



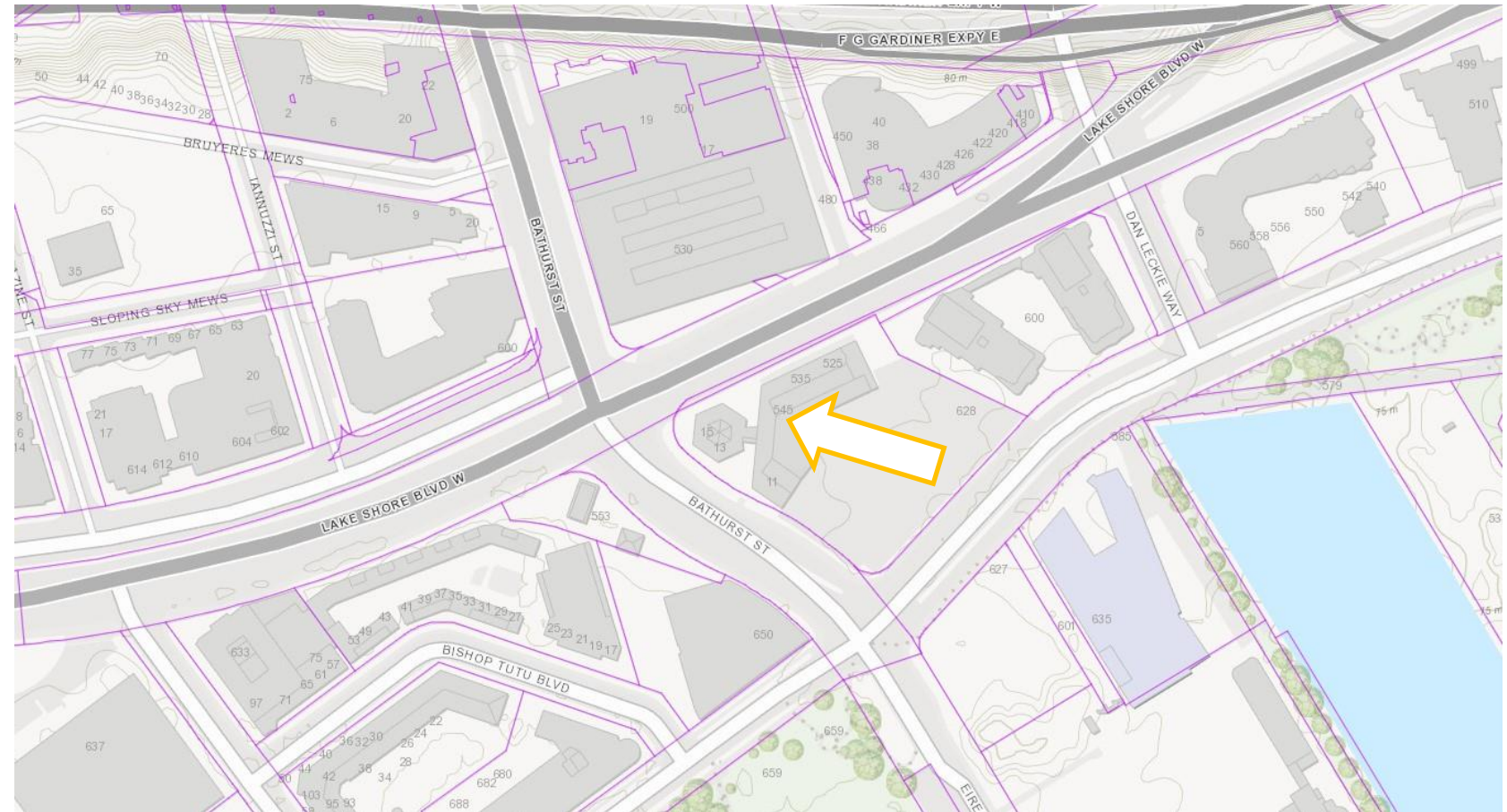
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545 Lake Shore Boulevard West - Notice of Intention to Designate a Property under Part IV, Section 29 of the Ontario Heritage Act

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This location map is for information purposes only; the exact boundaries of the property are not shown. The arrow marks the location of the site.

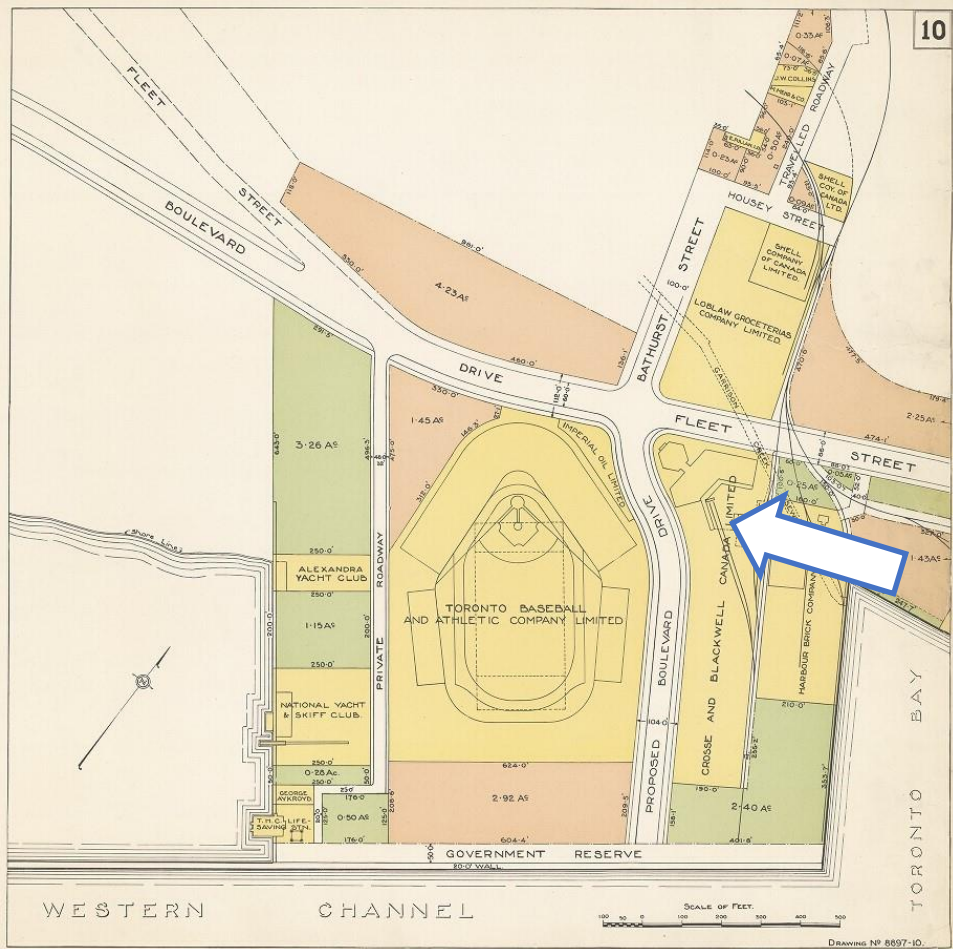


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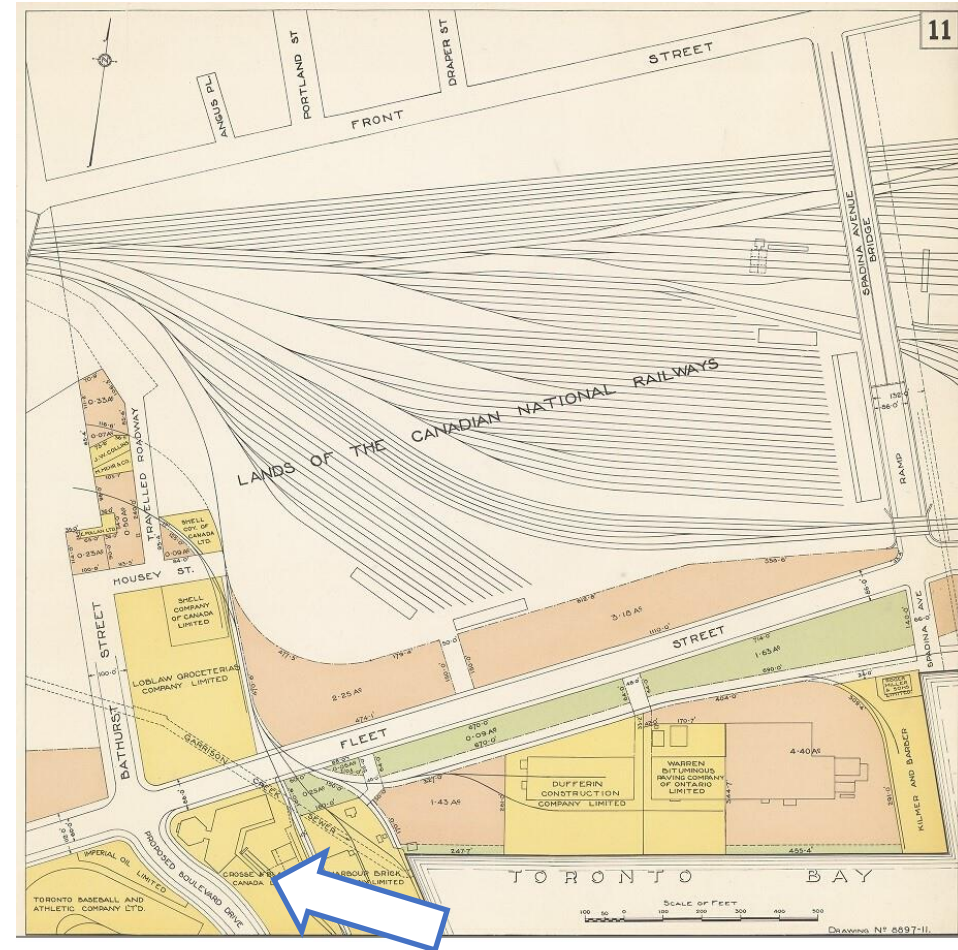


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"Plan of the intersection of Bathurst Street and Fleet Street," Toronto Harbour Commissioners, c.1920s. Location of 545 Lake Shore Boulevard West indicated by the arrow.

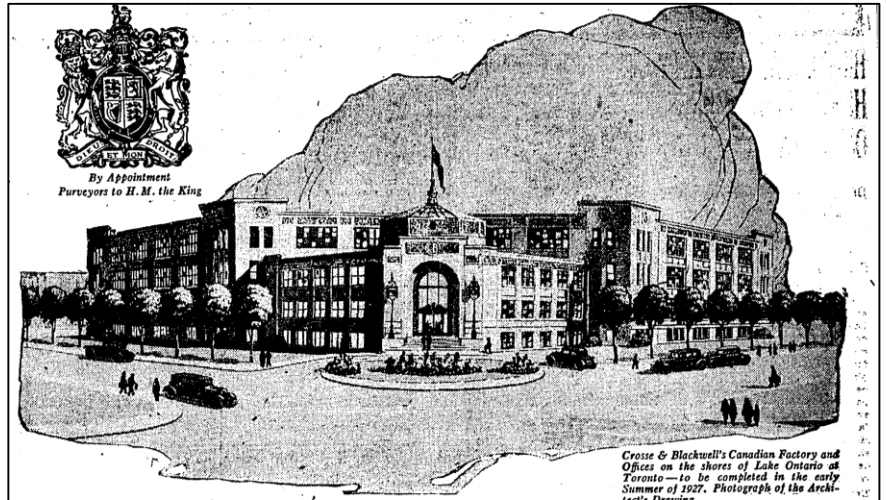


"Plan of the area bordered by Bathurst Street, Front Street, Spadina Avenue, and Fleet Street," Toronto Harbour Commissioners, c.1920s. Location of 545 Lake Shore Boulevard West indicated by the arrow.

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"Crosse and Blackwell, girls testing jam," 1934.



Crosse & Blackwell's Canadian Factory and Offices on the shores of Lake Ontario at Toronto—to be completed in the early Summer of 1927. Photograph of the Architect's Drawing.

Crosse & Blackwell

—ANNOUNCE the Erection of this Canadian Factory—

THIS newest Canadian Development of Crosse & Blackwell is of particular interest to Canadians, forming as it does another chapter in a romance of business that is probably unparalleled anywhere in the world. Two hundred years ago—37 years before the Rocky Mountains had been sighted—and when Canada's population was less than 20,000—two citizens of old London, Mr. Crosse and Mr. Blackwell, founded a business, the ramifications of which now cover every part of the habitable globe.

*"The Name
 that is known
 to the Ends
 of the Earth"*

They began in a humble provision shop in King St., the market place of Soho Square, London. Here the two tradesmen served the fickle and fanciful palates of the flower of England's nobility and gentry. Since these early times down to the present day, the progressive skill and experience of generations of expert chefs and their staffs have reached the pinnacle of achievement in maintaining the high quality originally established and in increasing the selection and variety of these appetizing condiments and foods.

Crosse & Blackwell food products have been the choice of Canadians since the earliest days, but now the rapidly increasing demand can be adequately met only by the erection in Canada of a factory—a model of the mother plant in Britain.

*From
 THE PRESS*

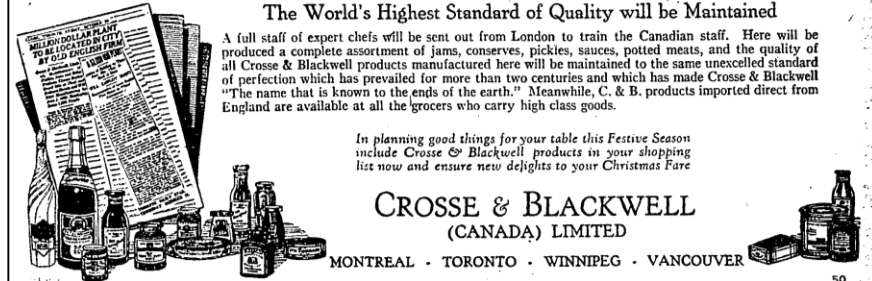
The World's Highest Standard of Quality will be Maintained

A full staff of expert chefs will be sent out from London to train the Canadian staff. Here will be produced a complete assortment of jams, conserves, pickles, sauces, potted meats, and the quality of all Crosse & Blackwell products manufactured here will be maintained to the same unexcelled standard of perfection which has prevailed for more than two centuries and which has made Crosse & Blackwell "The name that is known to the ends of the earth." Meanwhile, C. & B. products imported direct from England are available at all the grocers who carry high class goods.

In planning good things for your table this Festive Season include Crosse & Blackwell products in your shopping list now and ensure new delights to your Christmas Fare

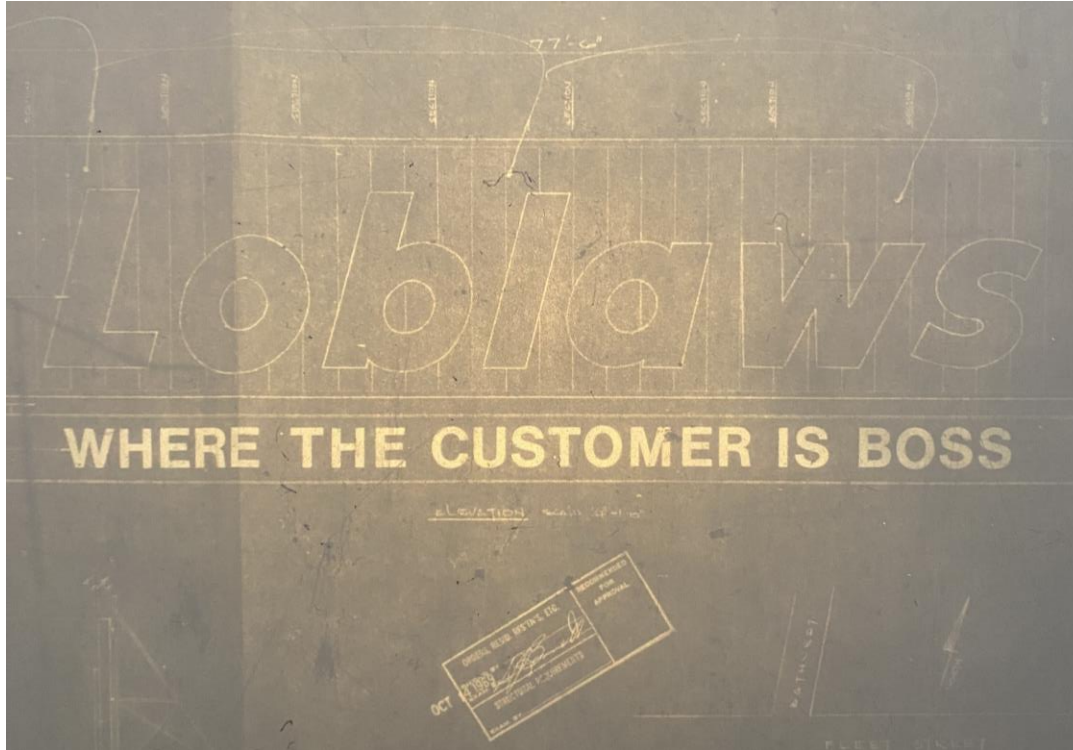
CROSSE & BLACKWELL
 (CANADA) LIMITED

MONTREAL · TORONTO · WINNIPEG · VANCOUVER

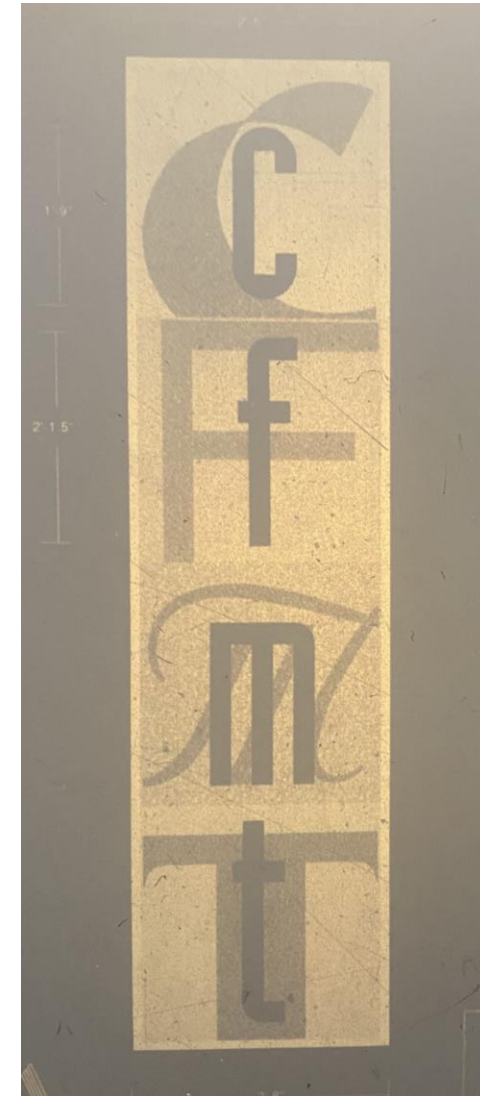


The Globe, 17 Dec. 1926: p. 15.

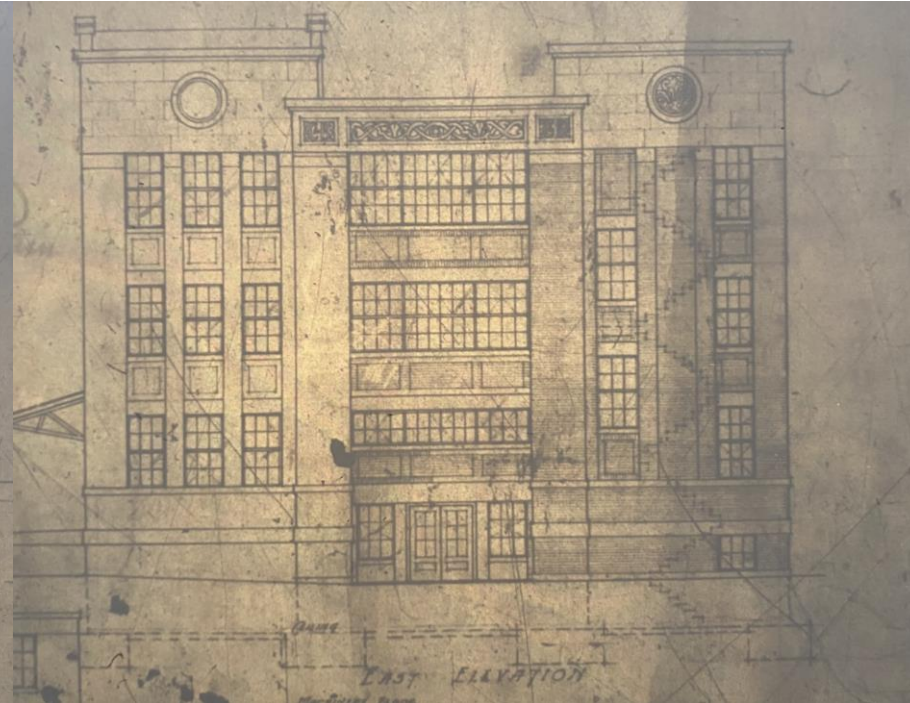
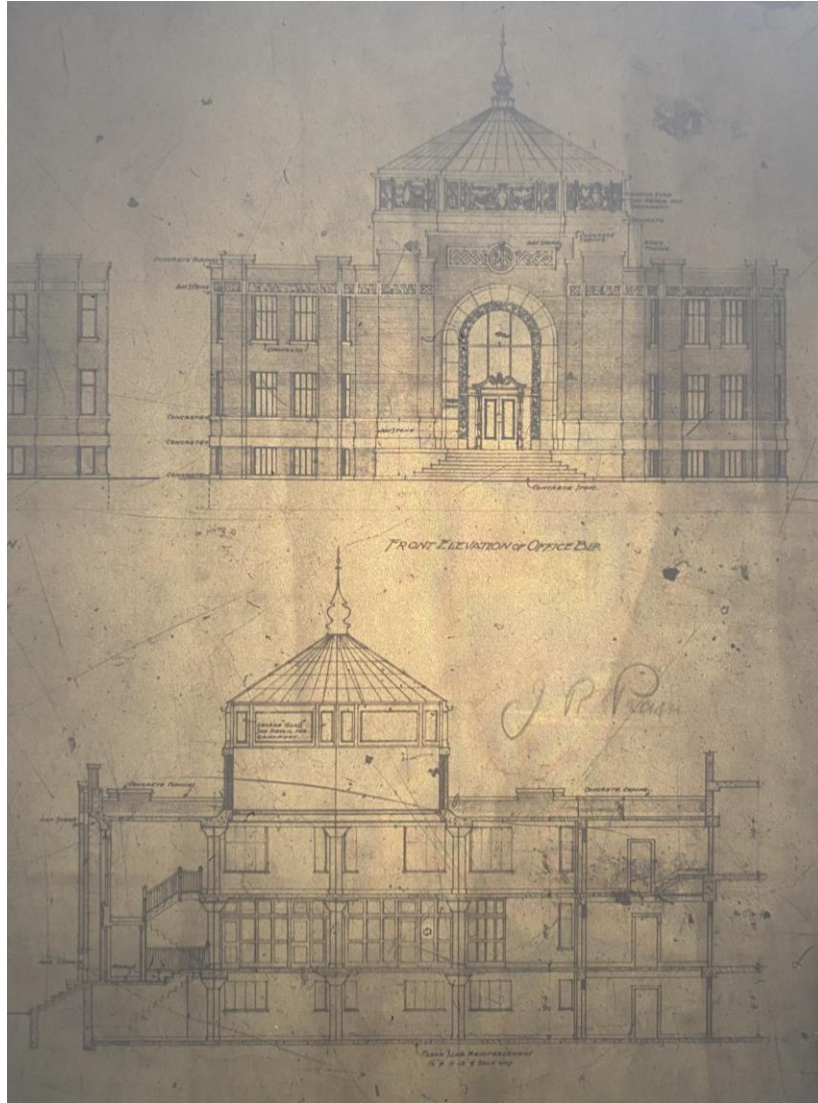
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Drawings of signage from the subject property, representing its later uses



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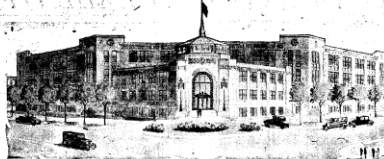
Left: Front elevation and section of the property at 545 Lake Shore Boulevard West, Chapman and Oxley, 1927.

Right: East elevation of the property at 545 Lake Shore Boulevard West, Chapman and Oxley, 1927.

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Toronto Harbour Commission building, Harbour Street, 1933



*The firms listed below have
built or serviced this fine building.*

WELLS & GRAY, LIMITED
GENERAL CONTRACTORS
701 Confederation Bldg. Toronto

The New Home of
CROSSE & BLACKWELL
(CANADA) LIMITED
Fleet & Bathurst Streets :: Toronto, Canada

DECIDEDLY imposing and beautiful in appearance and carefully planned to facilitate service to their many customers throughout Canada, the new home of Crosse & Blackwell (Canada) Limited is a wonderful addition to the industrial life of Toronto's rapidly growing manufacturing and warehouse area. This new plant has a total floor space of 78,800 square feet -- 68,000 square feet devoted to manufacturing and 10,800 square feet to provide suitable accommodation for executives and office staff.

The building housing the general offices is quite unique in design and treatment. From the palatial stone and bronze front entrance, through to the connecting passageway and from the ground floor up to the beautiful dome with its leaded stained glass cycloramic effect, beauty and efficiency have been admirably combined. Great care has been taken regarding the ventilating, while a veritable flood of daylight finds unrestricted entrance from all sides.

In the building provided for convenience and ideal working conditions has been observed--large ventilating windows, nicely tiled walls, humidified heating

plant and a score of other features, while the mechanical equipment throughout is of the latest.

The construction of the buildings is out of the ordinary. By skilfully combining the use of concrete, red pressed brick and cut stone, a very artistic effect has been achieved. This is particularly so around the buildings below the cornice where the cut stone has been so handled as to present the appearance of a continuous frieze or tapestry, with the initials "C & B" recurring at frequent intervals to relieve the repeated conventional design. A detached power and heating plant of latest design and equipment completes this fine group.

The Crosse & Blackwell buildings are indeed a tribute to the organization and personnel of the various firms participating in their erection. The conception and design are unusual and the superior workmanship, so apparent throughout, reflects great credit on the men responsible for them. This is but further evidence of the fact that the craftsmen in Toronto are the equal in skill and execution of any.

If you are contemplating the erection of a factory, warehouse or apartment, the firms listed offer you the best in every way.

ATWOOD COMPANY
STEEL ERECTORS
BRIDGE, CRANES
PILING, SHEDS
132 Craig St. West - Montreal, Que.
Tel. Lacombe 2713-2715

UNDERFEED STOKERS
SUPERVISOR BY
Combustion Engineering Corporation, Ltd.
Montreal - Toronto - Winnipeg - Vancouver

Cooksville Brick and Tile
1000 Square Feet of Tiles
in All Colors and Sizes
For All Purposes
Cooksville Shale Brick Co. Limited
100 Main St. Cooksville, Ont.
Tel. 222-2222

Steam Jet Ash Conveyor, Ash Gate and Yarrow Blow-Down Valves
BY
GENERAL ENGINEERING COMPANY
143 Confederation Life Building - Toronto (2), Ont.

THE GENERAL ACCIDENT ASSURANCE COMPANY OF CANADA
Guaranteed the completion of this building
Head Office: 257 Bay St. Toronto, Ont.

THE HIGGIN ALL-METAL SCREEN
Never Shrink, Swells or Warps
Installed by
The Higgin Manufacturing Co.
13-35 McCaul St. Toronto, Ont.

Steel Towers and Tanks, Plate Metal Construction
HORTON STEEL WORKS, LIMITED
300 Bay Street, Toronto, Ont.

OFFICE SPECIALTY
OFFICE EQUIPMENT
OFFICE SPECIALTY MFG. CO.
31 Wellington St. West, Toronto

FILTER PRESSES
Supplied by
WILLIAM R. PERREN, LIMITED
Automatic Paper Screen and Filter Presses
Office and Works: 520 King St. East, Toronto, Ont.

ELECTRICAL WORK
E. L. ROXBOROUGH
24 Bloor St. West
Rm. 424 Toronto, Ont.

THE SPRINKLER SYSTEM
of this building installed by
SHEPPARD & ABBOTT
Plumbing, Heating, Sprinkler Systems
113 Harbord St., Toronto (4), Ont.
Trinity 7425

UNIT HEATERS AND HEATING SPECIALTIES
THE TRANE COMPANY
21-23 River St. Toronto, Ont.

TURNBULL ELEVATORS
Automatic Post Boxes
Installed in Crosse & Blackwell Building

Automatic Dial Scales
Installed by
Canadian Toledo Scale Co.
145 Spadina St., Toronto, Ont.
Windsor, Ont.

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The subject property under construction, 1927, at left
and soon after construction, 1928, at right

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