

Credit River boating firm does business year round

By KAREN HEWER
Herald Special

In operation for some 28 years, the Credit River Boating Co. in Norval has become something of a landmark to the Halton area, and undoubtedly viewed as a "lifesaver" to many of his loyal customers.

Why would anyone buy a boat in Norval? "We have to offer our customers something to entice them here," explained owner Bill Pomeroy. People are attracted not only by the varieties of paddleboats to cabin cruisers Mr. Pomeroy has for sale, but by the servicing, storage and rentals available as well.

Located on Highway 7 beside the Credit River, Mr. Pomeroy said customers come from Toronto, Brampton and Mississauga as well as Halton Hills. "Just because people have a cottage in Muskoka, doesn't mean they buy their boat there," he said confidently.

Mr. Pomeroy explained that many sports enthusiasts have preferred to buy their boat in Norval, where they can store it over the winter, and have it serviced.

SERVICE

Storage facilities at the boating company can accommodate up to 100 boats inside as well as a number outside, said the owner.

Although he doesn't sell rods and reels, Mr. Pomeroy offers some sophisticated equipment for today's more "scientific" fisherman. The depth sounder-fish finder combination unit, for example, is used to chart the bottom of a lake to show how deep the water is to help fishermen use the proper amount of line.

Asked about fishing prospects on the Credit River itself, Mr. Pomeroy noted that a fish ladder, installed at a nearby dam several years ago, had improv-

ed fishing for coho salmon, which migrate from Lake Ontario.

master mechanic; Stewart Kongdon is the sales manager; and Bill

from time to time, much of the business comes from repeat customers and word of mouth. The company also participates in annual boat shows, such as the Sportsman's Show, the Boat Show at the C.N.E. and the Spring boat show in Malton.

"There's only a month or two when it's quiet," he admitted.

Born and raised in Norval, Pomeroy lives right next door to the business. "I've thought of moving out to the highway," he said, "But it's handy living right next door." Besides, he added, "you have to make time for yourself - life's too short (to work all the time). To this end, the Credit River Boating Company always closes on Sundays, when the sign in the window could read "Gone Flyin'".



Herald feature series
120 years of business in Georgetown

Probably one of the most unique features of Mr. Pomeroy's marina business is the fact that he makes house - or should we say "water calls!" An experienced pilot, Mr. Pomeroy's first love is flying, and offering this special service to customers allows him to combine business and pleasure.

With the help of his amphibious plane (which can land on small lakes on its belly) Mr. Pomeroy is able to respond to special service calls, or conduct boat appraisals on weekends, and enjoy his favourite sport at the same time.

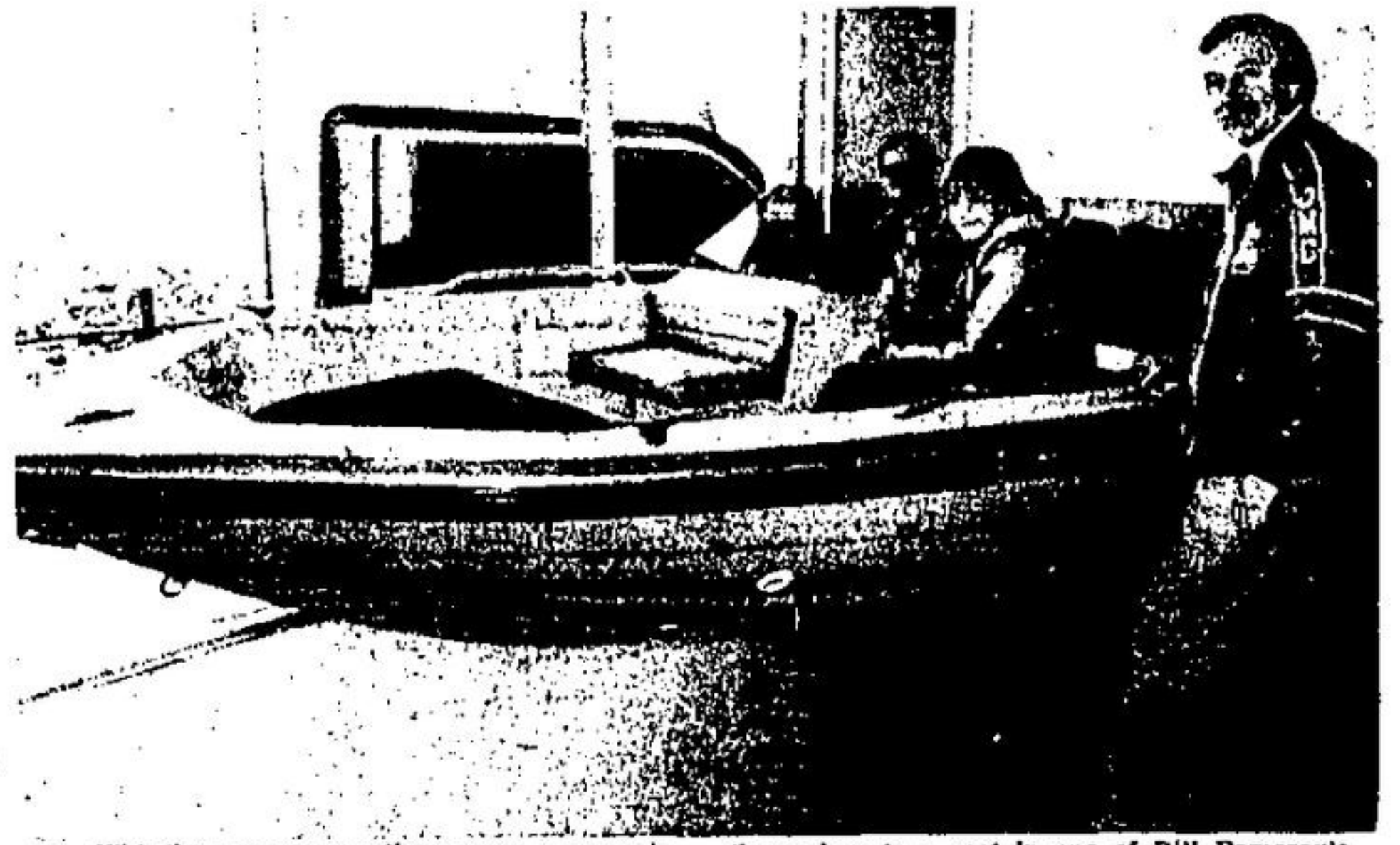
CHANGES

The business has changed considerably since his father began it as a hobby many years ago. Bill Pomeroy came into the business in 1951-52, building cedar-strip boats with mahogany decks, until 1964, when it became apparent that fiberglass boats were going to take over the market.

Prices on boats for sale at the Credit River Boating Co. range from a \$495 paddleboat to a \$40,000 cabin cruiser, with customized interior and accessories - something for everyone. Mr. Pomeroy also carried canoes, including cedar-strip, fiberglass, and a new material, kevlar, which is 20 per cent lighter, and stronger than fiberglass.

The company employs three full-time people. Marjory, Bill's wife, does the bookkeeping; Rick Schulz, is a

Pomeroy himself, manages the business. **REPEAT BUSINESS** Although the boating company does advertise



With the warmer weather, many a person's fancy turns to boats. Looking for a boat to start off the season were Jim Griffin (left) of Brampton and his daughter Jennifer. The two treated

themselves to a seat in one of Bill Pomeroy's larger boats at the Credit River Boat Company showroom in Norval.

(Herald photo)

A 'BIG' PART OF HALTON HILLS SINCE 1866

the HERALD

HOME NEWSPAPER OF THE HALTON HILLS

The 'BIG'-est little newspaper

By DAVE ROWNEY
Herald editor

Welcome to the town's celebration of business in Georgetown.

During these three days in June our merchants and manufacturers will be proudly displaying their colors. Many firms have rich histories linked to the community. The Herald counts itself among them.

Since 1866, two years after the village of Georgetown was recognized, The Herald has

been serving the needs of a news-hungry north Halton. Over the past 120 years Georgetown and Acton have maintained their closely knit atmosphere and traditions are not easily lost.

A community newspaper is the tie that binds the town together. The Herald has chronicled the growth of the community through good and bad times, witnessed major events such as the Depression and two World Wars. Through it all,

our paper has been committed to preparing a product that provides local news in such a way to inform its residents and bring them closer together. In a tribute to journalism, and the Chamber of Commerce's BIG Celebration, we have provided this free souvenir edition of The Herald.

We're calling it "The BIG-est little newspaper," but inside you'll find a variety of information relating to our provincial bicentennial and our 120 years here in Georgetown.

Articles appearing inside have attempted to record in a small way the true meaning of the BIG Celebration and our 200th birthday in Ontario. You'll find a story on Ontario's history, news about what our Chamber of Commerce does for the town and stories about our early settlers who changed the face of this area: George Kennedy and the Barber family. Have you ever wondered? Continued on page 2

SOUVENIR EDITION FREE!

the HERALD

Home Newspaper of Halton Hills - Established 1866

Celebrating together

Georgetown and many other small towns across the province are organizing a series of events to celebrate Ontario's bicentennial.

A province so rich with history, it's interesting to note that historians could argue that Ontario's 200th birthday could be celebrated on a number of important dates.

However, it's the spirit of commemorating our past heritage that makes 1984 such a milestone for residents of the province.

Some might say that 1983 should have been a cause for provincial-wide parties because it was on that date 200 years ago that Ontario passed from the Crown of France to the Crown of Britain.

The date 1981 is also special and significant when considering anniversaries. It was in 1791 that the Constitutional Act passed by Britain created a new province called Upper Canada.

When we talk about names, Upper Canada was called Canada West in 1841 under the Act of Union and in 1867 it was officially called Ontario.

Our growth over 200 years as a province has been something short of dynamic. Thanks in part of an ample supply of water-power, Georgetown in its small way contributed to the history of Ontario by joining others in providing a manufacturing industry during the 19th century.

This manufacturing boom led to dynamic growth for the province which has been maintained throughout the years.



The water-wheel represents one of the earliest mechanisms used in industry. Water flowed through a mill race to the water wheel which provided the necessary power for various grist mills, tanneries and saw mills. The Georgetown Chamber of Commerce has chosen the water-wheel as its logo in honor of the town's industrial beginnings on the banks of the Credit River.



120 years of business in Georgetown

Fobert's name goes back 20 years

By CHRIS AAGAARD
Herald Staff Writer

"A generation and half associate the name Fobert's with real estate and construction in Georgetown," Harold Fobert said as he recalled the company's 20 year history.

The company he founded in the midst of Georgetown's building boom has passed a major milestone indicative of Fobert's success: It's joining a continental network of real estate businesses under the RE-MAX banner.

Harold Fobert came to Georgetown in 1964 as a real estate salesman. He later began building homes himself, before forming his own real estate firm - Fobert's Real Estate Inc. - in 1963.

Until two years ago, Fobert's was located in a commercial plaza between the Brucewood and Windsor Road intersections on Guelph Street.

COMMERCIAL BUILDING

It moved to the company's own commercial building two years ago - Knolcrest Properties - at the corner of Delrex Boulevard and Guelph Street. Motorists can recognize the building by its electronic sign flashing the time and temperature.

At one time, there were Fobert's offices in Milton and Georgetown. The office in Milton was sold in 1979 to a local real estate broker who has since joined the RE-MAX network. The Brampton office was closed.

In 1979, Dan Timmons became a partner in the firm.

Mr. Fobert's company entered the market not long after the A.V. Rowe aircraft company in Malton closed, forcing thousands of homeowners out of work - and out of their homes.

Many homes in Georgetown were selling for considerably less than the cost price, Mr. Fobert recalled.

ATTITUDES CHANGE

He said his firm proved that the homes could be sold and still get fair value for sellers.

Mr. Fobert commented that he has watched attitudes towards development change in Georgetown, fluctuating from aggressive community growth in the 1950s and early sixties, to a slowdown which has only recently shown signs of lifting.

"Progress is a natural growth which you can measure from year to year," Mr. Fobert said. "You need people to have the services which residents demand today."

ANNOUNCEMENT

KENDA L. CRANFIELD, D.C. CHIROPRACTOR

wishes to announce that she will be joining her husband

ROBERT H. CRANFIELD D.C.

in joint practice at:

10 MOUNTAINVIEW RD. S. GEORGETOWN, ONT. L7G 4J9

877-4288

Office hours by appointment

Visit our new office at the Trade Show
GEORGETOWN CHAMBER OF COMMERCE - JUNE 15, 16, 17

HALLO