

## YULETIDE GREETINGS



Let those thanks to all our kind friends for their continued patronage and our best wishes for a happy holiday.

JOE AND VERA GREENWOOD

"THE COTTAGE INN"

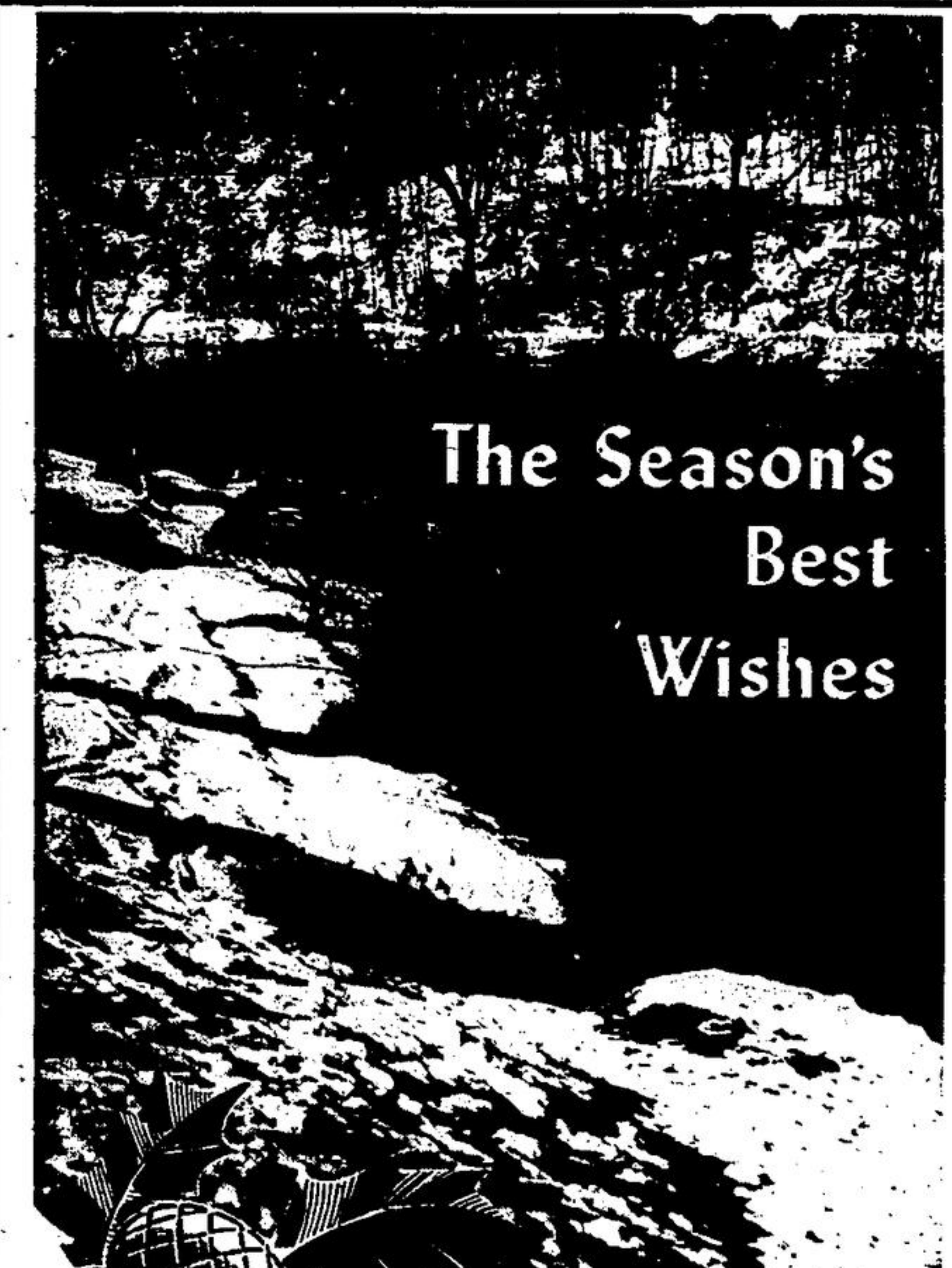
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# The Season's Best Wishes

We sincerely wish our many customers and friends all the blessings of this happy season, and extend our thanks for their patronage through the year!

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## Georgetown's Imaginative Approach to Industry

(as written in the National Builder)

One week in September more than 9,000 people turned out to see the Georgetown, Ont., Industrial Exhibition. That number just equals the town's current population, but virtually every adult and school child did visit the display of their town's industrial production. And this unique exhibition of the varied output of ten local industries drew business and industrial people from Toronto, 30 miles away.

Georgetown's Industrial Exhibition was another move in the spirited efforts of this Ontario community to create a 40:60 industrial residential assessment ratio. The joint effort of the local Chamber of Commerce and of builder-developer Rex W. Heslop, whose Delrex Developments Limited is primarily responsible for Georgetown's doubled population since 1955, the Exhibition was held September 18-25.

Georgetown Chamber of Commerce had considered such a display for some months to acquaint townspeople with just what their local industries were doing. Rex Heslop, who left a town of 35,000 people and more than 100 industries in his Rexdale community of Metropolitan Toronto to create Delrex-Georgetown, made the opening of the \$1 1/2 million Delrex Market Centre the occasion for the exhibition. Deferring one tenant's lease for eight days, he provided store premises for the exhibition, and financed an essay contest for school pupils in connection with the industrial show. Local industries under Commerce auspices did the rest.

For example, Georgetown's two paper mills, Alliance Paper Mills and Provincial Paper Limited, showed the materials, economics and technology involved in paper processing, which made Georgetown an industrial centre half a century ago. Biggest Georgetown employer, Smith and Stone Limited, displayed some of the hundred-odd plastic products that local effort produces for Canadian hardware and housewares markets. P. Graham Bell Associates exhibited store from designs that local raw materials make possible. An electronic firm, Varian Associates of Canada, displayed complex components that guide missiles and machines in this new age. And Sykes Tool Corporation showed gears important to the functioning of the nation's industrial machinery.

But possibly Georgetown's enterprise was best epitomized by displays of a knitting mill and an aircraft company. Two years ago Samuel Penrice and Gordon Graham, local mill men, together with a third partner since killed in a plane crash, took over the 80-year Beaumont Knitting Company. Water power from the Credit River originally energized this mill but Georgetown was the site of Canada's first industrial hydro plant in 1890 and the Beaumont mill had long since been electrified.

Penrice and Graham found ample opportunity to modernize their equipment, however, and have expanded production even to some U.S. markets for their work and sports stockings. They met the industrial exhibition idea with enthusiasm. A five-foot high knitting machine was removed from their production line and re-assembled on the exhibition floor. Throughout the eight days of the show the two mill owners stood by with specially printed pamphlets to explain their operation while the knitting machine produced a continuous line of stocking. Georgetown families, whose members have done mill work for three generations, learned for the first time something of the materials, economics and enterprise that went into their livelihoods.

The other exhibit of special significance to Georgetown people showed a model of the \$10,000 autogyro which the newly formed Avian Industries will test fly in November. Formed by half a dozen former A. V. Roe engineers and technicians when the Arrow's demise hit Georgetown's labor force, Avian Industries has been financed by local residents. Delrex Developments rushed a new plant to completion for the plane designers. In two months Avian's President Peter Payne and his colleagues have turned a drawing board concept into a prototype autogyro.

**Town Gains Labor Skills**  
Avian Industries points up an important aspect of Georgetown's industrial potential. Like other communities within a half hour of Toronto's Malton Airport, both its labor force and some of its industry depended in considerable degree on Avro. The death of the Arrow was a blow in Georgetown which the community absorbed, and industry—fortunately diversified—look in its stride. The gain to the community from an industrial potential: point of view was the highly skilled labor force which Avro left behind. Today, among the 5,800 wageearners resident in Georgetown and within a three-mile radius, are more than 300 draftsmen, machinists, millwrights and tool and die makers—96 of them now locally employed; 440 executives, supervisors, inspectors and industrial planning controllers—172 of them now locally employed; 97 professional engineers—21 of them locally employed; 221 machine operators and stationary engineers—146 of them locally employed; 1,200 semi-skilled workers—half of them locally employed; and 1,325 unskilled workers—369 of them locally employed.

Following the Arrow's demise some new Delrex home owners quickly sold out and moved off. As the labor force figures indicate, the remainder founded other employment, some of it as far or farther away than Malton, some in Metropolitan Toronto. But Georgetown, "a city within walking distance of the country" with its Credit Valley beauty and recreational facilities, new schools and low cost housing, kept them resident. New industries like Standard Products (Georgetown) Limited, which started up two months ago have found the workers they needed readily at hand and only too ready to take employment right at home.

**Industries Co-operate**  
The industries themselves have been drawn closer together to mutual advantage. Avian's Peter Payne contacted firms all over the continent, when he first started, to order a complex gear assembly. His search was futile until he mentioned it locally. Sykes Tool, 300 yards away, ordered a special machine, rushed from England to produce the gear component to meet Avian's crash schedule. In opening the industrial exhibition, Jack Crichton, General Manager of the Alliance Mill, assured his townspeople: "This exhibition is just one step in a continuing program to let the world know that Georgetown is at the top of Canada's most vital industrial region—the triangle bounded by Georgetown, Toronto, and Hamilton, right at the corner of the St. Lawrence Seaway."

Rex Heslop noted that "Delrex plans alone have provided



To each and every one of our customers and friends we offer our best wishes for a truly

# Merry Christmas

BOB and BRUCE CALDWELL WILLIAMSON AND THE STAFF

and in proximity of No. 7 highway. I think we would be less than realistic in Georgetown if we did not look for a hundred industries here before we are much older.

**Community Draw In**  
This enthusiastic determination at the top is echoed at every level of the community. With \$150 in cash awards offered for the best essays, Georgetown School pupils have written hundreds of compositions on "The Industries Which Create Work and Wealth in Our Town." To get their material they swarmed through the industrial exhibition each day after school hours, pencils and



Permit us to express our sincere thanks for your valued patronage, and to wish you all the joys of the holiday season.

GIRDWOOD HARDWARE

(MRS. ELIZABETH McCRAE)

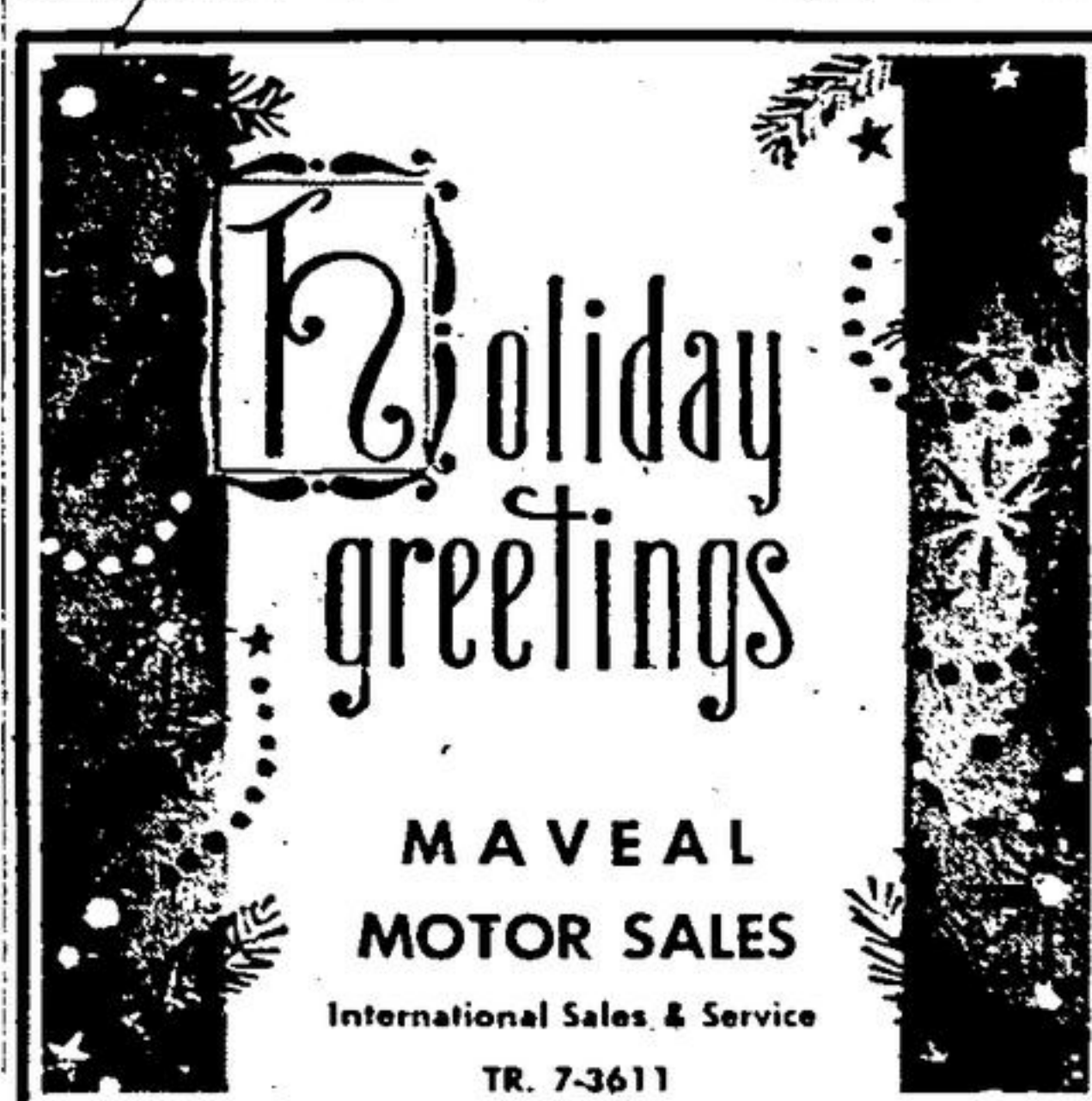
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Greetings to All

Our sincere thanks and much holiday cheer to all our friends and patrons.

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