

## Advance Publicity for “Etobicoke’s Historic Lakeshore” Presentation

Etobicoke’s three lakeshore communities, Mimico, New Toronto and Long Branch, share many things, including the streetcars of Lake Shore Boulevard West and the beautiful shores of Lake Ontario, but they have very different histories. Mimico is an older town, once the home of palatial estates. New Toronto had its start as a gritty industrial suburb. And Long Branch began as a gated, upper class cottage community and resort in Victorian times. Come take a pleasant journey with us along the lake and hear stories about the people and neighborhoods of Etobicoke’s Historic Lakeshore.

Richard Jordan is a former President of the Etobicoke Historical Society and a former **Toronto Star** local history columnist. His feature articles on historical subjects have also appeared in the **Saturday Star** and the **Sunday Star**. He says, “I like to look at a neighbourhood and imagine how it changed through time – who once lived there and how they lived.”

The photo below shows a row of ‘Baxter Houses’ on Eighth Street in New Toronto. Their large cottage-style roofs show the influence of the 1920s Arts and Crafts movement. Built with government assistance and meant to provide inexpensive accommodations for working families, most of the houses still exist today. In fact, we will be visiting them on our tour. (Photo courtesy of the Etobicoke Historical Society.)

