company Limited. He sold fuel (coal and wood), ice, cement, tiles, roofing and shingles. His ad in the *Port Credit Weekly* read, Builder & General Contractor Block and Brick Laying Concrete Work Phone Port Credit 2037.

John worked at Good Year in New Toronto and held his job until his new business got underway. Doris had worked for Gooderham & Worts in Toronto until she got married. The children attended the Lakeview Beach Public School and the family attended St. Nicholas Anglican Church.

The first wedding in the family took place in 1946 when Jack married Thelma Cumming. They had four children, John, 1948, Wayne, 1951, Brent, 1963, and Karen, 1965. Jack worked with his father.

In 1949, John sold his business and rented Harrington's White Rose Garage and car lot on the Lakeshore Road at Westmount Avenue.



▲ John Lowe Sr.

HE SOLD MORRIS OXFORDS AND MINI MINORS. DAUGHTER, Joan, worked in the office. On January 9, 1952, he had a fire, when plastic tiles in front of the fireplace caught fire. John also started J. Lowe Construction and Denny and a crew did construction work. John kept things going until he passed away in 1958, then Jack ran the garage for his mother and Denny the construction business. The repair shop is still there at 827 Lakeshore Road, operating under Rosewood Auto Service.

John did not get to enjoy his seven grandchildren, but Doris did. Only Jack's wife, Thelma, still lives in the Lakeview area.



▲ Lowe Residence

(Photos courtesy of Thelma Lowe)



▲ Doris and John Lowe with grandsons

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▲ Jack Lowe Jr.



▲ The Lowes' Race Car at White Rose Service Station



▲ Dennis, John Sr., and Jack Jr.

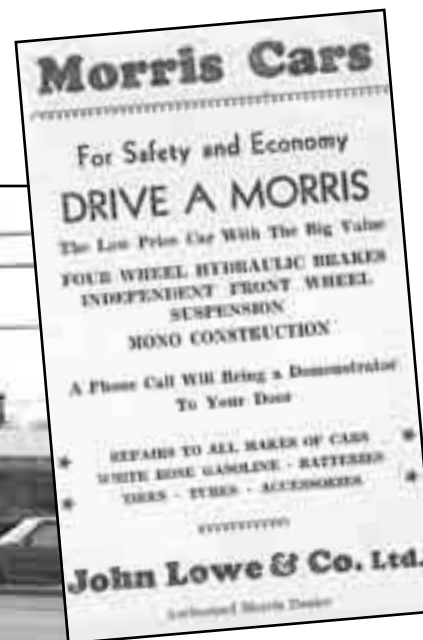


▲ J. Lowe Construction Hockey Team

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▲ White Rose Service Station (Verna Mae Weeks)



▲ Car Advertisement



▲ Rosewood Service Centre Sign (Kathleen A. Hicks)

The Dixieanna - 1939

The popular Dixieanna Dance Hall was located on the northwest corner of Westmount Avenue and Lake Shore Road at Stop 7. It was started in 1939 in what had been the Birdseye Centre Barbecue and then the Dixie Market. Leslie Pallett, former councillor and Reeve of Toronto Township, who had a market on Dundas Street in Dixie, opened a Dixie Market on the Lake Shore Road in the old Birdseye Centre Barbecue in 1936. Les cooked roasts of beef on a spit in a fireplace and also sold barbecued chickens. The business was not too successful, so he closed down in 1939 and the building became the Dixieanna Dance Hall.

Named for Les' hometown of Dixie, the dance hall was a low, sprawling building fronted by numerous windows with a brown linoleum floor that had been constructed by an American. The cover charge was 20¢ a person. In 1940, Pallett installed an automatic photograph machine he bought in Long Island, New York, that took a photograph in one minute that came out in a 2 inch by 3 inch (5 cm x 7.6 cm) tin frame for 15¢. At one time, it was operated by a man named Clarence Harrington, who also built the White Rose Service Station, west of the Dixieanna.



▲ Leslie Pallett

ON FEBRUARY 24, 1940, A FIRE BROKE OUT ON THE ROOF of the Dixieanna, which was later said to have been caused by overheated stovepipes. It had made quite a bit of headway by the time it was noticed by Mrs. Harry Duff. The Cooksville Fire Department was called and the firemen, under the direction of volunteer, James Halsey, saved the day for Leslie Pallett. The damage was estimated at \$100.

When the Dixieanna was owned by Frank Salvian in the early 1960s, it was torn down. There is a restaurant there now called Mingo's Bar and Grill at 845 Lakeshore Road East. The owner and manager for the past three years has been Amir Irvani. He says he spent \$100,000 on renovations to the building and opened the first licenced outdoor patio in the area.

Memories



▲ Mingo's Bar & Grill, 2004 (Kathleen A. Hicks)

"Several boys from up Britannia way decided to hire the Dixieanna for a night. They had flyers printed announcing that the Country Gentlemen were coming and put them up on posts and bus stops. I saw the posters and felt excited that I knew such famous people as were described on them.

"On the big night, we all got ready early and were over to the Dixieanna long before the musicians had even got their instruments tuned. A young man was pacing the floor by a table with a box on it near the door, ready to start taking in the money.

"The boys were strumming away at a tune when it suddenly occurred to me that the clock had gone past the time mentioned on the poster. It finally dawned on them that nobody was coming and my father said, "Come on, we're all going to our place." The Country Gentlemen and the neighbours came to our house and they pushed back the tables and chairs and made room for dancing. The music from the band filled every last space in our little house and all of us, even the musicians themselves, forgot all about the Dixieanna Dance Hall."

Verna Mae Weeks

Excerpt from *My Villages of Mississauga*, pages 244-245

Royal Visitors - 1939

PREPARATION FOR THE Royal visit of King George VI and his lovely wife, Queen Elizabeth, who were going to tour Canada for the first time in May, 1939, began throughout Toronto Township.

Students were organizing to decorate their schools and gather pictures of the Royal family. Toronto Township Council formed a committee of Deputy Reeve Albert Crookes, councillor Jack Cunningham and newly elected clerk, J. H. (Herb) Pinchin, to find a way for the children of the Township to visit Toronto for the royal stopover on May 22nd.

On May 12th, the committee was joined by representatives of the Canadian Legion, the Credit Valley Lions Club and the Imperial Order Daughters of the Empire (IODE) to discuss the event. They made arrangements to meet with CNR agent S. Bradley for the children to go to Riverdale Park by train. To the children (this author included) this was a marvelous once in a lifetime opportunity thanks to the work of these generous community minded citizens.



▲ King George VI and Queen Elizabeth

(Streetsville Review)

The Royal couple had been prompted to visit North America when United States' President Franklin D. Roosevelt sent a warm, personal invitation during the 1937 Coronation, "Do come and visit us." which was followed by one from Canada's Prime Minister William Lyon Mackenzie King. It was the first visit by a reigning British Sovereign and his Queen Consort to North American soil. In 1939, there was a deep sense of foreboding in Europe, but the King decided to make the voyage. They travelled from the United Kingdom across the Atlantic Ocean on the 21,000 ton (21,432 tonnes) *Empress of Australia*, under the command of Captain A. R. Meikle.



▲ The Royals, 1939 (Region of Peel Archives)

Their first stop was at Quebec on May 15th where, wrote Queen Elizabeth “the sight of cheering crowds on the quayside was heart-warming.”

May 22nd was declared a holiday by the Township Council and the School Board instructed that the schools be closed from Monday to Wednesday for the event. When the day arrived, the train headed eastward stopping at Clarkson at 11:40 a.m., Lorne Park, 11:45, Port Credit, 11:52, and Lakeview at 11:57. The 18 special coaches of the train, carrying over 2,000 children, 400 from Lakeview, accompanied by one teacher for every 20 children, travelled directly to Riverdale Park where the children were dropped off. On the train, each youngster was given a souvenir medal from the provincial government and a tiny Union Jack.

Reserved seats were located about 20 feet (6 m) from the front row of Section K. Upon arrival, the children ate their packed lunch and

patiently awaited the arrival of the Royals. When the open car came in sight a roar went up from the crowd. The distinguished King and Queen of Canada made quite an impression on the youngsters present. The school children left Riverdale Park at 3:45 p.m. for home.

Following their Canadian visit, the Royal visitors boarded the 42,500 ton (43,400 tonnes) flagship *Empress of Britain*, commanded by Captain C. H. Sapsworth, for a sail to Halifax on June 15th, which culminated the ship’s annual round the world cruise.

The King arrived back in England to be faced with the onslaught of World War II, which commenced on September 1st, as Germany invaded Poland. King George VI declared War on Germany on September 3rd and Canada, under Prime Minister Mackenzie King, joined England on September 10th. These masterful leaders would face six years of turmoil and bloodshed, along with the United States, when President Franklin Delano Roosevelt declared War in December, 1941, after the bombing of Pearl Harbour, until the war came to an end with D-Day, June 6, 1945, and the dropping of atomic bombs on Japan’s Hiroshima and Nagasaki in August.



▲ Peace is Won (Murray Saint)

The Queen Elizabeth Way - 1939

The Concession Road or Middle Road, opened in 1806, weaved its way through Toronto Township as an old Indian Trail that became one of the Township's major roadways along with Dundas Street and the Lake Shore Road. It was the northern boundary of the small village of Lakeview. In 1937, the two lane stretch of dirt road had a major face lift.

Work was started to widen it to four lanes and pave it with cement. A work crew of 74 unemployed men were hired as Ontario's contribution to Depression Relief. The roadway, that would be compared to great European highways, was constructed with a center boulevard that made it the longest continuous divided highway in Canada.

IT WAS THEN LINED WITH LIGHT STANDARDS AND IT became the world's longest continuous lighting system with the first cloverleaf in Canada at the Hurontario Street intersection. The line of the road was changed east of Dixie Road at the Etobicoke Creek and a cement bridge still remains at the old location.

When the first section of highway, which was 68 miles (109 km) long from Highway 27 to the western border of Niagara Falls, was completed, it was opened by royalty and given a new name. King George VI and Queen Elizabeth visited Canada and opened the new highway with great fanfare and it was called the Queen Elizabeth Way (QEW) for Her Majesty. Signs "ER" for Elizabeth Regina were situated along the thoroughfare. The ceremony took place on June 7, 1939, at Henley Bridge, St. Catharines.

Over the years, the road was widened and bridges were put in as traffic became more profuse. According to the provincial police, the QEW and Dixie Road intersection had more accidents than any other crossing on the highway, because the north section of Dixie Road was 200 feet (61 m) east of the southern extension.

▼ Queen Elizabeth Way Under Construction, 1937



In May, 1951, the Department of Highways officially announced it was buying property along the four lane Queen Elizabeth Way to build service roads and a major cloverleaf at the QEW and Third Line (Dixie Road) to accommodate the Shipp and Rome-Saracini subdivisions and the forthcoming Dixie and Applewood Plazas. It ended up being a bridge across the thoroughfare with exits to the QEW and south and north service roads. Traffic lights were installed at this intersection on August 1, 1951 and were dismantled in October, 1953, when the overpass was completed. In October, 1955, the Ontario Municipal Board granted the Ontario Department of Highways the request to close 13 roads between Highway 10 (Hurontario Street) and Highway 27 to complete the construction of the north and south service roads along this five mile (8 km) stretch of highway. In the two years that this project was under construction, 140 accidents had occurred with two people being killed, 36 injured and \$57,000 in property damage.

In December, 1958, the Department of Highways transferred the ownership of the QEW and the North and South Service Roads to Toronto Township.

Property was purchased at Cawthra Road and the QEW in 1953 and a bridge was put in, which accommodated the two lane roadway. In 1974, Cawthra was widened to four lanes and in October, 1979, the bridge was torn down and a new four lane bridge was constructed.



▲ Middle Road, 1930s (Edith Nadon)



◀ Queen Elizabeth Way, 1939



▲ Queen Elizabeth and King George VI



▲ Thomas L. Kennedy
(Region of Peel Archives)

NEWS ITEM

Ratepayers Successful to Fix Dixie Rd. Turn

One of the worst traffic hazards existing on the Queen Elizabeth Way - the accident heavy Dixie Road crossing - will be eliminated as a result of representatives of the Toronto Township Ratepayers' Association, it was announced this week.

Col. T. L. Kennedy, Ontario's Minister of Agriculture and Peel's M.P.P., advised Ratepayer president George McDowell that a new crossing system, which calls for the installation of traffic lights and a rerouting of the existing roadway will be instituted in the near future.

Port Credit Weekly, May, 1951



▲ Port Credit Cloverleaf, 1939
(Photos courtesy of Ministry of Transportation)

New Dixie Rd. "Interchange" Now in Use

Dixie Road residents and motorists on the Queen Elizabeth Way are sharing a common problem these days. They're all trying to find their way around the new Dixie interchange which has just been completed and opened to traffic.

Similar to a cloverleaf, the interchange has been constructed to provide a safe access to the Queen Elizabeth Way from the Dixie Road and visa versa. The Department of Highways plans to gradually eliminate the word "cloverleaf" in describing these many-curved entrances to Ontario's limited access highways. The Dixie Rd. entrance is the first to be officially dubbed an "interchange" from its beginning.

Whatever the name, this new entry-way should do much to eliminate the hazards formerly encountered at the old Dixie Road crossing. It was built in record time - taking only one year and five days.

Port Credit Weekly
Thursday, July 23, 1953