

# CIHC

## Canadian Industrial Heritage Centre

CIHC Canadian Industrial Heritage Centre Newsletter

Fall 2010

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### Canadian Industrial Heritage Centre (CIHC)

is located at 136  
Dalhousie St. Suite 201  
In Brantford, Ontario.

Mailing address:  
PO Box 23055  
Brantford, ON  
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## Canadian Industrial Heritage Centre (CIHC) Asks Brantford's Municipal Candidates Heritage Questions



issues related to **built heritage**. The CIHC is encouraging all candidates to respond and intends to publish the responses on the CIHC website and through local news agencies. See the CIHC website for a copy of the questionnaire:  
[www.canadianindustrialheritage.org/news](http://www.canadianindustrialheritage.org/news)

The preservation of built heritage has become a significant issue in communities across Ontario, as well as in Brantford. The CIHC has distributed a **Heritage Questionnaire** to all Brantford Municipal Candidates. The questionnaire is based upon questions drafted by the **Architectural Conservancy of Ontario (ACO)** and is intended to gauge candidates' positions on



## The Canadian Industrial Heritage Centre Needs a New Logo

The **Canadian Industrial Heritage Centre (CIHC)** has launched a **Logo Design Contest** in search of a new and unique logo for the CIHC. Entries can be submitted until the end of October 2010. The winning entry will be awarded a **\$400.00 cash prize**. For more information and entry forms contact the CIHC at [info@canadianindustrialheritage.org](mailto:info@canadianindustrialheritage.org) or **519-732-1000**. Entry forms can also be found on the CIHC website: [www.canadianindustrialheritage.org](http://www.canadianindustrialheritage.org).

## Call for Donations: The CIHC Needs Your Help!

The Canadian Industrial Heritage Centre is moving forward towards its goal of creating an Industrial Heritage Centre in Brantford. However, the CIHC needs your help to achieve this goal. If you believe in **preserving and promoting industrial history**, keeping these important stories alive for future generations, please support the CIHC. The CIHC is a registered charitable non-profit organization. Donations over \$10.00 will receive an **income tax receipt**. The CIHC is also looking for **artifacts and historical documents** related to industrial history for its collections. The continued existence of the CIHC and the future creation of an Industrial Heritage Centre in Brantford is dependent on generous individuals like you. Please consider supporting the Canadian Industrial Heritage Centre.

[www.canadianindustrialheritage.org](http://www.canadianindustrialheritage.org)

[info@canadianindustrialheritage.org](mailto:info@canadianindustrialheritage.org)

## Notes from the CIHC Annual General Meeting 12 June 2010



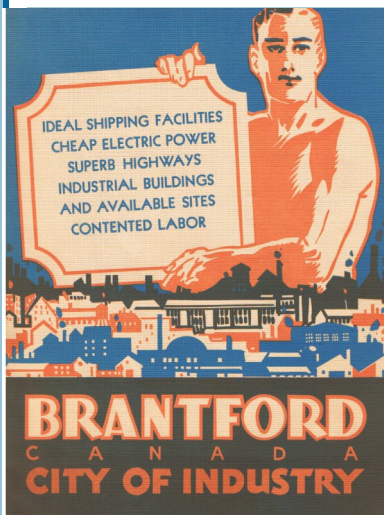
The **Canadian Industrial Heritage Centre** held its **Annual General Meeting** on June 12th at Laurier Brantford's Odeon Theater. It was a great afternoon filled with interesting presentations, a round-table discussion, a film about Brantford from Laurier Brantford journalism student **Joel Tansey**, and a passionate speech from CIHC honorary patron **William Cockshutt**. At the meeting CIHC members voted to accept the revamped CIHC By-laws, copies of which are available to all CIHC members on request. The CIHC also welcomes new directors **Yvonne Drebert** and **Justin Sharp** to its Board. Long-time director **Rob Adlam** became the new CIHC president.

### A Message from CIHC New President Rob Adlam

It was a great honour for me to be given the opportunity by the board to serve as your **President** for the next two years. I have served on the board since the CIHC's formation back in 2001, in various capacities including Director and Vice-President.

I was born and raised in Brantford and I am currently the fifth generation of my family to work in Brantford's famed and storied industries. My great great grandfather was a carpenter employed by the **Spencer Brewing Co.** in Brantford in the 19<sup>th</sup> century; followed by my great grandfather (at **Massey-Harris**), my grandfather (at **Paterson's Candy**), my father (at **Canadian Blue Bird Coach**), and myself at **S.C. Johnson & Son Ltd.** Combined, our tenure is close to 150 years of service. As you can see, the work of the CIHC is something that is of special interest and great importance to me personally. I am also a member of other related heritage organizations: the **International Cockshutt Club**, the **Twin Power Heritage Club (Massey-Harris-Ferguson)**, and the Brantford-Brant chapter of the **Architectural Conservancy of Ontario**.

This is an exciting time for our organization as we continue to work toward our ultimate goal in establishing an Industrial Heritage Centre in the **Cockshutt building** in Brantford. Our website has undergone a new look and new features will continue to be added in the near future. Please visit this site regularly at [www.canadianindustrialheritage.org](http://www.canadianindustrialheritage.org) to keep up to date on developments as they occur. We are now on **Facebook** (<http://www.facebook.com/home.php?#!/group.php?gid=324740194583&ref=ts>), which will also provide updated information as well as a discussion forum for our members and the general public. I would invite you to give me your feedback about the CIHC as well as any questions that you may have. You can contact me at [info@canadianindustrialheritage.org](mailto:info@canadianindustrialheritage.org) or by calling or writing to our office using the information provided in this newsletter. Please consider volunteering with and financially supporting the CIHC, your help makes all the difference and together, **"Let's make history in Brantford!"**



### Canadian Industrial Heritage Centre Launches In-Class Education Programs

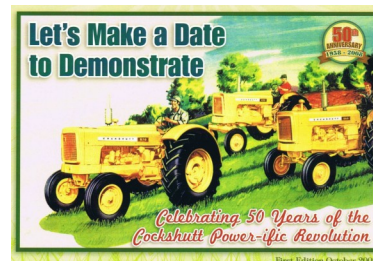
The **Canadian Industrial Heritage Centre (CIHC)** is pleased to offer in-class curriculum based education programs for students in the Brantford area. These in-class programs provide opportunities for students to learn about Canadian history and heritage using the local context of Brantford. The rich **local history of Brantford** can be used to illustrate many of the themes of the public school curriculum, from **grades 3, 7 & 8, and high school levels**. With historical images and artifacts, the in-class education program is a great way for students to learn about the larger concepts in the curriculum while also learning more about the history of their community. Email or phone the CIHC for more details.

## DVDs For Sale through the Canadian Industrial Heritage Centre



**"The Cockshutt Way"** 5 DVD collector set produced for Cockshutt Farm Equipment and White Farm Equipment from 1957 to 1981. \$75.00 CDN/\$72.00 US.

Cheques or money orders made payable to:  
Canadian Industrial Heritage Centre  
PO Box 23055, Brantford, Ontario, N3T 6K4  
Phone: 519-732-1000  
info@canadianindustrialheritage.org

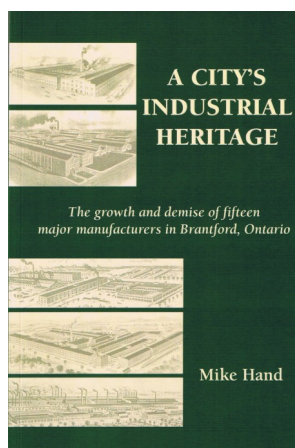


**"First in the Field"** 5 DVDs produced by the Cockshutt Plow Company and the Government of Ontario from 1922 to 1955. \$75.00 CDN/\$72.00 US.

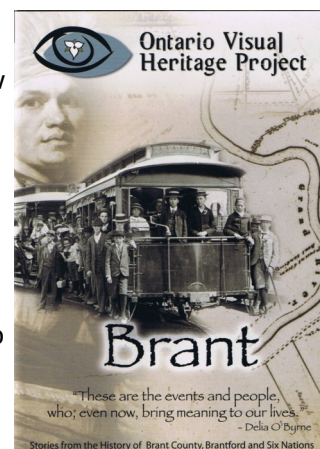
Single disk copies of "First in the Field" now available at \$25.00 CDN/\$22.00 US.

**Now Available single DVD "Let's Make a Date to Demonstrate"** featuring footage of the 500 series tractor from Cockshutt industrial shows and other ads. \$25.00 CDN/\$22.00 USD.

## Now Available from the Canadian Industrial Heritage Centre!



The Canadian Industrial Heritage Centre is proud to offer for sale two interesting and informative products: the new book *A City's Industrial Heritage, the growth and demise of fifteen major manufacturers in Brantford, Ontario* by **Mike Hand**, and the DVD *Brant County* produced by the **Ontario Visual Heritage Project**. The book *A City's Industrial Heritage* is available for \$14.95 and the DVD *Brant County* for \$20.00. Partial proceeds from both products go towards fundraising for the CIHC. Please contact the CIHC at info@canadianindustrialheritage.org or 519-732-1000.



## Join the CIHC Today and be a Part of our Exciting Future!

### CANADIAN INDUSTRIAL HERITAGE CENTRE MEMBERSHIP FORM

Date: \_\_\_\_\_ Name: \_\_\_\_\_

Full Address: \_\_\_\_\_

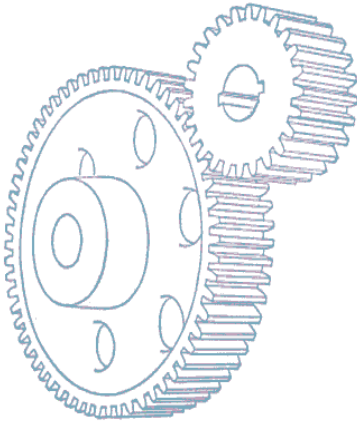
Telephone: \_\_\_\_\_ Email: \_\_\_\_\_

Membership category:

Student: (\$10) \_\_\_\_\_ Individual (\$20) \_\_\_\_\_ Family (\$25) \_\_\_\_\_

Membership fees may be paid by cash, cheque or money order. Please make cheques or money orders payable to the *Canadian Industrial Heritage Centre*. Our mailing address is: PO Box 23055, Brantford, ON, N3T 6K4. Donations of \$10 or more, above membership fees, are tax deductible. Charitable number #861470623 RR0001





# CIHC Canadian Industrial Heritage Centre

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## Our Vision:

To promote and honour Canadian Industrial Heritage through public education and the preservation of historical data, resources, and artifacts.

We are committed to telling the *induSTORY* of  
Canadian industrial heritage!

The CIHC would like to thank everyone for their continued support, including:

**Ontario Trillium Foundation**, for two year grant to enhance the CIHC.

**Brant Community Foundation**, for grant to develop CIHC website.

**LJS & Associates**, for providing office space and administrative resources.

**Spruce Row Museum** for exhibiting CIHC Cockshutt artifacts.

All CIHC **members** and **volunteers**.

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## The Products of Greenwich-Mohawk: Brantford Coach and Body Ltd

### "Progress in Payloads" By Rob Adlam

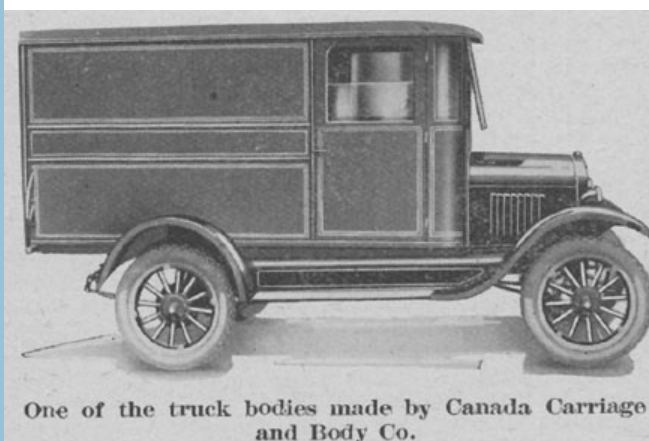
This third instalment of the companies on the **Greenwich-Mohawk** brownfield site in Brantford, will examine the final transition from a carriage and wagon based transportation industry to that of the automotive era.

In the early 20<sup>th</sup> century the demands of industry and the growth of cities required the conversion of transportation to a form that could only be supplied by trucks and automobiles. Up to this point transport needs were furnished by numerous independent small carriage/wagon manufacturers and blacksmiths. All of this changed with the new realities of the internal combustion engine. As time progressed and demands changed, the number of companies in this industry steadily reduced to the point that a strong leader emerged with **Brantford Coach and Body Ltd**.

BC&B's predecessor, **Canada Carriage and Body Co.** was formed in 1924 as the result of several years of mergers of the main carriage and wagon manufacturers in Canada, and came under the control of the **Cockshutt Plow Co.** By 1927, Canada Carriage was "the largest manufacturer of truck bodies in the Dominion," according to the *Brantford Expositor*. Canada Carriage and Body Co. became BC&B in 1938.

During the 1930's the product line was regularly expanded to include buses, dump trucks and hoists, station wagon bodies, camping trailers, and hearses. The Second World War had the factory at **22 Mohawk St.** (formerly the **Adams Wagon Co.**, which was merged into the Canada Carriage and Body Co. in 1929) turning out special vehicle bodies for the army.

With the end of the war, business once again focused on non-military needs. With the emphasis now being housing and roads (and the means of shipping goods along those new roads) production mainly was that of dump truck bodies and semi-trailers, and Brantford Coach and Body was the leader in Canada in the production of these.



One of the truck bodies made by Canada Carriage and Body Co.

By 1959 a new factory was constructed in Cainsville, on the outskirts of Brantford. After the takeover of Cockshutt in 1958, BC&B was sold to Novo Industrial Corp. and the name was changed to Brantford Trailer and Body Ltd. The next 30 years would witness further acquisitions and name changes between the **Trailmobile** and Fruehauf companies. The end came in 1990 with the closure of the Cainsville plant and production moved to facilities in the U.S. However, Brantford had, without a doubt, left its mark on the transportation industry in Canada.

For a more detailed history on Brantford Coach and Body, read **About Cockshutt**, by **William H. Cockshutt** and **From Wagon to Trailer: A History of Trailmobile Canada and its Forerunners**, by **Michael Hand**.

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