

MIDLAND
An Urban Study

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This thesis is submitted as partial requirement
for the Type A teaching certificate in geography.

Acknowledgment

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Midland , Ontario

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Introduction

Midland, Ontario, derived its name from its location approximately half way between Toronto and North Bay, and within sixty miles of the central point of a direct line between Windsor and Montreal. Eight thousand permanent residents live in the town which, in spite of a late beginning, has surpassed all other neighbouring communities both in size and in importance.

It is the objective of this study to discover the geographic character of Midland. Broad aspects such as land-lake relationship, relationships to other centres of population, etc., are considered; a detailed study of the town itself, in order to note how each division is fitted into the overall scheme of town organization, is carried out; the functions of the town and on what these functions are based, are noted.

From these facts, conclusions are drawn as to the stability of the town and its influence on the surrounding district, now, and in the future.

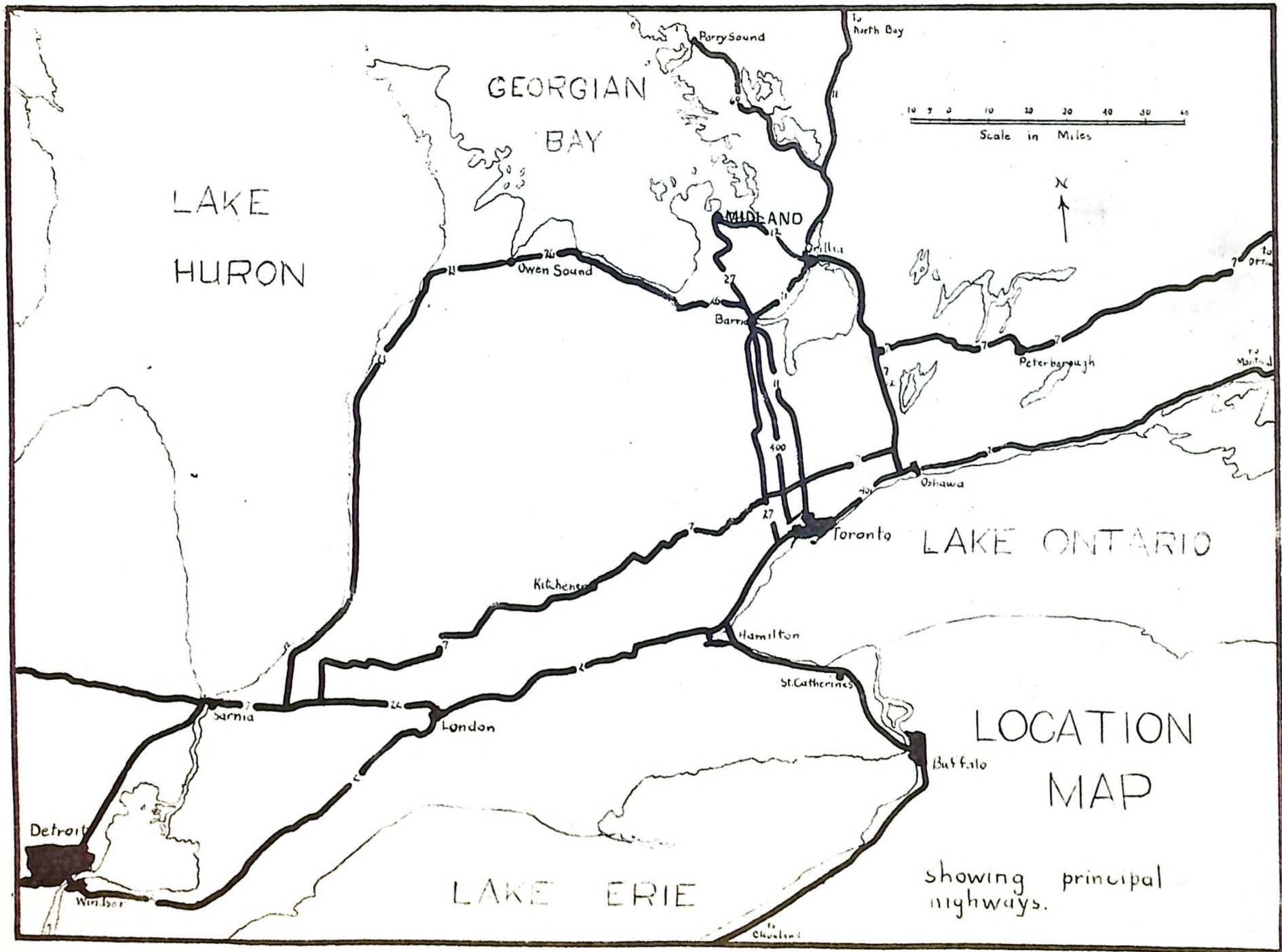


Fig. 1.

Chapter 1

The Physical Setting

The town of Midland lies in an area referred to by Griffith Taylor as the Vale of Ontario. The Vale is underlain by soft Ordovician limestone bedrock. It is flanked on the west by the hard Silurian mantle of the Niagara Cuesta, and on the north and east by the Precambrian Shield (fig. 2). Since interdependence of the town of Midland on so large an area is open to question, the established area of Midland influence (page 51), which extends beyond the northern limits of the Vale, was selected as the basis for this study.

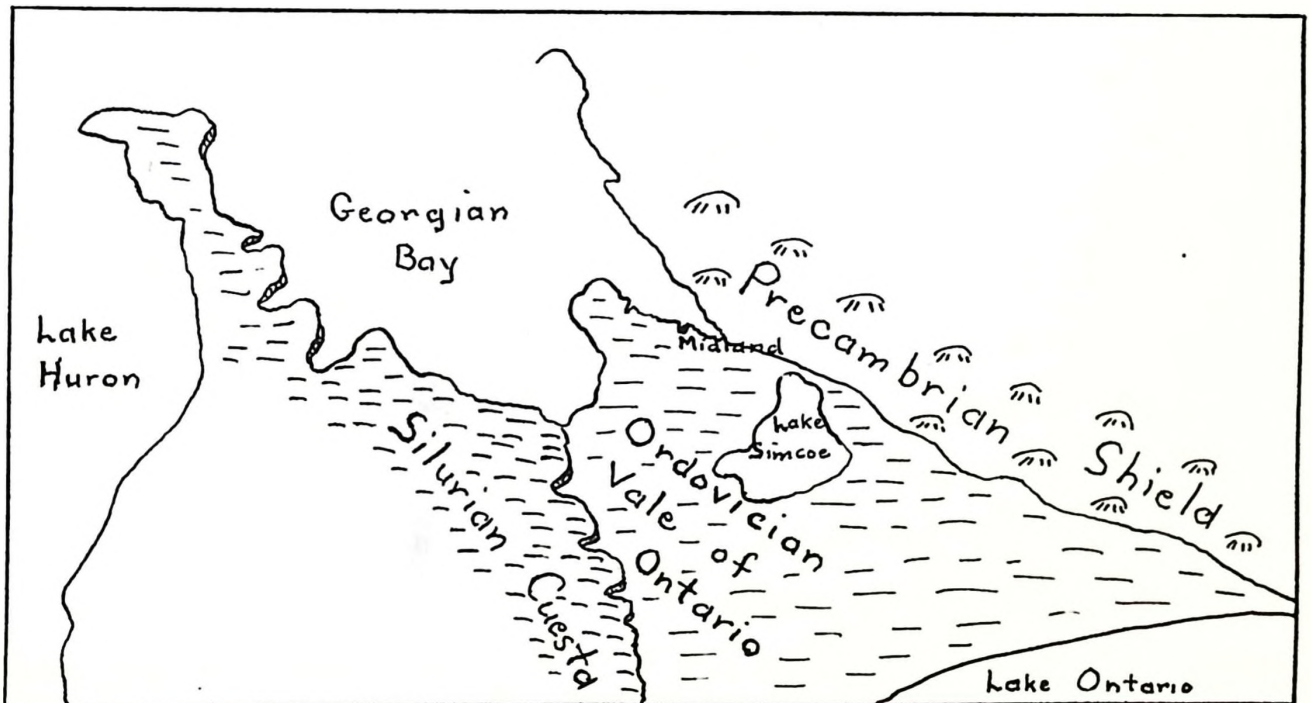


Fig. 2.

Four times this section was exposed to glaciation. Lake Algonquin, formed as a result of glaciation, stood 195 feet above the present lake level. It occupied most

of the area and extended from the Blue Mountain escarpment, near Wasaga Beach, to Beeton, south of the area (fig. 3). It was one of the longest lived of the glacial lakes in Southern Ontario as is evident from its strongly developed beaches and bluffs. This is discussed in detail later. Lake Nipissing (fig. 3), initiated after Lake Algonquin, did not occupy as large a part of this area, but as noted in this chapter was instrumental in the formation of land forms and drainage patterns of the area.

Land Forms

Lake Algonquin covered the entire area. Traces of this glacial lake are found throughout the district. A series of broad curved ridges, separated by steep-sided wide valleys, are encircled by numerous shorelines, indicating that these were islands in Lake Algonquin (fig. 3). These ancient islands have abrupt upper shorecliffs with boulder pavement, and in places a series of beaches lower on the slopes. Lake Algonquin formed a baymouth bar across the Little Lake (Midland Park Lake) depression. In the Penetanguishene peninsula a great deal of boulder pavement is found. This is Precambrian material, principally dolomite, indicating that it came from the Shield area. Below the 800 foot contour level, the level at which Lake Algonquin stood, sand, or stony sandy loam covers most of the district. As D. F. Putnam states, "The sandy till typical of the area between Lake Simcoe and Georgian Bay is the result of sands and gravels being overridden by glaciers of the Wisconsin age." The work of the glaciers and glacial Lake Algonquin have created the sand plains of the Midland district, with the exception

of the sandy area long the eastern shore of Nottawasaga Bay. This is discussed later.

Lake Nipissing (fig. 3) did not cover as much of the district as Lake Algonquin, but the Nipissing bluff stands out boldly around the Penetanguishene peninsula, particularly Penetanguishene harbour, and as a steep shorecliff extending from Midland Bay to south of Waubaushene.

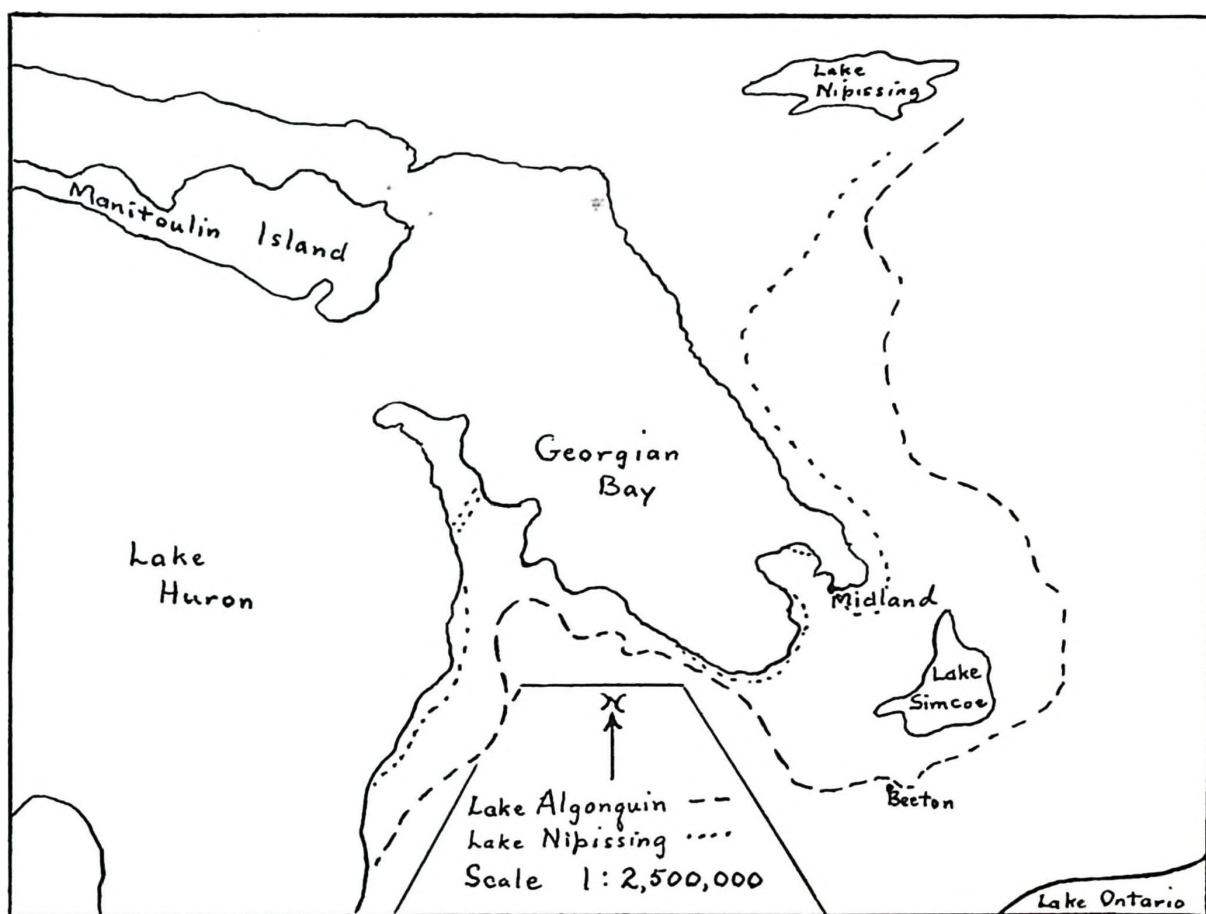


Fig. 3

Georgian Bay

Griffith Taylor suggests, "They (Great Lakes) occupy broad valleys eroded by pre-glacial rivers in the softer rocks of the Devonian and Ordovician mantle." Georgian Bay lies in a continuation of the Vale of soft Ordovician rocks,

bounded by the hard Silurian mantle on the west and the Precambrian shield on the north and east. Thus it occupies the entire width of the Vale and suggests the formation described by Taylor.

Midland Bay

The contours in the vicinity of Midland Bay suggest a depression which includes Little Lake and terminates in Midland Bay. The baymouth bar formed by Lake Algonquin has blocked this depression since there is a difference of 140 feet between the top of the bar and the present level of the bay in a horizontal distance of less than one-half a mile. Therefore it is suggested that Midland Bay was a pre-glacial river outlet, widened and deepened by glaciation, and then blocked by the baymouth bar of Lake Algonquin.

Drainage

The upland areas have few streams because of the vertical drainage in the sandy till. The four main rivers, Wye River, Sturgeon River, Hog River, and Coldwater River, are spring fed. These sluggish streams have wide valleys, parts of which are quite swampy, in spite of the fact that, according to archaeological evidence at Fort Ste. Marie on the Wye River, the level of Georgian Bay has dropped nine feet in three hundred years.

Climate

The average yearly precipitation in Midland is 32.26 inches, made up of 22.41 inches of rain and 98.5 inches of snow. Monthly precipitation ranges from a low of 1.95 inches in April, to a high of 3.4 inches in December.

Mean temperatures range from a minimum of 13° F. in February to a maximum of 78° F. in July. The proximity to Georgian Bay moderates extremes of temperature in all seasons, as the above monthly mean temperature ranges indicate. There is a yearly average of 140 frost free days.

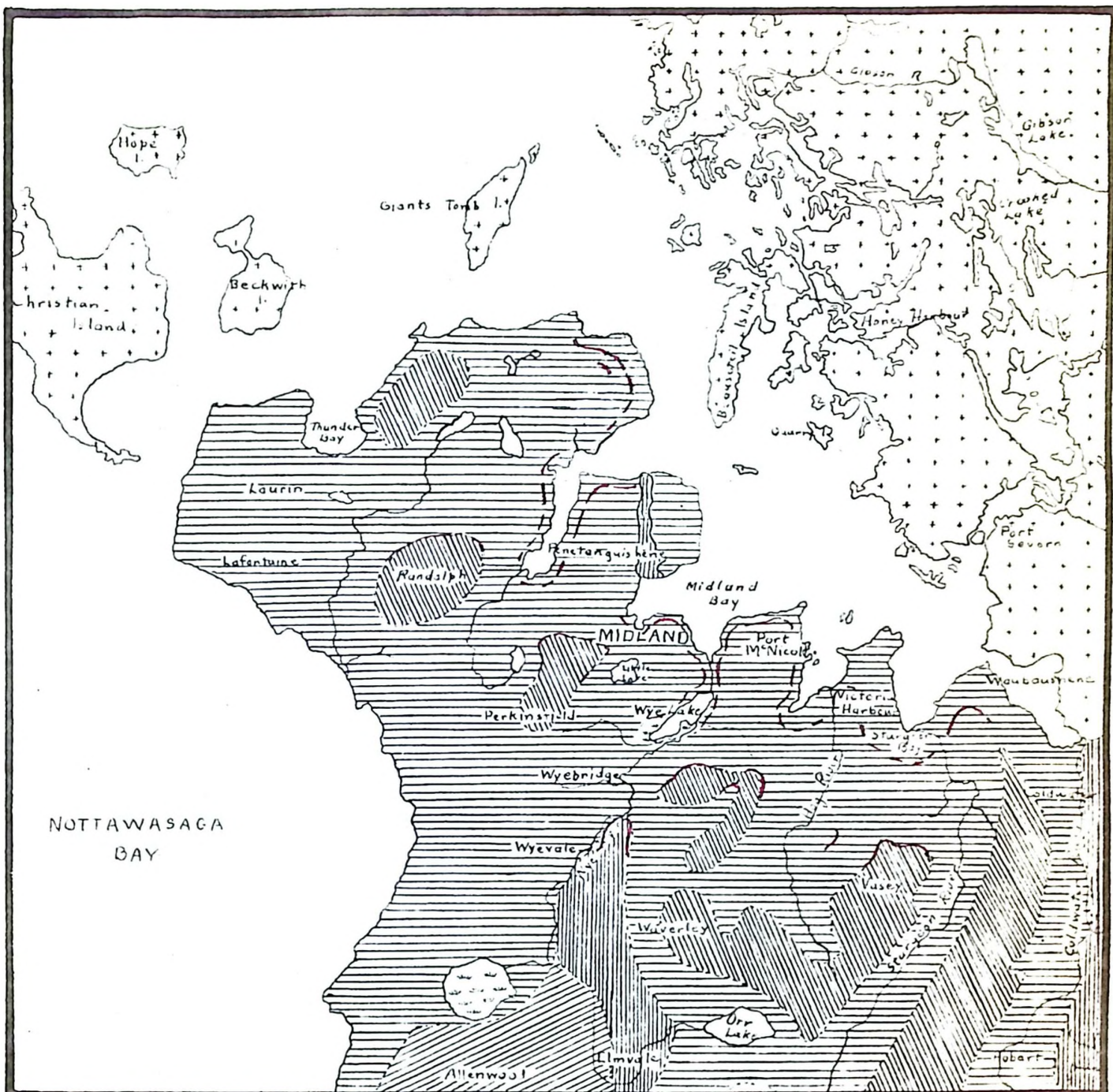
Soils

Well-drained sand and stony sandy loam soils occupy most of the area. The sandy soils are moderately acid and have a low moisture holding capacity. They are not suited to general farm crops, but are used for the growing of potatoes, berries, and coniferous trees. Yields of potatoes are high when the supplies of fertilizer and moisture are adequate. The stony sandy loam soils are also moderately acid although not as low in fertility as the sandy soils. Oats, wheat, hay, and pasture are grown where the land has been cleared of stones. The acid nature of these soils is due to a dearth of limestone in the till. The profile of the sandy loam is very similar to Brown Podsollic soils of the Precambrian Shield area.

Clay soils are found on higher ground, above the level of Lake Algonquin. In many places they are associated with pebbly till deposited by glaciation. These soils provide for mixed farming. Most of the clay soils in the district are imperfectly drained.

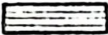



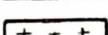
Physiographic Divisions (fig. 4.)

The district may be divided into five physiographic regions, namely: sand plains, clay plains, bevelled till plains, and shield.



PHYSIOGRAPHIC MAP

LEGEND

-  Sand Plains
-  Clay Plains
-  Bevelled Till Plains
-  Till Plains
-  Shield

-  Beaches and Shorecliffs



Scale 1 inch = 4 miles

after Putnam and Chapman

8. Fig. 4

Sand Plains

The sand plains occupy the largest proportion of the district. These, in turn, may be subdivided into those formed as a direct result of glaciation, and those formed through wave and wind action.

The stretches of sand reaching inland along the western shoreline of Tiny Township are recent in origin. Beaches such as Cawaja, Balm, Woodland, etc. have been formed by a combination of forces. The waves are the direct formative agents, propelled in turn by the prevailing winds from the west. The sand is formed and shoved in by wave and ice, and then blown inland by the wind. Sand plains thus formed are found over a mile inland from Nottawasaga Bay.

Sandhills north of Lafontaine have been described by D. F. Putnam as old fixed dunes formed possibly in Nipissing times. Some of these are beginning to shift again.

The large remaining areas of sand plains lie below the Lake Algonquin level, and were formed through glaciation (page 4). Small pockets of silt are found in this area, but none are large enough to be classified as a separate physiographic region. The soils of the sand plains are sand or sandy loam.

Clay Plains

The largest area of clay plains is found north and east of Elmvale. The stratified clay is deep and marly. This area is poorly drained and is subject to flooding. East of Wyevale small tributaries of the Wye River have cut into the clay beds providing better drainage and a limited area of good soil for farming.



Farming on the better drained
clay plain near Wyevale.



Dolomites are the chief rocks
found on the till plains near
Penetanguishene.



Till material near Victoria Harbour - The largest boulders are about two feet across. No limestone is present.



Coniferous growth on sandy till west of Penetanguishene.



Sand blown inland by prevailing wind is found almost two miles east of Balm Beach.



Reforestation projects are located on these sandy areas.

Bevelled Till Plains

Around Allenwood is a large area of bevelled till plains. This land is floored with deep beds of clay, but pebbly till appears near the surface. Several shallow sand spots are found in this region. D. F. Putnam refers to this region as one of boulder clay and pebbly soil.

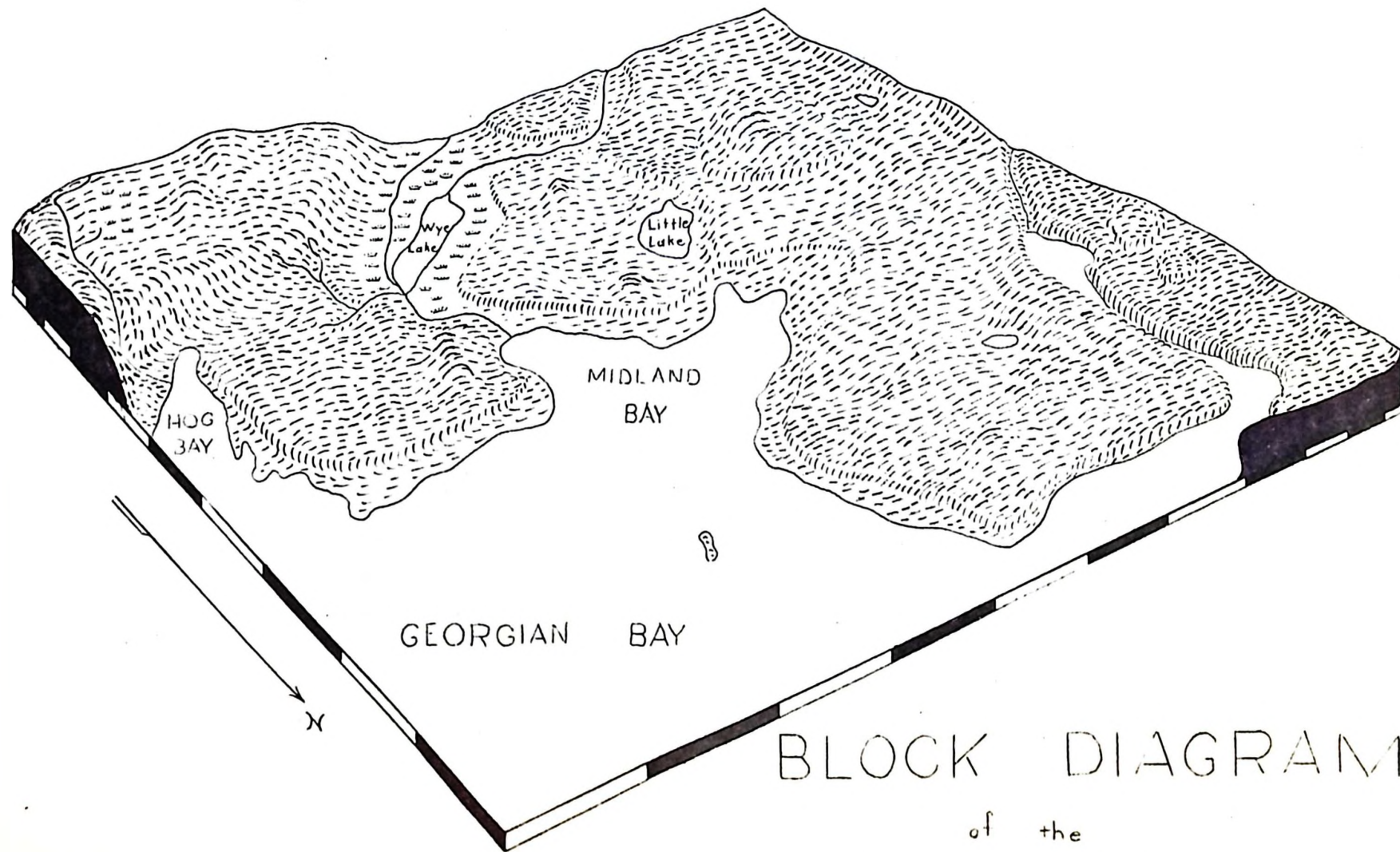
Till Plains

Till plains are located on the top of the Lake Algonquin islands. The till is Precambrian with the soil texture being a gritty loam, becoming more sandy towards the north. The till plain just to the south and west of Midland is quite bouldery, and the till is heavier and more calcareous than anywhere else in the district.

Boulder pavements are found near the upper levels of the till plains in the district. D. F. Putnam suggests that perhaps these islands were drumlins levelled by Algonquin waves.

Shield

The Midland Market Area includes the eastern shoreline of Georgian Bay as far north as Honey Harbour. This is an area of Precambrian rocks with little soil covering. The Severn river drains the region, and since its basin includes Lake Simcoe the flow is fairly uniform. Three hydro-electric plants are located on it. The rest of this region is used for tourism.



BLOCK DIAGRAM
of the
MIDLAND DISTRICT

Fig. 5

Chapter 2

The Midland Site

The site of Midland may be divided into four physiographic divisions, namely: limestone terrace, shorecliff, baymouth bar of Lake Algonquin, and sand plain.

Limestone Terrace

A narrow limestone terrace lies along the entire shore length of Midland Bay, extending a few feet into the bay. It is submerged to a depth of from two to nine feet. The depth of the bay beyond the extreme edge of the terrace is twenty feet. With slight improvement this provides excellent docking facilities.

A large amount of the terrace area has been filled in by man, and utilized by the railroad and by industry. It is not much of a problem to fill in a few feet and then build on this firm foundation. Some of the terrace area, now filled in, originally lay at the surface of the bay, and was only covered during periods of high water.

Shorecliff

The Nipissing shorecliff (page 5) stands out boldly in the eastern section of Midland. The cliff, averaging from sixty to eighty feet in height, has very little slope. In the western part of the town, the height is approximately the same, but a great degree of slope makes the cliff appear less impressive than in the east. In the Little Lake depression (page 7.) of central Midland, the shorecliff slope is approximately one foot for twenty-five feet horizontal distance.

Baymouth Bar

In the western section of Midland, the baymouth bar of Lake Algonquin (page 4) rises to a height of 725 feet above sea level. The bar slopes abruptly towards Little Lake, but to the north and west the slope is more gentle. It rises above the shorecliff and is separated from it by a narrow belt of sand plain.

Sand Plain

Sand plain covers most of Midland. This may be divided into the plain between the abandoned shorecliff and the limestone terrace, and the plain above the shorecliff.

Between the abandoned shorecliff and the limestone terrace the sandy overburden is only a few feet deep. Above the shorecliff the depth of the overburden increases until on Tower Hill, at the eastern extremity of the town, the overburden is over one hundred feet in depth.

Land Use

Before beginning a detailed study of the land use, a presentation of the generalized land use pattern is of value in determining relations between the various segments of the town.

Midland is built around its commercial centre. Within one block of King Street are located the retail commercial outlets, as well as the post office, telegraph and telephone offices, police headquarters, fire station, and administrative buildings.

Heavy and light industry ^{are} concentrated along the shore of Midland Bay, with some light industry located next



The harbour guide light is located on the sand plain above the shorecliff in western Midland.



The shorecliff is not steep in the western section at Ontario and Seventh Streets.

to the commercial section. A few isolated light industries are found within poorer housing districts to the east.

Poorer housing borders the industrial areas, whereas better housing is farther removed. Class A homes within the town limits are few, but many have been built on the western outskirts, remote from industry, but within a short distance of the town.

The streets of Midland, with the exception of Front Street, follow a grid pattern.

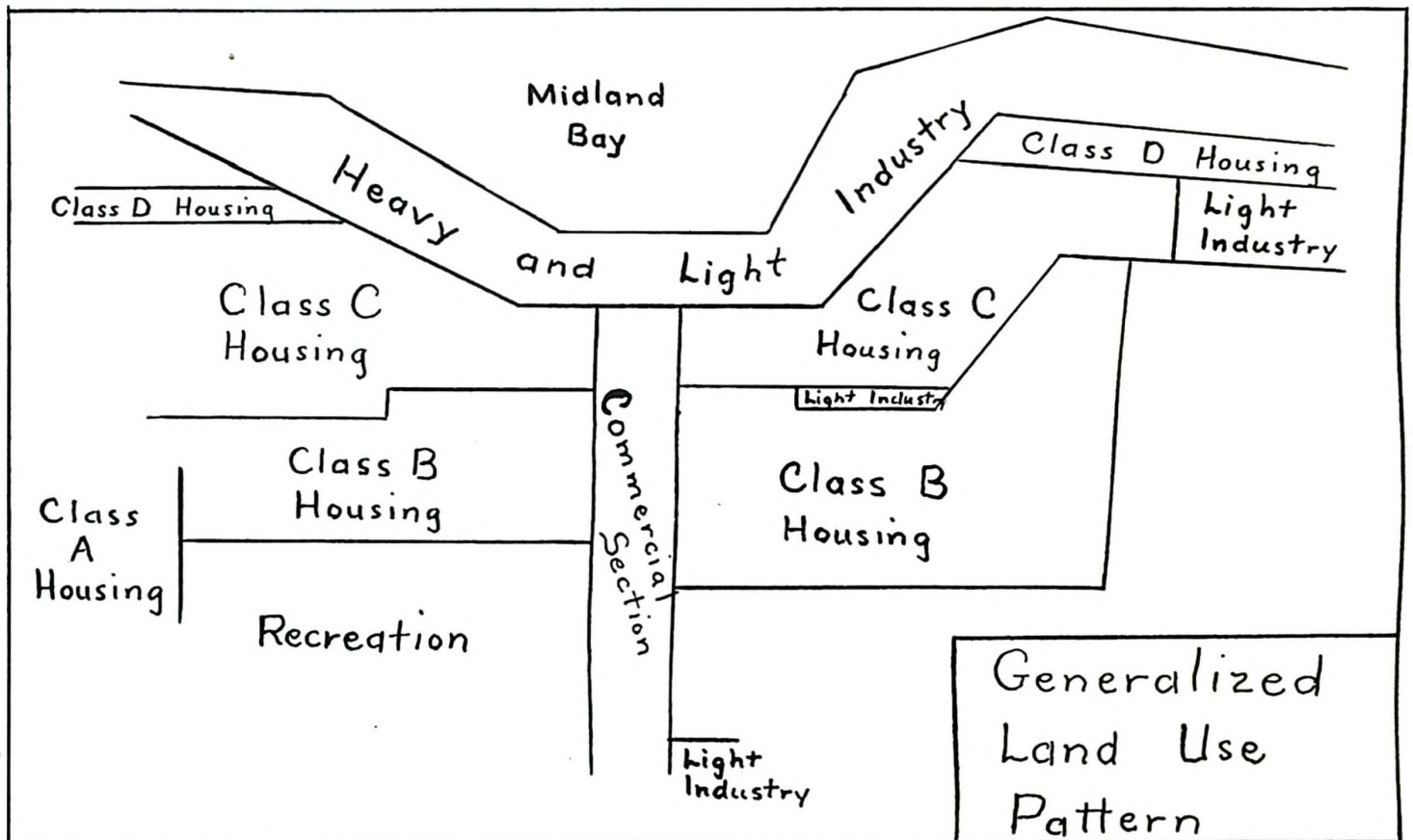


Fig. 6

Factors, other than physiographic, have also been important in the locating of industry in Midland. These are the harbour, transportation facilities, and the people.

Midland Harbour

The formation of the excellent deepwater natural harbour has been discussed. This harbour was a major factor in the historical development of Midland.

The largest lake vessels can use this harbour. Docking facilities may be easily established. The limestone terrace which suddenly drops to a depth of twenty feet can be easily covered with fill. The land use map shows the original shoreline and those sections of the limestone terrace which have been filled in by man.

At the present time, the docking facilities, including warehouses, are valued at close to one million dollars. There is still ample room for the expansion of these facilities.

The main docks at the foot of King Street, are government owned. Along with these, a government warehouse, where space may be rented at one cent per square foot per day, is available.

A resident customs staff serves local manufacturers. The most modern safety devices, including a Canadian Marconi ship-to-shore wireless station, help to make Midland Harbour one of the best equipped on the Great Lakes.

Midland Transportation Facilities

Served by the Canadian National Railway, located on a developed deepwater harbour, site of two large trucking concerns, and a terminal for two major bus lines, Midland has transportation facilities to all parts of Canada and the United States.

Over four hundred people are employed in transportation services in Midland. These would include maintenance crews, particularly at the Canadian National Railway's roundhouse, as well as operators, and other employees of the transportation companies.

Package freight service is conveniently available twice weekly during the navigation season to Fort William and Western Canada from the Canadian Pacific Railway docks at Port McNicoll just four miles from downtown Midland.

The Gray Coach Line as well as the Midland-Penetanguishene Bus Lines serve the town.

Midland is only twenty miles from the main Canadian Pacific transcontinental line.

Air transportation is available locally to points north, and Midland is within two hours drive of Malton from which Trans Canada Airlines operates world-wide service.

The People of Midland

Midland is predominantly Anglo-Saxon with census figures showing 73% British origin, 20% French-Canadian origin, and 7% other European nationalities (mostly German).

About one-third of the people are Roman Catholic with the remaining two-thirds representing nine Protestant denominations. A large number of French-Canadians have come to Midland in the last ten years, particularly since 1951, in order to supply needed labour for the industrial revival.

There has not been a major strike in eighteen years in Midland, yet current wages are lower than those paid in larger centres. The wages paid in Midland are as follows:

Male - unskilled	75¢	-	\$1.00
skilled	\$1.20		\$1.50
Female - unskilled	45¢		50¢
skilled	55¢		90¢

Mr. Larry Curran, manager of Bausch and Lomb states, "Our Midland plant is now entirely managed and supervised by local people, trained in Midland by our parent company's engineers. Labour relations have been exceptionally good. We have lost only one male employee in five years -----."

Midland's industrial workers appear docile, unwilling to move, and willing to accept wages low in comparison with those paid elsewhere. The worker accepts the situation, at the present time, for several reasons, as follows:

Most of the two thousand self-contained housing units are owner occupied. The person who owns his own home is less likely to move than someone renting because, he believes that he would be unable to purchase a comparable home in a larger centre without suffering financial loss; the taxes in Midland are lower than in larger centres yet the services provided by the town are similar; transportation costs to and

from work are negligible in a town the size of Midland; food costs compare favourably with those of larger centres. In short, most residents believe that lower living costs compensate for lower wages.

Few of the industrial workers in Midland are unionized. Lack of unionization could be the chief reason for lack of strikes. There are several movements for unionization being organized by Midland workers at the present time.

Industrial revival has come in the last ten years. Many workers remember the difficult days before this and do not wish to jeopardize their jobs. There is still a large untapped labour supply in the district, particularly from the Penetanguishene district. Managers of Midland industries have noted that there is no shortage of unskilled labourers.

With more and more local people assuming positions of importance in industry, and the union movement beginning, the present situation could change. It is of interest that in January 1957, a disagreement between workers and management at the Canadian Name Plate Company plant threatened to break out as a major strike.

Many Midlanders are engaged directly or indirectly in the tourist business. Their living fluctuates with the success of the season. A poor season creates considerable hardship in Midland.

The people of Midland are extremely community minded and civic projects to improve the town in any way are well supported. Financial assistance required for the new hospital, secondary school, etc. was given without much opposition as were the needed funds for the tourist attractions, Midland

Park, the Indian village and the Midland Ski Club. The people of Midland appear to form a closely knit community with interests in making their town more attractive.

Midland is the most modern community in the Midland Market Area, and now with increased wealth from industrial taxes appears to be moving farther ahead of the field. The people of Midland voted almost unanimously for a modern town administrative building, and several other projects are being considered.

The people of Midland, like their town, have come very much alive in the last few years, and as a result, Midland is leaving competing communities, particularly Penetanguishene, behind.

Heavy Industry

All the heavy industry of Midland is located in the sand plain and limestone terrace area between the shore-cliff and the bay. This area has been utilized because of ease of construction and nearness to water and rail transportation. These industries are either directly or indirectly connected with the water trade.

Midland is a transshipment centre. Grain is the principal cargo brought to Midland by boat for transshipment by rail to larger centres. The Midland Aberdeen Elevator, Midland Simcoe Elevator, Midland Grain Elevator, and Tiffin Elevator serve this purpose. Each of these has constructed docking facilities by covering the limestone terrace with fill. The Century Coal Company and the Imperial Oil Distribution Centre are also principally concerned with transshipment, however, to the Midland Market area, rather than to the wider



Midland Shipyards



Imperial Oil Limited



Midland Boat Works



Bausch and Lomb Optical Company



Midland Planing Mills



Armstrongs Dairy

area served by the grain elevators.

Pillsbury of Canada produces flour and feed products from grain brought from the west. These are then shipped to larger centres as well as to the Midland Market area.

The shipyards of Midland began by using local raw materials (page 46). As steel replaced wood, except in pleasure craft, more and more products were imported. Today most of the materials necessary for shipbuilding are imported, although foundries and welding companies do nearly all the finished work.

Light Industry

There are three areas of light industry in Midland.

The first location is in the sand plain and limestone terrace area partly occupied by heavy industry. Canadian Name Plate, a factory employing two hundred people, produces metal name plates as well as automotive trim and accessories. This factory is located on a waterfront lot in order to utilize railway facilities. There are no spur lines extending above the shorecliff. Bay Mills, and the Midland Planing Mills built for the same purpose, although the latter does supply lumber products for ship-building.

Light industry is also located next to the commercial section. These industries which include Wagg's Laundry, Midland Free Press, Midland Dairy, Armstrong's Dairy, and Holder's Bakery, market their products and services right in Midland.

Several industries, including Leitz, Bausch and Lomb, Glen Mawr Frocks, Midland Footwear, and others are located on higher ground above the crest of the shorecliff. These industries have utilized the relatively flat area to the

west of William Street. Since these firms rely on truck as well as on rail for delivery, their position enables them to reach the main highways, the railway, or freight sheds at the foot of King Street, with a minimum of difficulty.

Commercial

Within one block of King Street is the commercial section. Two factors have created this situation. First, King Street is the only street extending the entire length of the town with no abrupt changes of gradient. As a result, the first store owners congregated here, and this became the most valuable section of the town. King Street is an extension of the Orillia to Barrie highway. Large modern stores such as Loblaws and I.G.A. supermarkets for example, have been built on King Street in order to not only be centrally located in the town, but to obtain the trade of visitors to the town. This is a second reason for the location of the commercial section on King Street is approximately the mathematical centre of the town. This has been the case since Midland first came into existence.

Public Utilities

Midland's municipal water supply comes from two sources, namely, five deep wells, and water accumulated in a reservoir system which holds over one and one-half million gallons.

The wells are located within the town limits, and are all close to Midland Bay (between the bay and the 600 foot contour). The sandy overburden is light at this level, and the wells extend into the limestone beyond the depth of Midland



King Street, Midland, is
the centre of commercial
activity.



The modern Canadian National
Railways station, Midland

Bay. Vertical drainage of the Midland sand plain results in water being collected in the limestone from which it enters the bay. This source is tapped by the wells.

The reservoirs are spring fed. The springs are all located on higher ground beyond the town limits, around Penetanguishene. The reservoirs are located north of Vindin Street at an elevation of less than 600 feet above sea level. In this way gravity is the method used to pipe the water to the reservoirs.

By using this water supply, many expensive purification methods are not as necessary as if the bay water had been used.

The original water tank is located on the gravel bar at the corner of Dominion and Seventh Streets. Since the last war and the increase in population, it was necessary to build a second water tank. This is located on Tower Hill at the eastern extremity of the town. Both tanks are connected to each other.

Sixty cycle hydro-electric power is supplied by Ontario Hydro (page 47).

Services

Police, fire, banking facilities and postal services are quite modern. This is chiefly due to satisfying the needs of summer visitors as well as the permanent residents. For example, the homes of firemen, a permanent force are linked directly to an alarm system in the fire station by short-wave radio.

Midland is a distributing centre for oil, coal, and propane gas. These products are readily available.



St. Andrew's Hospital , Midland



Midland Post Office



The Y.M.C.A. , Midland

Midland offers the industrialist and merchant, warehouse privileges for a nominal cost in the government warehouses at the foot of King Street.

The rolling terrain of Midland makes walking difficult. A municipal bus service, linking the commercial centre to the outskirts overcomes this problem.

Midland's educational facilities are quite modern. The secondary school was opened in September 1956. This is a district school serving both Midland and Penetanguishene. Its location just beyond the town limits, but two miles from Penetanguishene, illustrates the position of dominance that Midland has assumed. The school is situated at the highest level of the baymouth bar, higher than any location in Midland. This is an ideal location from the standpoint of drainage, and smoke-free air. A western location is remote from industrial smoke, since the prevailing winds are from the west. The other schools are situated with respect to population concentration. It is, however, important to note the school located at Ontario and Seventh Streets. This elementary school serves the community both above and below the shorecliff. It is built on the best of sand plain at the brow of the cliff. This gives it the same advantages as the secondary school.

St. Andrews Hospital was opened in 1955. It is located on a height of land in the eastern section of the city. It is easily accessible from the industrial and commercial sections of the town. Its nearness to King Street also facilitates easy access from highways of the nearby areas and from water, by way of the government docks at the north



Midland - Penetanguishene District
High School was opened in September
1956.



One of the well equipped elementary
schools



Upper - The Midland Curling Club
Centre - The Drill Hall , Midland
Lower - The Midland Arena

end of King Street. Located as it is approximately eighty feet above the foot of the shorecliff, there is little problem of industrial smoke.

Recreation

Since this is discussed in more detail in the chapter on Tourism it is sufficient to note that Midland has over five hundred acres of municipal park, a modern theatre, arena, curling club, and fair grounds. Golf and water sports are available in the summer, and skiing and tobogganing provide entertainment in the winter.

It is of importance to note that the arena, curling club, and fair grounds are all located in a triangle bounded by Yonge Street, King Street, and the 680 foot contour line which runs along the lower slopes of the baymouth bar. This site is very level and, with the exception of a small corner of gravel bar, is sandy. This affords excellent drainage for the fair grounds. This location is very suitable for attracting visitors since it is on the main highways to Barrie and Orillia.

Residential

Four class divisions have been made in Midland housing.

Class A houses are the large, modern, in many cases, ranch style buildings, which are surrounded by spacious grounds. There are few of this type in Midland, itself, but some are located beyond the town limits, and an area of previously undeveloped land on Hugel Street is now being surveyed for this purpose. Class A housing selects the gravel ridge as far away as possible from industry. This

location affords good drainage, and the prevailing winds keep the air smoke-free. A few Class A homes are situated on corner lots below the gravel bar. These locations afford large grounds and an excellent view.

Class B houses are either the large brick homes, older than Class A, and with smaller grounds, or new brick bungalows. Class B housing appears to have grown outwards from the centre of Midland. Many large brick homes of this type are located on King Street beyond the commercial section. East of King Street, between Dominion Street, Yonge Street, and Seventh Avenue, with the exception of some Class A housing the large brick homes predominate. This was the choice area of a few years ago with access not only to the commercial centre of Midland, but to the highway, Yonge Street, leading to Barrie. The same pattern appears to the west of King Street, where the highway to Orillia passes. A few of these homes were built on the slope of the shorecliff in western Midland. These homes command an excellent view.

The modern brick bungalow is situated in new areas such as Frederick and Mildred Streets, but especially on Robert, Hanly, and Donalds Streets in eastern Midland. The last named is the site of the housing project out at the disposal of Leitz workers (page 49).

Class C housing forms a buffer between industrial and Class B residential zones. These small frames and brick houses are located on small lots, at the foot of grades, near areas of industrial activity, etc.

Class D houses are the poorest types. These are scattered around the extreme limits of Class C housing. Many of the



Class A housing is located
on spacious grounds.



Class B housing - a large brick
house with small grounds



Two types of Class C housing



Class D housing has few conveniences and reflects lack of care.

Class D houses are simply shacks placed on previously undeveloped land. In the proposed land use (fig. 7), set out by a planning board at the request of the Midland Town Council, all Class D housing will be eliminated. Lack of maintenance, unsanitary conditions, outside conveniences etc., make these buildings most unsatisfactory.

Undeveloped Land

There are large areas of undeveloped land within the town limits of Midland. Most of the land is desirable for industrial sites and large tracts of this land are served by railway and water transportation. The largest of such areas are at the extreme limits where forty-five acres is available on the Wye River, and twenty-five acres is available at the western end of Midland Bay.

The railway does not run spur lines above the shorecliff. This is one obstacle to development, although many light industries have located here, however, as close as they could get to King Street (page 26).

Even if the shorecliff in the east could not be utilized, and sixty to eighty feet does not pose too great a problem with modern engineering methods, there is still a great deal of suitable land as yet undeveloped.

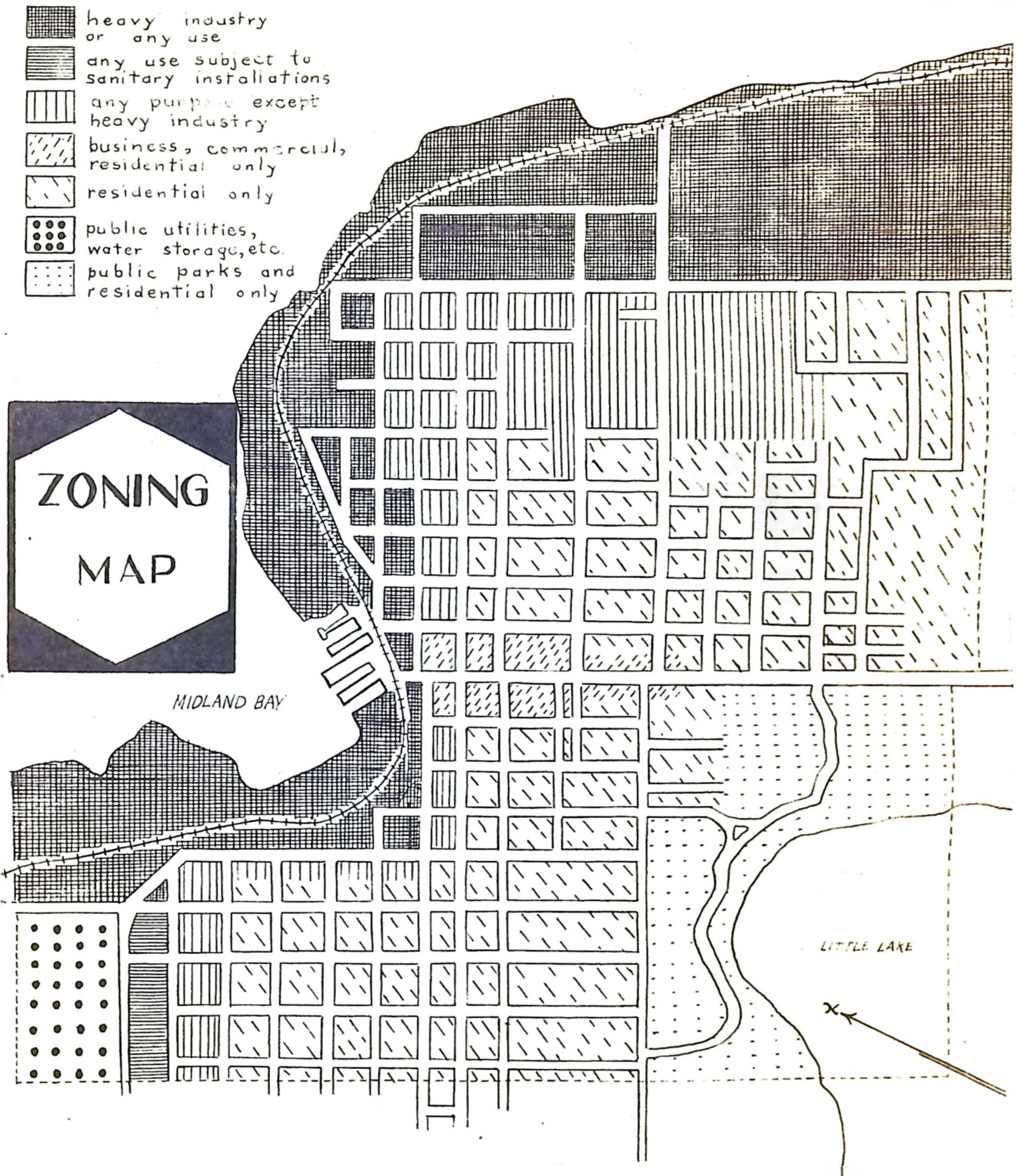


Fig. 7.

Chapter 3

The Historical Development of Midland

The earliest accounts of the district around the south of Georgian Bay are those of French explorers, fur traders, and priests who lived and worked in this area from 1615 to 1649. Samuel de Champlain wrote the following:

"The whole region is very fine and a well cleared country where they plant much Indian corn, which comes up very well, as do also squashes and sunflowers, from the seeds of which they make oil wherewith they anoint their heads. The region is crossed by many streams which empty into the lake. There is abundance of raspberries, strawberries, small wild apples,-----. Oaks, elms and birches are numerous, and in the interior many plantations of fir-trees. To speak the truth the soil seems to me a little sandy, but it is none the less good for their kind of grain."

The French fur traders and priests used the water route from Quebec, following the St. Lawrence River, Ottawa River, Lake Nipissing, French River and Georgian Bay. The priests decided to establish their headquarters on Georgian Bay at the mouth of a river which would take them well into the interior. The Wye River was selected and Fort Ste. Marie was built close to its mouth. Since the mouth of the Wye River was marshy, and subject to flooding, it was necessary to build the fort about one-half mile up the river, on higher ground. Today, the Martyr's Shrine, a large church, stands on a hillside overlooking the ruins of Fort Ste. Marie.

Bay. During the years 1825 to 1827 the two roads were joined to permit travel throughout the entire year.

Since Penetanguishene could be reached without too much difficulty, and because, as noted before, its facilities for travel on the Upper Great Lakes were excellent, Sir John Franklin, in 1825 assembled his expedition to find the northern passage by sea from the Atlantic to Pacific Oceans. He planned to explore the Arctic Ocean coast line at the mouth of the Mackenzie River, and so chose to travel to the north shore of Lake Superior and thence westward.

By 1825 many retired soldiers from Fort Penetanguishene had built small log cabin homes and were attempting to farm in the vicinity of the fort. Some, however, moved away from the area.

In the year 1835, a British army veteran, Buchanan, settled along the west side of Midland Bay, between what is now the first and second concession lines. He sold to Jabez Dobson who is credited as being Midland's earliest citizen. These early settlers were farmers. The infertile sandy soil limiting agricultural development, and the difficulties of communications with other settlements so discouraged them that for thirty years permanent settlement around Midland Bay was abandoned and transient fur traders became the sole visitors.

Penetanguishene was slowly growing so that by 1860 approximately one thousand permanent residents lived in the village. Since the fort had been abandoned in 1833, the bulk of the settlers were French-Canadian fur traders and their families.

The French were forced to leave the area because of strong Iroquois Indian attacks in 1649. From then until the British took control of Canada in 1763, no authentic accounts of the district were written. Fur traders did occasionally traverse the area, the most notable being La Salle, but it was not until 1764 that an Englishman, Alexander Henry, spoke of the district.

In 1793 Governor John Graves Simcoe of Upper Canada reached the district by way of a long portage up the Humber Valley to the Holland River, down it to Lake Simcoe, then by way of Lake Couchiching and the Severn River to Matchedash Bay and the site where Penetanguishene, "The Place of the Rolling White Sands", now stands. Governor Simcoe recommended that a military and naval base be established here because of the excellent natural harbour and ease of access to the Great Lakes. This was begun in 1798 with the purchase of large tracts of land from the Indians.

Prior to this, in 1795, there had been a purchase of a small tract of land to provide a camping place for the fur traders who selected this site for the same reasons as Simcoe, namely a fine harbour, ease of access to the Great Lakes, as well as being a terminus of the portage route between York and Georgian Bay.

In 1814 a military road from Kempenfeldt Bay to Fort Penetanguishene was built to replace the portage route. Now it was possible to journey by road from Fort York (Toronto) to Holland Landing on the south shore of Lake Simcoe, from which point journey by water took the traveller to Kempenfeldt

The sandy soil and a climate suitable for the growth of giant white pine trees were directly responsible for increased development of the land in what is now North Simcoe County. By 1869 lumbering had created a boom in the Midland-Penetanguishene district. Many sawmills were built along the south shore of Georgian Bay. The Midland mills became known as the largest and best equipped.

The finest sawmill on Midland Bay was built in 1871 by H.H. Cook. It had a seasonal capacity of twenty million feet of sawn lumber, and was lighted so that it could operate day and night.

When lumbering replaced the fur trade in the 1860's Penetanguishene flourished. Lumbering not only brought workers to the village, but other settlers, store owners, etc.

Midland, however, soon passed Penetanguishene in both size and importance.

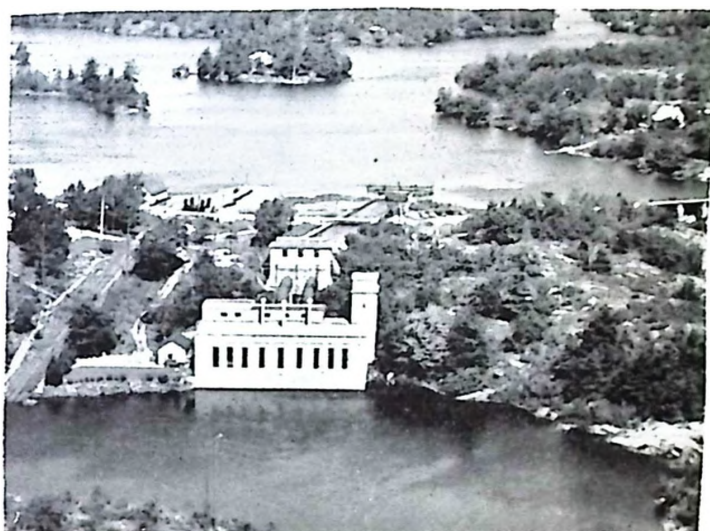
Penetanguishene was, and still is predominantly French-Canadian and Roman Catholic. Early Midlanders were English-speaking and Protestant who insisted that only Britishers were welcome. Midland mill owners would only hire Britishers.

Midland's harbour was at least the equal of Penetanguishene's both in size and in accessibility to Georgian Bay. Midland Bay is reached, without difficulty, from the interior. King Street, Midland has a gradual increase in slope with no abrupt grades (page 27). Penetanguishene, on the other hand was built on the top of an Old Lake Nipissing shorecliff with the bay at the foot. Consequently there was, and still is difficulty in reaching Penetanguishene harbour from the interior.

Penetanguishene, from this time on had a slow, but



The remains of an old sawmill
at Waubaushene, fifteen miles
from Midland



The Ontario Hydro Power Plant
on the Severn River.

steady population growth due principally to natural increase.

A corporation, later called the Midland Land Company, recognizing possibilities in the district around Midland Bay, purchased tracts of land around the tiny settlement in 1871. The corporation intended to develop harbour facilities for use of shipping lumber products, and possibly grain transshipment from the west. At this time a railway had been constructed from Port Hope to Orillia with the intention of extending it to Georgian Bay for this very purpose. Midland Land Company officials induced the railway officials to terminate their line at the new village of Midland City, so named because of its location (introduction).

Midland Land Company property, about one-half mile from the centre of the village, was chosen as the site for the station. The Midland Land Company hoped settlement would be attracted to the area and company land near the station would be purchased. Years later when a new depot was built by the Canadian National Railways, a more central location was selected.

A post office was established in 1872 and the original Queen's Hotel was built in 1874. These events were significant in that not only was the population increasing sizeably, but transient workers, principally railroad men, prospective business men, etc, visited the village.

More and more sawmills were built, of which the most notable were the Chew Brothers Sawmill built in 1876, and the John Dollar Mill, built and operated by the Ontario Lumber

Company in 1879. The "Dollartown" section of Midland still bears the name of the mill founder.

The harbour facilities on Midland Bay grew with the lumbering industry. The fine natural harbour that had attracted the Midland Land Company officials became the principal source of wealth to Midland.

By this time, the concentrated efforts of the lumbermen in the North Simcoe lands had removed all the trees of a size suitable to cut. Most sawmills were forced to close. The lumbermen then moved along the eastern and northern shores of Georgian Bay. Sawmills were not built in these areas since the logs were hauled in great rafts to Michigan ports. When the government of Ontario made this illegal, and required the logs to be manufactured into lumber in Canada, the logs were towed to existing mills around the southern shore of Georgian Bay. Midland mills received most of this work. Manufactured lumber was then shipped from Midland to American ports.

By 1880 the railway was in operation. With docking facilities and a railway, two new industries grew up. The first was ship building which utilized the lumber products. The second was the transshipment of grain.

Schooners for carrying wheat or general cargo were built. Playfair-White Shipping interest, with headquarters in Midland, were known everywhere on the Great Lakes.

The first grain elevator, the Midland Elevator, was constructed of wood. It was built in 1881 opposite the present Copeland Flour Mills. Originally it had a capacity of two hundred and fifty thousand bushels, but this was doubled later.

By 1889 Midland had street lighting, a newspaper, many shops and an ice rink. The two thousand residents were a diversified group as one notes that Anglican and Presbyterian Churches had been established in 1874. The Methodist Church in 1875 was followed by the Baptists in 1878 and the Roman Catholics in 1881.

Between 1891 and 1901 the population increased by almost thirteen hundred. Playfair-Preston built a large department store. The Y. M. C. A. building, also constructed at this time, served transient workers, particularly sailors.

After the forests had been cleared by the lumbermen, sheep raising became a means of livelihood for many in the Midland district. Thus it was, that in 1894 the Midland Woollen Mills were established.

By 1905 the sewer system was completed. Several small industries began to appear. These industries were either directly related to ship-repair or ship-building, or else marketed a product which depended upon water transport for both raw materials and shipment of finished products. Canada Iron Furnace, Georgian Bay Engineering works, Midland Engine works, J. Hill and Sons, Macker Boat works were the more important.

The population had passed four thousand by 1905, and citizens began to envision Midland as a city of the near future.

In 1911, the Simcoe Railway and Power Company, with headquarters in Midland, built a hydro-electric plant on the Severn River north of Midland. This plant, developing five thousand horsepower, was to provide the power to operate an electric railway from Renetanguishene, along the Georgian

bay shore to Waubaushene, and then south to Coldwater. Officials of the company hoped to open this land for development. Although the venture was not a success, the fruits of this enterprise are seen today as Midland still draws its electric power from this source, now operated by the Ontario Hydro.

By 1911, the population was four thousand six hundred and sixty-three.

During the war years (1914 to 1918) ship-building facilities were enlarged, and cargo ships capable of crossing the Atlantic Ocean were built in Midland. So great was the demand for labour in this period, that by 1921 the resident population had passed seven thousand. The building of small pleasure boats became important following the war, and many Midlanders formerly employed in war work of ship-building, ship-repair, and related industries, turned to this or to the new business of tourism (page 59).

The depression of the late twenties and thirties retarded development in Midland. The tourist business almost completely collapsed; ship-building almost completely stopped; grain shipments became less with fewer markets and workers were laid off. Many Midlanders left to try to find employment in larger centres, and Midland became a quiet little town where one could spend retirement. Population figures show that in 1941 there were two hundred few residents than twenty years before.

In an effort to overcome the effects of the depression, Midland, in the thirties, began its tourist attractions. Midland Park Lake was opened for tourists (page 60). The excellent beaches of the district (page 9) were advertise

throughout Ontario and adjacent states. In recent years Midland has become a winter resort town (page 62). Midland business men have encouraged and assisted in the work of renovating historical sites in the vicinity. Stores were stocked in preparation for tourist business.

By 1951 the population had reached seven thousand two hundred. The Chamber of Commerce then directed a concentrated effort at industrial revival. World-famous names like Bausch and Lomb, Leitz, etc. (appendix) began to appear.

Leitz, for example, desired shipping facilities, availability of labour, nearness to markets, etc., requirements of any industry. It was undecided whether to locate in Granby, Quebec, or Midland. Midland was chosen because of its location outside the nuclear weapon range from a large centre, but what was more significant, a new housing area was put at the disposal of the company's skilled workers from Germany.

Today, the result of increased tourism, and an industrial revival, is reflected in the present population of eight thousand and fifty.

A Comparison of Population Growth of Midland and Penetanguishene

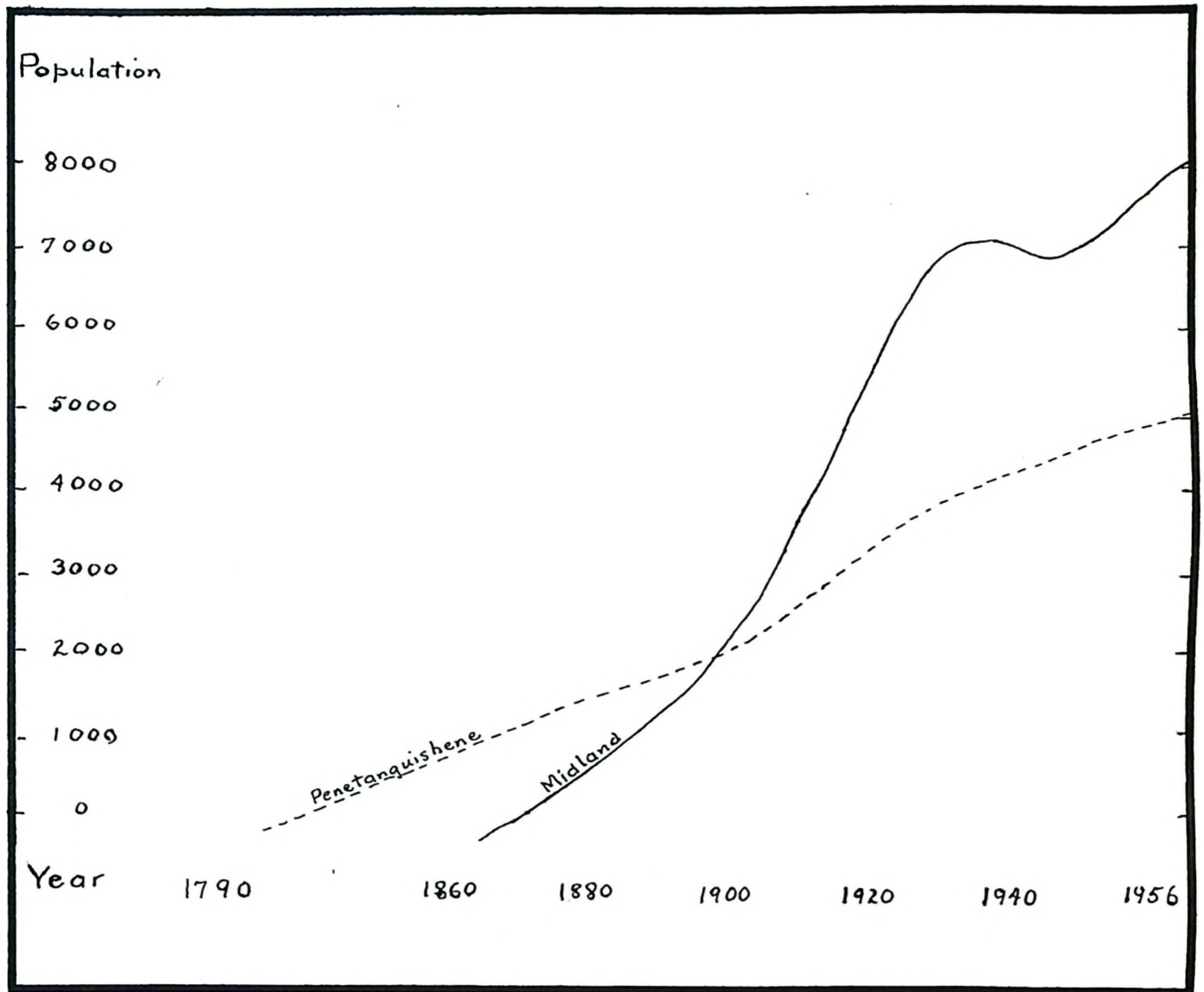


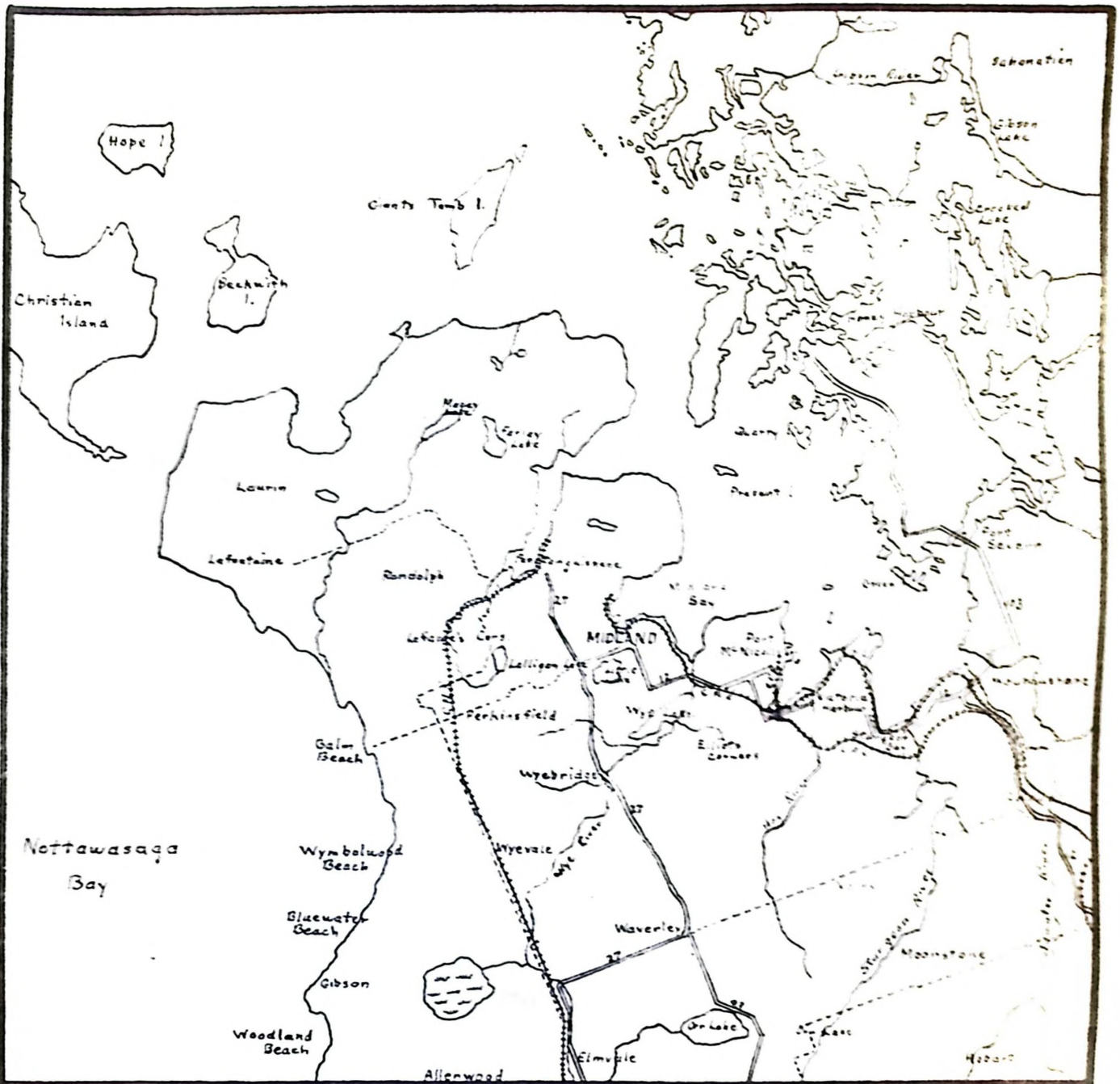
Fig. 8

The Midland Market Area

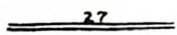
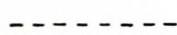
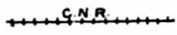
To define or limit the Midland Market Area is a rather complicated task. whereas Midland is the largest centre of population, as well as the industrial leader of the district, it exerts almost complete domination only within its own town limits, as well as over a limited area served during the navigation season by a mail ship operating out of Midland (page 53).

The area over which Midland assumes a major share of control is, however, quite large. It extends from Honey Harbour and Port Severn on the north, to Coldwater on the east, south to Moonstone, west to Hillsdale, Elmvale, and Allenwood (fig. 9).

Distance from Midland, rather than services, sets the limits on the trading area. For example, Coldwater residents find it to be equally convenient to shop in Midland or Orillia. The stores of Midland and Renetanguishene cater to a resident urban population of approximately thirteen thousand. While it is true that there is considerable overlapping of products sold in stores built solely to serve one of the two communities, large chain stores have built modern stores in order to attract the entire market. Loblaws and I.G.A. have constructed large supermarkets in Midland; Kresges, Woolworth, Tamblins, etc. have modern outlets; Eatons and Simpson-Sears have established mail order stores. Thus, although the trend in Coldwater is perhaps slightly towards shopping in Orillia, there are many villagers who prefer Midland. It is of importance to note that Coldwater, a village of six hundred and fifty people, supplies a market for one



MIDLAND MARKET AREA

-  1st class roads
-  2nd class roads
-  railways



Scale 1 inch = 4 miles

Fig. 9.



A mail ship , the Midland City ,
operates between Midland and
Honey Harbour during the navigation
season.



The commercial centre in Elmvale
caters to the basic needs of the
immediate vicinity.

hundred copies of the Midland Free Press. Buyers of the newspaper would include some rural residents of the immediate area, but the proportion of papers to population is surprisingly high. Waggs Laundry, operating out of Midland, has little competition from other laundry and dry cleaning firms.

Elmvale, to the west, is closer to Midland than to Barrie. In Elmvale there is a slight trend towards shopping in Midland than in Barrie. This, in the opinion of several Elmvale residents, is due to the fact that Midland is the nearer of the two.

Midland does extend its influence beyond the limits of major control in certain specialized ways. Two such examples are newspaper circulation, and material supplied by the Midland Planing Mills. Although these often reach within a few miles of Barrie or Orillia, they do not in any way dominate the area beyond the defined limits of major control, being secondary in importance to the products from the larger centres.

However, on the basis of such services as a laundry, delivery services, newspaper circulation, etc., the major control limits are established.

Midland assumes almost complete control over a very limited area. The chief reasons for this limitation are (a) the nearness of Penetanguishene, (b) the port facilities of Port McNicoll, and (c) the small, but competing services of Victoria Harbour, Coldwater, and Elmvale.

Penetanguishene, a town of approximately five thousand people, is located within two miles of Midland. Its relations

with Midland and the Midland Market Area have been discussed (page 43). It is sufficient to say that Penetanguishene, a French-Canadian settlement, serves the many French speaking Canadians of the district. This includes not only rural residents, but those from such French speaking villages as Lafontaine and Lefaives Corners, and many of Midland's own French-Canadian population. These people prefer to deal with others of their own tongue and background.

Secondly, Penetanguishene has a retail commercial section comparable in variety to that of Midland. The Stores are not as modern as those of Midland, since Midland's growth, including retail commercial outlets, has been rapid in the last few years, while Penetanguishene has grown little in the same period of time (fig 8).

A third reason which enables Penetanguishene to compete with Midland for district control, is that liquor is sold in Penetanguishene, and not in Midland. This is political, rather than geographic, but it does attract many district residents and tourists to the town.

On the other hand, many residents of Penetanguishene commute to Midland to work. This has been especially true in the last ten years when the expansion of Midland industry demanded a larger labour force than the town of Midland could supply. Midlanders, with the exception of a few sailors, find employment in Midland.

The Canadian Pacific Railway operates a package freight and passenger service from Port McNicoll to Fort William. This water service is only available during the navigation



The C.P.R. package freight sheds
at Port McNicoll.



The grain elevator at Port McNicoll

season. Since Midland Harbour is used chiefly for bulk freight, Port McNicoll provides another service to the Market Area. Midland firms, such as Leitz, Bausch and Lomb, etc., whose packaged products may be shipped in this way, take advantage of this seasonal service with its lower freight rates. However, most of the packaged freight is transferred between boat and railway, originating from and being delivered to places beyond the Midland Market Area. Port McNicoll is principally a transshipment point for packaged freight.

The Canadian Pacific grain elevator, larger than any individual elevator in Midland, creates a conflict between Port McNicoll and Midland. This, however, does not directly affect the Midland Market, since this is also for transshipment purposes to centres outside the Market Area.

Many villages in the Market Area provide services in competition with Midland. This is particularly true of the dairies of Victoria Harbour, Coldwater, and Penetanguishene. These dairies sell their products throughout the Market Area, and even compete with Midland dairies for trade on the outskirts of Midland itself.

The total population of the Midland Market Area is twenty-four thousand eight hundred. This is tripled during the summer months. Midland, with its attractive retail commercial centres, clearly controls the tourist trade (page 27).

With the largest and most modern retail commercial centre in the district, more and more varied industries to attract workers from the district, and fine entertainment

facilities, Midland, while failing to exercise complete control over the large Market Area, does dominate it.

Chapter 5

Tourism

At the beginning of the twentieth century the people in the larger towns and cities of Southern Ontario began to realize recreational possibilities in the beaches and islands of Georgian Bay.

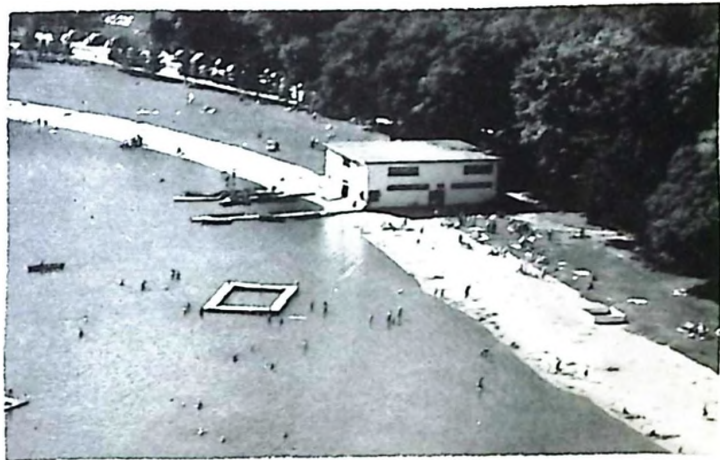
With the advent of the motor car, tourist parks and overnight cabins were built. Passenger streamers brought thousands of tourists from the United States. Each year found an increase in the number of visitors. Today the summer population of the Midland market area is approximately seventy-five thousand, or three times the permanent population. This figure is exclusive of transient tourists and sight-seers. The value of the tourist industry is reckoned annually in millions. Midland, especially in the last twenty years, has prospered economically as a result.

Tourists are attracted to this area for two reasons: the recreational facilities, and the historic sites.

Within a fifteen mile radius of Midland there are forty miles of sandy beaches (page-9), which afford excellent bathing and boating facilities. Over five thousand privately owned cottages are to be found in the Midland trade area, as well as numerous resort hotels, rented cottages, and cabins. The concentration of summer residents is so great that some districts, as for example Balm Beach, become small towns during the summer season. Within six miles of Midland camp sites are available in the Georgian Bay Islands National Park.



Woodland Beach on the eastern shore of Nottawasaga Bay is one of many tourist areas in the Midland vicinity.



The beach in Midland Park



Upper - Huronia Museum , Midland
Centre - Georgian Hotel ; Midland -
terminus for two bus lines
Lower - Modern motels are found
throughout the Midland district.

The rolling land of the district (page 6) spawns spring-fed streams with excellent trout fishing. Georgian Bay is a good fishing ground.

The climate of the Midland District is suitable for summer tourism. The average summer maximum temperature is 75°, and the average minimum is 56°. July, the warmest month, has an average maximum of 78°. The average summer rainfall is 2.3 inches per month. The proximity to Georgian Bay moderates extremes of temperature.

Midland, itself, provides facilities for tourist recreation. The Midland Park Lake area was developed during the thirties. In the words of Mr. Duncan, then Chairman of the Parks Commission, "We rooted out all the bullrushes along a two hundred yard front and brought in nearly a thousand loads of sand to create the beach. Cabins, rest rooms, electric lights, tennis courts, private and public bath houses, as well as walks and driveways, were then added." In this way, the shallow, marshy north arm of the lake (page 34) was transformed to a fine recreational centre.

The Midland Golf and Country Club, the Midland Power Squadron, a movie theatre, and a summer theatre, The Midland Players, are also summer tourist attractions.

About one and one-half miles from Midland, in a southeasterly direction, the land rises to a height of over 950 feet above sea-level. This steep gradient (fig. 10) has been utilized by the Midland Ski Club, an organization of local business men who wish to extend the tourist industry over the winter season. With a yearly average of 98.5 inches, of which 34 inches falls in December, and a

winter temperature maximum average of 29^o, skiing can be carried on, in an average year, from early December until late February. The excellency of this ski jump may be attested to by the fact that it was chosen as the scene of the 1956 Dominion Ski Championships. Ski tows, a chalet, and a one-quarter mile toboggan run have also been built.

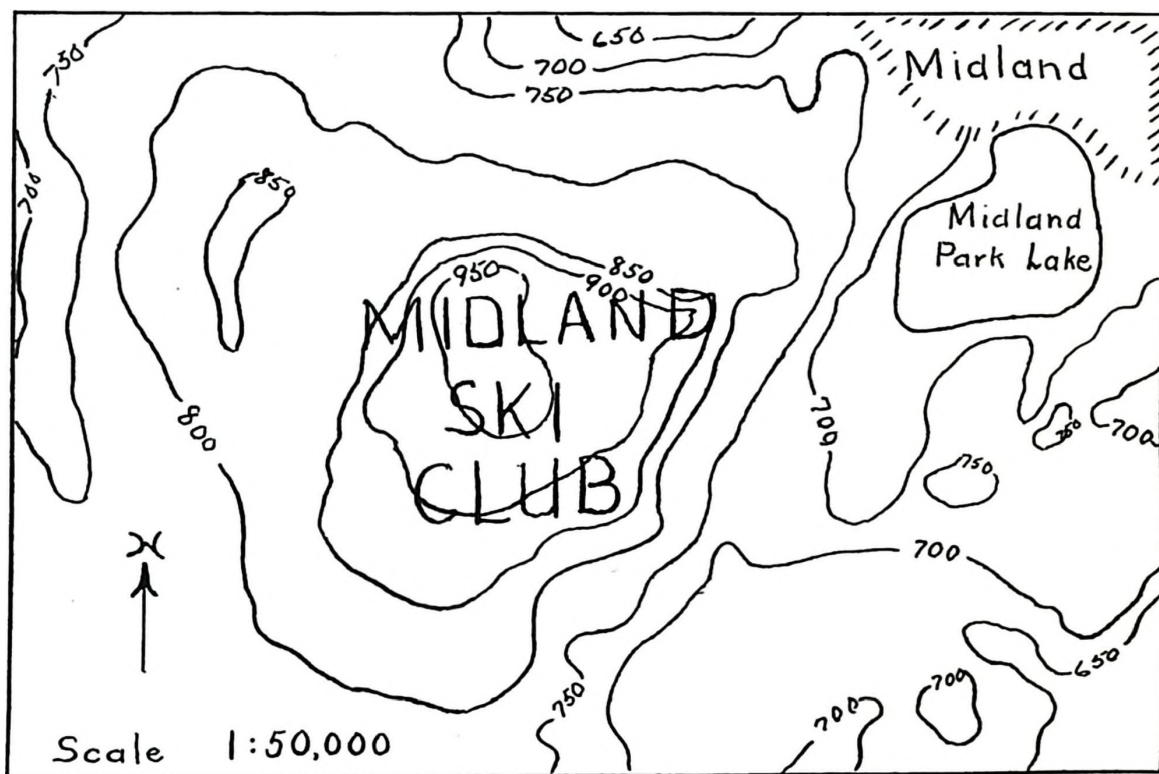
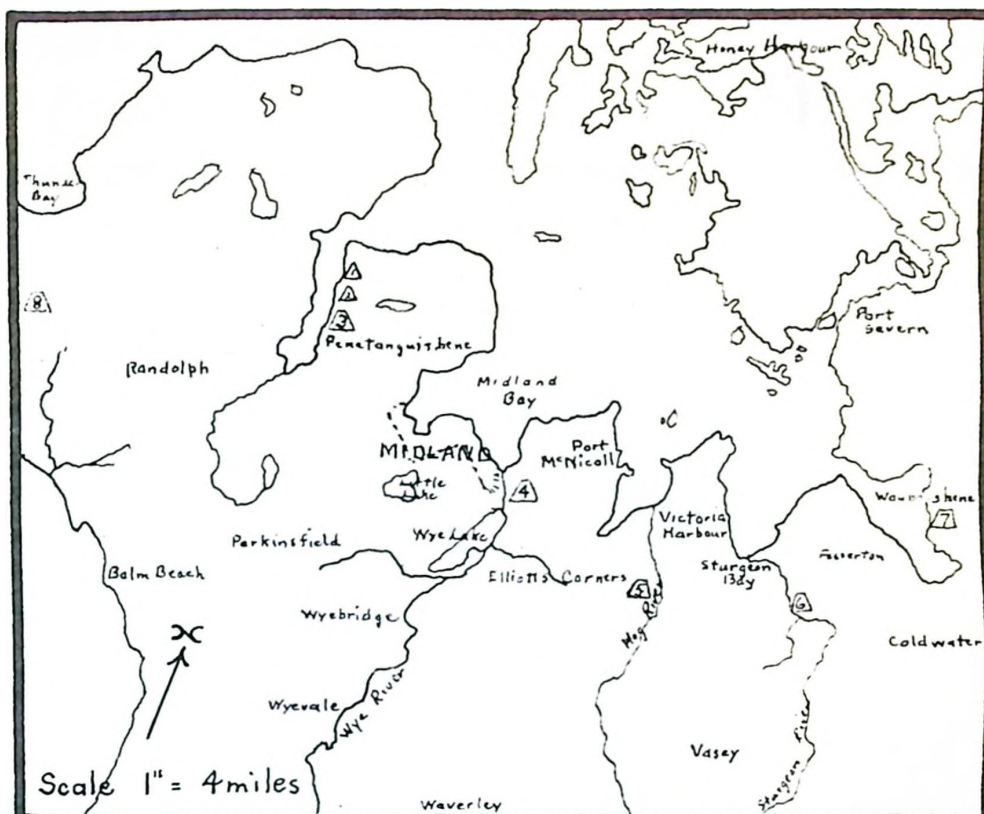


Fig. 10

Most of the historic sites are directly related to either the French era from 1615 to 1649 or to the War of 1812.

The most visited site is the Martyr's Shrine which overlooks Fort Ste. Marie (page 40). Over one hundred



MAP of HISTORIC SITES

in the

MIDLAND DISTRICT

- | | |
|------------------------|------------------------|
| 1 Fort Penetanguishene | 5 St. Louis |
| 2 Magazine Island | 6 St. Ignace |
| 3 Church-On-The-Lines | 7 Cowan's Trading Post |
| 4 Martyrs' Shrine | 8 Caragouha |

Fig. 11

thousand pilgrims visit it annually. Midland, across the Wye River from the Shrine, is on the direct highway route between the Shrine and the large cities of Canada and the United States to the south. A bus service operates between the Shrine and Midland. Thousands of Shrine pilgrims are also Midland visitors, and are very important in the tourist trade of the town.

Other important sites, in the Midland District, which recall the early French era, are St. Louis, St. Ignace, Caragouha, Toanche, and Cahiague.

The former officers' quarters at Penetanguishene (page 42) is now a museum containing, among the other relics of the war, the remains of two American warships sunk in Penetanguishene Bay. The garrison church, The-Church-On-The-Lines, is still used for services. Tiny log cabins in the district, many of which are occupied, were formerly the homes of retired soldiers.

The Huronia museum in Midland, Cowan's Trading Post (1789-1804) at Waubaushene, and the site in Penetanguishene which marks the place from which Sir John Franklin set out in 1825 to attempt to find the north-West Passage (page 41), are but a few of the many historical sites in this area which recall much of Ontario's past.

The town of Midland is in a central position in the district (fig. //), and is linked to all the sites by good highways. Its overnight accommodations, but more especially its stores, are geared for the tourist trade. A poor tourist season results in considerable hardship for a large number of Midlanders.



The Martyrs' Shrine is visited by approximately one hundred thousand people every year.



Old Fort Ste. Marie , on the Wye River , is being restored by students of the University of Western Ontario.



Upper - The officers' quarters at Fort Penetanguishene
Centre - The Church-On-The-Lines , Penetanguishene
Lower - The remains of an American ship of war which
was captured and sunk near Penetanguishene
during the War of 1812.

Conclusions

From the beginning of its existence as a lumbering community to its present stage of industrial development, the growth of Midland has been continually affected by many factors.

A physically fine harbour does not necessarily create a community. It is the location of Midland Bay which has encouraged and developed the transshipment of grain from western Canada to the communities of eastern Canada and to Europe.

Poor agricultural land of the district has resulted in a large labour pool in the Midland district. This is essential to certain industries that require a labour supply which can be hired on a moment's notice and laid off when the demand ceases. Women's Clothing factories must be close to a high class market, but have this type of ready labour. The shoe industry follows the labour supply. To this industry the questions of raw materials, of machinery, and the market, are secondary to the supply of available labour. Industries whose products are sold over a wide area, as for example, Canada, may be located as centrally as possible, but with regard to the supply of labour. Optical and scientific equipment, plastics products, etc. are of this type.

The scenic qualities and the many historic sites of the district have been responsible for the importance of tourism. The Martyrs' Shrine attracts thousands of visitors to the area and to the town. The cottage trade of the district is a major factor in the economy of Midland.

Commercialism has developed due to increased tourism, and to the growth of the town because of industrial expansion. Midland is the commercial centre of the district, and large new stores recently built there only show that the town is strengthening its hold on the area.

The site of Midland has influenced its development. Docking facilities may be easily established. Heavy industry and the railway utilize the sand plains at the base of the shorecliff in order to have ease of access to water as well as ease of construction. Midland Park is designed around Little Lake. Commerce is located on King Street, which is the only street in Midland directly linking the harbour and provincial highways without abrupt changes of slope. Midland housing is not directly related to site, but is influenced by other factors as well.

Both industry and recreation have possibilities for expansion in the future. The large labour supply of the district, and suitable available land within the town limits should attract industry. The undeveloped areas are serviced with water, sewers, hydro-electric power, etc. Water from Georgian Bay has been piped in, in preparation for industrial use.

There are many unused sites suitable for cottages, the development of which is being carried on every year. Increased interest in the historical sites of the district has led to the planned development of many more.

Commerce is only developing in a secondary position to industry and tourism, being the servant and dependent of both. The St. Lawrence Seaway will have little effect

on commerce, or for that matter, industry, in Midland. Even if direct shipment to Europe from Port Arthur and Fort William should result, the increasing population of eastern Canada should demand the service Midland offers as a transshipment centre.

Tourism is an unreliable source of income, varying directly with the economic status of the country, and while Midland enjoys a preferred position at present, this could be altered in the future.

Commercialism, in Midland, depends to a large degree on tourism. It, however, is in the position of also serving the permanent residents of the town and consequently a more stable source, industry.

The industries of Midland are, to a great extent, basic. This means that the town is in a sound position for the future. Clothing, shoes, basic materials, etc. will always be in demand.

Thus, Midland, the district leader in population, commercial and industrial development, should exercise more and more influence and control in the Market Area, and afford a reasonably stable community in the future.

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Appendix

Midland Industries

Bausch and Lomb Optical Company

Surfacing of ophthalmic, industrial and Ray-Ban lenses.
Single vision sphere lenses, single vision compound lenses,
bifocal lenses, industrial safety lenses.

Staff - 50

Sales - Canada

Bay Mills Limited

Glass roofing membrane, glass reinforcing fabrics
for the plastics industry, glass boat-covering fabrics,
insulating fabrics for the electrical industry, filter cloths,
rayon tablecloth materials, rayon linings, dress fabrics
of silk or synthetic fibres, drapery and upholstery fabrics.

Staff - 70

Sales - Canada

Beaver Lumber Company

Lumber products

Staff - 10

Sales - local

Canadian Name Plate Company, Ltd.

Etched and lithographic name plates; appliance and
automotive trim.

Staff - 200

Sales - Canada

Century Coal Company

Storage capacity - 300,000 tons

Staff - 18

Sales - local

Fenton's Welding Service Ltd.

Custom welding

Staff - 3

Sales - local

Glen Mawr Frocks Limited

Dresses in cottons, rayons, and synthetic fabrics.

Staff - 46

Sales - Canada

Great Lakes Boat and Machine Co. Ltd.

Custom marine repairs. (A marine railway holds boats up to 80 feet in length, and 50 tons).

Staff - 12

Sales - local

Ernest Leitz (Canada) Limited

Leica cameras and lenses; optical and scientific equipment.

Staff - 110

Sales - World wide

Cyril N. Larkin and Sons

Slips and aprons

Staff - 19

Sales - Canada

Midland Aberdeen Elevator

Storage capacity - 900,000 bushels

Staff - 16

Midland Boat Works

Pleasure craft and service vessels up to 140 feet in length.

Staff - 30

Sales - Canada

Midland Footwear Manufacturing Ltd.

Men's, boy's, and children's shoes.

Staff - 115

Sales - Canada

Midland Foundry and Machine Co. Ltd.

Hydraulic automotive lifts and jacks; hydraulic passenger elevators and freight elevators; hydraulic aircraft jacks; hydraulic machinery and devices for special applications.

Staff - 70

Sales - Canada. Offices and warehouses are located in Toronto, Montreal, and Calgary.

Midland Grain Elevator

Storage capacity - 3,016,000 bushels.

Staff - 20

Midland Industries Limited

Polythene products

Staff - 53

Sales - Canada

Midland Planing Mills

Lumber products. Canadian agents for Evans vanishing wardrobes.

Staff - 30

Sales - Simcoe County

Midland Press Limited

Periodicals and commercial printing.

Staff - 33

Sales - Ontario

Midland Shipyards Limited

All steel shipbuilding. (900 feet of dock, 4 cranes ranging from a 5 ton mobile crane to a 65 ton dock crane. Capable of constructing any type or size of steel ship.)

Staff - hired for the job. No permanent staff.

Sales - Canada and export.

Midland Simcoe Elevator Ltd.

Storage capacity - 4,250,000 bushels

Staff - 30

Pillsbury Canada Limited

Flour and mill feeds

Staff - 80

Sales - Canada

J. B. Roebuck Limited

Marine canvas gear, hatch covers, life jackets, etc.

Staff - 12

Sales - Canadian Great Lakes' ports.

E. Ruthart

Plumber's tools and specialty tools.

Sales - Ontario and Quebec

Tiffin Elevator

Storage capacity - 4,500,000 bushels

Staff - 30

Wagg's Laundry and Dry Cleaners Ltd.

Laundrying and dry cleaning

staff - 85

Sales - Midland Market

The above list of industries indicates not only labour skills, but also custom manufacturing services available in Midland.

Employment in the Midland Market Area	Number of Industries	Number Employed
Railway and Transportation	14	1030
Shoe Factories	2	290
Construction Companies	6	280
Foundries and Machine Shops	10	235
Canadian Name Plate	1	200
Optical and Camera	2	175
Sawmills, Planing Mills	13	168
Hospitals	2	165
Flour and Chopping Mills	8	160
Grain Elevators	5	160
Ship and Boat Building	5	160
Hydro	4	100
Woodworking	3	96
Laundries	2	95
Textiles (secondary)	3	95
Coal Distribution Yards	8	76
Textiles (primary)	1	70
Dairies	10	66
Plastics	2	60
Printing	5	43
Building Materials	3	42
Fur Dressers and Dyers	1	30
Bottling Works	1	15
Retail and Wholesale	375	1275
Self Employed (mostly farmers)		3100
Miscellaneous		<u>1465</u>
Total =		9651

It is of interest to note that the two urban centres of Midland and Penetanguishene contain fifty percent of the total population of the Market Area. In short, there is a balance between rural and urban population. This is reflected in the type of merchandise available in the area. Only in such stores as Men's Clothing, Shoe Stores, Jewellery Stores, Furniture Stores, Department Stores, Paint Stores, and Appliance Stores, do the urban centres have control.

Type of Store	Town	Rural
Appliance and Radio	26	16
Automobile Dealers	17	16
Department Stores	4	1
Drug Stores	7	5
Clothing Stores	6	10
Furniture Stores	6	2
Hardware Stores	7	6
Grocery Stores	26	30
Jewellery Stores	3	2
Meat Stores	4	3
Men's Clothing	9	4
Paint and Wallpaper	10	7
Restaurants	23	30
Shoe Stores	6	3
Variety Stores	4	3
Women's Clothing	11	12

Whereas the small villages of the Market Area do offer merchandise, the wider variety and selection available in the two towns discourages the village merchant, and works

to the advantage of the town merchant. The stores in the villages can not compare in size and selection of merchandise with those in the town. Many of the village stores actually are supplied by their town counterparts.