

# YES, MR. BERTON, GEORGETOWN HAS LEARNED ABOUT PROGRESS

Thirty miles from Toronto's City Hall, less than an hour's drive from two Seaway ports, linked by good road and rail connections, Georgetown took a big step forward in 1955.

That year it annexed 1800 acres of farmland which Delrex is changing into a model community - just as this same company did in Rexdale where it left one hundred industries.

Delrex planned for an ultimate 3,600 homes, 100 industries, a big shopping plaza and other amenities. That was in 1955. Since then the Arrow was killed which meant dislocation for many Delrex residents. Then tight money sharply curbed housing construction and new industrial establishments.

BUT, former Avro workers have found new jobs and most have remained right in the Delrex homes they can't replace for anything near the same money. Despite tight money, builders are still buying Delrex home sites because they can't get the same value for even \$2,000 or \$3,000 more in Metropolitan Toronto area. And three new and substantial industries have located in Delrex. A fourth plans to be in their new plant here within two or three months. A new 16-store shopping plaza was opened two months ago in Delrex and it is just the beginning. Two new office buildings will be completed within weeks.

In short, Mr. Berton, Delrex still plans for an ultimate 3,600 homes and 100 industries. We are entirely confident of the future. More important, we have every indication that Georgetown residents, by and large, share our confidence and believe that progress is being made.

Four citizens have recently cried blue ruin to council. But just six weeks ago, Mr. Berton, more than 9,000 people --- that almost exactly equals the entire population here --- turned out to see the Georgetown Industrial Exhibition --- a display of just what this town's ten industries produce for the Canadian economy and just what Georgetown has to offer new industries. And hundreds of school children have now submitted essays on "The Industries Which Create Work and Wealth in Georgetown." When these essays have been judged we think you'll find them mighty encouraging reading.

Four citizens have deplored Georgetown's chances of making progress. But some 50 other citizens have put up thousands of dollars to back former Avro workers in a new industry to produce a low cost autogyro here.

We interpret these happenings as evidence that Georgetown's population is looking ahead with the same kind of confidence that prompted Delrex Developments to invest some \$2 million to date here. And to turn every cent received from land sales back into new industrial and commercial development right here in Georgetown.

To date Delrex residents and businesses have paid \$357,000 into the Georgetown treasury. Delrex Developments and its associated companies have paid in another \$172,500. That's \$529,500 from Delrex into the town treasury. And to date Delrex has cost Georgetown \$373,000. That leaves Georgetown \$156,500 to the good so far. This in itself is a little progress.

But there are other evidences. Georgetown now has new schools - not just in Delrex, but in the other parts of town. Georgetown is widening and improving its roads -- in the older parts of the community. Parks are being improved. A new hospital is planned. And new store fronts keep going in on Main Street.

Is this confidence misplaced? We think not, Mr. Berton. You see Georgetown has four vital assets:

1. Its citizens, by and large, are not afraid to think big. They are not afraid of progress.
2. Georgetown is at the apex of Canada's vital industrial triangle at the Seaway corner. (See our billboard at the foot of Bay Street on Toronto's front doorstep).
3. We have serviced industrial land aplenty which new industries can acquire by purchase, lease, or financing on better terms than in any other comparable community or market --- 2,000,000 customers within an hour's drive.
4. Just because of the Arrow's rise and demise, Georgetown has possibly the most specialized and diversified labour force per capita of any town on the continent.

Delrex has paid its way in Georgetown, Mr. Berton. Paid it every inch of the way and \$156,500 over. But Delrex still feels it has a debt to Georgetown citizens. It is obligated for their confidence --- their forward look --- the courage to think big enough to take that 1800 acre leap ahead with us in 1955. They won't be disappointed.



## DELREX DEVELOPMENTS LIMITED