

GODERICH

Industrial
Opportunities

Hydro-Electric
Power

Magnificent
Harbor

Excellent
Shipping
By
Lake and Rail



Delightful
Summer
Resort

Healthful
Climate and
Beautiful
Surroundings

Excellent
Roads For
Autoing

Huron County Court House
at Goderich

Issued by the BOARD OF TRADE, GODERICH, Canada

"Huron's Golden Gate"

Lc

G O D E R I C H

ONTARIO, CANADA



THE statements set out in this Booklet are not the result of dreams, or the product of the imagination of some expert writer, but are based on existing "facts." They



Huron County Court House

of the Goderich Board of Trade in an honest endeavor to do simple justice to this unique town, and the remarkable advantages

have been prepared by the officers | which it possesses.

One of the most singular features of Goderich is that it possesses, in a very marked degree, a combination of advantages that are seldom, if ever, found blended together in proper proportions and in such convenient form as are exhibited here at "Huron's Golden Gate."

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If in reading this brief description of this ideal Canadian Town, this fact is kept in mind, it will assist the reader in forming a more correct idea of the picturesqueness and natural beauty of this locality, and the benefits that accompany and result from foresight and ingenuity in planning in a systematic and practical way, so as to make the most of the natural advantages that are such an important feature at this magnificent Lake port, which is located at the mouth of the historic Maitland River.

Goderich is a place of real beauty. A commercial section forms the centre, in the middle of which stands the County Court House, forming a real "hub." This is surrounded by a beautiful park of shade trees with a broad roadway on the outside; and from this centre streets radiate in every direction leading to the residential sections, which are dotted here and there with churches, schools, and parks. The streets are adorned on either side with beautiful trees that present a most pleasing appearance.

The manufacturing and shipping sections are situated so as to be convenient, and yet in no way disturbing the business centre, or interfering with

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the comfort or enjoyment of the residential localities. The whole layout is an exhibition of town planning in remarkable perfection.

Goderich is a well-known and popular summer resort, providing rest for those who desire to be quiet, and sport and recreation for those who enjoy activity.



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INDUSTRIAL FEATURES

AS a manufacturing centre, Goderich has a number of progressive and well-conducted industries that have established for themselves national and worldwide reputations.

Among the principal industries are the following:

The Western Canada Flour Mills Co.
The Goderich Organ and Woodwork Co.
The Dominion Road Machinery Co.
The Goderich Salt Co.
The National Shipbuilding Co.
The Huron Canning and Evaporating Co.
The Misner Toilet Preparation Manufacturing Co.

The Jackson Boys' Clothing Co.
The Goderich Knitting Co.
Goderich Elevator & Transit Co.
Menesetung Mineral Water Co.
The Goderich Lumber Mfg. Co.
Goderich Planing Mills

There are three printing establishments, including two newspapers.

Fishing is a profitable industry, and the shipping of grain and produce and live stock is carried on quite extensively.



A SECTION OF "THE SQUARE."

A row of business houses surrounds the beautiful Court House Park
in the centre of the town.

INDUSTRIAL OPPORTUNITIES

AMPLE industrial sites are available at low cost. These are conveniently located for Hydro-Electric power and for shipping by Canadian Pacific and Grand Trunk Railways, and by boat to any point on the Great Lakes.

Special features are: Openings for Piano Factory, Shirt Factory, Furniture Factory, Toys, Shoe Factory, Sectional Houses, Agricultural Implements, Machinery, Automobiles, Tractors and all lines of light manufacturing, also for Flax and Linen Mills.

The Salt Industry is one that commands special interest at Goderich, where the supply of salt is unlimited. In reports issued by the Dominion Government it is shown that the salt formation at Goderich is about 775 feet in thickness and 99 per cent. pure salt. By-products of salt are receiving special attention in Canada at the present time, and this also should be an important industry at Goderich.

THE LOGICAL POINT FOR A MODERN STEEL PLANT

GODERICH also is a logical point at which to establish a modern steel plant and iron ore smelters. A magnificent site is available on either high or low level. There are ample means for the disposal of slag, and an abundant supply of limestone is near at hand.

The modern harbor, and the opportunity to ship in ore, coal, and other supplies by boat from all points on the Great Lakes, are matters of great importance.

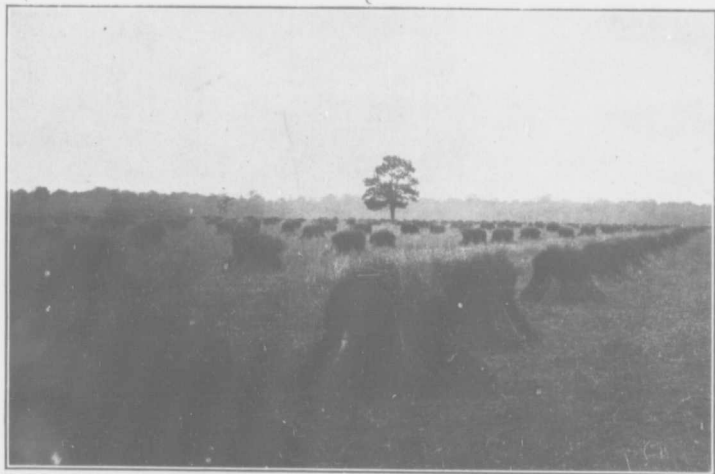
Very low freight rates on iron, coal, and coke can be obtained at this port and shipment can be made to any part of the world.

THE FLAX INDUSTRY

IF HURON County, of which Goderich is the County seat, is the largest producer of flax in the Province, and special opportunities are afforded for growing flax and for the manufacture of linens. The Dominion Government is now offering a liberal bounty on linen yarns spun in Canada.

For Manufacturing Industries of all kinds, Goderich offers important local advantages in good sites at low cost, with Hydro-Electric power for all requirements. There is an abundant supply of good water, and home life conditions are exceptionally good.

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FIELD OF FLAX IN STOOK.



TRAIN CROSSING C. P. R. BRIDGE OVER MAITLAND RIVER.

Millions of bushels of grain are brought by boat from the head of the Lakes to Goderich and are shipped out by railway.

SHIPPING FACILITIES

GOOD shipping facilities are a very important matter in connection with every phase of modern industry.

Goderich has the Canadian Pacific Railway, on which shipment can be made by rail, lake and ocean liners to all parts of the world.

The Grand Trunk Railway, now about to become a part of the great Canadian National Railway System, together with its connecting lines, also is available to carry freight and passengers to all important points.

HARBOR AND LAKE SHIPPING

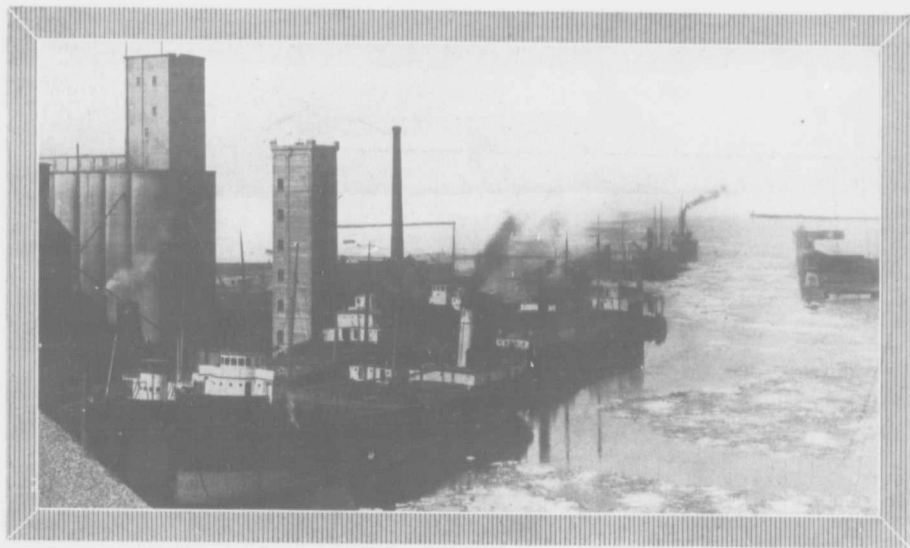
The advantages of a good harbor and the importance of freighting by boat on our system of Great Lakes are daily becoming more important.

Goderich has a magnificent harbor, the only one on the east shore of Lake Huron with concrete breakwater and sufficient accommodation for vessels of all sizes. There are no islands to impede the approach to this harbor, which is exceptionally free from ice, and is an open port almost twelve months in the year. Low freight rates accompany these advantages.



GODERICH HARBOUR IN 1866.

This photograph was taken years before the present harbor was built, and before the schooner had been displaced by the big steam freighter.



GODERICH HARBOR IN 1919.

Showing part of the "winter fleet" of freighters lying in front of the grain elevators. Just a corner of the big mill of the Western Canada Flour Mills Co. can be seen.

Natural Resources

THE natural resources of this district include Salt, Limestone, Sand and Gravel. This district is noted also for its Agricultural and Dairy Products, Live Stock, Fruit and Flax.



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GODERICH AS A SUMMER RESORT

AS a summer resort, Goderich stands pre-eminently high. It is situated on the east shore of the notable Lake Huron, and on the banks of the Maitland River, which are 120 feet above lake level, and 720 feet above sea level.

Nature has adorned it with much beauty, pleasant to behold, and healthful to a wonderful degree. Summer cottages are tastefully located along the banks. Excellent roads branch off in every direction, and a good passenger service by C. P. and G. T. Railways and by boats on Lake Huron renders it easily accessible. Motorists are turning their special attention to Goderich as one of the most desirable trips in Canada. The cool breezes off Lake Huron and the town's entire freedom from flies and mosquitoes make it a most desirable resort.

The wonderful sunsets over Lake Huron's broad expanse have a world-wide reputation for their radiant glow, high color, and visibility.

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ONE OF GODERICH'S RESIDENTIAL STREETS.

Nearly all the streets of Goderich are lined with beautiful shade trees, giving the town a park-like appearance.

SPEND your summer vacation at Goderich, and enjoy fishing, golf, tennis, motoring, or a quiet rest. You can rent or build a cottage, enjoy the comforts of the summer hotel, or secure lodgings, or put up at any of the comfortable hotels in the locality at reasonable rates.

Surrounding Goderich are many places of historic interest which are well worth visiting.

You can apply to any passenger agent for information as to train service and rates, or write the Board of Trade, Goderich, Ont., for any information desired.

The Board of Trade will make reservations at hotels, boarding houses or private homes.



Hotel Sunset.

C. C. Lee, Proprietor, Goderich, Ont.

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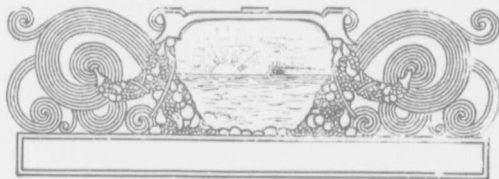
CANOEING ON THE RIVER MAITLAND.

This is a favorite pastime in Goderich and on summer evenings the river is dotted with small craft.

EDUCATIONAL FACILITIES

GODERICH has splendid educational facilities, which include Public and Separate Schools, Collegiate Institute and Business College.

There is also a well-equipped Public Library, and six churches, including Presbyterian, Baptist, Anglican, Roman Catholic, two Methodist Churches, and the Salvation Army.



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VICTORIA SCHOOL.

Goderich provides excellent educational facilities for its boys and girls. This picture shows one of the Public Schools of the town.

A Town of Many Advantages

GODERICH is one of the prettiest towns in North America. It is situated on the east shore of Lake Huron, about 120 miles north of Detroit, 166 miles west of Buffalo, and 134 miles from Toronto.

It is a place of beautiful homes, of splendid streets, of great automobile highways, and many features of beauty and attraction that are delightful and pleasing.

The town is remarkable for its singular and convenient layout; its natural beauty; its healthful climate; its excellent roads; its great grain elevator system; its magnificent harbor, and its wonderful salt-beds. These salt-beds were the first discovered in Ontario and are the purest in the world.

Goderich is convenient to the great metropolitan centres of Canada and the United States and to the great industrial activities of the wide Dominion,

and being on the border of Lake Huron, one of the Great Lakes of North America, it has splendid facilities for shipping to every part of the great American Continent.

Manufacturers, tourists, settlers, and all others who desire information are requested to write to the **Secretary, Goderich Board of Trade, Goderich, Ont., Canada.**



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James Bay.

GODERICH.

LOCATED IN THE CENTRE OF CANADA.

647. Miles to QUEBEC.

830. " " WINNIPEG.

1300. " " HALIFAX.

1670 " " EDMONTON.

RAILWAYS.
G.T.R. & C.P.R.

