

Advance Publicity for “The Kingsway”

One of Canada’s premier neighbourhoods, The Kingsway was the vision of one man, Robert Home Smith. A lawyer by training but a natural-born town planner with an eye for architecture, Home Smith took 3,100 acres of ordinary Etobicoke farmland and turned it into an elegant series of subdivisions that were deemed “A bit of England far from England”. Centered around the Old Mill, they offered not only a new vision of town planning but of upper middle class life in Toronto.


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 – how and why the neighbourhood was built, who once lived there and how they lived.”

The photo below shows Robert Home Smith and a newspaper ad from 1914 for his Humber Valley Surveys. What Home Smith started more than 100 years ago is now a series of elegant neighbourhoods that includes Baby Point, the South Kingsway, Kingsway Park, and Humber Valley Village.



Robert Home Smith

Humber Valley Surveys



RIVER BANK LOTS, \$50 per foot.
INSIDE LOTS, \$20 to \$40 per foot.

Terms are one-fifth cash and one-tenth each
half year, interest 5½ per cent.
Stringent building restrictions protect the
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