



# WHAT ABOUT INDUSTRY?

This billboard, maintained year-round by Delrex to promote Georgetown's advantages is at the foot of Bay Street, Toronto. It is seen daily by thousands of businessmen and industrialists entering the city's business district.

Talk is cheap; it takes money to buy land. This is particularly so when it comes to getting industry. There has been much talk about more industry for Georgetown. But talk alone won't get industrial plants to locate here. There must be whole-hearted effort. More industrial assessment is the goal and Delrex is doing the major share to achieve this goal in Georgetown. Here is what Delrex has done to date:

1. Established three new industries - Avian Industries, Standard Products and Sykes Tool; negotiated the establishment of a fourth industry to locate here in the next few weeks. But Delrex also played a key role in attracting several new industries and businesses to the older parts of Georgetown.
2. Offered fully serviced industrial land for plant sites at a nominal price of \$100 per acre. This land cost Delrex \$3,500 per acre to develop fully into fully serviced factory sites. (But some major sites on No. 7 Highway await trunk mains that council had undertaken to install.)
3. Purchased, developed, and serviced approximately 100 factory sites on which we are paying thousands of dollars a year in taxes alone.
4. Paid one year's membership fee for Georgetown to the Metropolitan Toronto Industrial Commission.
5. Produced - at a cost of \$17,000 - the film "Decentralization" to promote Georgetown's industrial development. This film has been circulated by the National Film Board in Montreal and Toronto; in New York, Chicago, and Los Angeles; in London, England, Bonn, Germany, and in Switzerland, to acquaint industrialists with Georgetown's industrial potential.
6. Jointly with the Chamber of Commerce, Delrex produced the Georgetown Industrial Exhibition last month which attracted widespread attention and gained international publicity for Georgetown's industrial advantages.
7. Advertised -- and continues to advertise -- Georgetown's industrial possibilities in Industrial Canada every month; by billboard in Toronto year-round; by other advertising means year-in and year-out.
8. Produced and distributed -- at a cost of \$10,000 -- a special industrial brochure on Georgetown. And jointly with Georgetown Industrial Commission, Delrex produced another brochure citing the town's industrial advantages. Delrex personnel did the research for this and recently compiled vital information on the labour force here. Such information is essential to attract new industry.
9. Delrex personnel have travelled, met and discussed plant sites with about 500 industrialists, businessmen, finance and government officials in Canada, United States, and in Europe during the past five years to sell them on Georgetown's industrial advantages. And we are continuing to do so.
10. Delrex has -- and will -- finance factory buildings for industries that will locate here. This takes a substantial amount of money in each case and we rely on the sale of land to provide these funds.

This is what Delrex has done -- and will continue to do -- to get industry for Georgetown. But Delrex cannot do it alone. Here is what the governor of a U.S. state wrote recently in the Rotarian magazine:

"In any program of industrial development no secret formula exists. You must take advantage of opportunities but you must make your own opportunities. . . . The most important requirement from the community standpoint is attitude - the attitude of the people of the community. . . . a wide-awake and cooperative citizenry which reflects an atmosphere of well-being and confidence in the future."

If we are to attract new industry to Georgetown, our citizens must "reflect an atmosphere of confidence" and Georgetown council must provide those services which by statute, by-laws and agreement are their municipal responsibility.

Delrex will continue to do its part. And we believe that the vast majority of Georgetown citizens will continue to do their share.

# DELREX DEVELOPMENTS LTD.