

A history and atlas of Halton County

The history of Halton county has been compiled for the county Women's Institutes, and just three copies of the finished product are in existence. This newspaper has borrowed one, and from time to time items from it will be published.

After a general history of the county from its Indian days, the book deals in turn with the each different settlement.

Author of the book is retired Silverwood area resident Ben Case. Mrs. Frank Wilson of Georgetown is curator of history of the county Institutes. As curator of Silverwood W.I. and assistant district curator, Mrs. H. Marchington typed out the lengthy history for Mr. Case.

All three are happy to think that, through the pages of the local weekly, their information and pictures may be shared.

transportation facilities, being crossed by two main railway lines, two Super Highways, and has the Great Lakes Waterway at its door, besides being on the main route of oil and natural gas pipe lines. Of this industrial development we will enlarge later.

HISTORICAL BACKGROUND

In writing the history of any particular area or locality one should naturally go back to the earliest known records of its inhabitants, and we find that different tribes of Indians occupied, from time to time, what is now Halton and Peel Counties. Their presence had a direct bearing on the early settlement of this area or rather, we should say, delay in settlement. Accordingly a brief account of their history following the arrival of the white man should be of value.

When Champlain visited the Hurons in their country around Lake Simcoe in 1615 he accompanied them on the warpath against their ancient enemies the Iroquois who held the territory south of Lake Ontario. This turned out disastrously and the Iroquois always allied themselves afterwards with the British against the French for possession of the North American continent.

In 1649 the Iroquois in turn attacked the Hurons and practically annihilated them, including several Jesuit missionaries who had conducted a mission to the Hurons. Not content with this the Iroquois also wiped out the Petuns who occupied land in what is now Grey County and also the Neutral Indians whose territory extended along Lakes Erie and Huron. The Iroquois thus became sole occupants of what we call Southern Ontario for upwards of 100 years.

The early maps of this period designate this area as the Hunting Grounds of Northern Iroquois. They lived in several villages along Lake Ontario notably Telalagon on the Humber (now the Baby Point district) but there is no definite record of them having a permanent settlement in the Halton area although they must have frequented the Twelve and Sixteen Creek valleys which were notable along with the Humber, Etobicoke and Credit Rivers for salmon fishing, the fish furnishing them with a chief supply of food.

During the early 1700's there took place a shift in population of the Indians in the district which later became Old Ontario. The Iroquois gradually withdrew,

possibly to join their brethren in New York State as allies of the British in the warfare and frequent clashes with the French and their Algonquin allies further east.

Their place was taken by Chippewa Indians of the Algonquin nation and a branch of the Chippewas, the Mississaugas from the country north of Manitoulin, occupied the north shore of Lake Ontario. They no doubt found this area much more to their liking with its milder climate and fish and game plentiful for food and with fur-bearing animals in abundance to supply the wherewithal for trading for the white man's goods.

These Algonquins were more of a nomadic nature, living in wigwams covered with bark or skins which could easily be transported from place to place whereas the Iroquois lived in log long-houses of considerable size which were their permanent abode, and the practised cultivation of the land providing them with corn, squash and pumpkins which they stored for winter food.

The Mississauga encampments were to be found mostly on the river flats of the various rivers emptying into Lake Ontario, and by the time the British took possession of New France they were in sole possession of the north shore of Lake Ontario. The Pontiac Rebellion of 1763-6 on the part of Algonquins, who felt they were being dispossessed of their lands, taught the Government the wisdom of making a legal purchase of lands from those in possession and, although by today's standards they were procured at bargain rates, it was done with the full consent of the Indians themselves.

It was thus important when, after the American Revolution, the United Empire Loyalists began to come to British territory and settle in Upper Canada along the St. Lawrence and north shore of the lake and in the Niagara Peninsula that proper land purchases should be made. In 1787 at a meeting of Mississaugas and Government officials at Carrying Place, near Trenton, the lands forming part of York County to the eastern edge of Etobicoke Creek were decided to the Government. In 1792 a block of land was purchased at the western end of Lake Ontario, including a large part of the Niagara Peninsula over to Burlington Beach and thence along a line to run fifty miles straight north west starting

where the stream drained Burlington Bay. For convenience we will refer to this line as the North West Line. The land between the Etobicoke and this line was retained by the Mississaugas and it will be noted contained the Etobicoke, Credit, Sixteen Mile and Twelve Mile Rivers, all good salmon fishing grounds.

In 1797, the Mississaugas agreed to convey a tract of land just east of the above-mentioned North West Line, starting from Burlington Beach, about three miles by two miles for the benefit of the famous Mohawk chief Joseph Brant, and comprising 2540 acres. It is said that he was to receive as much land as he could encompass in a day through the dense woods, and to cover a greater area, he went on horse back. Be that as it may, we can say that the "first citizen" and resident of note of what was to become Halton was this famous Indian chief. He built a commodious residence facing Burlington Bay where the present Brant Museum is now located, but unfortunately he lived only ten years to enjoy his property. He visited England on several occasions and was received at court. It is said that, on meeting George III, he claimed to be King in his own country and refused to bend his knee to an equal. However, he gallantly declined to kiss the hand of the Queen.

When Lieut. Governor Simcoe decided to move the capital of Upper Canada away from Newark (now Niagara-on-the-Lake) as he felt it should be away from the American border in case of invasion, he brought his family and staff over to Toronto Bay in 1793. He commenced a settlement here, which he named York, in what was then a complete wilderness and this became the eventual capital although his plan was to locate it later still further inland at London. He had a road surveyed west to follow the general direction of the lake but back at least three miles to be less vulnerable to enemy attack. The survey led south-westerly to the present location of Waterdown and thence down the escarpment along Grindstone Creek and followed the base of the escarpment to join the road from Niagara to the Indian village of Brantford. At this intersection the settlement of Dundas came into being. The surveyed road, which was to be called Dundas Street after Henry Dundas, Home Secretary of the British Parliament, remained

only a blazed trail for a number of years.

As time went on, the Niagara Peninsula began to fill up and land was required for the generation of United Empire Loyalists. The Mississauga lands on the north shore of the lake looked attractive as they had the advantage, over land further west, of being easily accessible by water. Accordingly on the 2nd of August 1805, a treaty was signed with the Mississaugas whereby they ceded to the Crown a strip of land along the lake about six miles wide from the Etobicoke to the foresaid North West Line, a distance of about twenty miles, excluding of course Chief Brant's property. The Mississaugas reserved to themselves the sole rights of the fisheries in the Twelve Mile Creek, Sixteen Mile Creek, the Etobicoke River together with the flat or low grounds on said creeks and rivers which we have heretofore cultivated and where we have our camps and also the sole right of the fish in the River Credit with one mile on each side of said river.

This area was surveyed immediately, using Dundas Street as a base line, and two concessions were laid out north of Dundas (N.D.S.) and parallel to it and concessions to the south varying in number according to the width of the land from the lakeshore to the base line. These concessions were 1 1/2 miles in width as in York County with a side road each 1 1/2 miles. It was divided into three townships, Toronto, Trafalgar and Nelson, the last two so named when news of the Battle of Trafalgar which took place on October 5th, 1805, reached Upper Canada. The names of the settlements of Palermo and Bronte were also named in honor of the great naval hero.

TRAFALGAR TOWNSHIP IN 1817

A most interesting account of life in Trafalgar Township in 1817 was written up by Hazel Chisholm Matthews of Oakville and appears in the June 1960 issue of the Ontario Historical Society Quarterly. In reading between the lines we get a glimpse of conditions faced by the early settlers and it may be taken as typical of life in the other two townships as well. We condense her article as follows:

A Scotaman, Robert Gourlay, wished to publish an account of the affairs in Upper Canada to stimulate emigration and he addressed a letter to the citizens

of all townships. This took the form of a questionnaire and the last question was "What in your opinion most retards the improvement in your township in particular and the Province in general and what would most contribute to the same?"

The replies were quite frank and raised a hue and cry in Government circles and Mr. Gourlay was denounced as an agitator and preacher of disloyalty. His cause was probably not helped any when he referred to his fellow Scot, Bishop Strachan, a powerful figure in the Family Compact, as "a lying little fool of a renegade Presbyterian." He was tried for sedition and was imprisoned and banished from the country in 1819. He published his book in London, England in 1822 under the title "Statistical Account of Upper Canada."

The report from the township contains the following information: Trafalgar which extended for 2 1/2 miles north of Dundas Street contained 210 lots of 200 acres each but at that time (1817) there were only 97 houses and a population of 448. There were no churches but "there were two preachers who preached alternately. They belonged to the sectary called Methodists according to the institution of the late Rev. John Wesley." There were four taverns, one grist mill, four saw mills, three schools but no stores or doctors. The report continues: "We are situated on the coast of Lake Ontario and thence we have the benefit of all the adjoining waters. The mouth of the Sixteen where it empties into Lake Ontario is navigable for vessels of considerable burden and forms a safe and commodious harbor." The settlers from Niagara would thus be spared a long and arduous trip by unbroken roads to reach their holdings.

As for making a start, the new settler had much to contend with. The report continues as follows: "Know then that the greater number of our farmers when they first settle in the wild woods, have little more property at all but their axe alone. The family generally consists of a man and his wife and a number of small children. Unable to hire hands, the whole labor naturally devolves upon the man; and hence it is that for six or seven years till such time as the roots of the timber begin to rot in the

ground so that he can use the plough and until the oldest of the children grow up to help him, his toil is incessant. Four or five acres are all that he is able to clear and sow in a season and that is generally put in so late that it produces but little, so that the whole crop will scarcely support him through the year but times he has to work out for a part of his bread. Clothes he must have for himself and family and these must be got out of the store and merchants' goods are very dear in this province and as he has nothing to pay with, he is obliged to go on credit and he may eventually be obliged to sell the farm in order to pay off his debts. For those who are so fortunate as to weather out the storm of the first ten years without sinking their plantation are generally enabled to spend the remainder of their days in comfort."

Esqueuing to hold meeting

A joint meeting of Esqueuing Council, committee of adjustment, planning board and a representative of the firm of M.M. Dillon is scheduled for Wednesday August 12, to discuss policies contained in the township's official plan, which is now being drawn up.

Reeve George Currie indicated at last night's council meeting the official plan may be ready by November.

MOVE AWAY

After an accident, the first duty of those involved in to take any necessary steps to prevent another one. Many drivers think, wrongly, that after an accident the cars must be left where they are until the police arrive. This misapprehension can lead to unnecessary danger, and delay to other traffic. After a collision the cars should be moved to the curb, or on to the shoulder, if feasible. Drivers who leave their cars blocking traffic lanes after a minor collision may be summoned for obstruction.

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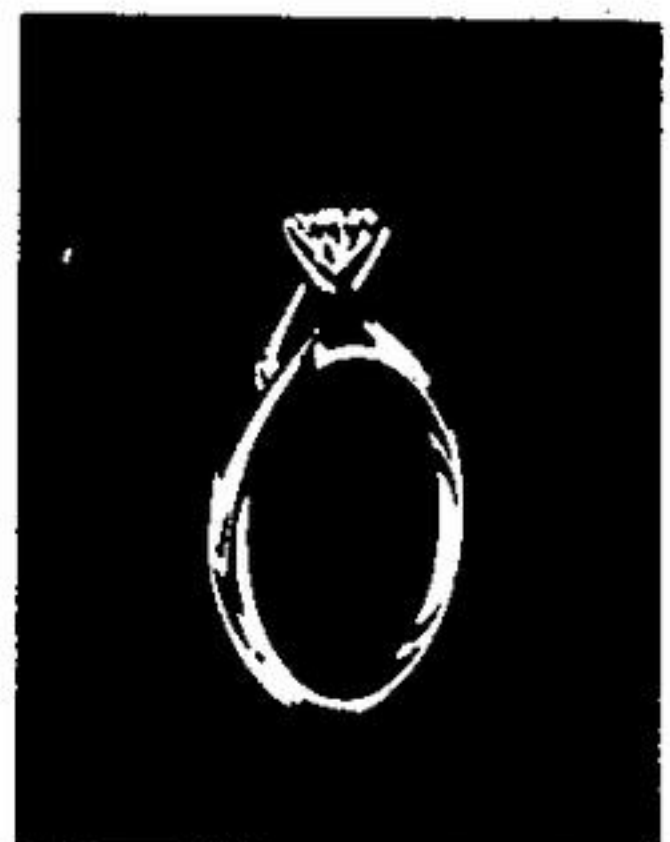
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"In advertising, you're the boss!"

"As consumers, each of us possesses a powerful weapon to use against advertising that we think insults our intelligence. We can vote that product or service into oblivion by not buying it. We have the last word."



Mr. Leon Weinstein, President of Loblaw Groceries Co. Ltd., is a well-known figure in Canadian business. He is also a champion of the rights of the consumer, and has spoken on many panels on this subject. Here, he speaks out on the role of advertising in the life of the Canadian consumer.

ADVERTISING has a lot of critics. Some of these critics see advertising as a tool for the control of the mind of the consumer.

"These critics seem to imply that we are such weak, mindless individuals that we are powerless to judge an advertisement. Hence, they say we must be 'protected' against this strange form of persuasion.

"But, of course, that's a lot of nonsense. I know from personal experience that consumers are well able to judge the merits of various advertising claims.

"And what's more, we consumers do have a choice. We can use the most powerful of weapons against objectionable advertising. We can force a badly advertised product or service off the market simply by ignoring it.

"And it's a choice that we can exercise every day of our lives."

Protection for the consumer.

"Of course, advertising is not perfect. "But more than ever before, I think advertisers recognize their responsibilities to us, the consumers. Advertisers recognize the necessity to inform honestly. They recognize their duty not to fool the public. And they recognize the need to police themselves."

That's one reason why the Canadian Advertising Advisory Board was created. It's a body made up of advertisers, advertising agencies and media. One of their chief functions is to help protect the consumer against misleading advertising. (More about this further on.)

The Government keeps an eye on things, too.

"Did you know that the Government in Ottawa has to approve every little bit of advertising that's seen on television or heard on the radio for any food, cosmetic or drug?"

"Every statement an advertiser wants to put on the air about his product, has first to be cleared by the Department of Consumer and Corporate Affairs and by the Canadian Radio & Television Commission. They both see to it that the claims an advertiser makes are true.

"For instance, these departments regulate all references made to vitamins. They tell the advertiser, for example, whether he can claim that his product is a 'good' source of Vitamin A, or an 'excellent' source of Vitamin A, depending upon the vitamin content.

"They also will make sure that the diet cola really is a diet cola. That the deodor-

ant really has more hexachlorophene in it. That the weight mentioned on the label is correct. That the ingredients are listed accurately. That the dishwashing liquid does indeed contain a lotion that is beneficial to the hands."

Don't con the consumer — she may be your wife!

"Things have changed a great deal since 'the good old days'. You can't fool the consumer. She is a smart shopper. And the advertisers are very much aware of that fact.

"I think that we all recognize good advertising when we see it. It is usually the kind that is created with one common sense rule in mind:

"Don't con the consumer, she may be your wife.

"Many an advertiser has learned the hard way that if he lies to us, we'll have the last word with him. By ignoring his product forever after."

Other Benefits.

"Another important factor: advertising contributes to the economic health and growth of our country. It helps create new jobs and secure old ones."

You can do your bit too.

The Canadian Advertising Advisory Board has a Code of Ethics which must be respected by all advertisers. It sets out in black and white the standards that advertising must meet.

You can get a free copy of the booklet called "Canadian Code of Advertising Standards" simply by requesting it.

Write to the Advertising Standards Council, 159 Bay Street, Toronto 116, Ontario.

Read the booklet. Keep it handy. And if you see an advertisement that you think breaks or seriously bends the rules, fill in and mail the complaint notice enclosed with the Code booklet.

It's not only your right — it's your duty to do something positive about advertising.

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PLAYING CARDS	PAINT BRUSHES 48¢ EA.
Comp. Value \$1.00 48¢ PKG.	Your Choice 1" to 2 1/2"
G.E. Shadow Ban — 40-60-100	Ideal for Beach Play Bright Plastic
LIGHT BULBS 2 FOR 48¢	SAND PAIL SHOVEL & BALL 48¢ SET
Reg. 2 for 49¢	Comp. Value \$1.00 Sale 48¢ SET
Aer-O-Wax Clear Liquid	Nestle's
FLOOR WAX 16-oz. 48¢	HAIR SPRAY Sale Price 48¢ EA.
Sale Price	Comp. Value \$1.00
STORM LIGHTER 48¢	Pkg. of 16 Pads
Why use matches? Comp. Value \$1.39 EA.	STEEL WOOL For Cleaning Hardwood Floors, etc. Comp. Value \$1.00 Sale 48¢ PKG.
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PLIERS 48¢ EA.	Comp. Value \$1.25

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