

# Business Directory

## Letter from East York Member

Dear People of York East:

May 1950 be a year of health, happiness and opportunity, at least it is a new page, and challenges us all to avoid the errors of 1949.

I have been fascinated by the rapid growth of the suburban areas of Toronto, but in this article, I am going to deal with only one which lies wholly within the constituency of York East, namely Scarborough.

Scarboro has been gaining in population over a number of years. From 1942 to 47, the percentage increase in population was 31.8%. In the year 1949, the population increase was just under 10,000 persons, and the industrial development is unbelievably rapid. Not only that, but three enormous housing projects are lined up for 1950, and the assessment in 1949 increased by \$2,500,000.00.

Reeve O. B. Crockford is a dynamo of energy, and has done a magnificent job as is attested by his acclamation. His pay is in satisfaction certainly not in dollars, but it is a romantic thing to see a city spring up under your eyes where only fields were before.

Last year I wrote an article on the development in industry in York East generally, so that now I am speaking of the industrial development in 1949 in the Township of Scarborough. The SKF of Sweden has purchased a thirty-nine acre plot, and have begun to build the first unit, which they have estimated will cost two million dollars, and they plan to commence production in July 1950. The Pilkington Glass Company has purchased thirty-three acres, and are beginning the construction of a plant, which will cost three million dollars. The Lilly-cup Manufacturing Company have acquired thirty-five thousand square feet, and expect to begin construction this spring. Quality Records have twenty-five thousand square feet on Birchmount Avenue, and are just ready to operate. These are just four of the twenty new industries that have come in the last year.

What was the great firm of General Engineering, that manufactured explosives during the war, is now a centre for a number of the smaller factories, and businesses, as well as emergency housing for the City of Toronto, which is rented by the City from the Federal Government. A part of it has been purchased by Scarboro, and made into a very commodious, and well-equipped Municipal Building. One of the things that intrigued me as I drove through was the Sinnott News Distributing Centre for all Canada. Already, enough workers are at the old GECO plant to line the roads with cars, and when the emergency housing ends—if it ever does—many more buildings will be available for commercial or industrial use.

With all this activity, houses for the workers, and others, and their families are essential. The Mortgage & Loan Investment Corp. have purchased land from Scarboro, and beginning early in the spring to build seven hundred and fifty houses, sixteen apartment houses of eight or ten suites each, between Dawes Road and Pharmacy Avenue. Two other companies are building houses and apartments, one, sixty apartment

suites, and four hundred and fifty houses. And a third one has planned two hundred and fifty houses. Each of these corporations are devoting some land to the development of a business section, and by next fall there will be on the east side of Dawes Road, a town of very considerable population with its own business section, and industrial development. This new area will be served by a very fine

## CLASSIFIED COLUMNS



WANT AD WEEK

Nearly 45,000 lines of Classified Advertising appeared in this newspaper in 1949

This is Your Market Place

Your advertisements

Appearing in The Stouffville Tribune are given a circulation larger than can be obtained from any other weekly newspaper in Ontario published in towns up to 2000 population. This is according to Audit Bureau of Circulation reports.

## The Stouffville Tribune

Union, both the groups that are for it and the ones that are against it, will be sure that they are right. It seems a question on which the ratepayers association should inform themselves fully, and let their local member know what their findings are.

Agnes Macphail, M.P.P. York East.  
41 Pepler Avenue, Toronto 6, Ontario.

### BUS SERVICE

TORONTO		BROUGHAM		CLAREMONT	
EAST BOUND	READ DOWN	Toronto Time	WEST BOUND	READ UP	
p.m.	p.m.		a.m.	p.m.	p.m.
Sun. & Hol. 9.45	Daily Ex. 5.45		Sun. & Hol. 8.40	Sun. & Hol. 5.20	Sun. & Hol. 8.25
10.10	6.10	10.00	8.10	5.35	8.40
10.20	6.20	10.05	8.20	5.45	8.50
10.35	6.35	10.10	8.30	5.55	9.00
10.38	6.38	10.15	8.40	6.05	9.10
10.40	6.40	10.20	8.45	6.15	9.20
10.50	6.50	10.25	8.50	6.25	9.30
11.00	7.00	10.30	8.55	6.35	9.40
11.05	7.05	10.35	9.00	6.45	9.50
11.10	7.10	10.40	9.05	6.55	10.00
11.20	7.20	10.45	9.10	7.05	10.10
		10.50	9.15	7.15	10.20
		10.55	9.20	7.25	10.30
		11.00	9.25	7.35	10.40
		11.05	9.30	7.45	10.50
		11.10	9.35	7.55	11.00
		11.15	9.40	8.05	11.10
		11.20	9.45	8.15	11.20
		11.25	9.50	8.25	11.30
		11.30	9.55	8.35	11.40
		11.35	10.00	8.45	11.50
			10.05	8.55	12.00
			10.10	9.05	12.10
			10.15	9.15	12.20
			10.20	9.25	12.30
			10.25	9.35	12.40
			10.30	9.45	12.50
			10.35	9.55	1.00
			10.40	10.05	1.10
			10.45	10.15	1.20
			10.50	10.25	1.30
			10.55	10.35	1.40
			11.00	10.45	1.50
			11.05	10.55	2.00
			11.10	11.05	2.10
			11.15	11.15	2.20
			11.20	11.25	2.30
			11.25	11.35	2.40
			11.30	11.45	2.50
			11.35	11.55	3.00
			11.40	12.05	3.10
			11.45	12.15	3.20
			11.50	12.25	3.30
			11.55	12.35	3.40
			12.00	12.45	3.50
			12.05	12.55	4.00
			12.10	1.05	4.10
			12.15	1.15	4.20
			12.20	1.25	4.30
			12.25	1.35	4.40
			12.30	1.45	4.50
			12.35	1.55	5.00
			12.40	2.05	5.10
			12.45	2.15	5.20
			12.50	2.25	5.30
			12.55	2.35	5.40
			1.00	2.45	5.50
			1.05	2.55	6.00
			1.10	3.05	6.10
			1.15	3.15	6.20
			1.20	3.25	6.30
			1.25	3.35	6.40
			1.30	3.45	6.50
			1.35	3.55	7.00
			1.40	4.05	7.10
			1.45	4.15	7.20
			1.50	4.25	7.30
			1.55	4.35	7.40
			2.00	4.45	7.50
			2.05	4.55	8.00
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			3.35	7.55	11.00
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			5.30	11.45	2.50
			5.35	11.55	3.00
			5.40	12.05	3.10
			5.45	12.15	3.20
			5.50	12.25	3.30
			5.55	12.35	3.40
			6.00	12.45	3.50
			6.05	12.55	4.00
			6.10	1.05	4.10
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			6.20	1.25	4.30
			6.25	1.35	4.40
			6.30	1.45	4.50
			6.35	1.55	5.00
			6.40	2.05	5.10
			6.45	2.15	5.20
			6.50	2.25	5.30
			6.55	2.35	5.40
			7.00	2.45	5.50
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			9.30	7.45	10.50
			9.35	7.55	11.00
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			9.50	8.25	11.30
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			11.40	12.05	3.10
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			11.55	12.35	3.40
			12.00	12.45	3.50
			12.05	12.55	4.00
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			12.15	1.15	4.20