



# FIRST CENTURY *of* CONSUMERS' GAS

INCLUDING THE  
ONE HUNDREDTH  
ANNUAL REPORT  
**1948**

THE CONSUMERS' GAS COMPANY  
OF TORONTO





# GAS Toronto's unfailing servant for 100 years!

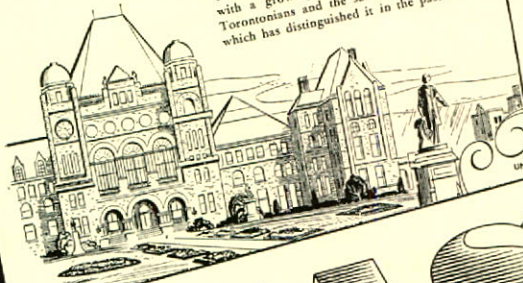
Consumers' Gas celebrates its Centenary by saluting the City it has served for 100 years



In home and factory the fuel of 1000 uses has of everyday life in this great City. GAS enjoys an for unfailing service ready to meet demands placed of the day or night.

Consumers' Gas holds a prominent place among panics on this Continent. The thousands on patronage over the years has supplied inspiration responsible for the Company being the recogni

The future holds great prospects of City expan with a growing Toronto. Consumers' Gas ple Torontonians and the same high standard of which has distinguished it in the past.



# GAS

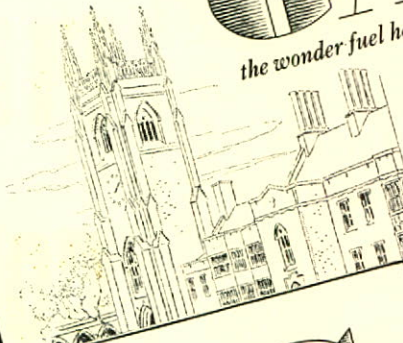


Unique Facts about Toronto

CITY HALL - seat of municipal government was opened in 1899. It was constructed entirely of concrete and granite. It has a four tower clock. The tower is 100 feet high. The clock face is 10 feet in diameter. The clock is 10 feet in diameter. The clock is 10 feet in diameter.

# GAS

the wonder fuel has served Toronto 100 years



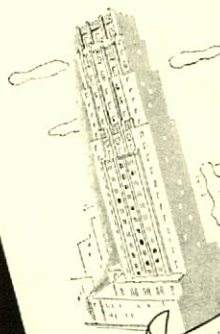
FROM the untiring research of men and women, trained in such great institutions as the University of Toronto, have come the comforts of modern living.

Happy to have shared in this progress of the last 100 years is Consumers' Gas. Toronto is Consumers' Gas. Home-places have become better. More leisure has been created for modern living. In all these, GAS has played a vital role.

And, in full stride with further advances, GAS still will be the unfailing servant... the wonder fuel of 1000 uses.

# GAS

the fuel of 1000 uses has served Toronto 100 years



The last Toronto growing with this growth served uninterrupted.

The Consumer constantly that is modern for cooking, water, heat, enjoys a bit of comfort in efficiency.

Geared to modern home, tele, in the fuel

The Consumers' Gas Company celebrates its Centenary by saluting the City it has served for 100 years.

Unique Facts about

Completed in 1930, on land-marks is the head office of Bank of Commerce, 25 King Street. It is the tallest in the British Empire. Its 31st floor is 476' above street level, its vault 65' below.

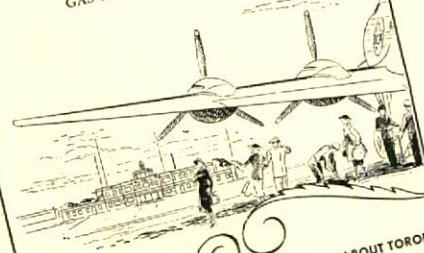
# GAS the modern fuel has served Toronto for 100 years



Speed in travel, speed in production... These demands of industry in 1948. And the demands of industry in 1948. And the demands of industry in 1948.

In one hundred years GAS has grown of the lamplighter to the fuel of 1000 uses in different industries.

Consumers' Gas owes a debt on its Centenary to Canadian industry for the early faith they had today it reaffirms its ever-present purpose to keep GAS in the forefront for SPEED in industry.



Consumers' Gas celebrates its Centenary by saluting the City it has served for 100 years.

UNIQUE FACTS ABOUT TORONTO  
Malton Airport is one of the largest in Canada. It has three runways, each about a mile long. Du month more than 14,000 passenger planes which bring in board near to Toronto. Over 17 lbs. of mail, 160,000 lbs. of express 7,000 lbs. of freight are carried every month.

The Consumers' COMPANY OF T

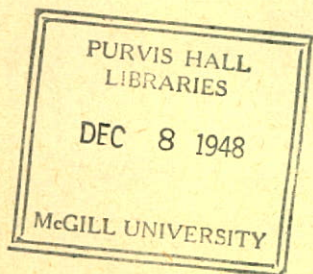


cnfp.

The Consumers' Gas Company  
~ of Toronto ~

One-Hundredth  
Annual Report

Year ended 30th September, 1948







# The Consumers' Gas Company of Toronto

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## BOARD OF DIRECTORS

### *President*

A. L. BISHOP

President, The Coniagas Mines, Limited  
Director, The Manufacturers Life Insurance Company  
Director, The Consolidated Mining and Smelting Company of Canada, Limited

### *Vice-President*

EDWARD J. TUCKER

General Manager  
The Consumers' Gas Company of Toronto

### *Directors*

W. C. LAIDLAW

President, R. Laidlaw Lumber Company,  
Limited  
Director, Imperial Bank of Canada  
Director, Canada and Dominion Sugar  
Company, Limited

M. R. GOODERHAM

President, Manufacturers Life Insurance  
Company

F. S. CORRIGAN

President, General Steel Wares Limited  
Vice-President, Canada Permanent Mortgage  
Corporation  
Director, North American Life Assurance  
Company

ROLPH R. CORSON

President, Chartered Trust and Executor  
Company  
President, Boiler Inspection and Insurance  
Co. of Canada  
Vice-President, Laura Secord Candy Shops  
Limited

J. G. PARKER

President and Managing Director,  
The Imperial Life Assurance Co. of Canada

J. A. NORTHEY

President, Telfer Paper Box Co. Ltd.  
Director, Canadian National Railways  
Director, Imperial Bank of Canada

J. K. MACDONALD

President, Confederation Life Association  
Director, Dominion-Scottish Investments  
Limited

*His Worship the Mayor of Toronto*

HIRAM E. McCALLUM



One-Hundredth Annual Report  
*of the Directors of*  
The Consumers' Gas Company  
*of Toronto*

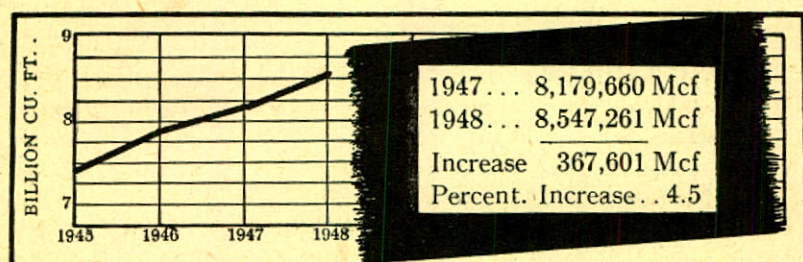
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TO THE SHAREHOLDERS:

Your Directors present herewith the One-Hundredth Annual Report of the operations of the Company, together with the balance sheet as of September 30th, 1948, and the statement of income for the year ended September 30th, 1948.

\* \* \*

GAS PRODUCTION

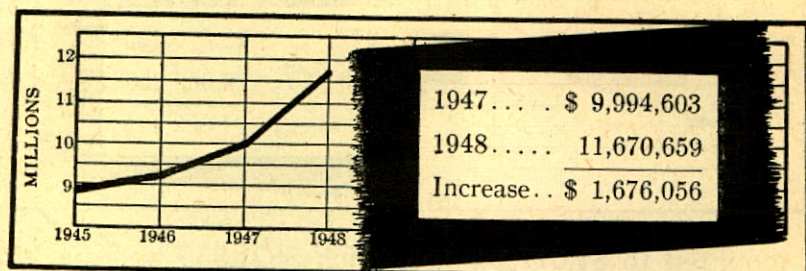


GAS PRODUCTION FOR THE YEAR, 8,547,261,000 cubic feet, was 4.5 per cent. greater than 1947. The centennial, very opportunely, occurred in a year of records for gas output. The total output established a new record; and on January 30th the two manufacturing plants supplied the city with 32,512,000 cubic feet, exceeding the previous maximum-day record by 2,684,000 cubic feet.

A maximum-day's production now is six times the output for the Company's entire charter year of 1848.



## OPERATING REVENUE



THE OPERATING REVENUE of \$11,670,659 was \$1,676,056 above the year before.

Gas sales were \$9,399,123 compared to \$7,943,686 in 1947, an increase of \$1,455,437. In April the Directors were compelled to advance the gas rates in an effort to meet the increases in costs of labour, coal and oil.

Despite slightly higher rates for the last six months, all uses of gas—domestic, industrial and commercial—showed good gains during the year.

Revenue from by-products—coke, tar and ammonia—advanced by \$211,414 due partly to a more satisfactory market for tar.

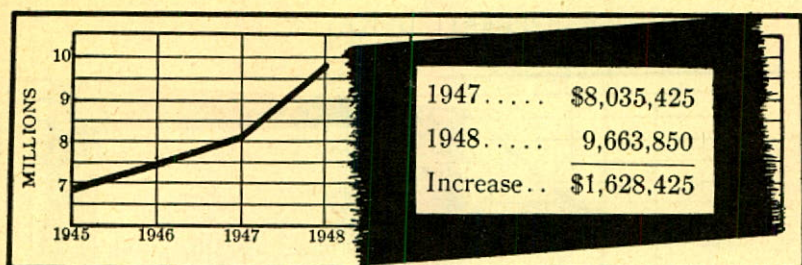
Although the supply of appliances improved somewhat, it was not sufficient to meet the growing demand. Nevertheless, the revenue from sales of appliances, particularly domestic ranges and water heaters, was greater than last year.

\* \* \*

## OPERATING EXPENSE

ALL ITEMS OF OPERATING EXPENSE—production, distribution, administration and taxes—increased during the year. The total, \$9,663,850, was \$1,628,425 higher than for 1947. The advance in expenses of manufacturing



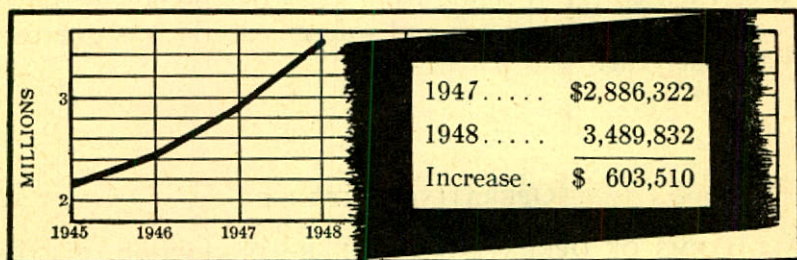


amounted to \$1,077,109, of which \$821,355 was due to higher unit prices for coal and gas oil. Distribution and administration costs were higher by \$259,653.

TAXES PAID DURING THE YEAR formed a large part of the operating expense. They amounted to \$1,230,093 compared to \$938,430 the year before, an increase of \$291,663. Although the Company is under very complete public control, it does not enjoy the tax-free existence afforded publicly-owned institutions. Out of each dollar charged for gas, 13.1 cents go to the taxing authorities.

\* \* \*

## PAYROLLS

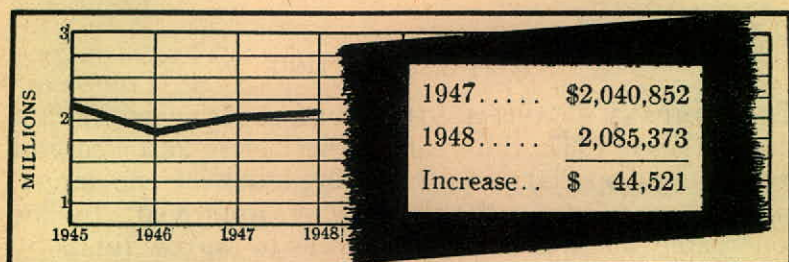


PAYROLLS AMOUNTED TO \$3,489,832. This was an increase of \$603,510 over the total payrolls for 1947.

The current hourly rates being paid to the Company's workers are more than double those prevailing in 1939. In the past twenty months, they have advanced forty cents an hour.

\* \* \*

## NET INCOME



THE COMPANY'S NET INCOME—the excess of revenue over expenses, plus interest earnings on investments—was \$2,085,373, being greater than the previous year by \$44,521.

\* \* \*

## REPAIRS AND RENEWALS

THE COST OF MAINTAINING the plant and buildings was \$937,435, approaching the 1947 figure of \$994,002.

At the manufacturing plants, good progress was made in the modernization programme and overtaking much of the deferred maintenance. The expenditures on such work totalled \$558,239. Both plants now present a good appearance and operate at a very high standard of efficiency.

Maintenance expenditures of the distribution department aggregated \$341,695, an increase over 1947 of \$64,858. The city street-widening programme provided



an opportunity to renew, at considerable saving, old mains and services along the streets where that work was in progress. Advantage was taken of this to the extent the supply of pipe would permit. A large increase occurred in the cost of repairing and inspecting meters as that activity was accelerated to recover delays experienced during and since the war.

\* \* \*

### CAPITAL STRUCTURE

THE COMPANY'S CAPITAL STRUCTURE experienced its first change since 1937, the year of the last issue of capital stock. At a special general meeting following the annual meeting one year ago, the shareholders approved a by-law concerning the application for power to borrow funds by issuing bonds. The Lieutenant-Governor granted that power by Supplementary Letters Patent dated November 13, 1947. The Directors, on April 1, effected the borrowing of \$5,000,000 through the sale of sinking-fund debentures bearing interest at  $3\frac{3}{8}$  per cent., maturing April 1, 1968, and providing favourable terms for retirement.

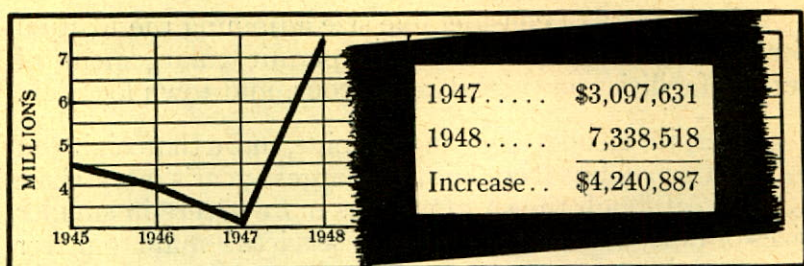
Early in the Company's history, some bonds were issued; but since 1877, its capital has been composed entirely of common stock. Present authorized capital is 250,000 shares of \$100-par common stock, of which 145,552 are outstanding.

\* \* \*

### WORKING CAPITAL

THE WORKING-CAPITAL POSITION of the Company—the excess of current assets over current liabilities—is in a vastly improved position compared to previous years.



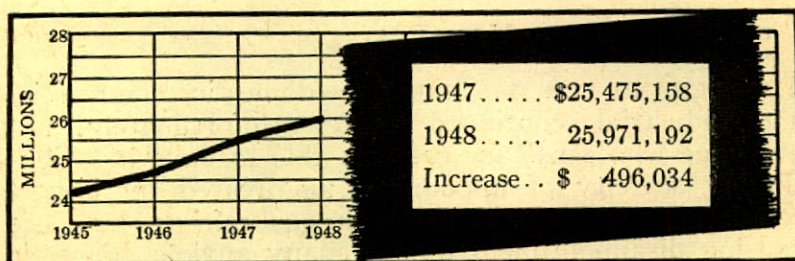


At the close of the fiscal year, it rested at \$7,338,518, the increase being the result of borrowing by bond issue.

The necessary expansion to the Company's productive capacity, and its urgency, demands that this working-capital position be maintained at a higher level than was required heretofore.

\* \* \*

#### PLANT AND EQUIPMENT



PLANT, EQUIPMENT AND PROPERTY to the net amount of \$496,034 were added to bring the total value to \$25,971,192. Actual plant extensions involved expenditures aggregating \$656,288. However, certain items of property and equipment no longer used or useful, which had cost \$160,254, were discarded and written off during the year, leaving the above net addition to the plant account.



A property of considerable size adjoining the Mutual Street shops was purchased to permit enlargement of service facilities on this advantageous, mid-town location.

Despite an acute shortage of pipe, more than eighteen miles of gas mains were laid, the largest year's work since 1939. Although the shortage was more severe in smaller sizes of pipe, over sixteen miles of services—main to meter—were laid.

Large additions were made in the production department as part of the continuing programme to expand, as rapidly as possible, the capacity of the manufacturing stations. Coal-gas productivity was improved and two additional water-gas sets, with considerable ancillary equipment, were installed. The daily rated capacity is now 36 million cubic feet. Another water-gas set presently being installed will increase this figure to 41 million by early 1949.

\* \* \*

## NEW BUSINESS

THE DEMAND FOR GAS SERVICE—domestic, commercial and industrial—continued apace. Unfortunately, not everyone who asked for gas was able to have it. Continuing scarcity of appliances, aggravated by import restrictions which still exist on gas refrigerators, are causing disappointment among many anxious domestic customers.

Hundreds requested gas for house heating but their orders have been deferred until a greater supply of gas is available and there is no danger of jeopardizing the record of unfailing service to present customers. The attempt to make more gas available continues to be hampered by the tardiness of deliveries of heavy gas-producing equipment.



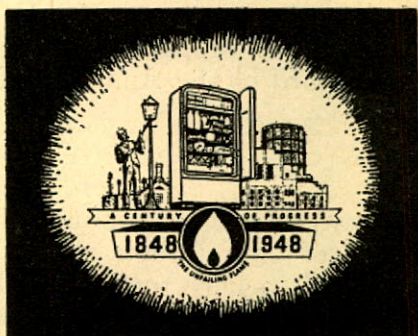
There was published a series of advertisements designed to assure the customers-in-waiting that the delay in meeting their needs was not through lack of effort on the Company's part, but rather, due to the flow of materials not being able to match the tide of their requests for service.

\* \* \*

### THE FIRST 100 YEARS

TO MARK THE CENTENARY—an occasion for brief reflection on the past and aggressive planning for the future—the Directors decided to publish a supplement to this annual report.

In addition, a series of centennial advertisements was placed in the local newspapers. They proclaimed the outstanding features of Toronto and made reference to the contribution Gas has made to the City's progress.



From scattered parts of the world have been received communications congratulating the shareholders, directors and employees on their century of achievement. In accepting these commendations, the Directors recognize that whatever the accomplishment, it was the result of the combined faithfulness and industry of the employees and officers in past years as in this latest, hundredth, fiscal year.

\* \* \*

### AS TO THE FUTURE

With a view to insuring its future against the inroads of competitive fuels, the gas industry on this continent, through the American Gas Association, has mobilized its



best administrative and technical talent to supervise a comprehensive programme of advertising and research. The national advertising programme seeks to promote public acceptance of gas as a modern, efficient fuel for all domestic, industrial and commercial purposes, while the research projects being undertaken vary in scope from studies of new gas-making methods to the combustion and operating characteristics of gas-burning appliances. The Company through its membership in the American Gas Association gives financial support to this programme and maintains close contact with developments through participation of members of its staff in the work. For the past seven years Mr. E. J. Tucker, Vice-President and General Manager, has been a member of the Executive Board of the American Gas Association.

\* \* \*

IT IS WITH SINCERE REGRET that the Directors record the death of one of their associates on the Board. Victor R. Smith, a Director since 1945, died on November 21st, 1947. The vacancy thus caused was filled by the election of Mr. John K. Macdonald.

All of which is respectfully submitted.

A. L. BISHOP,  
*President.*



# The Consumers' Gas Company *of* Toronto

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## Statement of Income

For Year ended September 30th, 1948

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### GROSS OPERATING REVENUE:

Gas Sales.....	\$9,399,122.70	
Residuals Produced.....	1,533,855.23	
Merchandise Sold.....	728,884.60	
Miscellaneous Revenue.....	8,796.17	
	<hr/>	\$11,670,658.70

### OPERATING EXPENSE:

Production, Distribution, and Administration Expenses (including Taxes of \$1,230,093.50).....	\$ 9,663,849.79
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NET OPERATING INCOME.....	\$2,006,808.91
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### NON-OPERATING INCOME:

Interest Earnings, Net.....	78,564.76
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NET INCOME.....	\$2,085,373.67
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### DISPOSITION OF NET INCOME:

Interest on Funded Debt.....	\$ 84,375.00	
Bond Retirement Fund.....	114,942.50	
Amortization of Debt Discount and Expense.....	1,972.66	
Dividends on Capital Stock.....	1,164,416.00	
Plant and Buildings Renewal Fund..	719,667.51	
	<hr/>	\$2,085,373.67



# The Consumers' Gas

## Balance

### September

#### LIABILITIES

Capital Stock.....	\$14,555,200.00
Funded Debt:	
3 $\frac{3}{8}$ % Sinking Fund Debentures due April 1st, 1968	5,000,000.00
Reserves:	
Reserve Fund.....	\$3,464,458.42
Plant and Buildings Renewal Fund	10,175,108.91
Bond Retirement Fund.....	114,942.50
	<hr/> 13,754,509.83
Dividend No. 394, payable October 1st, 1948.....	291,104.00
Debenture Interest payable October 1st, 1948.....	84,375.00
Provision for Dominion and Ontario Taxation.....	347,310.94
(subject to confirmation by the Deputy Minister for Taxation of the basis of computation of the Dominion Tax.)	
Accounts Payable.....	1,162,314.34
	<hr/> <hr/> <u>\$35,194,814.11</u>

Approved on behalf of the Board of Directors.

(Signed) A. L. BISHOP,  
*President.*

(Signed) EDWARD J. TUCKER,  
*Vice-President and General Manager.*

# Company of Toronto

## Sheet

30th, 1948

### ASSETS

Real Estate, Plant and Equipment.....	\$25,971,191.89
Investment in Dominion of Canada Bonds (At Cost)...	5,328,274.46
Materials and Supplies.....	2,253,659.36
Cash in Bank and Offices.....	149,035.28
Accounts Receivable, after making provision for Doubtful Accounts.....	1,189,595.35
Interest Accrued, not due.....	40,542.25
Prepaid Taxes and Insurance.....	180,829.80
Unamortized Debt Discount and Expense.....	81,685.72

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\$35,194,814.11

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We have audited the accounts of The Consumers' Gas Company of Toronto for the year ended 30th September, 1948, and in the conduct of the work have received all of the information and explanations we have required.

We report that, in our opinion, the above balance sheet fairly represents, in accordance with accepted principles of accounting appropriately applied and consistently maintained, the financial position of the Company at 30th September, 1948, according to the best of our information and as shown by the books of the Company.

GUNN, ROBERTS & COMPANY,  
*Chartered Accountants.*

TORONTO, NOVEMBER 4th, 1948.













**I**N this first annual report since The Consumers' Gas Company of Toronto celebrated its hundredth anniversary last March 23, it seems fitting that some thought be given to its history.

There is one important respect in which the history of a company's life differs from the biography of an individual. When a person has completed a century of existence, his younger friends, with becoming regret for the laws of nature, expect that it will not be long before he passes from the scene. The company, on the other hand, if its biography is worth the writing, is expected to be not only vigorous but also young with great expectancy for the future.

It is our hope that Consumers' Gas Company has kept alive in itself the spirit of youth and enterprise. Certainly, if adaptability to changing conditions is the distinguishing quality of youth, your Company has had to prove its youthfulness frequently during the past century. In fact, when it is considered that one of the main purposes in founding the Company was to provide gas lighting for Toronto's streets and that it is now many years since the last gas street lamp disappeared, it may be realized that adaptability to change has been the very life-blood of its existence.

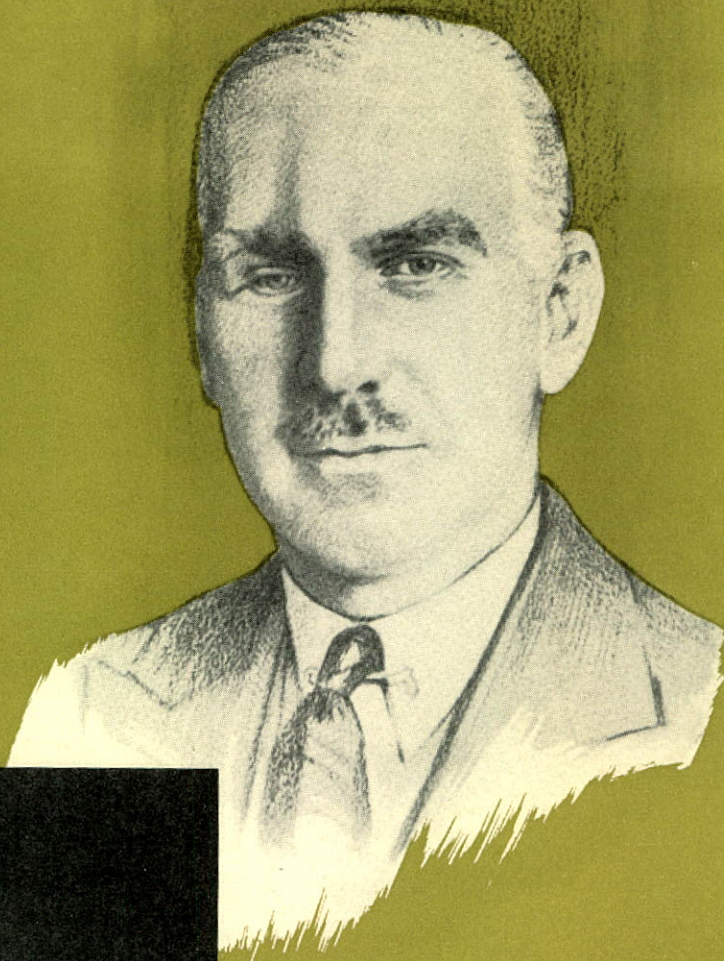
In spite of changes, wars and depressions, the Company has unfalteringly persevered in its objective of giving service to the citizens within its area of supply. Its record of one hundred years of unfailing service is the achievement of thousands of workers in the past and the proud heritage of thousands more who will guide the Company's destiny in the years to come.

*Edward J. Tucker*

*Vice-President  
and General Manager.*



A. L. Bishop, M.E.I.C., M.C.I.M.M.  
President

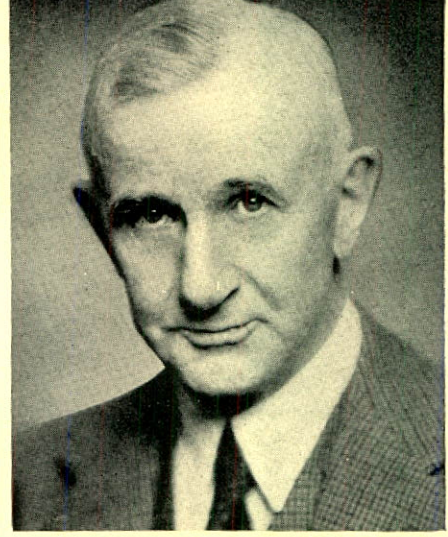


*Photo by Karsh*

Edward J. Tucker  
Vice-President  
and General Manager



# BOARD OF DIRECTORS



W. C. Laidlaw

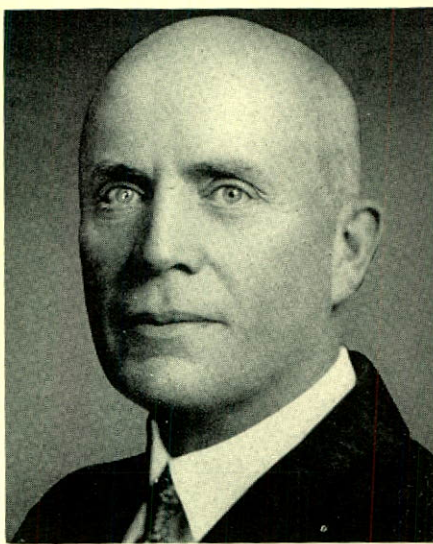


*Photo by Karsh*

E. J. Tucker



M. R. Gooderham

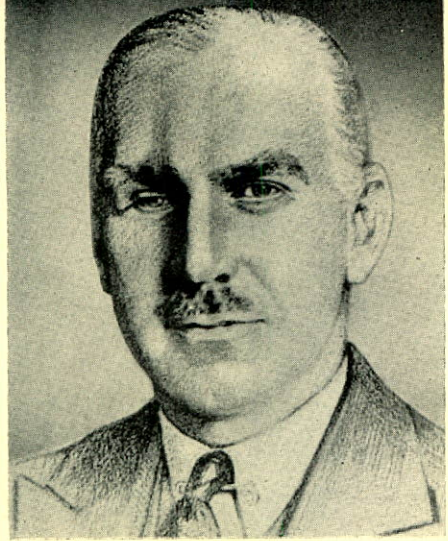


J. G. Parker



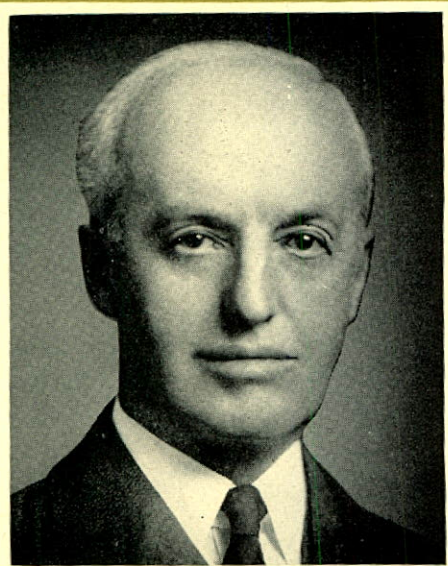
J. A. Northey



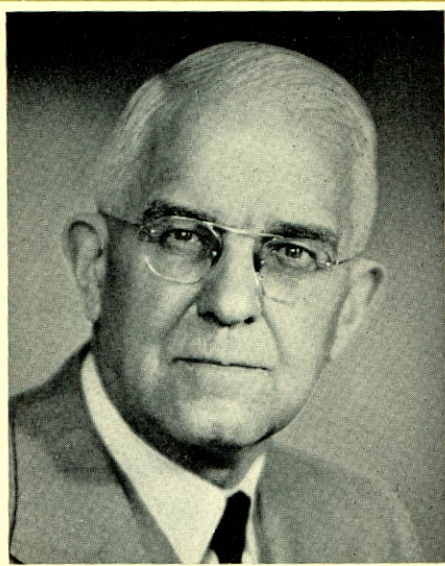


A. L. Bishop

# CENTENNIAL YEAR 1948



F. S. Corrigan



R. R. Corson

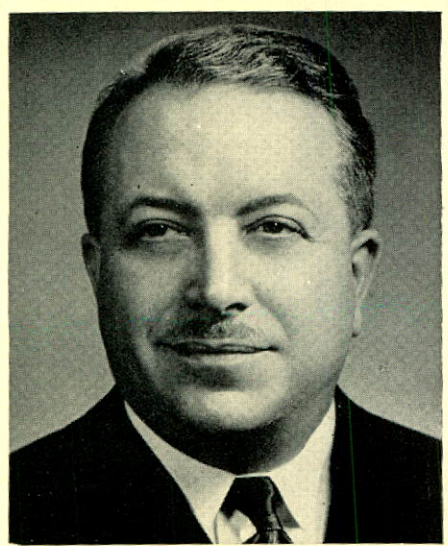
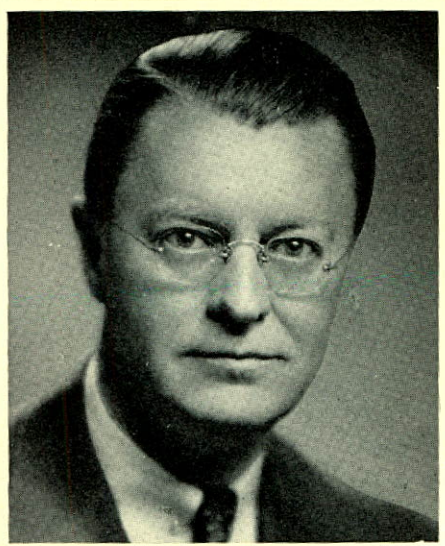


Photo by Karsh H. E. McCallum



J. K. Macdonald



# THE CONSUMERS' GAS COMPANY OF TORONTO

## THE CENTURY'S PRESIDENTS

CHARLES BERCZY . . . . 1847 to 1856  
E. F. WHITEMORE . . . . 1856 to 1859  
RICHARD YATES . . . . 1859 to 1867  
E. H. RUTHERFORD . . . . 1867 to 1874  
JAMES AUSTIN . . . . 1874 to 1897  
LARRATT W. SMITH . . . . 1897 to 1905

GEO. R. R. COCKBURN . . 1905 to 1906  
JOHN L. BLAIKIE . . . . 1906 to 1912  
A. W. AUSTIN . . . . 1912 to 1934  
ARTHUR HEWITT . . . . 1934 to 1936  
THOMAS BRADSHAW . . . 1936 to 1939  
A. L. BISHOP . . . . 1939

## MANAGERS AND SECRETARIES

HENRY THOMPSON, Manager . . . . . 1848 to 1875  
W. H. PEARSON, Secretary . . . . . 1875 to 1888  
and General Manager and Secretary . . 1888 to 1909  
ARTHUR HEWITT, General Manager and Secretary . 1909 to 1912  
and General Manager . . . . . 1912 to 1930  
and Vice-President and General Manager . 1930 to 1934  
and President and General Manager . . 1934 to 1936  
JOHN J. ARMSTRONG, Secretary . . . . . 1912 to 1931  
EDWARD J. TUCKER, Secretary . . . . . 1931 to 1936  
and General Manager and Secretary . . 1936 to 1942  
and General Manager . . . . . 1942 to 1945  
and Vice-President and General Manager . 1945  
HUGH G. SMITH, Secretary . . . . . 1942

## SUPERINTENDENTS OF WORKS

ALEXANDER PATRICK . . . 1875 to 1882  
W. H. PEARSON, JR. . . . 1882 to 1910  
C. A. JEFFERIS . . . . 1910 to 1939  
W. C. PHILPOT . . . . 1939 to 1946  
G. F. KNIGHT . . . . 1946

## SUPERINTENDENTS OF MAINS

HARRY STEVENS . . . . 1873 to 1876  
JOHN LAXTON . . . . 1876 to 1923

## ENGINEERS OF DISTRIBUTION

JACOB D. VON MAUR . . . 1924 to 1947  
P. W. GELDARD . . . . 1947

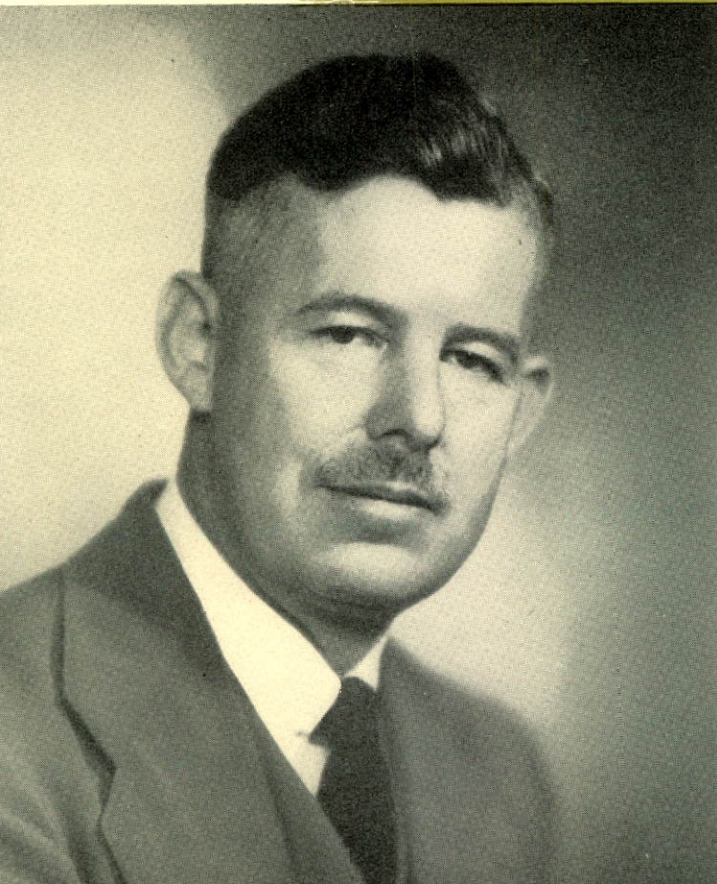




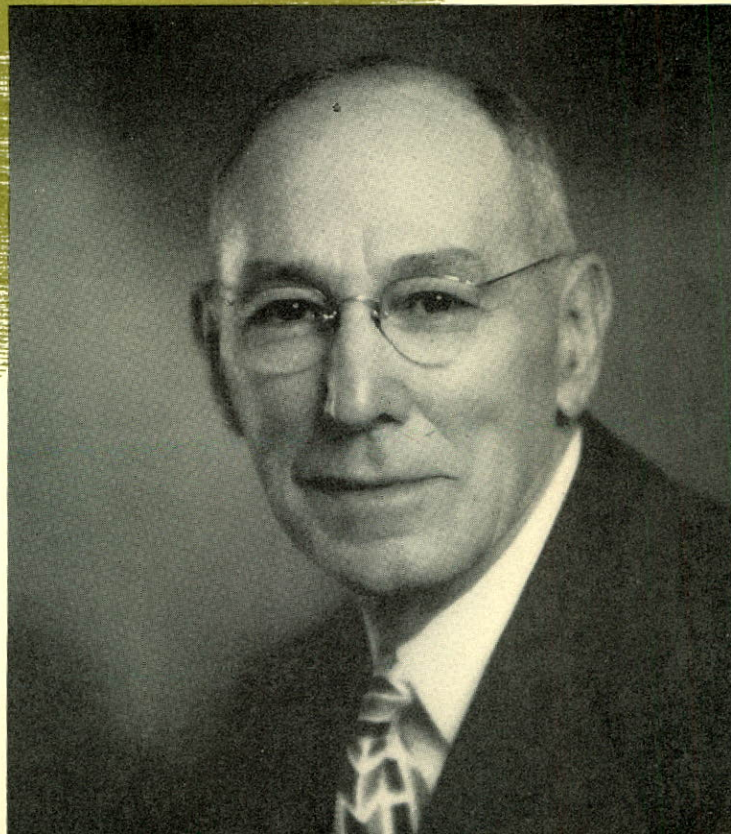
Hugh G. Smith  
Secretary



George F. Knight  
General Superintendent of Works



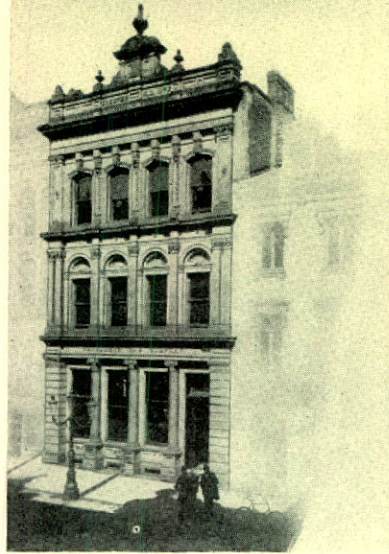
Percy W. Geldard  
Engineer of Distribution



Jacob D. von Maur  
Consulting Engineer



# OFFICE



Left, 1852

Right, 1876



Left, 1899

Right, 1920 addition

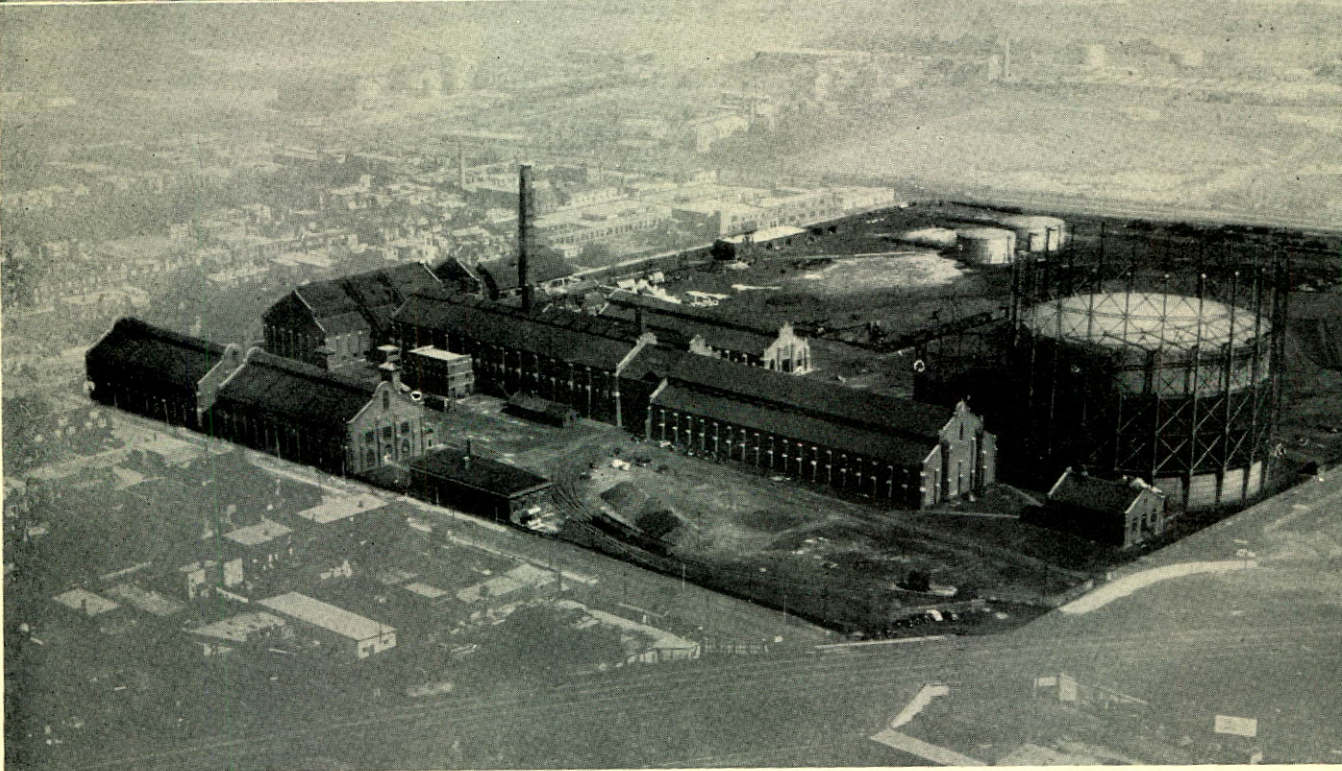
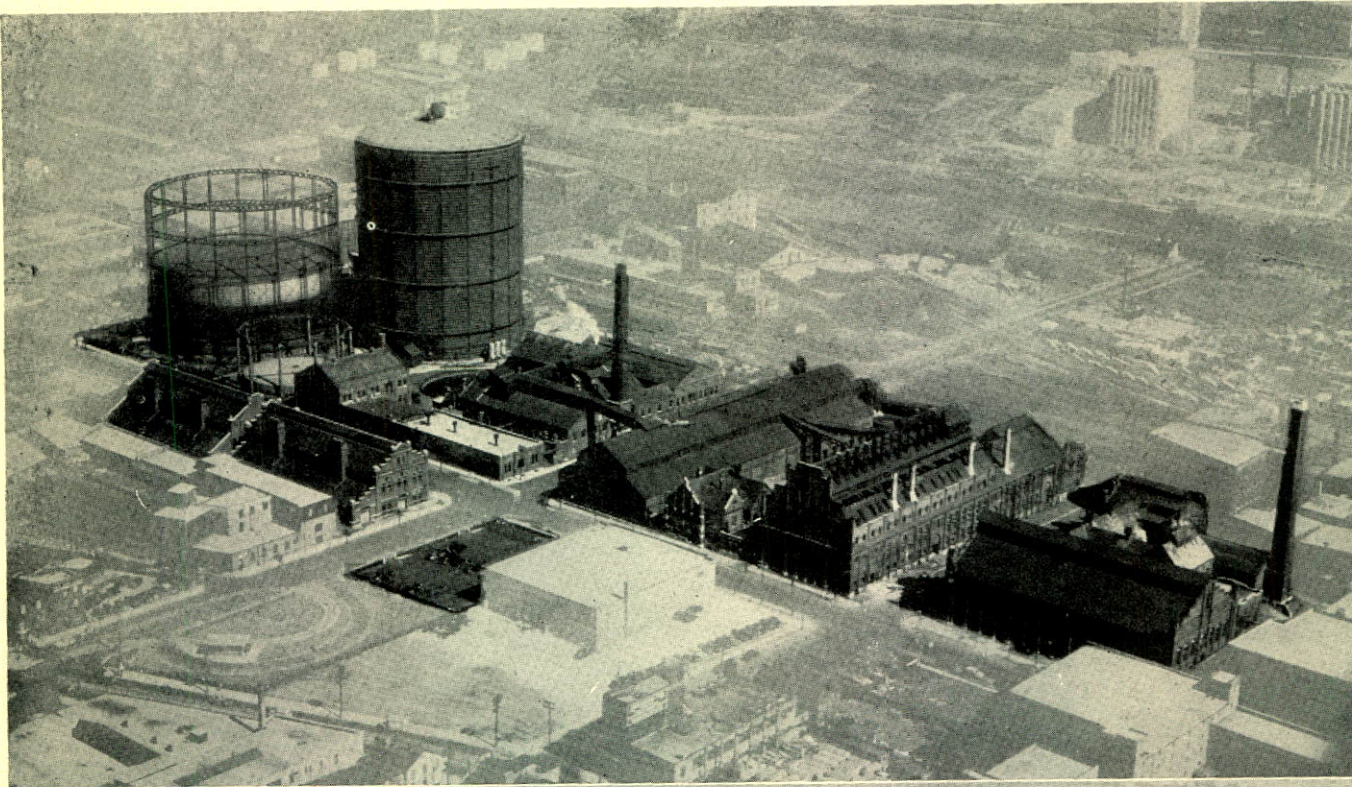


19 Toronto Street Today



# WORKS

Station A, Front Street East



Station B, Eastern Avenue

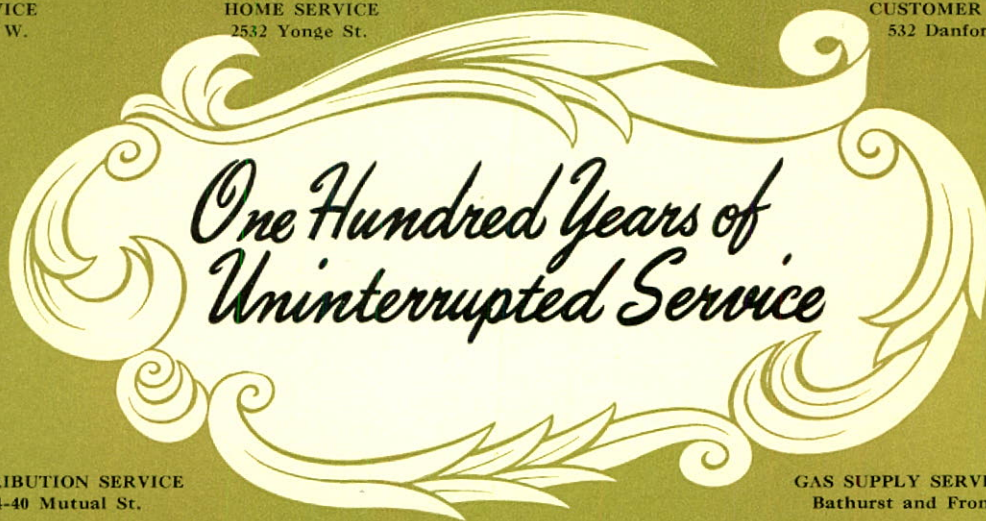




INDUSTRIAL SERVICE  
124 Richmond St. W.

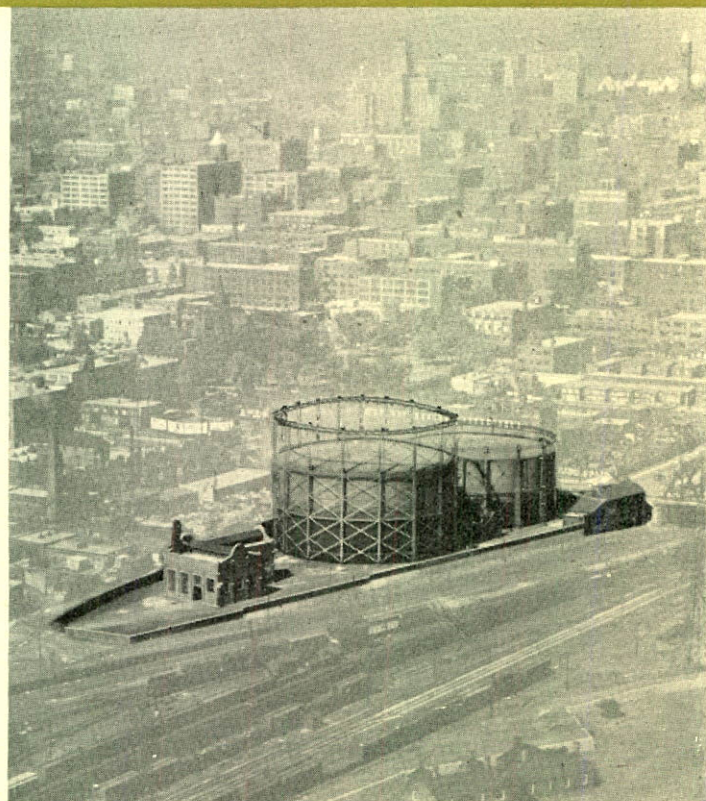
HOME SERVICE  
2532 Yonge St.

CUSTOMER SERVICE  
532 Danforth Ave.



DISTRIBUTION SERVICE  
24-40 Mutual St.

GAS SUPPLY SERVICE  
Bathurst and Front





# FIRST CENTURY OF CONSUMERS' GAS

## 1848 - 1948



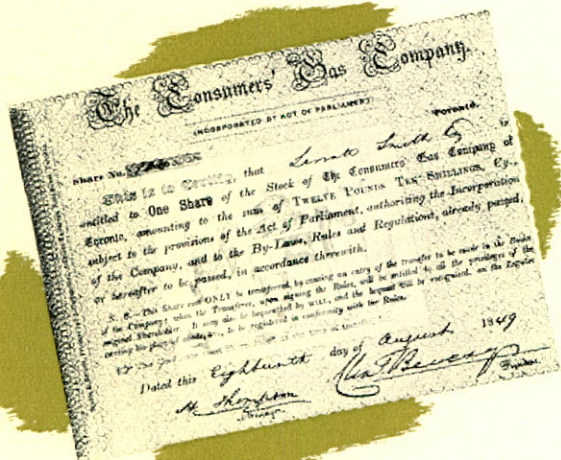
**T**HE story of gas in Toronto begins some seven years before the formation of The Consumers' Gas Company, when a citizens' committee and appointed members of the City Council arranged with Albert Furniss, the founder and operator of a Montreal gas company, to build a plant in Toronto and supply lights for Toronto's streets. The Toronto Gas Light and Water Company was accordingly formed in 1841, and on December 28 of that year the streets were first lighted with gas.

The new gas works was called upon at first to supply only twelve street lamps, but gradually some of the larger manufacturers and merchants had their buildings piped for gas. Not many private houses switched to gas lights during the Company's first year. The preferred form of house lighting was still tallow candles, frequently made by the users themselves. But the new form of lighting was one of the features noted by visitors to the city. Charles Dickens, who came to Toronto in 1842, wrote in his "American Notes": "...but the town itself was full of life and action, bustle, business and improvement. The streets were well paved and lighted with gas."

The first year's output of gas was 1,146,000 cubic feet. By 1846 this had increased to 4,833,000 cubic feet.

By this time, however, the operations of the Toronto Gas Light and Water Company were receiving harsh criticism from the citizens. It was complained that its water supply was irregular at the best of times and totally inadequate in case of fire. The gas, it was said, was of poor

quality, irregular in supply, and, above all, too costly. As the Toronto Gas Light and Water Company seemed indisposed to remedy the matters of complaint, a public meeting of protest against the Furniss company took place on September 17, 1847. The meeting, called by a group of public-spirited citizens, was filled with



Stock Certificate, 1849





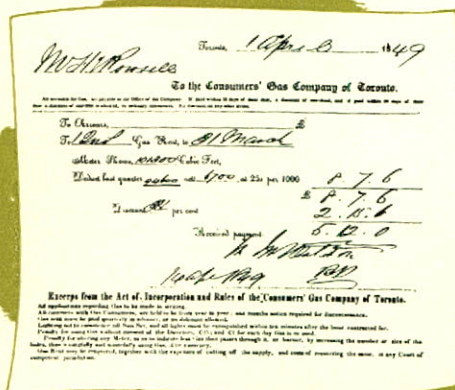
disgruntled gas-users, loud in their complaints against the quality of service they had been receiving. There was enthusiastic reception for the idea of a company owned by the consumers themselves. When the meeting adjourned, everyone who had attended was authorized to canvass the city for residents who would purchase stock in the new enterprise at £12 10s. a share, and within a month 786 shares had been sold for a value of £9,825.

### CUSTOMER-OWNED COMPANY

A limit of ten shares to a person had been placed, in order to spread the stock as widely as possible, and these first 786 shares were held by 273 persons. At a meeting held on October 20, 1847, the appointment of a manager and clerks was authorized and the collection of five per cent. of the stock subscriptions. At the same meeting it was also announced that the price of gas from the new company should be about half the current rate of 25 shillings per thousand cubic feet.

The provisional board of directors elected at this meeting included: Charles Berczy, postmaster, President; Richard Kneeshaw, druggist, Vice-President; E. F. Whittemore, merchant, Treasurer; Hugh Scobie, publisher and editor of the British Colonist; Hugh Miller, druggist; George C. Horwood, hotel-keeper; James Beatty, leather merchant; John T. Smith, hotel-keeper; Peter Paterson, drygoods merchant; Richard Yates, grocer and tea merchant; R. H. Brett and David Paterson, both hardware merchants. John Watson was appointed Secretary.

Numerous other meetings were held. With almost incredible speed the directors collected the money due from stock subscriptions; adopted their by-laws; established an office in the Market Building; summoned an engineer from Montreal; selected a location for the works; and petitioned the city for permission to lay pipes in the streets. Only one of the meetings called was postponed for lack of attendance and this was because the fire bell in St. James' Cathedral had rung and most of the directors,



Gas Bill, 1849





as members of the volunteer fire brigade, gave priority to the civic duty of putting out the fire.

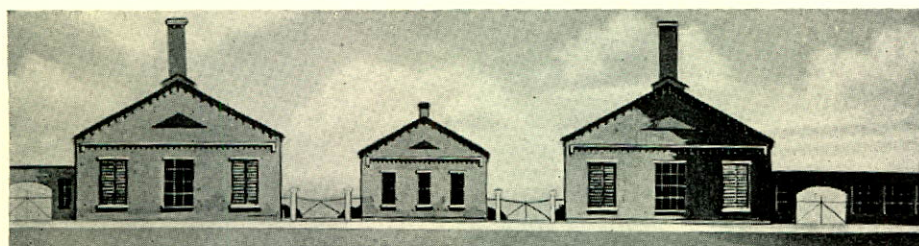
The hard work of these organizers was crowned on March 23, 1848, when a telegram was received from Montreal, where the Parliament of the Province of Canada was sitting, announcing that The Consumers' Gas Company of Toronto had been incorporated by special act. Immediately the directors announced that the company would be in operation "ere the next close of navigation."

Early next morning company officials were busy preparing to purchase a waterfront site for their works and consulting with Mr. Falconer, the Montreal engineer, about the new construction. After a complete study, Falconer advised them that their best course would be to set aside temporarily the plans for a new gas works and purchase the Furniss plant. He felt that if the price were favourable, the old works could be improved and Toronto would get its "wholesome" gas more quickly.

Acting on this advice, the directors negotiated purchase of the lighting interests of the Toronto Gas Light and Water Company for £22,000, taking possession of the old works on July 1, 1848. A purifying system was installed; street mains were enlarged; rules for the use of gas were established; and a flow of much better quality of gas soon issued from the works.

The Company finished the first year with production increased to 5,834,000 cubic feet, and the increase was attributed to improvement in both the gas itself and its distribution.

While the production side of the Company was soon put into satisfactory order, the management side still had many difficulties to face. Payments of stock subscriptions were dilatory, and although directors advanced personal funds to meet pressing accounts, the scheduled payments to Furniss had to be deferred. Stokers and lamplighters asked for and received an increase of pay to \$6.00 a week, while the clerks'



New Works, 1855





salaries were raised from \$240 to \$300 a year. These circumstances combined to postpone the promised reduction in the price of gas—a delay that grieved the directors as much as the customers.

The fact was that the Company was suffering with other enterprises from the general business depression. For Toronto, too, there had been some special hardships. A series of riots had followed the amnesty granted to William Lyon Mackenzie and his return to the city of which he had been the first mayor. The Great Fire of 1849 had caused about £100,000 worth of damage to the centre of the city, and an epidemic of ship fever was raging.

### PROGRESS AND NEW OFFICE

A better time was soon to come. Recovery from the depression began next year. During the eight-year period, 1849-57, the number of gas street lamps soared to 675, and customers increased by more than five times to 1,694. At the end of the period, there were 35 miles of mains under the city streets compared with five at the beginning. The production of gas, 65,347,000 cubic feet a year, was more than eleven times 1849's output, and sixty times the amount made by the former company fifteen years before.

In 1850 the Company lowered the price of gas to \$4.00 a thousand cubic feet and again to \$2.50 in 1853. It was raised to \$3.00 in 1856, at which level it remained for some time. The cost to the city for street-lighting was reduced by a new policy of granting a "moonlight-night discount" on the contract.

In 1852 the manager and his clerks moved to a new office at 19 Toronto Street, then the financial centre of the city.

Growing output of gas and increasing numbers of customers made expansion of capital and plant necessary. In 1851 an issue of £4,000 of capital stock attracted offers totalling £12,100. In 1855, the Company was authorized to increase its capitalization to a total of \$400,000.

#### *The Consumers' Gas Company*

*have for sale a supply of improved GAS HEATING STOVES by which the Gas can be consumed, ABSOLUTELY FREE FROM ODOR. Perfect ventilation being secured the quantity of Gas used for results obtained is small. They are just the thing for moderately cold weather, will prevent its being necessary to light up the furnace until later on in the season, and will prove a valuable addition to it in extremely cold weather.*

*Call and Examine*

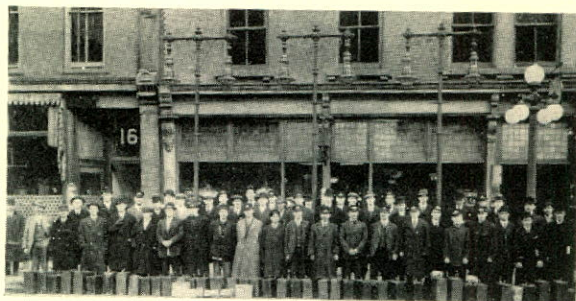
*Ottawa, September, 27th 1886*

Gas-Stove Handbill, 1886





To keep pace with the accelerating demand for gas was the Company's chief production problem. The eighteen original gas-producing retorts were supplemented by another eighteen and the number of stokers was tripled to twelve. A new gas holder was erected in 1850 and another in 1852, but the directors were still worried at finding their plant capacity barely keeping ahead of the demand.



Salesroom and Staff, 1908

They engaged an engineer to plan a further large addition to the retort house and made inquiries about a new process for making what was called water gas. Then, in 1855, just after approval of plans for a £25,000 expansion and improvement of the works, it was found that the new Grand Trunk Railway coming along the Esplanade would require the site on which the extension was to be made.

This seemed a blow, but turned out to be a blessing, for the directors were forced to adopt a more ambitious plan. They bought a three-acre site on what may now be described as the north-east corner of Parliament and Mill Streets. Here they built a plant capable of supplying the needs of a population of 100,000—a very far-sighted move, when it is remembered that Toronto's population was then only 42,500. The plant, with 66 active retorts fed by 22 stokers, was in production that same year.

The advance in the sale of gas during this eight-year period was partly owing to the high cost of candles but was also caused by the extension of the Company's mains into new parts of the city and the Township of York. Yorkville asked for gas in 1852, and an amendment to the Company's charter the next year enabled them to lay a six-inch main north to the first location outside the city limits.

In 1857 an agency was established in the city for the sale of gas smoothing irons and this marked the first local use of the fuel for purposes other than illumination.

The Company's story frequently is linked with civic events. Thus it is recorded that it donated gas for the Provincial Agricultural Association exhibition and supplied the gas free for an illumination to celebrate



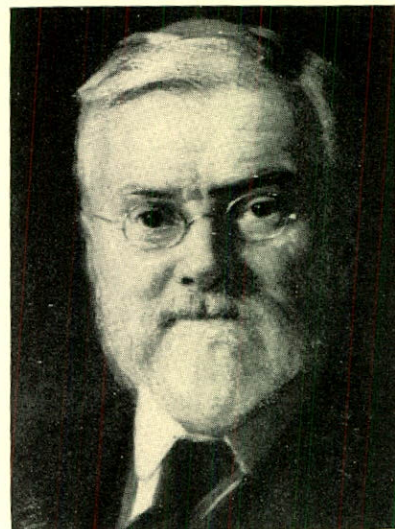


the Queen's birthday. When Barnum brought his singing star, Jenny Lind, to sing at a charitable concert in St. Lawrence Hall in 1851, the Company illuminated the hall without charge. One request had to be refused, when gas was sought for a balloon ascension in connection with the exhibition of 1857. The request came at a time of coal shortage, and the directors would not risk the chance of having to interrupt service to regular customers.

Gas business improved in 1857 although a bad depression struck the city in the closing months of the year. One writer describes these months and the few years that followed as the gloomiest epoch of the city's history. The streets swarmed with tramps and beggars, and business failures were numerous. The slump lasted until 1866.

Annual production of gas dropped from 65,347,000 cubic feet in 1857 to only 27,122,000 in 1866. The number of customers fell from 1,750 to 1,188; and the number of street lamps supplied from 1,000 to about 550. The dividend rate was reduced to eight per cent. at the outset of the depression, but the Company endeavoured to maintain its scale of wages and at the same time to supply gas as cheaply as possible.

Some alarm was felt in 1862, when the depression was still affecting business, at the report that "some respectable King Street stores" were adopting coal-oil lighting in place of gas. The use of oil spread into some factories and homes and the Rossin House installed equipment to make its own gas from petroleum. The directors were less alarmed when it was discovered that oil lighting could not compete in low cost with gas lighting. In 1865 their confidence was fully restored when the city refused an attractive offer from the coal-oil interests for lighting the streets, and renewed the contract for gas lighting.

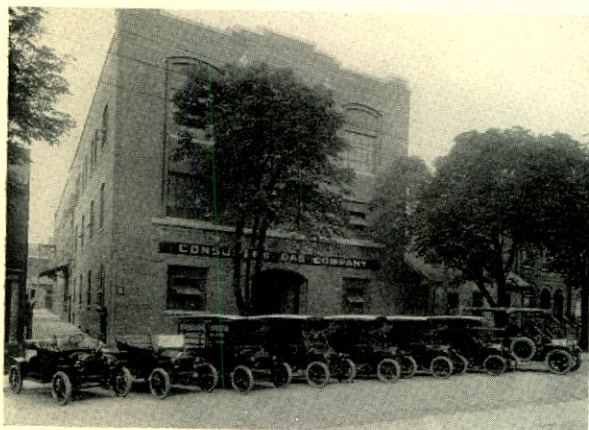


W. H. Pearson  
General Manager, 1888-1909





The depression period was not one of unrelieved gloom. The visit of the Prince of Wales (later King Edward VII) in 1860 brought gaiety back to the city, and naturally gas illuminated the Crystal Palace for his reception and the Grand Ball. It also illuminated arches and displays along the route of the royal procession.



Early Mechanized Service

The Grand Ball was a tremendous success, so far as the illuminations were concerned, but the committee in charge found that they had been too optimistic and when time came for settling accounts, the Gas Company was one of the unlucky creditors.

Recovery from the depression began in 1867, Confederation Year, and in that year the directors were able

to present the customer-owners with their best annual report in several years. During 1867, gas output was 34,330,000 cubic feet.

### TWENTY-FIFTH ANNIVERSARY

When the Company celebrated its 25th anniversary in 1873, customers numbered 2,050, double the low figure of the depression years. Fifty-six miles of main were then in use under the city streets and 740 street lamps were being supplied with gas. Plant capacity was doubled during the anniversary year and the Company's capitalization was increased to \$1,000,000.

With increased output costs were lowered, and the benefits of the savings were passed on to the customers. In 1870 the gas rate was cut to \$2.67 a thousand cubic feet and two years later it was lowered again to \$2.50. These reductions were the result of the policy of turning back to the users of gas, by lower rates, all profits above an established safety figure.





The increase in capitalization authorized in 1873 was to take care of the costs of doubling plant capacity. The extensions completed in that year included new retorts, purifiers, condensers and coal sheds and a new telescopic gas holder with two lifts, holding 280,000 cubic feet.

Although a business recession again hit Toronto in 1874 and lasted for four years, the Company's activities were not seriously affected.



Commercial Gaslighting, 1920's

Plant improvements continued and an addition was built to the Company's offices following purchase of the old registry office on Toronto Street. With increasing output and improved efficiency in manufacturing gas, it became possible to make further rate reductions. By 1879 the rate had fallen to \$1.75 a thousand cubic feet, with an incentive rate of \$1.50 for customers using more than 200,000 cubic feet a year.

The most important technological advance in these years was the adoption of Lowe's Water Gas Process, for which the Company purchased Canadian patent rights. Oil had been discovered near Bothwell, Oil Springs and Petrolia a few years before, and by the end of 1879 the Company had four railway tank cars bringing the oil required for the new process from the Western Ontario fields.

During the period 1874-79 output of gas rose from 71,838,000 cubic feet annually to more than 135 million. The number of customers rose from 2,000 to 3,547. Street lamps supplied with gas increased in number from 740 to 1,957, and the laying of 35 miles of new mains brought the total up to 91 miles.

From 1880 to 1890, electrical competition became a reality. The Company was refused a franchise for electric lighting and more than 2,000 gas lamps were removed from the streets, to be replaced by electric





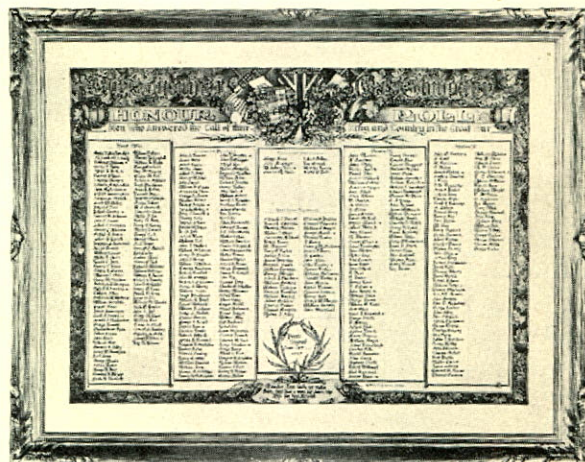
lights. However, in spite of the keen competition in the lighting field, the Company went ahead. A new gas works was erected and annual output of gas was more than tripled while the city was doubling in population. By 1890 there were 13,242 customers for gas and output that year was 507,555,000 cubic feet. The mileage of mains under city streets was 192 in 1890 compared with 97 ten years before. The Company's payroll rose during the period from 100 to 275 employees.

### ELECTRIC LIGHTS

Although lighting by electricity was eventually to supersede lighting by gas, the gas men fought stubbornly for the superiority of their product in the early days of the competitive struggle. The clock in St. James' Cathedral steeple was lighted by gas, free of charge, as an advertisement of the excellence of gas lighting and as an aid to shipping on the lake. Brockton petitioned for gas street lamps in 1882, while mains had been extended into Parkdale and Rosedale in 1881.

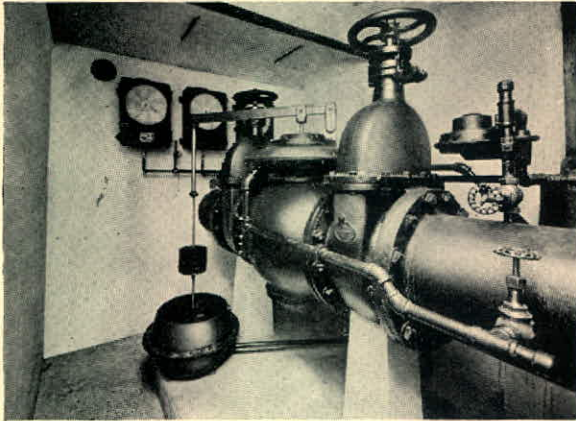
The Toronto Exhibition of 1883 drew crowds to both its gas and electricity exhibits, both sides to the competition being determined to demonstrate the superiority of their product. The gas men extended their exhibit into the streets of the city, installing the latest and most powerful lamps on King Street between Church and York Streets during the exhibition period. That battle went to the Gas Company. The gas display won the exhibition's gold medal and diploma.

When the Company had decided in 1889 to enter the electric-light business, as their charter permitted, and applied for a franchise to wire the city, the directors offered to put all wires underground and thus improve the appearance of the streets. The franchise was refused and the main streets remained congested with wires and poles.



They Served in 1914-18





Underground Governor Chamber

Refusal of the franchise and replacement of 2,300 gas lamps by electric lights meant the laying off of many lamplighters, but new jobs for most of them were found.

The directors had not been idle in looking for new outlets for gas to make up for losses in lighting supply. The Company obtained patents on gas cooking stoves and on combination units that would burn either gas, coal or wood, and arranged for their manufacture with Thomas McDonald and Company of Toronto. These were sold at

cost, \$20, and forty were made and sold in 1880, the year that they were introduced. In 1882 it was reported that 2,000,000 cubic feet of gas had been used for cooking, heating and gas engines, and the factory could not make the stoves as fast as they were being sold.

Rapid growth of the city to the west and northwest made necessary the construction of two new gas holders, one of these at Front and Bathurst Streets, holding 1,250,000 cubic feet. Every portion of the works was extended to boost daily capacity to six million cubic feet, more than a full year's production had been forty years before.

In 1887, a novel arrangement was effected to combine private ownership of the utility with public control. By amendment to the charter, it was stipulated that the Company should establish a surplus fund, and that as soon as the fund reached a figure equal to five cents a thousand cubic feet of gas produced that year, the rates should be lowered accordingly. Maximum levels were established for depreciation and safety reserves and it was also provided that the mayor would annually appoint auditors to examine the Company's books. The same amending act increased the Company's capitalization to \$2,000,000.

Consumers' Gas had so impressed other companies with its struggle against electricity and its large modern works that the city was chosen





in 1888 as the scene of the first American Gas Light Association convention to be held in Canada.

The few years preceding the Company's fiftieth anniversary in 1898 were marked by another business depression, yet the city's population passed the 200,000 mark and the city's area was expanded by the taking in of adjacent territory.

In lighting, the struggle with electricity continued. Invention of the Welsbach mantle for gas lighting increased the brilliancy of lights by six times. The mantle, developed in 1885, but not available in Canada until 1895, was too fragile for outdoor use but indoors it gave gas lighting a superiority over electricity that it was to retain for many years.

### ADAPTABILITY SAVES INDUSTRY

Statistics of the Company's fiftieth year, 1898, show that there were 24,257 customers, 242 miles of mains and an output of more than 707 million cubic feet. The Company was recognized as the seventeenth largest gas undertaking in North America.

The Company's history in the twentieth century has been a record of adaptation to the change brought about by the loss of its lighting business to electricity. However, great progress was being made in selling gas as a fuel instead of as an illuminant. Gas water heaters were introduced in 1902, the same year that gas was piped to the Island. In 1903 fully 40 per cent. of production was being used as fuel.

In 1908, a branch salesroom was opened at 12 Adelaide Street, West, and soon there were 106 employees in the commercial department.

Expansion of sales meant further expansion of plant. Construction of Station B at Eastern and Booth Avenues began in 1908 and the new plant was making gas in the next year. With this plant's capacity of four million cubic feet a day, the directors felt that they had made a sizable gain in the race of supply with demand. Yet only a few months later the entire coal-gas unit of the

First Gas Refrigerators, 1927







Front Street works had to be replaced. A three-million-a-day plant was required to step up the output of Station A. In 1911 a gas holder of five million cubic feet was completed at Station B and the next year a programme was begun to enlarge the plant which had been considered quite adequate three years before.

Plant expansion was financed by increases in capitalization and the issue of new stock. Each auction of common stock created much interest among investors. A premium of 110 per cent. was realized on 5,000 shares sold in 1905 and subsequent issues brought about twice par value. The regard for the Company's security was credited with the willingness of investors to pay double the par value of a stock paying a ten per cent. annual dividend and thus accept a yield of five per cent. on their investment.

#### **CITY BECOMES SHAREHOLDER**

An act of 1904 authorized the city to hold stock in the Company and to have the mayor sit on the board of directors as an ex-officio member.

The coming of war in 1914 found the Company in a strong position for the calls that were to be made on its resources. There was, first, a small decline in output as the shock of war caused business to become cautious. This was followed by a period of booming production to meet demands of war factories. The small decline in 1915 from the output of the previous year was, incidentally, the first break in a record of uninterrupted increases of annual output since 1866. By 1918 annual output had increased to 4,720,502,000 cubic feet. The post-war peak was reached in 1920, with an output of 5,127,827,000 cubic feet. A period of steadiness followed until 1923, the Company's 75th anniversary year. This was an exceptionally



J. J. Armstrong,  
Secretary, 1912-1931





good year from the standpoint of production, although, on account of higher costs in every department, net revenue was down.

Competition again accelerated progress. The electric undertaking, being municipally-owned, had the advantage of tax-free operation, and it was entering many of the fields where gas had been the preferred fuel. To meet this competition the Company launched an aggressive advertising campaign in the domestic field and went after new industrial business. When a new electric range was introduced, an improved gas model with insulated oven and automatic controls was the counter-move. Consumers of both gas and electricity have benefited from the improvements that have been stimulated by competition.

### NEW DISTRIBUTION SYSTEM

While the city remained a relatively compact area, low-pressure transmission of gas was satisfactory for most sections, but as the service extended to new outlying sections and the suburbs, something better was required if all parts were to have the same dependable service. Action was taken to guarantee the same perfect service to a customer at the end of the main as to one within a block of the gas plant. Work commenced immediately on a new medium-high-pressure and regulator system of distribution. By 1930, 305 miles of new mains had been laid, bringing the total mileage to 954. Gas went through the new system for the first time in 1927.



Among new appliances introduced was the gas refrigerator in 1927. Gas for house heating was becoming more popular, particularly after a special rate for this service was set in 1928. The home service department, operated by dietitians, was inaugurated in 1925, and within two years was modern enough to

Arthur Hewitt,  
General Manager, 1909-1936





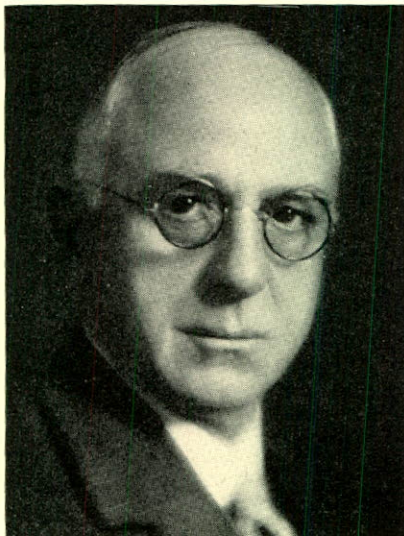
be using radio broadcasting for its promotional work. New branch salesrooms were opened on Danforth Avenue in 1928, and at St. Clements Avenue and Yonge Street in 1931.

The building on the south-east corner of Toronto and Adelaide Streets was bought in 1928, giving the Company the four office buildings around that corner. For understandable reasons of sentiment, the number of the original office, 19 Toronto Street, was retained as the Company's head office address.

### DEPRESSION YEARS DIFFICULT

The depression of the thirties was the worst in the Company's history. While gas sales declined with slackness in gas-using industries, coal, the Company's principal raw material, constantly advanced in price. Taxation was rapidly becoming one of the greatest single cost factors. In sympathy with its customers, who were also hit by the depression, the Company refrained from raising rates in 1934 when they should have been raised, if the strictly economic point of view had been kept, and throughout the depression followed a lenient policy with respect to unpaid bills. The rate increase was postponed until 1937, when all rates were advanced by 10 cents.

While the Company operated at a deficit for all the years of the depression, its reserves were such as to enable it to meet a stage of adversity. Throughout the depression it maintained a large complement of permanent staff, and even began a main-laying programme largely for the purpose of providing extra employment. In 1931, the Company was granted permission to go into the townships of Toronto and Pickering and into the Gore of Toronto. By 1938 the system spread a distance of seventeen miles east and west and eight miles north of the Bay. The Mutual Street service centre had to be enlarged and remodelled in 1936.



C. A. Jefferis,  
Superintendent of Works, 1910-1939





The fifth war in the Company's history broke out in 1939. The immediate battle line for Consumers' Gas soon became clear. It had to reach production peaks hitherto unthought of in order to maintain adequate, uninterrupted supplies for both civilian and military purposes, and this had to be accomplished in the face of material shortages, insufficient staff and soaring costs.

There were many war factories in the Toronto area, and the Company is proud to feel that it answered every call they made for gas service.

As in 1915, so in 1940, there was a slight drop in production. Then there was a steady advance each year until a peak production of more than eight billion cubic feet was reached in 1947.

The research in which the Company had engaged during the depression years aided the wartime effort. In 1940, some technical alterations in the plant resulted in the highest yield of gas from coal that had ever been realized. The capacity of Station A was boosted by rebuilding 72 of the coal-gas retorts, making extensive repairs to the others and improving the water-gas sets. At Station B half the coal-gas retorts were renewed and additional water-gas sets were installed. A single set, complete with automatic controls, was capable of producing  $5\frac{1}{4}$  million cubic feet a day, or almost as much as the whole works made in the full year of 1848.

More than 9,000 new customers were added during the war to bring the 1947 total to 177,839. Although most gas appliances were scarce, and supplies are still none too plentiful, the increasing domestic use of gas has made up for the drop in industrial use that followed the closing of war factories.

With particular pride the Company thinks of the 240 employees who enlisted



Victory Loan Gas Flame





during the war. Of these, eight lost their lives. At the close of the war the Company was pleased to welcome 83 per cent. of their enlisted employees, who returned to the jobs that had been held for them.

Physical property of the Company today consists of two manufacturing plants, five gas holders, a service centre, an administrative office, three sales offices, two distribution locations, and a system of 1,200 miles of mains and 1,600 miles of service pipes.



They Served in 1939-45

Station A works comprises ten acres of industrial land on Front Street stretching almost three blocks from west of Berkeley Street to Trinity Street. It produces coal gas with the continuous vertical system of 104 retorts at a rated capacity of 7 million cubic feet per day. Its water gas is made by 5 sets having a total capacity of 7,500,000 cubic feet per day. In addition to all the necessary ancillary equipment for both processes, this plant also has two gas holders, one of four- and the other of three-million capacity.

Station B works covers a thirty-four acre site south of Eastern Avenue at the foot of McGee Street. It also makes both types of gas. The horizontal retorts are capable of producing 5 million cubic feet of coal gas per day with their total of 220 retorts. Water gas at the rate of 16,500,000 cubic feet daily can be made in this station's 5 sets. One five-million cubic foot gas holder also is on these grounds.

The total daily capacity for both types of gas and for both stations amounts to 36 million cubic feet. At Station A, an additional water-gas set is being installed which will bring the total capacity up to 41 million cubic feet daily.

Station C, the location of two gas holders with combined capacity of 3 million cubic feet, is also a pumping station for the distribution system.





Station H is a six-acre plot north of St. Clair Avenue and west of Weston Road for which an additional pumping station with another five-million gas holder is planned. This proposed holder will boost the total storage capacity to 20 million cubic feet.

The Company's service centre, located as near to the centre of the area served as possible, occupies a large downtown section facing both Mutual Street and Dalhousie Street, between Queen and Shuter Streets. The five-story garage, shops, laboratory and warehouse serve as headquarters for the distribution-division staff. One hundred vehicles, including trucks, compressors, ditchers, drip trucks, emergency trucks and passenger cars, are housed at this depot and despatched daily to their many and varied types of service calls throughout Greater Toronto, amounting to about 200,000 a year.

Head Office now includes a consolidation of four downtown office buildings rounding the south-east corner of Adelaide and Toronto Streets. Administration of the Company is directed from these offices, including the host of operations connected with the control of 179,000 accounts.

The Company owns the building at the corner of Yonge Street and St. Clements Avenue in North Toronto. It houses a salesroom, bill-collection office and the home-service department with its kitchens and auditorium. Sales and display stores are rented at 124 Richmond Street West, and at 532 Danforth Avenue.

Consumers' Gas enjoys a franchise by legislative sanction without time limit. Originally confined to the City of Toronto, its territory has been extended from time to time, at the request of the inhabitants, into other townships and municipalities—including the Townships of York, East York, Scarborough, North York, Etobicoke, Toronto; the Towns of Leaside, Weston, Mimico, New Toronto; the Villages of



W. C. Philpot  
Superintendent of Works, 1939-1946





Forest Hill, Swansea, Long Branch, and Port Credit. The complex net-work of mains, services and underground governor chambers required to serve these areas stretches twenty-three miles east and west from a mile beyond the Credit River to the junction of Kingston Road and St. Clair Avenue. It reaches twelve miles north and south from the Island to Steeles Avenue.

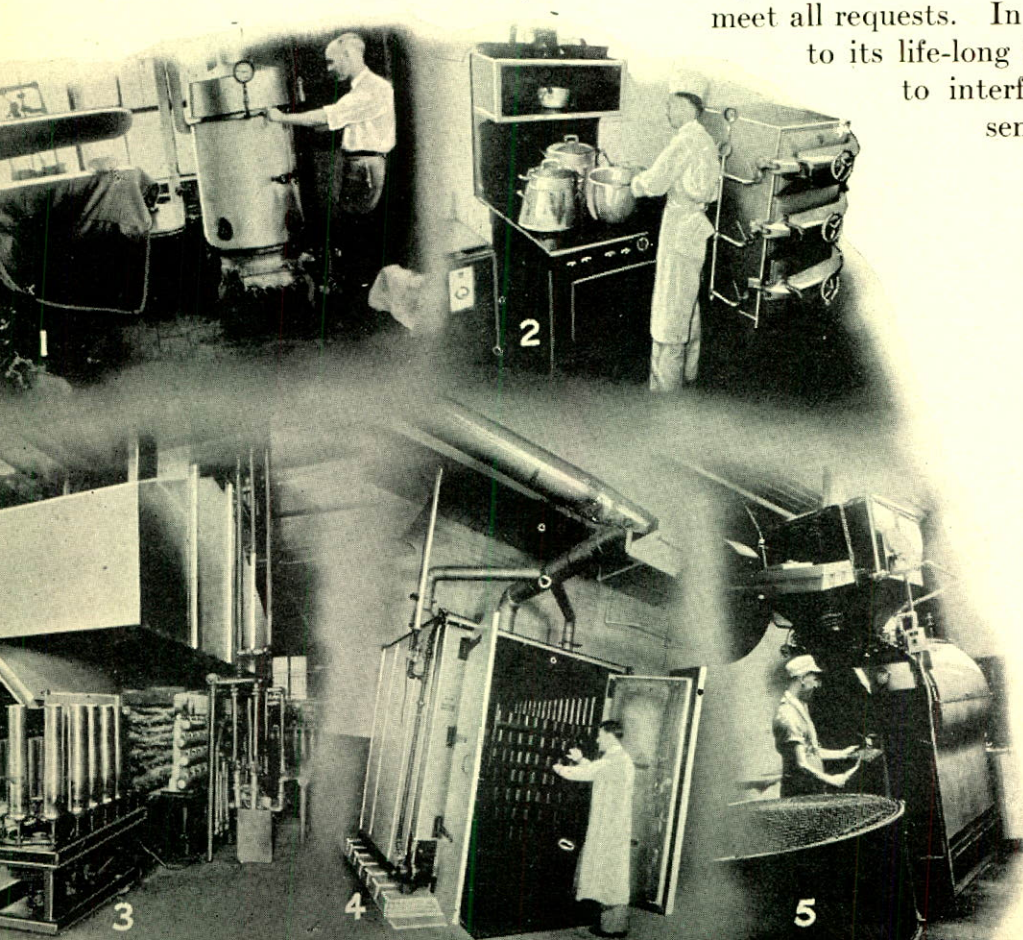
In this, its centennial year, the Company set a new record by producing more than eight and one-half billion cubic feet of gas. In spite of three powerful competitors, coal, oil and electricity, expansion continues. Unfortunately, the construction of some much-needed new plant has had to be delayed because of material shortages, while supplies of coal and oil to convert into gas are insufficient to take care of many possible new customers. More than 2,500 persons on the waiting list for house-heating equipment this Spring had to be told "Sorry, not yet".

As rapidly as equipment can be obtained it is installed and put into service, and eventually the Company is confident of being able to meet all requests. In the meantime, it adheres to its life-long ideal of allowing nothing to interfere with service to present customers.

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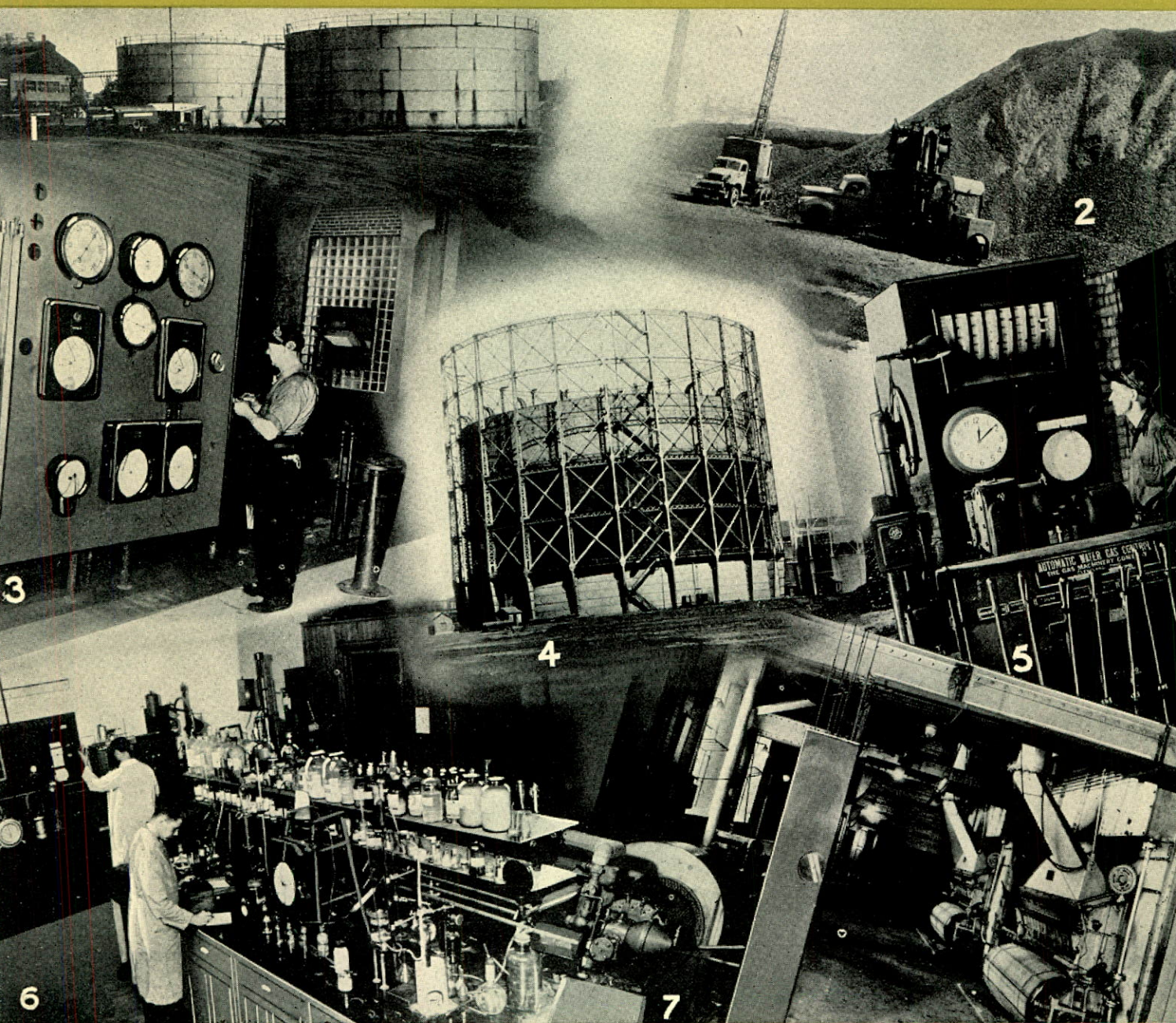
## FUEL OF 1000 USES

1. Production of Steam
2. Commercial Cooking
3. Heat Treating Shells
4. Mottle Finish Metals
5. Coffee Bean Roasting





# PRODUCTION



1. Oil Storage Tanks in B Yard
2. Loading the By-Product Coke
3. Engine Room Panel of Gauges
4. Gas Holder, 5 Million Cu.Ft.
5. Automatic Water-Gas Control
6. Continuous Chemical Control
7. Main Steam Plant, Station A



# DISTRIBUTION



1. Laying Street Gas Mains
2. Piping Across Don River
3. Meter Repair Department
4. Customer's Service Call
5. Industrial Meter Series
6. Electronic Pipe Locator
7. Installing Gas Appliance
8. Residential Gas Heating



# PERSONNEL

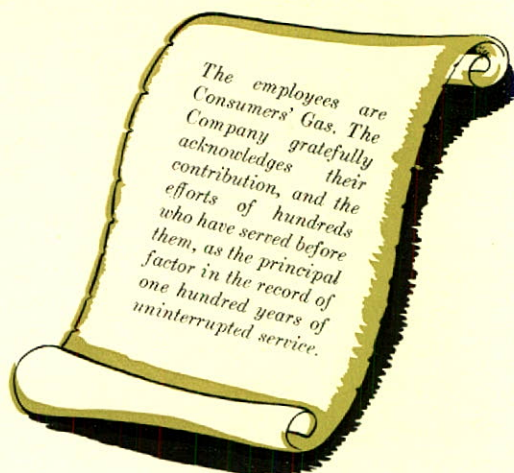


1. Kiddies' Christmas Party
2. Annual Christmas Dinner
3. Girls' Club Fashion Show
4. Company's Soft-ball Team
5. Congasco Bowling League
6. Employees' Magazine Staff
7. Part of Recreation Room



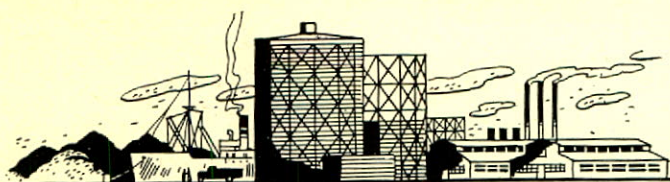
# LENGTH OF SERVICE

- 56 YEARS: Edward Hutcheson.
- 46 YEARS: Albert Coddington.
- 45 YEARS: William Allan, Thomas Boynton.
- 43 YEARS: Walter Cook, Edward Jackman, George Shand.
- 42 YEARS: John Green, George Harburn, James Landon, Henry May.
- 41 YEARS: Charles Scott, Frederick Yeomans.
- 40 YEARS: Herbert Armstrong, George Bent, Walter Worwood.
- 39 YEARS: William Bates, Jr., Parnell Duff, Alfred Johnson, Albert Mills, Henry Watson.
- 38 YEARS: Arthur Metivier, Alfred Newport, Edward Pankhurst, Fred Robinson, Alexander Traill, Edward Tucker.
- 37 YEARS: Frederick Butler, Samuel Cochrane, Robert Collins, Douglas Craig, Herbert Daniels, Frederick Frost, Charles Gibbs, Wilford Goudie, Samuel Hall, George Hill, William Jones, William Knapp, Jr., George Lilley, John Murray, George Nelson, Robert Salter, Fred Studholme.
- 36 YEARS: Bert Albany, Gilbert Allman, May Bagg, James Edmond, Frederick Greenwood, Desmond Hand, Harold Hill, Ernest Hodges, Christopher Leedham, Samuel Long, Stephen Palmer, James Rowe, Frank Wagland.
- 35 YEARS: Frederick Alley, Samuel Andrews, Joseph Balmer, William Breeds, George Dobbie, James Dobson, James Gibson, Thomas Hayman, Walter Lee, John Marks, William Morgan, Charles Radcliffe, Wilfred Stickland, Percy Swanborough, Edwin Sylvester, Percy Thorpe, Frank Tilley, John Willis.
- 34 YEARS: Henry Bigelow, Alfred Boot, Alfred Frost, John Gooch, William Johnson, Stuart Mallinson, Walter Marigold, Frederick Mason, Albert Parker, James Rettie, Donald Rice, Thomas Shand, Edward Startup.
- 33 YEARS: William Bolton, William Cambers, Henry Carey, Albert Cranbury, Horace Dilkes, William Ewell, William Guthrie, John Hawkey, William Hill, Charles Homewood, Herbert Johnson, Samuel Nightingale, James Norris, Albert Pearce, Bert Pettie, David Pryde, George Smith, Sydney Wise, Thomas Wright, Roy Yeoman.
- 32 YEARS: Charles Barrett, John Bates, Stanley Blight, Charles Carrick, John Carstens, Archibald Dalrymple, Thomas Dalrymple, Ernest Foster, Edgar Histed, Arthur Huson, Clarence Johnson, Edward Lewis, John Love, Robert Miller, Frank Moore, Albert Mort, Mortimer Mowry, Joseph Nash, Ambrose Perry, Adelbert Sharpe, William Simmons, Fred Smith, Florence Spence, Frederick Thomas.





# 1336 EMPLOYEES



**PRODUCTION 548**



**DISTRIBUTION 385**



**ADMINISTRATION 403**

**31 YEARS:** Samuel Atkin, Fred Burns, George Clarkson, Richard Cousins, James Gallan, David Green, Howard Jermyn, Walter Lawson, Murdoch MacKenzie, John Morrison, Ralph Percival, Charles Sim, William Thomson, William J. Thompson, Walter Vallom, Charles World.

**30 YEARS:** Henry Arkwell, Frank Cox, Arthur Davis, Gladys Edwards, Muriel Edwards, Robert Greves, Patrick Hackett, Veronica Hanes, Leonard Hayes, Leo Higgins, Harry Holloway, John Logan, Robert MacLeod, Hilda May, William Monckton, Angus Moody, Samuel Nicholson, Wilfred Powell, William Sweetland, Ethel Taggart, Francis VonZuben, Norma Wade, Charles Widdowson, Arthur Wilson.

YEARS SERVICE	EMPLOYEES	YEARS SERVICE	EMPLOYEES
29	29	14	16
28	35	13	12
27	28	12	17
26	41	11	18
25	34	10	18
24	36	9	24
23	25	8	26
22	38	7	62
21	28	6	46
20	34	5	35
19	36	4	45
18	37	3	66
17	11	2	94
16	3	1	117
15	15	less than 1	138

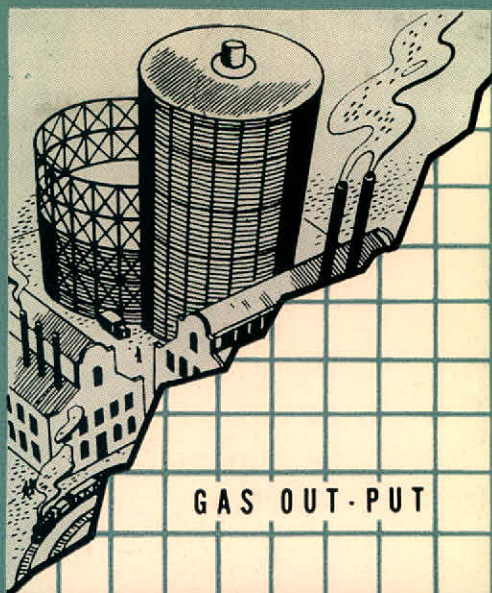
**ENJOYING WELL-EARNED REST—118 PENSIONERS**



# FIRST CENTURY'S STATISTICAL RECORD

	Year's Output M. Cu. Ft.	Number of Customers	Population of Area Served	Per-Capita Sales Cu. Ft.	Miles of Street Mains
1848	5,834	250	20,000	292	3
1853	9,868	641	40,000	247	16
1858	47,848	1,796	44,000	1,087	36
1863	31,228	1,370	48,000	651	41
1868	38,596	1,254	54,000	715	42
1873	71,838	2,050	63,000	1,140	56
1878	124,118	3,285	78,000	1,591	85
1883	220,542	5,386	95,000	2,321	112
1888	414,672	10,020	141,000	2,941	163
1893	586,892	17,702	188,000	3,122	220
1898	707,211	24,257	209,000	3,384	242
1903	1,126,547	33,677	230,000	4,898	279
1908	2,006,804	53,368	345,000	5,817	361
1913	3,492,087	91,284	460,000	7,591	521
1918	4,720,502	113,022	535,000	8,823	586
1923	5,452,409	137,182	615,000	8,866	650
1928	6,001,867	160,347	695,000	8,636	872
1933	6,001,800	170,271	780,000	7,695	1,019
1938	5,679,674	166,611	870,000	6,528	1,087
1943	6,907,222	169,504	900,000	7,675	1,141
1948	8,547,261	178,998	975,000	8,766	1,198

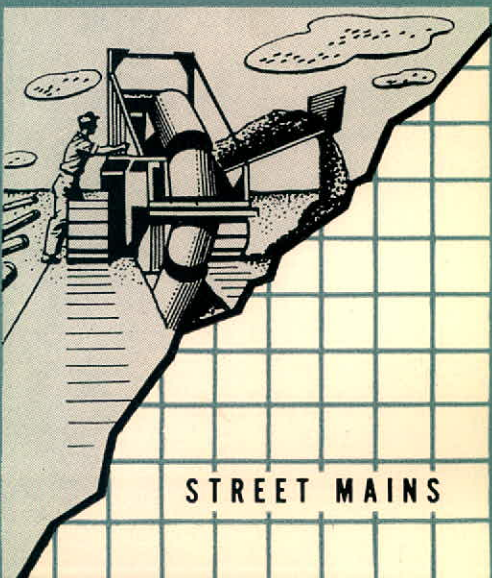




GAS OUT-PUT



CUSTOMERS



STREET MAINS



UNION STATION  
SELECTED BY THE TORONTO COUNCIL

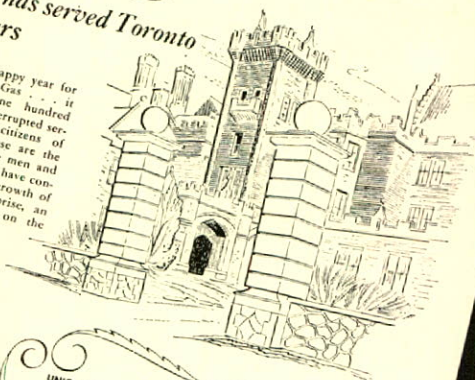
# GAS

# GAS

*the wonder fuel has served Toronto for 100 years*

This is a happy year for Consumers' Gas . . . it celebrates one hundred years of uninterrupted service to the citizens of Toronto. These are the people . . . the men and women . . . who have contributed to the growth of this great enterprise, an outstanding one on the Continent.

Gas in its long history felt itself a citizen with citizens, each striving for the common goal of a greater metropolitan attitude toward the constantly motivating of the Company.



## UNIQUE FACTS ABOUT TORONTO CASA LOMA

This interesting castle was commenced in 1911 by the late Sir Henry Pellissier, C.V.O., at a cost of about \$1,000,000.

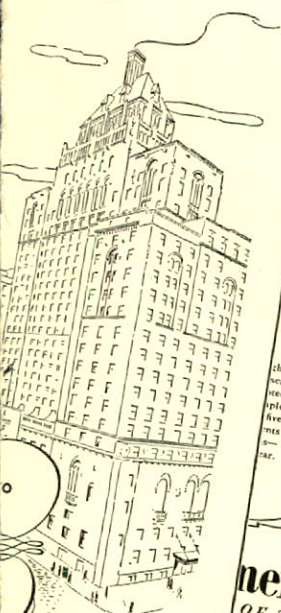
Consumers' Gas celebrates its Centenary

# GAS

*the modern fuel has served Toronto for 100 years*

# AS

*ing Flame*



th the tempo of modern living. Where supply are essential GAS, from among This popularity has been built steadily a of uninterrupted service for 100 years. eets the future, rich in past experience he future. To each of its customers the its gratification for happy association easing relationships among Toronto's w!



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Consumers' Gas celebrates its Centenary by saluting the City it has served for 100 years.

## ners' Gas OF TORONTO

Consumers' Gas celebrates its Centenary by saluting the City it has served for 100 years.



## Toronto's unfailing servant for 100 years!



Toronto became a city in 1827. This was 14 years before the incorporation of Consumers' Gas. Thus the city itself was merely a growing adolescent when the infant gas company was born. Both have had their growing pains and both have surmounted them. Now, in 1948, here is a city of which we can be proud and here is a company that has progressed step by step with our pioneering city to a leading position among gas companies of the continent.

"Industry, Intelligence, Integrity"—these are the words which are imprinted on the city's crest. To the citizens of Toronto who have lived up to such ideal Consumers' Gas says "Thank You" for your part in a century of progress.

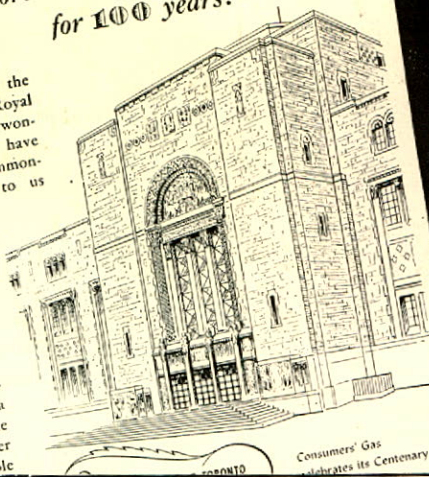
# GAS

## Toronto's unfailing servant for 100 years!

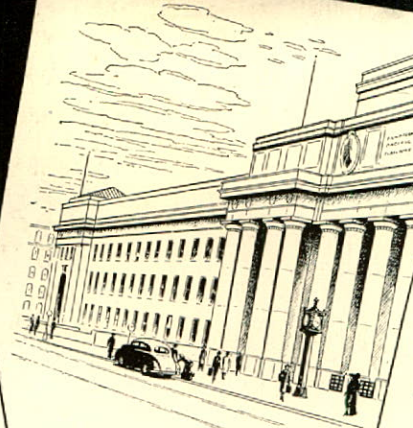
Fascinating survivals of the Past are on view at the Royal Ontario Museum. These wonders, in their day, may have been regarded as commonplace but have now become to us treasures of antiquity.

Today, GAS is the wonder fuel. It cools as well as heats. Unfailing in supply, this fuel of a 1000 uses serves the community in home and industry—contributing so much to our way of living.

Consumers' Gas on its Centenary is proud to provide a service so essential to the community and to number one people



Consumers' Gas celebrates its Centenary



UNIQUE FACTS ABOUT TORONTO  
THE UNION STATION  
heart of Toronto's municipal



# GAS

## Toronto's unfailing servant for 100 years!



On a bright Spring morning, March 23rd, 1848, The Consumers' Gas Company of Toronto first opened its doors. On that far-off day the watchwords of the Company were "for the good of the community" and "unfailing supply". Through the long intervening years, service has broadened, multiplied and expanded beyond all early imagination. BUT THE SUPPLY HAS NEVER FAILED. The community has been served well.



In the city and suburban home GAS flames are always alight. From morn to night, and through the night, this unfailing domestic fuel is busily employed in cooking, water heating, house heating and refrigeration. These quick, clean, comfort-giving services are adding new hours of leisure and promoting more gracious living for a multitude of families.



On this 100th Anniversary, great credit goes to the army of employees, keen, loyal, industrious, inspired with the ideals of public utility service. These citizens as Company workers, craftsmen and executives, performing in the past as in the present, their myriad of vital tasks, ensured and continue to ensure that homes and factories rest secure in knowing that gas flows through the mains at all times to meet their needs.



And in Toronto of 1948, pulsing with industrial and commercial activity, you will find GAS the modern fuel carrying major roles in an infinite variety of tasks. Back in '48 the old lamplighter was a familiar figure. In that period GAS had one primary function—illumination. Today it is known as the fuel of 1000 uses.

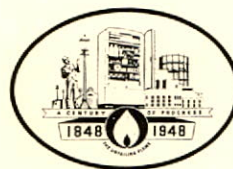
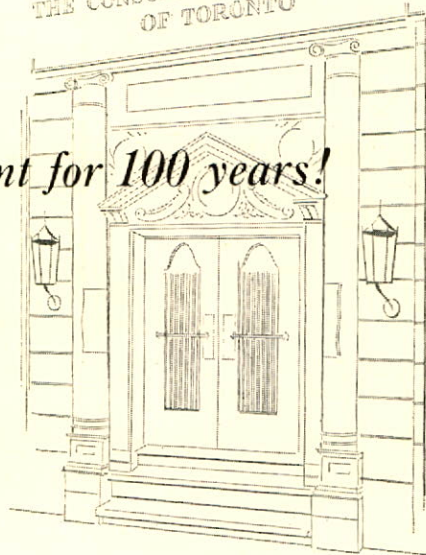


And today, among Toronto households and industries, "Consumers' Gas" has become a by-word for dependability. It is in large part to the loyal patronage of home and factory, hotel and restaurant both great and small that your gas company owes its continuing success.

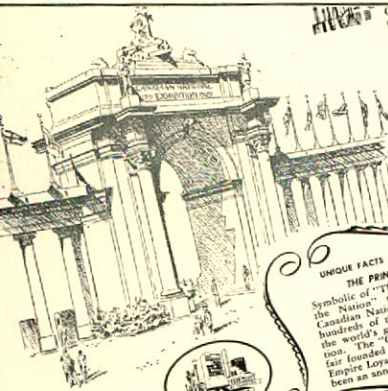


In these postwar years Toronto marches on with great strides. New areas and environs are opening up. New visions of comfortable living and industrial and commercial development are fast changing into realities. In this March of Progress you will find GAS, the unfailing flame, keeping pace and welcoming new opportunities of service.

## THE CONSUMERS' GAS COMPANY OF TORONTO



## The Consumers' Gas COMPANY OF TORONTO



UNIQUE FACTS ABOUT TORONTO  
THE PRINCES' GATES  
Symbolic of "The Show Window of the Nation", these Gates to the Canadian National Exhibition have welcomed thousands of the world's greatest annual fairs. The "Gates" were first built in 1892 by the Empire Loyalists. Since 1907 they have been an annual event.

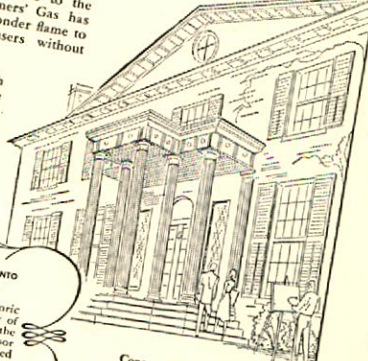
Consumers' Gas celebrates its Centenary by saluting the City it has served for 100 years.

## The Consumers' Gas COMPANY OF TORONTO



One hundred years is a long time but, from 1848 to the present, Consumers' Gas has delivered the wonder flame to thousands of users without interruption.

Consumers' Gas looks back with appreciation for the support the citizens of Toronto have given the Company. It views the future with confidence and determination to maintain and improve the service GAS, the modern fuel, has to offer.



UNIQUE FACTS ABOUT TORONTO  
THE GRANGE HOUSE  
Built about 1815 is the historic nucleus of the Art Gallery of Toronto. It was formerly the residence of the late Professor Goldwin Smith who bequeathed it to the City of Toronto for an art museum.

Consumers' Gas celebrates its Centenary by saluting the City it has served for 100 years.

## The Consumers' Gas COMPANY OF TORONTO

On its 100th Anniversary, Consumers' Gas pays tribute to the support and encouragement it has received over the years from the proprietors and management of Toronto's hotels and restaurants.

UNIQUE FACTS ABOUT TORONTO  
— THE ROYAL YORK —  
Largest hotel in the British Empire—1200 rooms. Here is a complete town in itself, staffed by 1300 employees whose activities vary from laundering to silverplating.

## The Consumers' Gas COMPANY OF TORONTO



MAP OF TORONTO  
*Showing*  
CONSUMERS' GAS COMPANY  
LOCATIONS

1. Home Service
2. Station H
3. Sales Branch
4. Station C
5. Service Shops
6. Head Office
7. Sales Branch
8. Station A
9. Station B

