

HERITAGE PROPERTY RESEARCH AND EVALUATION REPORT



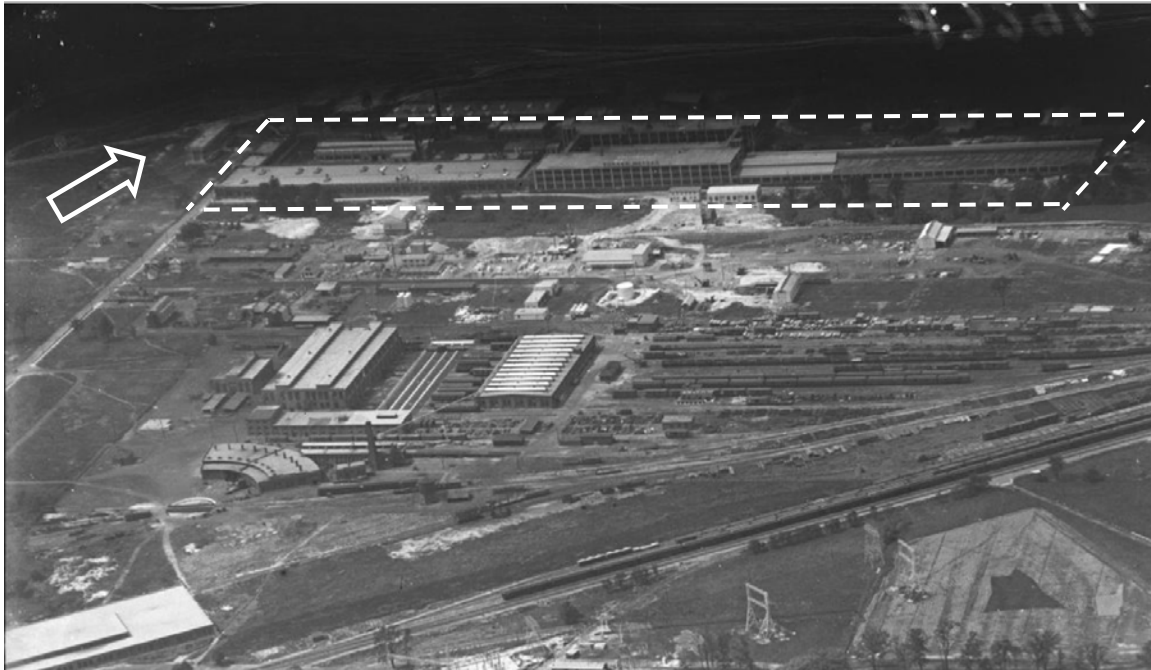
150 LAIRD DRIVE

Prepared by:

Heritage Preservation Services
City Planning Division
City of Toronto

October 16, 2015

1. DESCRIPTION



Above: Aerial View of Leaside, c 1930 showing the extent of the Durant Motors of Canada Ltd. factory and in the upper left hand corner, 150 Laird Drive, the office headquarters
(City of Toronto Archives, Fonds1244, Item 7296)
 Cover: Durant Motors of Canada, Ltd. offices, 150 Laird Drive, *(Heritage Preservation Services, 2015)*

Address and Name of Property	
ADDRESS	150 Laird Drive
WARD	26 Don Valley West
LEGAL DESCRIPTION	PLAN 2120 LOT 614 TO 629
NEIGHBOURHOOD/COMMUNITY	Leaside
HISTORICAL NAME	Durant Motors of Canada, Ltd.
CONSTRUCTION DATE	1928
ORIGINAL OWNER	Durant Motors of Canada, Ltd.
ORIGINAL USE	Company Office Headquarters
CURRENT USE*	Commercial
ARCHITECT/BUILDER/DESIGNER	Unknown
DESIGN/CONSTRUCTION	Brick cladding with concrete
ARCHITECTURAL STYLE	Gothic Revival
ADDITIONS/ALTERATIONS	Rear metal-clad addition linked to main building, 1948-50
CRITERIA	Design/Physical, Historical/Associative and Contextual
HERITAGE STATUS	Included on the Heritage Register
RECORDER	Heritage Preservation Services: Marybeth McTeague
REPORT DATE	October 16, 2015

2. BACKGROUND

This research and evaluation report describes the history, architecture and context of the property at 150 Laird Drive, and applies evaluation criteria to determine whether it merits designation under Part IV, Section 29 of the Ontario Heritage Act. The conclusions of the research and evaluation are found in Section 4 (Summary).

i. HISTORICAL TIMELINE

Key Date	Historical Event
9,500 BC	At approximately this date, Lake Iroquois (now Lake Ontario) extended as far north as the Davenport Road and the Village of Leaside and is still present in the great ridge running east-west to the north at these points and as far as the Scarborough Bluffs
1793	The town of York is founded and the area including the adjacent York Township is divided into 100 and 200 acre park lots
1819-20	John Lea purchases Lot 13 in the Third Concession from Alexander McDonnell
1841	William Lea purchases Lot 12
1854	John Lea dies, leaving Lot 13 to his sons William and John Jr. William builds the octagonal house known as Leaside and founds the village of Leaside becoming the town's chief magistrate
1878	By this date John Lea Jr. has purchased the southern half of Lot 14.
1881	The Ontario and Quebec Railway is chartered by the Canadian Pacific Railway to build a line across the then northern boundary of the city. Expediency leads the line across the Lea family farm and William sells off the land to the railway.
1884	The CPR creates a maintenance shop and sidings at Leaside and builds a line following the Don River to Union Station.
1893	William Lea dies. His son John lives in the Leaside house until 1903, after which the home is abandoned.
1894	The CPR opens a new station, naming it Leaside Junction in honour of William Lea.
1912	As part of its expansion the Canadian Northern Railway links its transcontinental railway with CPR's line to Union Station at Leaside. The company purchases over 1,000 acres of land including former Lea family holdings: Lots 12, 13 and 14. Frederick Todd is commissioned to design the new 'model town.'
1912	Canadian Wire & Cable Company (CWCC) purchases 16 acres north of the railway station
1913	The town of Leaside is incorporated William Lea's home of Leaside is burnt down by the CNoR. Lots 11-14 are cleared for the new residential and industrial development of the town
1915	By this date Todd's street plan has been laid out with Laird Drive acting as the division between industrial development on the east side north of the railway station and his residential town on the west
1916	The Leaside Munitions Co., a subsidiary of CWCC is opened
1921	Durant Motors of Canada, Ltd. is incorporated by the American William Durant who acquires Canadian rights from the American parent company. It occupies the former Leaside Munitions buildings for the manufacture of Durant cars in Canada
1922	The first Durant cars made in Canada, the Star and Durant models are sold. The Durant Motors expands the factory with new buildings
1928	Durant Motors builds a company office headquarters on the west side of Laird Drive

	opposite the company factory site
1930	The American parent company of Durant faults on a loan, resulting in the Canadian branch of Durant being wholly Canadian-owned.
1931	The Durant Motors of Canada, Ltd. is re-named the Dominion Motors Ltd. The Frontenac sedan is introduced as a new model
1933	In December of this year, crippled by the Depression, Dominion Motors stops producing the Frontenac. It continues to manufacture cars partly in partnership with REO Motor Company of Canada.
1941	This is the last year Dominion Motors is listed in the Directory at 150 Laird Drive
1942	Imperial Oil are recorded as the owners of 150 Laird in the Assessment rolls
1944	June 23 Dominion Motors gives up its charter and sells off the remains of their manufacturing site on the east side of Laird.
1945	The building is still known as the Dominion Building although it is occupied by the Imperial Oil Company Ltd.
1950	Aerial Photo indicates that the metal clad single storey addition on the rear west side of the property has been completed
1964	The Assessment rolls indicate that the Metropolitan Separate School Board are the owners of the property and plans are submitted by Marani, Morris and Alan Architects to convert the building for administrative use by the School Board
1984	The property is occupied by Methuen Publications who undertake renovations.
1999	By this date the premises are occupied by the Leaside Business Centre
2007	On October 23, Toronto City Council adopted the recommendation of North York Community Council to include 150 Laird Drive on the City of Toronto Heritage Register.

ii. HISTORICAL BACKGROUND

Leaside

Iroquois Beach

Originally the office headquarters for the Canadian branch of Durant Motors, 150 Laird Drive is located on the west side of Laird Drive between Markham Avenue and McRae Drive. (Image 1) The property is opposite the current large shopping mall complex which until the 1990s had been a large industrial manufacturing site of 18 acres and the 11 buildings of manufacturing plant for Durant Motors of Canada, Ltd. had once stood just north of the Leaside railway station and repair yards.

Leaside's railway station has been identified with a much earlier and significant aspect of Toronto's geological history. Approximately 11,500 years ago, Lake Ontario, extended up to the ridge which runs east west across the city just south of Davenport Road and extends eastwards, ultimately terminating as the Scarborough Bluffs. This ancient lake which was known as Lake Iroquois has since retreated to its current size and identity as Lake Ontario. When Dr. A. P. Coleman (1852-1939) created his innovative map identifying the ancient shoreline and collating the geographical strata in 1913, Leaside Junction was identified as a particular point on the ancient Lake Iroquois shoreline. (Image 2)

Leaside and the Lea Family

Leaside acquired its name from the unusual octagonal house built in the 1850s by William Lea (1814-1893) who named his home "Leaside." (Image 3) William Lea had left Liverpool as a child, with his father John (1773-1854) and his mother Mary (1791-1846) and arrived in Philadelphia in 1818. Within a year John Lea had purchased Lot 13, a 200 acre parcel of land in York Township in the Third Concession (St. Clair Avenue to Eglinton Avenue), north from Lake Ontario, where he established his farm. (Image 4) In 1841 William purchased Lot 12 south of his father's holdings. On his father's death in 1854, William inherited 90 acres of Lot 13 and his younger brother John Jr. 110 acres. William built his octagonal house and founded the Village of Leaside. A farmer first of all, William was also a poet, painter and historian of the Don River, and an early environmentalist as well as an elected township councillor and Justice of the Peace. (Image 5) By 1878 William and John Jr. are recorded as owning portions of Lots 12 and 14 as well as 13. (Image 4, as above) The farms were connected to Yonge Street by William Lea's Lane. (Image 6) The Durant Motors of Canada, Ltd., at 150 Laird Drive, is situated on Lot 14.

Reflecting on the early years and growth of the Leaside community in his 1931 book *The Story of Leaside*, John Scott wrote:

Comparatively little is recorded of the gradual settling of the environs – it is known that the section was heavily timbered and the clearing of the land and the establishing of a highly productive farming district was an arduous undertaking... For a time the population of what is now Leaside was largely augmented by the influx of negroes (*sic*) escaping from the bondage of slavery prevalent in the United States in that period."¹

Leaside Junction

In 1881, the Ontario and Quebec Railway was chartered by the Canadian Pacific Railway (CPR) to construct a railway connecting Toronto with Perth. The new line ran just north of Davenport Road and following the practical dictates of geography ran parallel with the routes of ancient aboriginal trails adjacent to the old Lake Iroquois shoreline cutting north-east across the Lea family farm. (Image 7) In 1884, the CPR took over the line on a 999 year lease. Keen to find a site for maintenance and railway sidings they created a junction at Leaside and in 1894, a year after William Lea's death, a new railway station was opened and named Leaside Junction, in his honour. In the early 1900s the Canadian Northern Railway linked its transcontinental main line to the CPR line at Leaside Station. Leaside Station would become one of the city's busiest with ten daily passenger trains until it closed in 1970.

Leaside: Model Town

To finance Canadian Northern's link to the CPR line, upgrades and further their ambitions of creating a trans-continental railway line, CNoR's principal shareholders William Mackenzie (1849-1923) and Donald Mann (1853-1934) proposed building a model town as they had previously done with Port Mann in Vancouver and Mount Royal

¹ Scott, p 5.

in Montreal. They acquired over 1,000 acres of land in what was described in 1912 "as the biggest real estate operation ever carried out in Toronto or neighbourhood."² (Images 8 and 9) They commissioned Canada's "first resident landscape architect"³ Frederick Todd (1876-1944) to produce a plan for a community which was intended to be a northern version of Rosedale. (Image 10) Todd had previously designed both Port Mann and Mount Royal. At Leaside similar strategies were followed as the plan featured a grid of curving and radial streets over laden with the winding sinuous major routes of MacRae and Bessborough. These were the essential elements of picturesque town layouts then being employed in England and the United States inspired by a combination of the City Beautiful, the Garden City and Garden Suburb movements in reaction to the squalor and ugliness of industrialized 19th century cities. Essential to the Leaside Plan was the section around the railway station that was reserved for industrial development that would enhance the financial viability and development of the town. (Image 11)

Industrial Leaside

Although CNoR's dreams of achieving a transcontinental railway were achieved in 1915, by 1917 financial difficulty had the federal government merging the company with other railway companies to become CNR. An economic depression as well as World War I resulted in the slow development of Leaside and by the late 1920s only 68 homes had been built in a community that was to accommodate 3,000. (Image 12)

The industrial sector, spurred on by World War I, developed more quickly, first with the arrival of Canada Wire and Cable Company (CWCC) in 1912. Following the 1906 establishment of the Hydro Electric Power Commission to provide electricity, the CWCC was incorporated to provide the distribution cables in 1911. The company purchased 16 acres on the east side of Laird in advantageous proximity to the railway station in 1912. Located just north of the station and repair shops north of the railway station and sidings they built a large manufacturing complex as well as 60 houses for their employees in Leaside.

With the outbreak of World War I, the CWCC formed the Leaside Munitions Company to manufacture shells. This was followed by the creation of an airfield to train pilots and a plane factory at the Leaside Aerodrome. (Images 13, 14, 15, 16) The munitions company employed 4,000 people during the war, providing supplies to the United Kingdom as well as the United States. The site also provided accommodation of up to 600 enlisted men including a mess hall and hospital. Leaside Munitions was credited with being the largest producer of 6" shells on the continent.⁴

Following the war, under the leadership of H. H. Horsfall, President of CWCC, 60 homes were built for employees and financing provided for the first water mains, a subsidized bus service and electricity for Leaside. Various new industries located in Leaside's

² Bradburn.

³ The Canadian Encyclopedia.

⁴ Scott, p 7.

industrial sector resulting in a total of 52 companies by the beginning of World War II.⁵ The CWCC continued its operations there until 1996 when it was moved to Markham by the European company Alcatel which had purchased CWCC in 1991.

Durant Motors of Canada, Ltd.

In 1921 Durant Motors of Canada, Ltd. opened in Leaside, taking over the two acres of land and the vacant premises of the former Leaside Munitions Company. (Images 12 and 16, as above) Durant Motors of Canada was a subsidiary of the Michigan-based American Company of the same name and was incorporated to manufacture and sell automobiles in Canada with additional sales in the United Kingdom. It was run by the entrepreneur William Crapo "Billy" Durant (1861-1947) who had co-founded (1908) and been President of General Motors and later Frigidaire. In 1922 Durant extended the munitions company buildings with a purpose-built car factory whose construction was overseen by the American parent company.⁶ (Image 17) In 1922 the first wholly-Canadian Durant car was manufactured. By 1924 Durant was the third largest producer of automobiles in Canada. The range was increased from Star and Durant models to Star Six and Road King. (Images 18, 19 and 20)

In 1925, the Canadian, Roy D Kerby (b. 1888) joined the company as Sales Manager advancing to General Manager by 1926 and President by 1929. He increased production, exporting 5,000 cars to the United Kingdom alone. Scott credits the success of the company to the "aggressiveness and personality"⁷ of Kerby who he claimed was one of the youngest chief executives in the North American automobile industry.

In 1928 the new company office headquarters were built on the west side of Laird Drive.⁸ (Image 21) Writing in 1931 Scott described the company as owning 18 acres of land and 11 buildings "equipped with the most modern and up to date machinery for the production of passenger automobiles and trucks."⁹ With the impact of the Depression, the American Durant parent company was experiencing financial difficulties ultimately defaulting on a loan which resulted in the Canadian branch becoming wholly Canadian owned. Kerby, who has been described as a "staunch Canadian" who would not allow his wife to purchase American goods when travelling in the States,¹⁰ renamed the Company "Dominion Motors Ltd." and introduced a new model, the Frontenac Sedan, a luxury vehicle named for Louie de Baude, Comte de Frontenac et du Palluau (1622-1698), a soldier and Governor General of New France from 1672-82 and 1689-98.

⁵ According to Pitfield, these included the Lincoln Electric Motor Company, Frigidaire Canada Ltd., Durant Motors, The Sangamo Electric Meter company, Canada Varnish Ltd., W E Dillon, Regal Greetings and Gifts, Apco Industries and ES & A Robinson (Canada) Ltd., Valvoline Oil Company, Reo Motors Company of Canada Ltd., Corning Glassworks of Canada Ltd., and the expanding Canada Wire and Cable Company

⁶ Leaside Council Minutes, 8 August 1922 indicate plans for the new plant had been submitted for approval (Pitfield, p 368).

⁷ Scott, p 8.

⁸ This date is provided by Pitfield. City directories and Scott's book indicate that it was completed at least by January 1930, but the Directories are vague for 1928 and 1929.

⁹ Scott, p 8.

¹⁰ Pitfield, Chapter 5.

However, the new Canadian company could not escape the impact of the depression and, in December 1933, the company stopped producing the Frontenac. They continued producing cars on the site including the REO Speedwagon in partnership with Ransom E Olds. Dominion sold off their manufacturing facilities in parts initially to CWCC with the remaining portion going to Frigidaire in 1944 when they also gave up their Charter as Dominion Motors Limited.¹¹ While they no longer owned 150 Laird as of 1942, the building was still known as the Dominion Building. It had been purchased by Imperial Oil Company Ltd. and then subsequently owned and renovated by the Metropolitan Separate School Board in 1964.¹² In 1958, Frigidaire sold the remains of the Durant/Dominion property to CWCC who stayed on the site until 1996 – over 80 years – when their new European company owners Alcatel moved them to Markham.

iii. ARCHITECTURAL DESCRIPTION

The Durant Motors of Canada headquarters office building is a well-designed and carefully crafted in its composition and details. Set on the west side of Laird Drive, opposite to the car factory complex on the east, its presence as an effective billboard for the company was maximized through its design as a long, narrow, two-storey block set on a raised basement with a tall parapet creating the greatest impact facing the street. (Image 22) The narrow plan not only managed to provide an effective response to great extent of the car manufacturing premises on the east side of Laird, it also provided humane well-lit offices.

The facades present a regular rhythm of equally-sized window bays flanked by broad brick piers. The principal east façade is divided into eleven bays with a central entry. (Image 23) The north and south end bays both have the same units of windows and piers but are distinguished by having a single narrower central. (Images 24 and 25) A narrow chimney is located just to the west of the central window on the south façade. On this elevation two double-hung sash windows appear to be the original ones as seen in Image 21. The west façade, facing Frederick Todd's new residential subdivision, was not treated as a rear or lesser façade but was equally composed and detailed with eleven bays like that of the principle east elevation. (Image 26) The raised basement which is currently painted white is set into a light well on the east elevation. Fire escapes and a link to a rear metal clad building at the back of the site are later additions on the west elevation.

Constructed of concrete block and steel¹³ and clad in a reddish-brown brick with cast-stone details the style of the building displays the 20th century Late Gothic Revival style. The Gothic Revival of the 20th century while retaining the decorative elements such as tracery was squatter and broader in form appropriating late Gothic and Tudor architecture of the 15th and 16th centuries. It was also associated with secular buildings such as

¹¹ "Dominion Motors Frontenac" Wikipedia.

¹² Leaside Assessment Rolls

¹³ Goads 1934 lot 6602

colleges, castles and country houses and therefore deemed as appropriate not only for church use but also for other building types especially educational buildings, which adopted the monastery typology of the Oxford and Cambridge colleges as seen in Hart House and numerous collegiate buildings of the first quarter of the 20th century in Toronto. While its application in commercial buildings was less typical, it was employed in Cass Gilbert's famous Woolworth Building skyscraper (1913) in Manhattan, as well as in Toronto at the Bay Street McLaughlin Motor Car Showroom (1925), later known as Addison on Bay.

On the Canadian use of the revival of historic styles in the early 20th century, Harold Kalman would write:

"Many architects committed to the renewed historicism felt keenly that they were designing in a modern manner. In the face of rapid social and industrial change, architects and clients alike revealed a desperate need to cling to the past"¹⁴

In no place does the paradoxical quality of this statement seem to be more apt than in Leaside which, as a child of the railways with its planned community and industries dedicated to twentieth century phenomena such as electricity and automobiles, seemed to be exemplary of the future potential of the new century. One could have imagined that the headquarters for an automobile company would have been designed in the new Art Deco Style as its contemporary, the Chrysler Building in New York would be. However, as Kalman writes, there was a need for stability and as was typical with other building types, such as banks, traditional styles were often employed to convey long-term reliability. The need for stability was further heightened after World War I. It is difficult to know what influence Roy D. Kerby, as General Manager and (as of January 1929), President, would have had on the choice of architectural style, but given that in 1928, he introduced the Frontenac sedan, his interest in identifying new car models with Canadian history might have run parallel with providing a historic style to the new company headquarters building prominently located and distinct from the manufacturing complex on Laird Drive.

Evidence of the Late Gothic Revival style is seen in the tall brick piers between each window which feature stepped cast-stone details and cruciform elements suggestive of buttresses, battlements, Crusaders and Christian iconography. (Image 27) Each window bay features a cast-stone surround rising two stories and topped by a band of square bosses carved with floral motifs beneath a sloping protective drip mould. Decoratively patterned brick panels beneath the windows on both floors and brick patterning in the parapet indicate a consistent level of care with the detailing of the building's surface. (Image 28)

The central entrance bay features a broad flattened pointed arch with multiple roll moulds supporting vertical moulded panels beneath a stepped parapet with and a pair of shields surrounded by elaborately carved ribbons. (Image 29) Above the building parapet features a small cast-stone tablet which steps above the parapet. The original door and

¹⁴ Kalman Vol 2., p 705.

fanlight have been replaced by glazed aluminum fittings. The entry is reached by a broad stepped walkway which leads from the sidewalk past a low central planter to set of stairs flanked by cast-stone or concrete bases which support to metal light stands with pointed finials, tracery and coloured glass. Between 1948 and 1950 the single-storey metal clad addition was made at the rear of the building.

iv. CONTEXT

The former Durant Motors building is set back from the Laird Drive with a lawn shrubs and a flower planter set into its walkway and evergreen trees and bushes providing a landscaped setting for the front of building. To the north is the Imperial Bank of Canada building (c.1940) at 180 Laird Drive which marks the corner with McRae Drive and matches in scale, materials and cast-stone details providing a consistency of time and built form. (Image 30) To the south, with a much smaller set back and minimal landscaping is a later commercial building (c1959) initially rented to Imperial Oil which is also two-stories and of brown brick but lacks the refinement of detail and material of the other two properties. (Image 31) To the south of the school building, is a parking lot and a car dealership. Beyond, to the west are the houses of Todd's Leaside residential town built between World War 1 and II.

The complex of buildings along the west side of Laird provides a consistent streetscape being no higher than 2 and a half stories and being largely constructed of brick with a similar ratio of window to wall. While 146 Laird is not recommended for inclusion on the inventory, the Imperial Bank of Canada building and Durant Motors contribute to and maintain the physical character of Leaside as it developed after World War I. Situated on the west side of Laird across from the large complex of industrial buildings used to manufacture cars, cables and munitions and now occupied by a shopping plaza with big box stores, they provide a smaller scaled complex used for banking and administrative functions and present a suitable transition between industrial manufacturing on the east and residential accommodation on the west. (Images 32 and 33) The buildings are beautifully detailed and 150 Laird especially, with its landscaped set back and elegantly composed and detailed elevations, is an important landmark which manifests the ambitious growth and life of Leaside when it was at one time home to one of Canada's wholly-owned Canadian car manufacturers with over 600 dealers nation-wide.¹⁵

3. EVALUATION CHECKLIST

The following evaluation applies Ontario Regulation 9/06 made under the Ontario Heritage Act: Criteria for Determining Cultural Heritage Value or Interest. While the criteria are prescribed for municipal designation under Part IV, Section 29 of the Ontario Heritage Act, the City of Toronto uses it when assessing properties for inclusion on the

¹⁵ Scott, p 10.

City of Toronto Heritage Register. The evaluation table is marked “N/A” if the criterion is “not applicable” to the property or X if it is applicable, with explanatory text below.

Design or Physical Value	
i. rare, unique, representative or early example of a style, type, expression, material or construction method	X
ii. displays high degree of craftsmanship or artistic merit	X
iii. demonstrates high degree of scientific or technical achievement	N/A

The (former) Durant Motors of Canada, Ltd. building has design value as a fine representative of the Late Gothic Revival style typical in the first thirty years of the twentieth century in Canada. However, it is rare in its application for an automobile headquarters building in Toronto. Its design value is further evident in the high degree of both craftsmanship and artistic merit. These qualities are seen in the composition of the building and the articulation of its form with a regular series of window bays separated by buttress-like piers, the decorative Gothic elements and cast-stone details and the brick patterning.

Historical or Associative Value	
i. direct associations with a theme, event, belief, person, activity, organization or institution that is significant to a community	X
ii. yields, or has the potential to yield, information that contributes to an understanding of a community or culture	X
iii. demonstrates or reflects the work or ideas of an architect, artist, builder, designer or theorist who is significant to a community	N/A

The property has an associative value for its direct association with the evolution of the industrial development of Leaside following World War I and in particular with the Canadian automobile industry, as represented by Durant Motors of Canada, Ltd. and Dominion Motors Ltd., between World War I and II.

Contextual Value	
i. important in defining, maintaining or supporting the character of an area	X
ii. physically, functionally, visually or historically linked to its surroundings	X
iii. landmark	X

The building has contextual value as it is important in defining, maintaining and supporting the character of the Post World War I Town of Leaside as it grew from a from a railway junction to an independent town. Built in 1928, it is physically, functionally, visually and historically linked with its surrounding on Laird Drive. Its setback and landscaped setting, fine architectural form, details and scale make it an important landmark and a significant contributor to the character of the neighbourhood today.

4. SUMMARY

Following research and evaluation according to Regulation 9/06, it has been determined that the property at 150 Laird Drive has design, associative and contextual values.

The design values are evident in the building's representation of the Late Gothic Revival style which was prominent in the early 20th century in Canada. The complex is valued for its association with the evolution of Leaside as a significant industrial sector and community after World War I and for its association with the history of the Canadian Automobile Industry and in particular the Durant Motors of Canada, Ltd. and Dominion Motors Ltd. Located on the west side of Laird Drive, with its distinctive architectural form and details setback in a landscaped setting, it is a longstanding significant Leaside landmark and an important contributor to the historic character of the neighbourhood.

5. SOURCES

Archival Sources

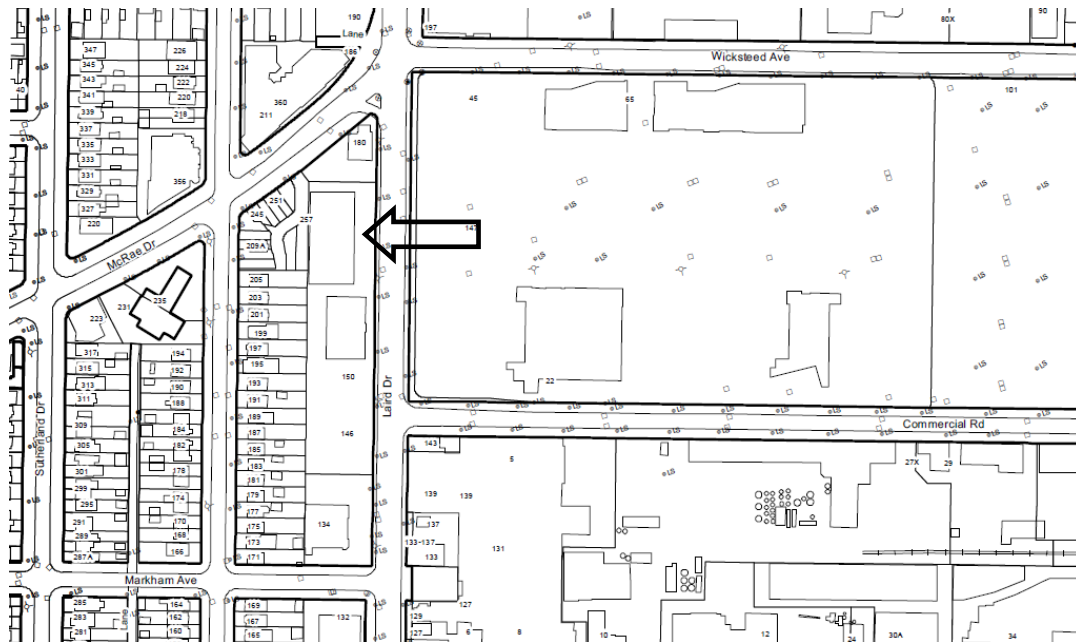
- Assessment Rolls, Leaside (City of Toronto Archives)
- City of Toronto Building Records – Leaside/East York – 150 Laird Drive
- City of Toronto Directories
- Goad Charles E. *Atlas of the City of Toronto and Suburbs*, 1884, 1890, 1899, 1903, 1913, 1924. (City of Toronto Archives)
- Miles & Co. *Illustrated Historical Atlas of the County of York*. 1878
- Series12, Aerial Photographs of the Metropolitan Toronto Area, 1947, 1950, 1953
http://jpeg2000.eloquent-systems.com/toronto.html?image=ser12/s0012_fl1947_it0013h.jp2
http://jpeg2000.eloquent-systems.com/toronto.html?image=ser12/s0012_fl1950_it0013h.jp2
http://jpeg2000.eloquent-systems.com/toronto.html?image=ser12/s0012_fl1953_it0137.jp2

Secondary Sources

- Arthur, Eric and Stephen Otto. *Toronto: No Mean City*. 1986.
- Bateman, Chris. "A brief history of the Lake Iroquois shoreline in Toronto," *BlogTO*, July 14, 2012.
http://www.blogto.com/city/2012/07/a_brief_history_of_the_lake_iroquois_shoreline_in_toronto/ accessed 28 April 2015.
- Bradburn, Jamie. "Vintage Ads," *Torontoist*, 30 April 2007.
http://torontoist.com/2007/04/vintage_toronto_13/ accessed 21 September 2015.
- Bradburn, Jamie. "Historicist: Birth of Leaside," *Torontoist*, 8 June 2013.
<http://torontoist.com/2013/06/historicist-the-birth-of-leaside/> accessed 28 April 2015.
- Brown, Ron. *Toronto's Lost Villages*. 1997.
- *The Canadian Encyclopedia*: "Frederick Gage Todd."
<http://www.thecanadianencyclopedia.ca/en/article/frederick-gage-todd/> accessed 1 May 2015.
- "Dominion Motors Frontenac "
https://en.wikipedia.org/wiki/Dominion_Motors_Frontenac accessed 1 October 2015
- "Frontenac" R. Perry Zavitz, December 15, 2013.
<http://www.thecanadianencyclopedia.ca/en/article/frontenac-car/> accessed 1 October 2015

- Lost Rivers http://www.lostrivers.ca/points/Lake_Iroquois.htm accessed April 28, 2015.
<http://www.lostrivers.ca/content/points/CanadaWire.html> accessed 2 May 2015.
- Lundell, Liz. *The Estates of Old Toronto*. 1997.
- Kalman, Harold. *A History of Canadian Architecture. Vol.2*. 1994.
- Pitfield, Jane, editor. *Leaside*. 1999.
- Rempel, John I. *The Town of Leaside*. 1982.
- Scott, John. *The Story of Leaside*. 1931.
- Vertolli, Vincent. "Dr. A. P. Coleman," Royal Ontario Museum blog. 2012
<https://www.rom.on.ca/en/blog/dr-p-coleman-1852-1939> accessed April 23, 2015.
- Williamson, Ronald F. *Toronto: An Illustrated History of Its First 12,000 Years*. 2008.

6. IMAGES: the **arrows** mark the location of the subject property unless otherwise indicated. *Unless otherwise indicated north is always at the top of the image.*



1. City of Toronto Property Data Map: showing the location of the subject property on the west side of Laird Drive between Markham Avenue and McRae Drive.



2. A. P. Coleman, Map of Toronto and Vicinity, Department of Land, Forestries and Mines, (detail) 1913: The red dashed line indicates the edge of the Iroquois Beach, the thin black line is the Canadian Pacific Railway and the arrow indicates the location of Leaside Junction which is labelled on the map. (*University of Toronto*)



3. "Leaside," William Lea's octagonal, 1851-4 house burning in 1913. (Pitfield)



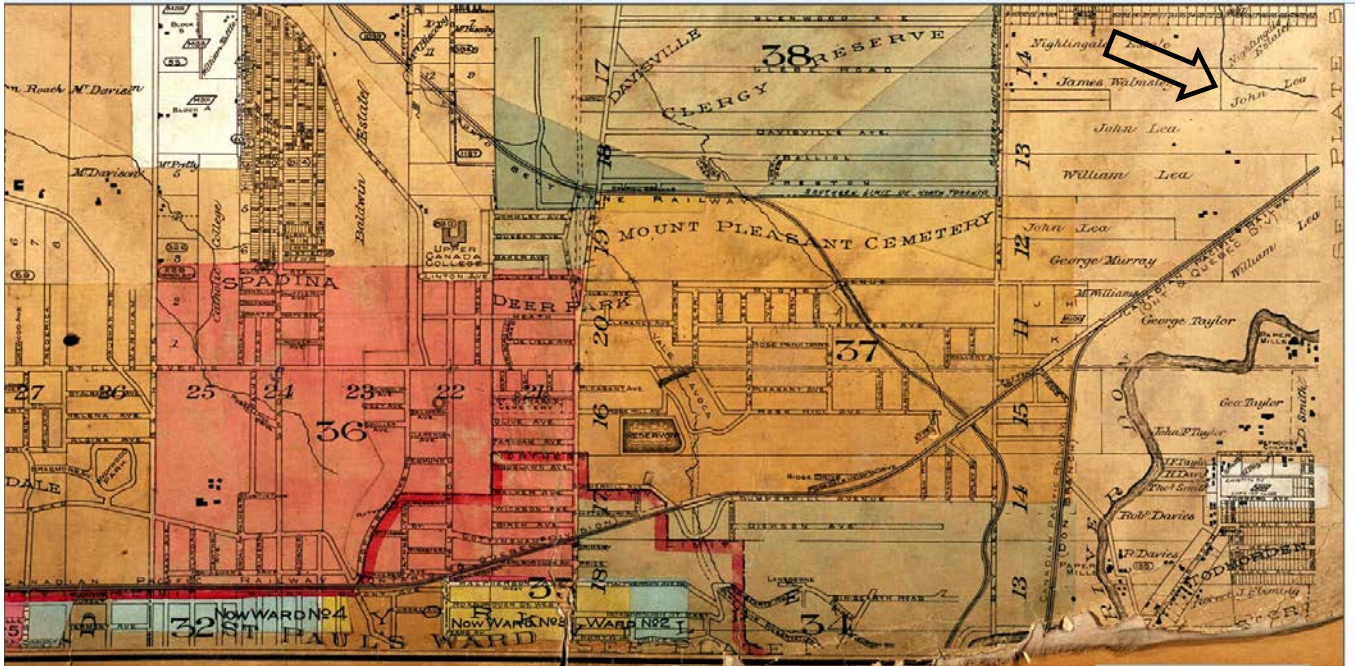
4. Miles & Co. Illustrated Historical Atlas of the County of York, (detail) 1878: showing the landholdings of William and John Jr. Lea on Lots 12, 13 and 14. The arrow points to the approximate location of 150 Laird Drive. The solid arrow indicates the third concession line at St. Clair Avenue. (Ng)



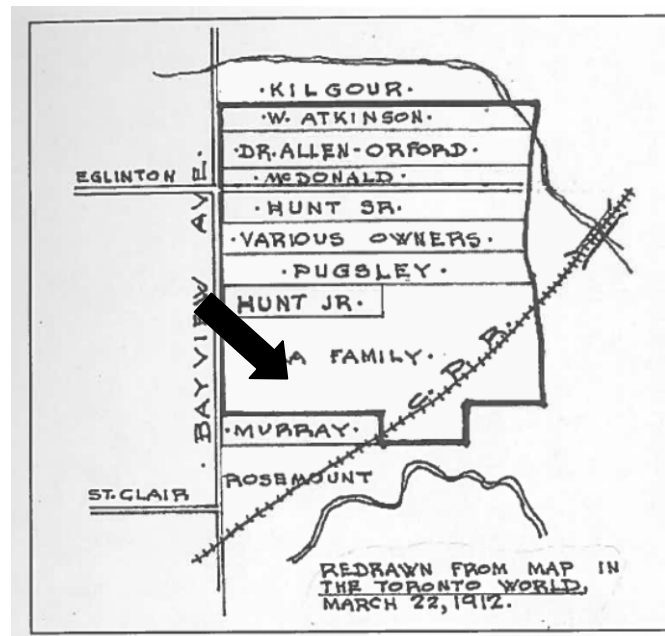
5. William Lea. (*Pitfield*)



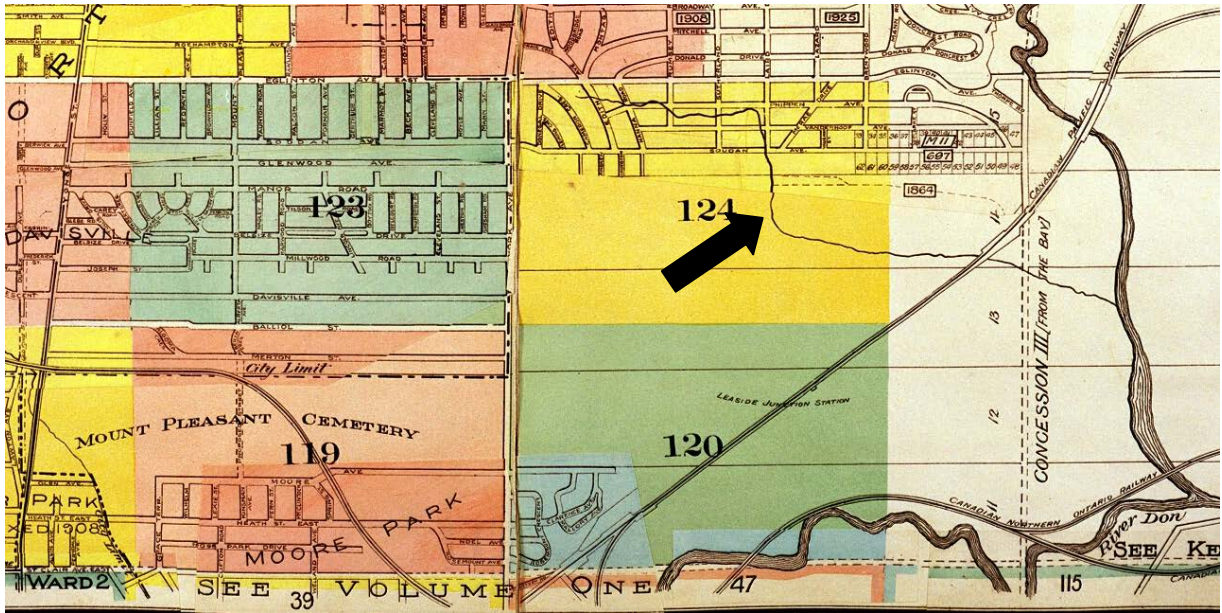
6. William Lea's Lane: showing the Lea family farm holdings with his son Charles' home on the left. (*Pitfield*)



7. Goad's Atlas (detail) 1903: showing the "Canadian Pacific Railway Ontario and Quebec Division" railway line route from just north of Davenport Road in the west (left) and then northeast towards Summerhill and Leaside. The arrow marks the approximate location of 150 Laird Drive between property owned by John Lea Jr. and James Walmsley. (*City of Toronto Archives*)



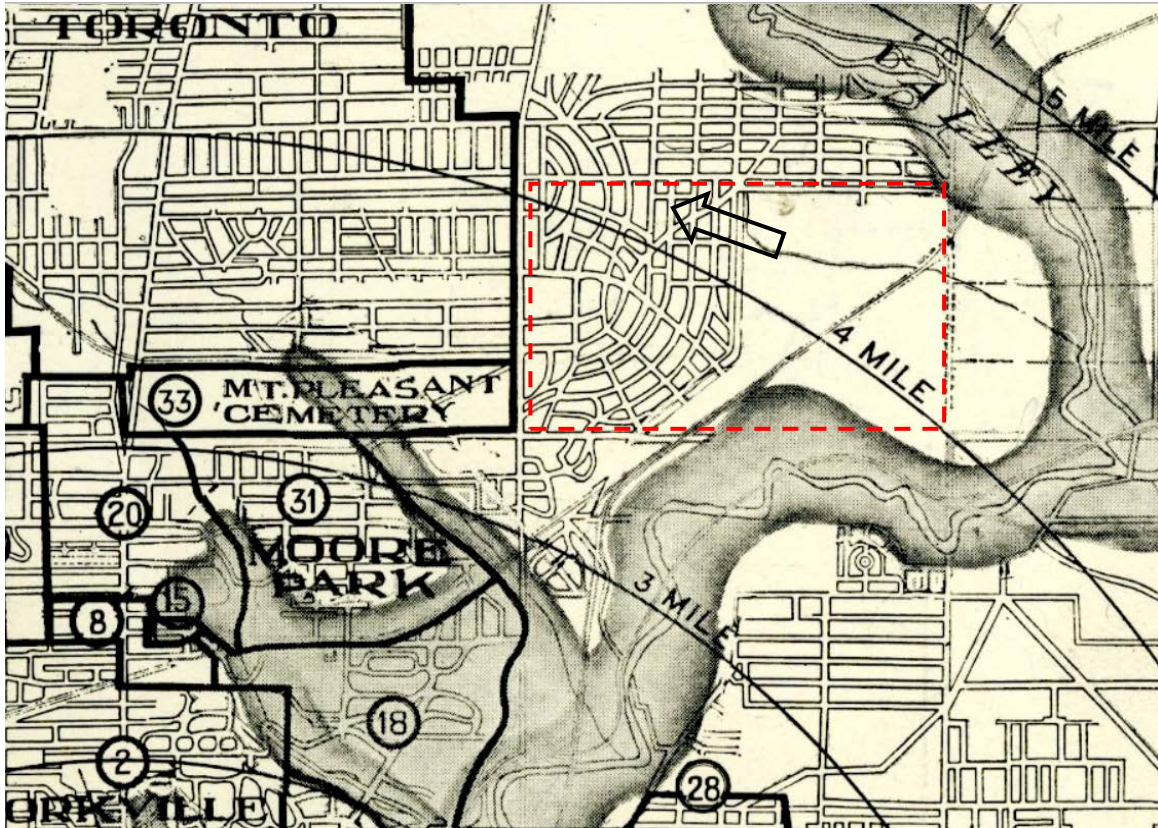
8. York Land Company Property Holdings Map (1912): showing the properties purchased by the company for the new residential development as of March 1912. As above, the arrow indicates the approximate location of 150 Laird Drive. (*Pitfield*)



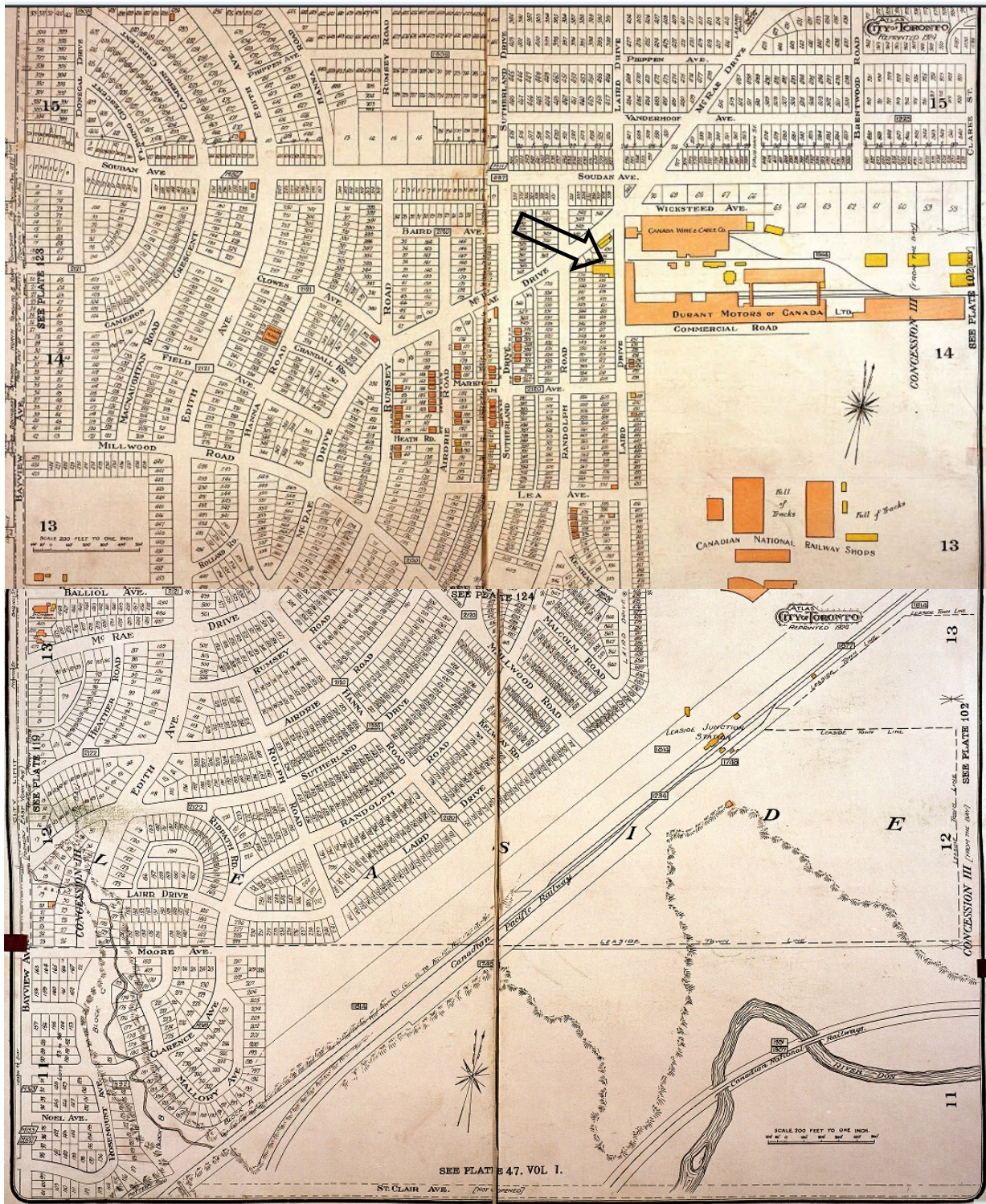
9. Goad's Map (detail) 1913: showing the approximate location of 150 Laird Drive on Lot 14. Directly north Laird Drive has been laid out on Lot 15. Note the location of the Leaside Junction Station on Lot 12. (*City of Toronto Archives*)



10. Frederick Gage Todd, 1909. (*Bradburn*)



11. Civic Transportation Committee Annexation Map, Toronto (detail), 1915: showing the Picturesque curvilinear plan for the residential development, which is bounded by Laird Drive on its east and south edges, and the large un-planned area with the CPR rail line reserved for the railway junction, sidings and various industries. The dotted red rectangle indicates approximately the area of the lots previously owned in whole or part by the Lea Family (Lots 12, 13, 14). (<https://766fa1237ef2c73d5b9e41a6d10b45c191ada570-www.googleusercontent.com/host/0BwadyTiFXSLcNmNMeEJDeW82Nlk/hmt/1915-AnnexationDates.jpgs>)



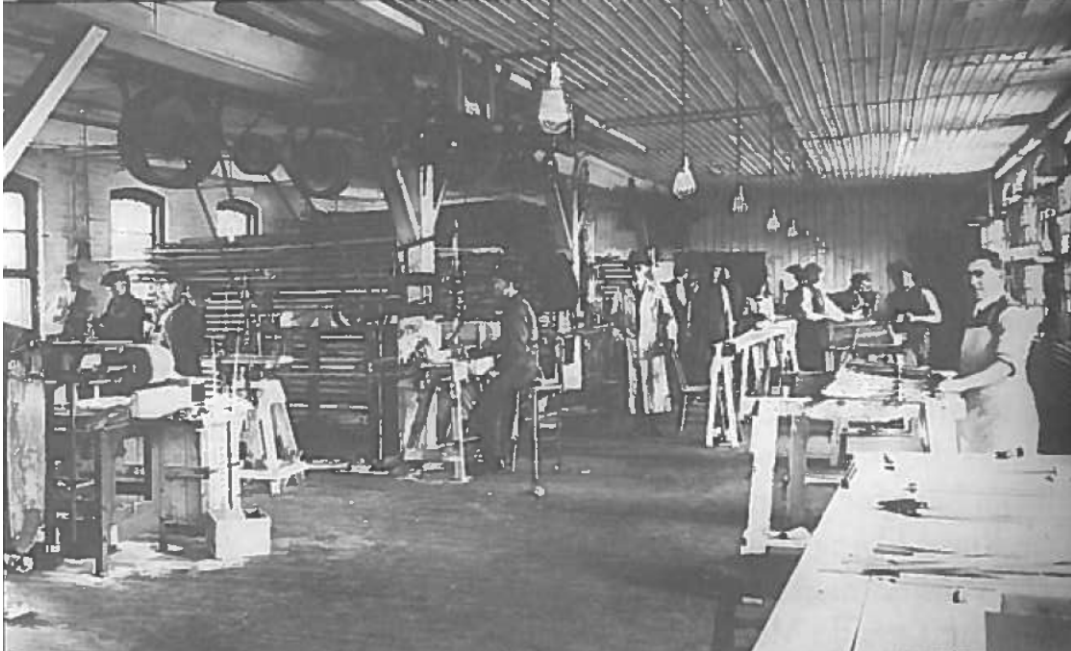
12. Goad's Atlas (detail), 1924: showing Frederick Todd's Plan for Leaside in detail and the extent of land occupied by the Canadian National Railway with Leaside Junction Station to the south and other industry (CWCC is shown north of Durant Motors which now occupies former Leaside Munitions buildings) to the north. The map indicates the small amount of actual houses built by this time. Edith Drive is now known as Bessborough. As above, the arrow indicates the current location of 150 Laird Drive. (*City of Toronto Archives*)



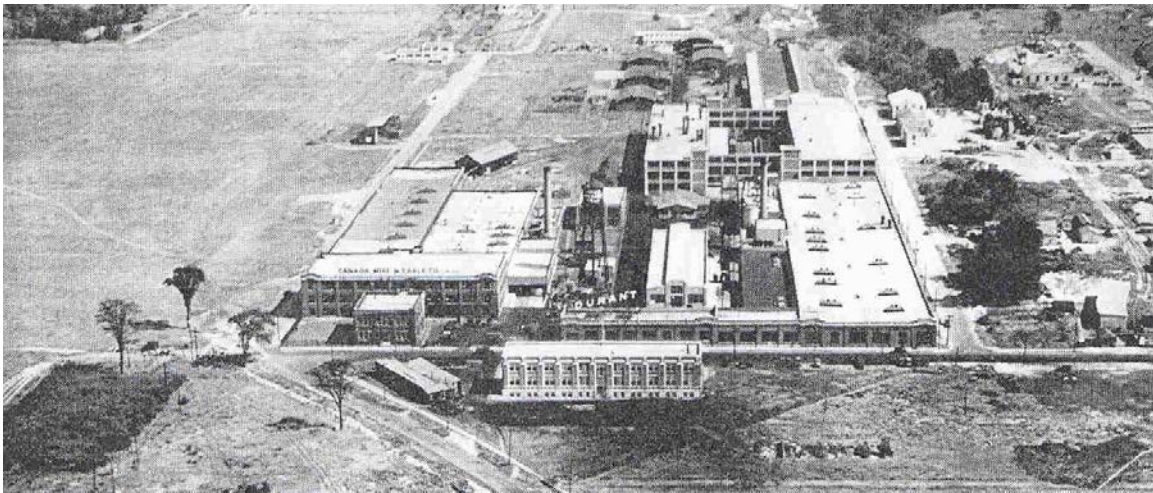
13. Leaside Munitions 6" shells, 1917. (*Pitfield*)



14. Leaside Aerodrome Flying Instructors, 1918: The man on the left is believed to be Brian Peck the pilot of the First Air Mail delivery to Leaside. (*Pitfield*)



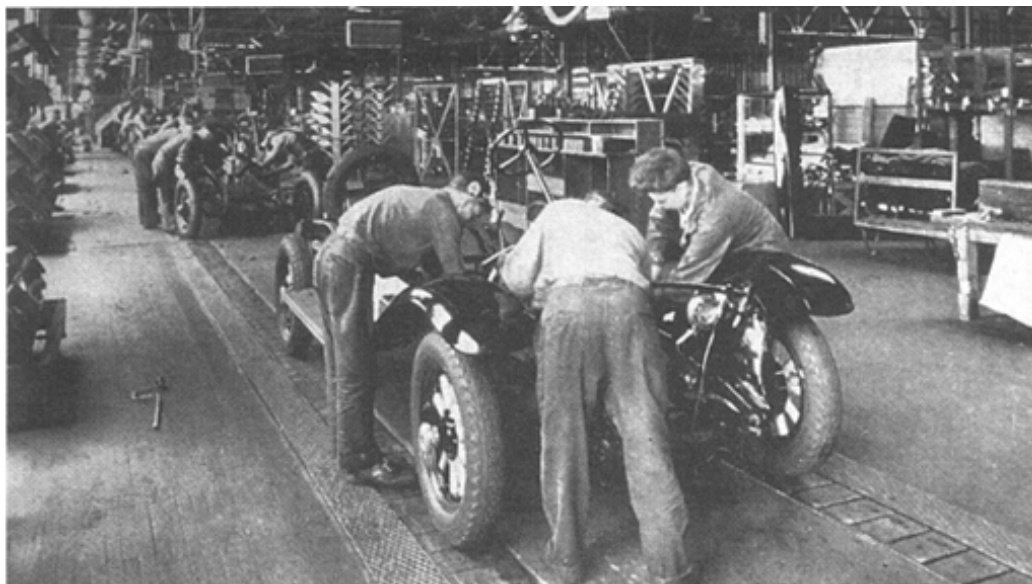
15. Wooden Plane Factory, Leaside, 1918. (Pitfield)



16. Aerial View of Laird and McRae Drives, c 1930: Laird Drive runs straight from left to right with McRae branching off towards the bottom of the photo. To the left is the space of the air field. Canada Wire and the former munitions plant now Durant Motors with a letter sign "DURANT" facing Laird occupy the centre of the photo and the CN repairs shops were to the right. The 11-bay west façade of 150 Laird Drive, the Durant Motors office headquarters is shown on this side of Laird Drive. (Rempel)



17. View of Leaside industrial area, east side of Laird Drive, north of Leaside station, south of Wicksteed Avenue, c 1930: showing railway repair yards and to the north Durant Motors. The letter sign "Durant Motors" is visible on the roof of the three storey building (dashed arrow). 150 Laird on the west side of Laird Drive is at the upper left hand side of the photo (solid arrow). (*City of Toronto Archives*)



18. Durant Motors: view of the chassis line: which as per the 1927 advertisement below had a reputed capacity for 200 cars per day. (*Pitfield*)

*An Outstanding
Canadian Industry*

FIRMLY ESTABLISHED

*Through Sound Policies
and Quality Products*



THE HOME OF THE NEW STAR CAR

SIXTY years of progress have marked the growth and development of Canada since the "Confederation Act" was passed in 1867. To-day Canada is the most prosperous Nation in the World!

Durant Motors of Canada, Limited, is happy to be numbered among the Canadian industries whose activities have contributed to this period of achievement in the Nation's history.

With a capital investment of

nearly two million dollars; with a plant capable of building 200 automobiles per day, occupying some 15 acres and employing upwards of 600 people; with a sales and service organization reaching from ocean to ocean; with exports to every land in the British Empire; and with the highest Canadian ideals permeating the entire staff, Durant Motors of Canada, Limited, will play an important part in the future industrial prosperity of the Dominion.

Durant Motors of Canada, Limited

Toronto - Canada

19. Durant Motors of Canada, Limited: advertisement celebrating the Diamond Jubilee of Confederation and promoting Durant Motors, 1927. (Bradburn)



20. "Norm James and William James Sr. with the new Durant car," c 1930. (*City of Toronto Archives*)



21. "Looking south on Laird Drive with a view of the Durant office building and the main bus terminal," c 1930. (*Scott as reproduced in Pitfield*)



22. Looking south on Laird with a view of the Durant Motors of Canada, Ltd. office headquarters. (*Heritage Preservation Services, 2015*)



23. Durant Motors, east elevation detail. (*Heritage Preservation Services, 2015*)



24. Durant Motors, north elevation: showing the narrow window bay between the two standard width bays. (*Heritage Preservation Services, 2015*)



25. Durant Motors, south elevation detail: showing the chimney and narrow window as well as what appear to be original double-hung sash windows. (compare with Image 22) (*Heritage Preservation Services, 2015*)



26. Durant Motors, west elevation: showing the same carefully detailed treatment for all elevations. (*Heritage Preservation Services, 2015*)



27. Durant Motors, east elevation detail: showing the cast-stone details of the buttress-like piers and the cast-stone surrounds of the windows with the decorative square bosses carved with rosettes and set below a protective drip mould as featured on the piers. (*Heritage Preservation Services, 2015*)



28. Durant Motors, east elevation, window bay detail: showing the treatment of the window bays with the double-height cast-stone surround emphasizing the verticality of the piers, the decoratively patterned panels of brick and cast-stone beneath the windows with the lower window panels combining with that of the piers to create a horizontal decorative band with cast-stone string courses wrapping around the building. (*Heritage Preservation Services, 2015*)



29. Durant Motors, east elevation, entry bay detail: showing the entry bay with the stepped parapet and flattened pointed arch with multiple roll moulds beneath the vertical panels and shields. Note the vertical cast-stone panel breaking the line of the parapet, the planter and the metal light posts with their coloured glass and finials. (*Heritage Preservation Services, 2015*)



30. Laird Drive, east side looking south from McRae Drive: showing the former Canadian Imperial Bank of Commerce (c 1940), 180 Laird Drive, Durant Motors, 150 Laird Drive. (*Heritage Preservation Services, 2015*)



31. Laird Drive, east side looking north from Commercial Road: showing an office building at 146 Laird Drive (c 1959) initially rented to Imperial Oil and later occupied by the Metropolitan Separate School Board, Durant Motors at 150 Laird Drive and beyond, the former Imperial Bank of Canada at 180 Laird Drive. (*Heritage Preservation Services, 2015*)



32. Aerial View of Leaside, c 1941-3: showing McRae Drive meeting Laird with the Durant Motors at 150 Laird, the recently completed Imperial Bank of Canada at 180 Laird. The land to the south is vacant until the corner with Markham where a service station and occasional car showroom occupied the corner site at 134 Laird. Across Laird the former Durant/Dominion car company manufacturing site is now occupied by CWCC and the approximately 50 other industries that had located in Leaside by the start of World War II. (Pitfield)



33. Laird Drive, east side north of Commercial Road, opposite 150 Laird: showing the current occupation of the site once occupied by Durant Motors and CWCC. (Heritage Preservation Services, 2015)