

Writer Praised Brantwood, Oak Housing Survey

Although the Oakville land developer as such had undertaken modest activity long before 1912, one of the most significant residential steps taken in earlier days was the planning and surveying of the Brantwood Survey just prior to World War I. Today, although it does not offer the luxury abodes of some more recent subdivisions, Brantwood area is the solid residential core of central Oakville, and realtors readily dispose of Brantwood properties when these become available — albeit infrequently.

JOSEPH BRANT
According to an attractive brochure published in 1913, Brantwood was named for Chief Joseph Brant, "that heroic Mohawk who, with his tribe, occupied this lush woodland prior to the War of 1812." The survey, a project of the Cumberland Land Co. Ltd., covered seven blocks northward from Colborne St. to Spruce St. and was bounded on east and west by Allan and Gloucester Sts. Agent was W. S. Davis, a pioneer town realtor and a former mayor whose son, W. E. Davis, still operates the agency. Mr. Davis is unable to identify the writer of the prospectus, but anyone reading it today would have to agree that this crisply lyrical selling copy richly deserved a byline. Profusely illustrated with copper plate engravings of town landmarks and verdure, the sales pitch began: "Beautifully situated on a gently rising slope. . . Brantwood comprises over a hundred acres of land within the corporate limits. The location, from the standpoint of convenience alone, is ideal. To reach the station requires only a brisk eight minute walk, while Lakeside Park is a ten minute stroll (mighty brisk walkers in those days!). For natural beauty, it would be difficult to imagine a lovelier spot than Brantwood, with its wealth of vegetation and boundless possibilities for the landscape gardener."

COUNTRY LIFE
But this was but the beginning. "To the man whose lifelong wish has been to own a little spot in the country, where he may enjoy all the seclusion and privacy of country life without sacrificing the modern conveniences offered by the city, Brantwood makes an irresistible appeal," continued this poet of the draughting board. "The surroundings are healthful and in every way desirable. The air is pure and invigorating. Gentle breezes, laden with the perfume of balsam and pine, ensure the sound, refreshing sleep so essential to the brain worker and too often denied the city dweller."

The advantages outlined in the prospectus were quickly recognized, as more than a score of attractive residences were built in Brantwood during the early war years. And if we are to believe the survey's first eulogist, the new neighbors were extremely happy, busy and sociable people.

WHITE DUCKS
"Here everybody knows everybody, and life might well be described as one continuous round of pleasure," he related. "Nor does one lack for variety, for there are frequent changes of program from delightful little garden functions and tennis matches, to coaching parties, motor rides, boating trips, bridges, receptions and informal dances, where shirtwaist suits and snowy white ducks not infrequently replace the conventional evening attire. Brantwood is rapidly becoming a community of cultured and neighborly home dwellers, where the new arrival is greeted with courteous cordiality and made to feel at home. The friendly nod of greeting and the hearty 'good morning' to one and all, is one of the rare attractions that appeal to the heart of the newcomer."

OAKVILLE CLUB
This was a bit of a far cry, some of today's newcomers may feel, into whose friendly hands are courteously thrust the petitions and pens of controversy. Mention was also made in the prospectus of the Oakville Club, whose president at that time was F. A. Prime and whose secretary was H. L. Read. But to any 1967 reviewer of those halcyon days of 1912-18 the principal attention of Brantwood has to be the fact that a commodious two-storey, three-bedroom brick or stucco home sold for \$4,000!



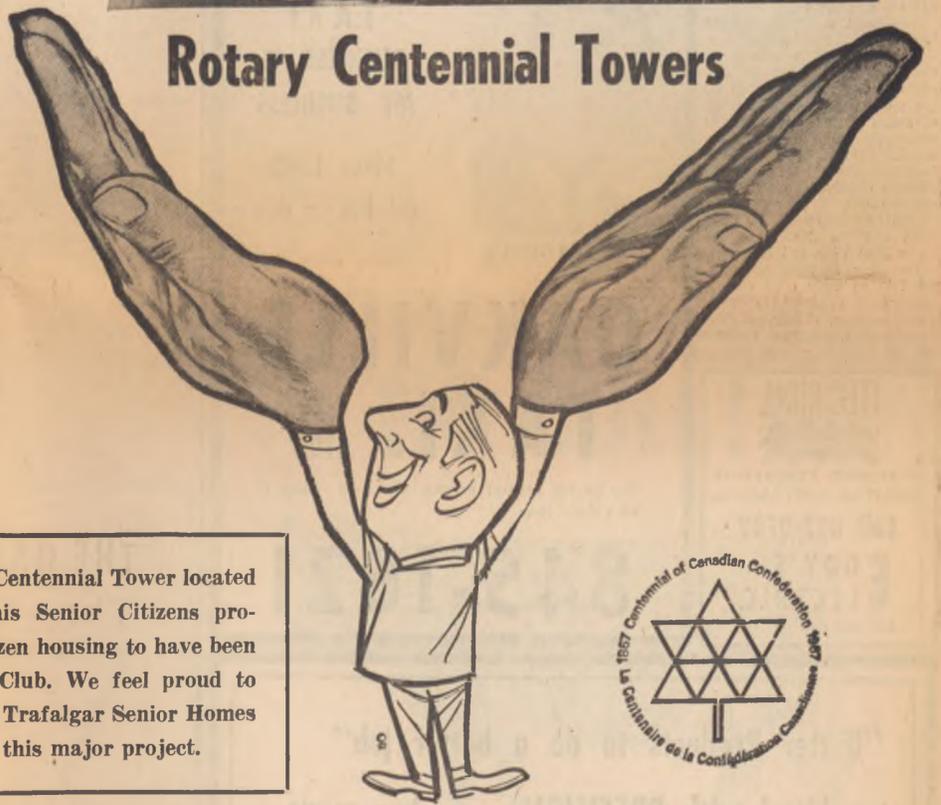
JAMES W. SNOW,
President Snow Construction Ltd.

We've Had A Hand In Building Oakville . . .

Shown above is the new Rotary Centennial Tower located on Stewart Street in Oakville. This Senior Citizens project is the third phase in Senior Citizen housing to have been sponsored by the Oakville Rotary Club. We feel proud to have been chosen by the directors of Trafalgar Senior Homes Ltd. as their general contractors for this major project.



Rotary Centennial Towers



Throughout the past 19 years, we've taken great pride in constructing modern new buildings in the Oakville area. There have been plenty of times when we've had our hands full (as the illustration indicates) but we've always managed to get the job done on time and to the customer's satisfaction.

A construction job doesn't really hold much fascination for the aver-

age person. All that he notices are the bulldozers noisily churning away, workmen building scaffolds and masons pouring concrete forms. To us, though, there's a thing of beauty in this organized confusion. It means that another element in the progress of the community is beginning to take form. And we're glad to be having a hand in it.

A town grows only through foresight and careful planning of dedicat-

ed people who have the courage and conviction to erect new schools, office buildings and industrial plants that provide facilities and employment for current and future generations. That's how our country was built — and that's how it will remain strong.

We're humble enough to say that we're thankful to all of our customers for having participated in their growth — and that of Oakville.

SNOW

CONSTRUCTION LTD.

589 ARGUS RD. - 845-3806

Founder Donated Park Site

Thanks to the foresight of town founder William Chisholm, George's Square has always been parkland.

Col. Chisholm allocated this tree-studded town block, bounded by Trafalgar Rd., Palmer Ave., Reynolds and Sumner Sts., to the continuing use of the townspeople when he approved the first overall town plan.

After the founder became bankrupt, all of his interest in the townsite was bought back from his creditors by his sons, the property of George K. Chisholm, then mayor.

In 1859, council found the site had not been conveyed to the municipality, and queried Mayor Chisholm in this regard. Mr. Chisholm informed his associates a conveyance would depend on future use as a park, and the matter hung in abeyance for the next 16 years. But when a future council agreed that parkland it would always be, George's Square became town property officially and has been maintained as a park ever since.

NAUTICAL LADIES

The schooner Trafalgar was the first such craft to be built in Oakville shipyards, coming down the ways in 1829. Early skippers were Captain John Emo and Captain Nick Boylan. The town's second lake vessel was the Lady Colborne.

OFFICIAL SWORD

Captain Balmer presented a sword to Colonel William Chisholm in 1863, marking that gentleman's taking over command of the First Battalion of Halton Volunteers.

Donna Lea

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