

TORONTO The Queen City

TORONTO The Workshop of Canada

HE CITY OF TORONTO is situated on the northern shore of Lake Ontario, nearly due north from the mouth of the Niagara River. It lies on a plateau gradually ascending from the Lake Shore to a height of 220 feet and covers an area (not including land covered by water) of about thirty-two square miles. Its altitude is 300 feet above sea level.

The name of the City is of Indian origin, meaning "a place of meeting", the site in early times being a rendezvous for Indian tribes for council or war-like expedition. It first appears as a centre of trade in 1749, when the French built a fort and started a small trading settlement under the name of Fort Rouillé. Its occupancy, however, was not long undisturbed, as British traders appeared soon from the south, and in the war between France and England the fort was burned in order to prevent English occupation in 1759.

Governor Simcoe chose the site of the City for the Capital of the Province of Upper Canada, and changed the name to York in honor of the Duke of York, son of the then King George III. The town was occupied by the U.S. forces in 1813, and the Legislative Assembly buildings and archives were burnt. Self government was granted in 1817; and in 1834, the population having increased to 9,000, it was incorporated as the City of Toronto.

Since then its progress has been rapid and substantial; the population up to the out-break of the war having doubled practically every fifteen years since incorporation. The official directory estimates of the population is now placed at 599,000.

It is the Capital of Ontario, the business of the Province being carried on in the Parliament Buildings, a magnificent brown stone structure, beautifully situated in Queen's Park.

As a location for manufacturing and commercial establishments the City possesses many advantages for the production of almost every class of goods.

One hundred and ninety American industries have established branch factories in Toronto, so that they may share in the ever-increasing home and Empire trade.

The money value of Toronto's manufactured goods amounts to more than \$506,000,000 annually.

The Toronto Hydro-Electric System is the largest Municipal Supply undertaking in the continent of America. It is a co-operative institution owned by the City and administered by a Commission of three.

The policy of the Commission is to supply electrical energy at cost. The system commenced business in 1911 with rates from 30 per cent to 50 per cent below those prevailing at that time and since then still further reductions have been made, so that despite a recent upward revision, the rates at the present time are actually lower than those existing immediately before the war. This unique condition greatly commends itself to manufacturers locating in Toronto who are assured of electrical power supplied at actual cost of production and distribution. Toronto is a lake port, its harbor is easy of access, deep, spacious and entirely land-locked; it ranks first among the harbors of the Great Lakes and occupies a very prominent position on account of the harbor and water-front improvements now being carried out by the Toronto Harbor Commissioners at a cost of \$25,000,000. Already over six miles of concrete dock walls, affording accommodation for vessels of twenty-four feet draught, with provision for an ultimate draught of thirty feet, have been constructed and one thousand acres of land are being developed for industrial purposes.

In matters Educational, Toronto occupies a premier position. 104 public schools, 29 separate schools, 11 collegiates, including the Commercial and Technical High Schools, are at the service of Toronto's youth. The University of Toronto is the largest University in the British Empire, having an attendance of more than 5,500 students.











































