

North Bay's "Old Home Week" 1925 and 1935: Civic Celebration, Commemoration, and Tourism Promotion.¹

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Introduction

North Bay's first 'Old Home Week' celebration was held in 1925, the second in 1935. A form of tourist promotion which emerged in the early 20th century and proliferated in Ontario in the 1920s, the Old Home Week was aimed at a select audience, the "Old Boy". The first Old Home Week may have been organized in Greencastle, Pennsylvania in 1902.² Certainly by the 1920s the idea of Old Home Week was so prevalent that no one seemed to know where it came from. Throughout Ontario in the 1920s, towns and small cities organized similar celebrations.³ Sometimes referred to as 'Old Boys Reunions', these civic events may well have borrowed from the notion of the school reunion. Cast at the grander scale of the town, however, these reunions sought to bring all previous residents back for a look at the old town and a visit with former acquaintances. This created the unusual situation where the tourist was at once the tourist and the attraction. If one could meet up with old friends there was greater motivation to attend. This, and the promotion of these

events as civic celebrations, tended to mask their overt promotional goals.

In the early twentieth century and especially in the inter-war period, a combination of factors including an increase in the amount of leisure time available, better roads and the greater affordability of motor cars, resulted in the development of motor touring as a popular pastime in North America. This greatly increased the flexibility of travel and all areas became potential destinations. Some like Quebec and Nova Scotia drew tourists because of their rural settings and folkloric qualities.⁴ In British Columbia tourist promotion, as Michael Dawson has shown, was still closely linked to boosterism in this period. He does not see a contradiction between tourists travelling to escape for a time the stress of modern life, and being interested in the economic potential of the areas they were visiting. "Nascent tourism promotion bodies in British Columbia, however, saw tourism as a strategy for luring settlers and agricultural and industrial development to the province. They shared this approach with booster organizations throughout western Canada that advertised their towns and cities as wilderness preserves in the hope that deep-pocketed eastern investors would be convinced to settle in the west."⁵ This is not surprising as promotion was still largely done by individual

towns and cities, and only slowly did regional or international organizations for tourist promotion emerge.

The promotion of tourism by the North Bay Board of Trade and the 1925 'Old Home Week' committee definitely had a lot in common with the trends found in British Columbia by Dawson. Organized in 1894 by many of the same men who were involved in city politics, the Board of Trade promoted North Bay to potential investors and visitors alike. A visiting American in 1909, Anson Gard, claimed that North Bay was one of the most progressive towns in Ontario thanks to them.⁶ In a 1913-14 booklet they extolled: "North Bay possesses the elementary features so necessary to a successful manufacturing centre, including good, natural, livable accommodation for workers, exceptional shipping facilities and cheap electric power."⁷ At the time they were convinced that construction of the Georgian Ship Canal would begin shortly and that North Bay would soon be a Great Lakes port. After engineering surveys were completed the plan was put on hold. Parliament voted down a proposal to begin construction in 1919.⁸ Locally promoters continued to hope that the plan would be revived and a 1931 tourist information brochure still put out much the same message:

North Bay is the logical shipping point to the North. North Bay, when it can supply power (which it will shortly) will be the natural manufacturing headquarters for this

great and ever-increasing market [Northern Ontario]. When the French River is opened to Great Lake freighters, and that project is, by no means, a dead issue, as many influential men will testify, North Bay, in a few years after the unloading of the first boat at its dock, will be one of the busiest and most thriving cities in the Dominion.⁹

North Bay saw itself as the "Gateway" to the north, also referred to as the land of gold. The construction of railways through northern Ontario had opened up opportunities for the miner, farmer and lumberman. Promoters of tourism, as in British Columbia, felt that if they could get people to see this country for themselves, they might well become interested in investing in it also.

By the late 1920s, however, tourism was becoming an industry in its own right and its economic impact was increasingly in the tourist dollars spent in an area rather than the potential for investment later.¹⁰ In keeping with this transformation, boosterism had largely disappeared from the advertising for the 1935 Old Home Week. Instead promoters of North Bay's Old Home Week celebration placed the spotlight on five new citizens of the north, the Dionne Quintuplets. They advertised a trip to Old Home Week as a way to get to see the Quints who turned one on May 28th and were exhibited to the public according to a regular schedule from June on.¹¹ Although the region had a lot to offer by way of a wilderness or anti-modern holiday, the

Dionne quintuplets were a far stronger draw. An estimated 250,000 came to see them in 1935 and that number continued to increase every year until 1938.¹² Once people came, however, the task was to get them to stay and to enjoy other attractions. The Old Home Week celebrations of 1935 did just that for the estimated 20,000 visitors who responded to the call.

In this paper we use the souvenir booklets produced to serve as mementos of the occasion, and coverage of Old Home Week in the *The Nugget* and the *Toronto Globe* to examine the organization and funding of these celebrations, the image of North Bay in the promotional literature produced, and the way in which the program and pageantry reflected, or not, the nature of North Bay society at the time. We are particularly interested to know the extent to which the minority groups in North Bay were represented in these celebrations. From its origins in 1882, North Bay remained a village in size until 1901 then grew quickly to about 7000 by 1911. It had reached the required 12,000 people to gain city status in 1925 but its population remained around 15,000 from 1931 to 1941 (Figure 1). In 1901 more than 75% of its population was of British origin (Figure 2). The French Canadians in North Bay were already numerous in 1901 with 19% of the population. The remaining 6% of the population was of European or other ethnic origin none of whom

were Italian. The Old Timers being called back to North Bay in 1925, therefore, would have been primarily English-speaking.

North Bay's population became somewhat more diverse

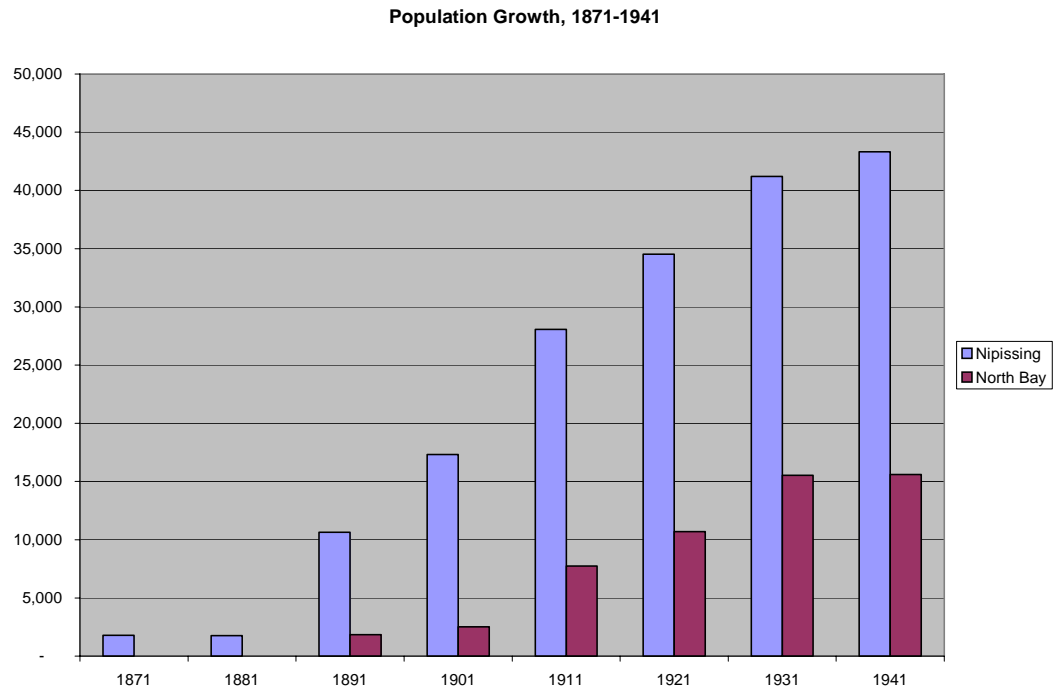


Figure 1: Population Growth in North Bay and Nipissing District, 1871-1941. Source: The Census of Canada.

over the next few decades. In 1931, French-Canadians remained the largest non-British group with 23% of the population, followed by the Italians who made up 5% of the population. Numerous other ethnic groups, each of them small in number, made up only 10% of the population (Figure 3). The people of British origin thus made up almost 65% of the population. There were almost no aboriginal people living in North Bay but the Nipissing First Nation lived nearby and the Dokis along the

French River. The Old Home Week celebrations reflected the dominant place of the British population in North Bay, particularly in 1925.

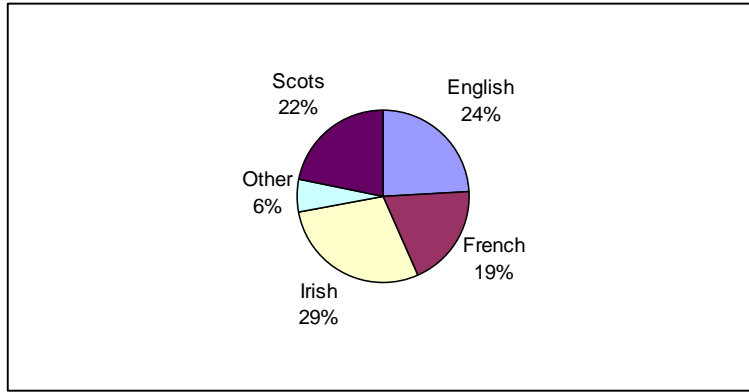


Figure 2: The Ethnic Origin of the Population of North Bay in 1901. Source: Census of Canada.

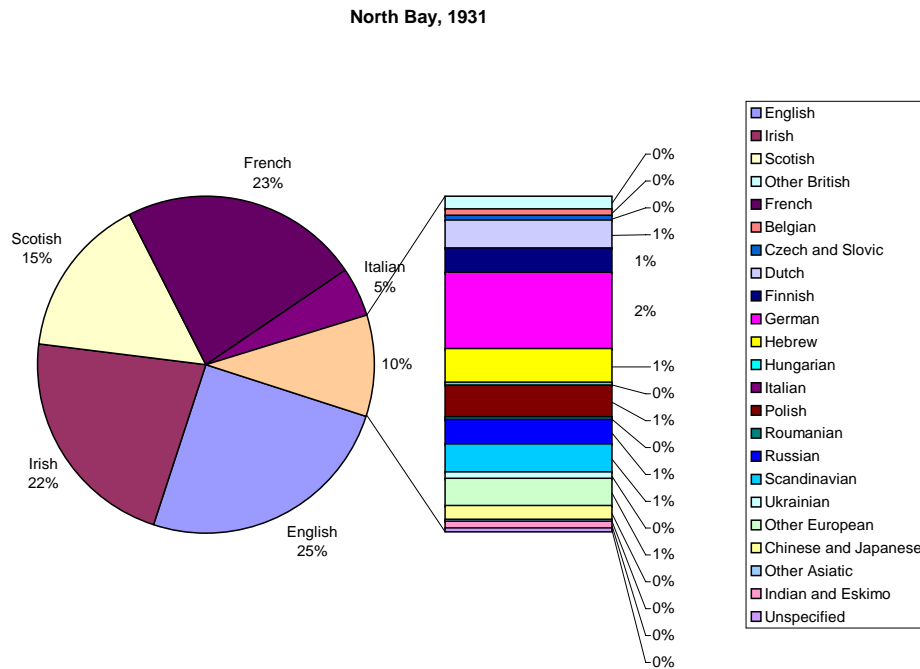


Figure 3: The Ethnic Origin of the Population of North Bay in 1931. Source: Census of Canada.

I. Organization and Funding

In 1925, plans for an Old Boys' Reunion reunion in the first week of August were already under way when the city learned that the earliest date it could receive its charter of incorporation as a city was August 2nd. It seems likely that the event took on greater significance and that a more elaborate celebration was planned once this was realized. As early as February, J. W. Richardson, chair of the finance committee of the Old Boys, asked the town to guarantee a grant of \$3500 for the organization of the Reunion celebrations.¹³ The city does not appear to have responded at the time but shortly after this Mayor McDonald was in attendance at an informal meeting called by the Commercial Travellers' Club of North Bay to discuss among other matters, the successful operation of the Old Boys' reunion. H. Humphrey, general superintendent of the Algoma district of the C.P.R. was also there.¹⁴ The railways, like the town, had a vested interest in an event which would bring many tourists to town. The decision to create a souvenir booklet for the celebrations was made in March.¹⁵ In April City council created its own committee to work with the Old Boys' Reunion committee and voted a grant of \$1000 for the celebrations.¹⁶ Another \$2000 was granted at some point for a total of \$3,000,¹⁷ almost as much as the committee had asked for. The city was therefore a major participant in and supporter of the

celebrations. Although the transition did not occur immediately, by May most of the references to the August celebrations now referred to them as "Old Home Week" and this was the term used by the publicity committee on its envelopes and the souvenir book.¹⁸

Although Old Home Week in 1925 did not originate with city hall, therefore, it had its blessing and a substantial contribution from public funds. Those involved in its organization were from North Bay's civic elite including nine former or future mayors. The investment of several thousand dollars into these celebrations was considered worthwhile by the business leaders of North Bay because the thousands of visitors they hoped to attract would not only spend money while they were in North Bay but would also, hopefully, return again and spread the word on all the advantages that North Bay had to offer. The promotional campaign engaged in for the celebrations was similar to the boosting done by the Board of Trade in the past and many of the same people were undoubtedly involved.

As the scale of the celebrations increased, so too did the amount of effort required to bring it to a successful conclusion. Until at least February, the President was R.F. Mason, but he was replaced by John Ferguson, the "founder" of North Bay. There were four vice presidents, a secretary and

treasurer and an executive committee of eleven members (Figure 4). The finance and publicity committees played an important



Old Home Week Executive Officers

Top Row:
P. McCool, Vice-Pres.; C. J. Knox, Treas.; Dr. J. B. MacDougall, Vice-Pres.
Centre: John Ferguson, Pres.
Bottom Row:
J. H. McDonald, Vice-Pres.; Wilfrid Aubry, Vice-Pres.; H. P. Charlton, Sec'y.

Figure 4: Portraits of the Old Home Week Executive in 1925 from the Souvenir Book. Courtesy of the North Bay Chamber of Commerce Museum, North Bay, Ontario.

role from the beginning. As the celebrations approached committees were also formed to oversee billeting, entertainment, motors, bands and music, decoration and lighting, membership, privileges, programme, sports, aquatics, football, track, baseball, horse racing, transportation quoits and horse shoes. The Civic Reception, Old Timers, Old Timers Ladies' Committee,

Soldiers' Re-Union, and the Pioneers' Reception committees were formed to attend to the guests who came. The latter was the largest with about 153 members.¹⁹ The list of committee members reads like a who's who of North Bay society (Figure 5.) Its members were almost exclusively Anglophone. The ladies were

Pioneers' Reception	
Adam Torrance (Chairman)	Mr. and Mrs. Lott Britton
Mrs. J. H. Jessup (Secretary)	Mr. and Mrs. John Russell
Judge H. D. Leask	Mr. and Mrs. Alfred Brown
Mrs. Adam Torrance	Mr. and Mrs. Linos O'Connor
Dr. and Mrs. J. B. McDougall	Mr. and Mrs. Michael Brennan
Mr. and Mrs. John Ferguson	Mr. and Mrs. Larry Brennan
Mrs. Judge Doran	Mr. and Mrs. John Doyle
Judge and Mrs. J. M. McNamara	Mr. and Mrs. Wm. Ferguson
Mr. and Mrs. Geo. Hutcheson	Mr. and Mrs. Robt. Rankin
Mr. and Mrs. Jas. Fallon	Mrs. Oscar Barnhardt
Mr. and Mrs. Thos. Reynolds	Miss Sarah McIlvenna
Mr. and Mrs. W. D. Parks	Miss Maude Laing
Mrs. Amelia Parks	Mr. and Mrs. W. D. McDonald
Mr. and Mrs. H. Marleau	Mr. and Mrs. Dan St. Pierre, Sr.
Mrs. Patrick Bourke	Mr. and Mrs. Wm. Thomas
Thomas Bourke	Alfred Luxton
Mr. and Mrs. Thos. Turner	Mr. and Mrs. Henry Biers
Mr. and Mrs. John Blanchet	Mr. and Mrs. Harry Trelford
Mr. and Mrs. Jas. Fowler	Arthur P. Lamourie
Mr. and Mrs. W. A. Martyn	Elmer Eddie
Mr. and Mrs. Jas. McCluskey	Mrs. Dan McIntyre
Mr. and Mrs. Geo. Leach	Mrs. Ilma McDiarmid
Alex and Miss Begg	Dr. McMurchy, Sr.
Miss Jessie Ferguson	Miss Jean McMurchy
William Comrie	Mr. and Mrs. Jas. McGonegal
Benjamin Brill	Harry Thorpe
R. Tyner	Mr. and Mrs. T. N. Colgan
Mr. and Mrs. Dave Elliott	Mr. and Mrs. Geo. E. Hay
Dr. and Mrs. A. McMurchy	Mr. and Mrs. Robt. Dicker
Mrs. Tilley	Mrs. Wm. Milne, Sr.
Mrs. John Cockerline	Mrs. Isabella Baxter
Miss Edith Robertson	Miss Margaret Baxter
Mr. and Mrs. Antoine Seguin	Mr. and Mrs. A. C. Amos
Mr. and Mrs. W. C. Brown	Major E. J. Young
Mr. and Mrs. Jas. McIlvenna	Mr. and Mrs. Patrick McCool
Mr. and Mrs. A. C. Rorabeck	Mr. and Mrs. E. W. Ross
Mr. and Mrs. W. J. Dreany	Mr. and Mrs. A. A. McIntosh
Mr. and Mrs. Linley McIntosh	Mr. and Mrs. G. W. McDonald
Dr. R. A. Torrance	Dr. Walter Morgan
Mr. and Mrs. Peter King	Mr. and Mrs. Louis Chapelle
Mr. and Mrs. Geo. Drake	Mrs. Fred Milne
Lorne G. Devine	John McPherson
Dr. E. J. Brennan	Mr. and Mrs. Thos. Torrance
Mr. and Mrs. J. E. Lehman	Mrs. Alex. McGillis
Mrs. H. M. S. Detlor	Wm. McKee
J. T. Lovell	Wm. Hallandale
Nelson Aubry	Jas. Dunnigan
Mac Thibeault	John Cleminson
Mr. and Mrs. Jas. Bourke	Mr. and Mrs. Jas. Devine
Mrs. Edward Morgan	Milton J. McDivitt

Figure 5: The Pioneer Reception Committee from the 1925 Souvenir Book. Courtesy of the North Bay Chamber of Commerce Museum, North Bay, Ontario.

invited to sit on three committees: Billeting, Old Timers Ladies' Committee, and the Pioneers' Reception Committee. All of the others are exclusively male. This kind of division of labour by gender was usual, at the time.

Overall, the effort put into the organization of North Bay's first Old Home Week paid off and it was estimated that around 10,000 visitors attended. The railroads played a role in this success by lowering their rates and increasing their service through special trains thereby allowing for the record number of visitors. Merchants had been warned that no artificial raise in price would be tolerated and it seemed that no complaints were registered by visitors on that score. The police also reported that the city kept reasonable order during the week, with no arrests made until the final day of the celebration.²⁰ The city was also pleased with the results and at its August 10th meeting a motion of thanks was passed:

"Moved by Alderman Morland, seconded by Alderman Angus, that this Council congratulate the Old Home Week Committee on the way they handled the Old Home Week in such an able and successful manner, also that Council express appreciation of general and generous response of the railways, organizations and citizens generally towards making the week such a tremendous success." Carried.²¹

The idea for an Old Home Week celebration in 1935 to mark the 10th anniversary of the city of North Bay originated with the

1934 City Council. Given the city's almost total withdrawal from the events in 1935, this completely different view of the situation by the 1934 council is of interest. The 1934 council appointed a special committee to look into the feasibility of putting on an 'Old Home Week' in 1935 and contacted the Board of Trade, Rotary Club, Lions Club, Motor League and Great War Veterans, "advising them of the setting up of this Special Committee of Council and the purpose, [and] requesting that they in turn, appoint representatives from their various bodies to confer with this Special Committee with a view of setting up a General Committee, to plan and develop the undertaking." Their efforts would be passed on to the 1935 Council. The motion further recommended "that the City Council off 1935 place the sum of Five Thousand Dollars in the current Estimates of that year, to cover expenses, and that the dates for the "Old Home Week" shall be set so as not to conflict with any convention that may be coming to the City in 1935."²²

The new city council, faced with the incredibly high cost of providing relief during the Depression, however, did not agree with their predecessors and placed only \$1000 for Old Home Week into the estimates.²³ As the week was expected to bring in \$3500 and cost \$7000 the organizers felt it would be impossible to continue without a \$5000 guarantee from the city. "City

council, however," *The Nugget* reported, "is opposed to any expenditure that will boost the tax mill rate, and see no way of evading the increase, if \$5000 were allotted for this year's celebration. The Contingent Committee is the only one that could handle the amount, and this would mean a curtailment of relief in the city."²⁴ The organizers faced a major problem as it also seemed impossible to cancel the event since "upwards to 125,000 envelopes [had] been circulated to all corners of the continent to announce North Bay's Big Week in 1935..."²⁵ The city councilors soon thought that even \$1000 was excessive, however, and in February they voted to cancel the allocation of this money.²⁶ Without this backing the eleven member executive council which had been overseeing the organization resigned.²⁷ City Council was not opposed to the event but if it was to happen, private money would have to be found to fund it. When a plan was formulated which would allow the event to go ahead the city was pleased and moved: "that the service clubs of the City be congratulated for their independent action in connection with promoting a week of entertainment and re-union, and City Council go on record endorsing such independent action on the part of the various service clubs."²⁸ They did agree to spend \$300 to decorate the streets but that money would come from the Convention account. Even an attempt to have the city hold a banquet for ex-mayors and ex-aldermen of the city and present

council failed.²⁹ Unlike 1925, therefore, the 1935 Old Home Week celebrations would go forward without public funding. This would impact on their organization and the program as the sponsor of each day would largely determine the program for that day. Each group would have to fundraise in the community to cover their share of the costs. The claim made on the title page of the souvenir book of 1935: "A Community Festival Backed and Supported by Every North Bay Citizen" was therefore quite justified.

Over the next few weeks various service clubs and organizations considered whether or not they could help support the Old Home Week celebrations by sponsoring a day. *The Nugget* played its role of keeping the issue in the news and often on the front page. New groups came forward to indicate their interest. The 159th Battalion Re-union committee, already planning a re-union also came forward to take a day. The Shriners received the support of their Toronto brethren to visit in force (1000 to 1500).³⁰ When Mayor Bullbrock called a meeting to reorganize the effort, eight organisations were represented: Lions Club, Rotary Club, Shriners, Commercial Travellers, 159th Battalion, Knights of Columbus, Le Cercle Canadien-Français, and La Federation des Femmes Canadiennes-Françaises.³¹ More meetings were held. The Lions and Rotary Clubs faced a difficult decision as their plans

were for a community day on July 1st and they would have to give this up if they chose to support Old Home Week instead.³² As the talks continued the editor of the *Nugget* questioned whether North Bay residents simply didn't care whether Old Home Week was a success or not. He reminded them that "...thousands of envelopes and parcel stickers, advertising Old Home Week in North Bay, August 4 to 10, were distributed as far as mail, express and freight goes from the city..." and that the Dionne Quints would be ready to be seen by public by then.³³ Finally the Lions and Rotary both opted to remain with their July 1st plans leaving Old Home Week to other groups.³⁴

It was early April before the organization began to take on its final shape. The various groups divided the days of the week between them and a whole week was assured. A proposal made by Harry Lottridge of Hamilton to run a carnival for the week in return for \$2100 was accepted. Each organization was to get \$300, and the final \$300 would go to the central committee. The well known Shredded Wheat Biscuit Band was also obtained for two days.³⁵ An Old Home Week Central Committee with representatives from the participating groups was created at the next meeting and Dan Barker was chosen as General Chairman.³⁶ The final contract with Lottridge was signed by the Mayor for the city and the Old Home Week Central Committee. He agreed to be in place

from August 5th through 10th with his carnival, to run booths, sell gifts and souvenirs, and to be responsible for printing the souvenir book. Fireworks and a large band would also be his responsibility.³⁷ The mayor considered this the best arrangement for all concerned.

With the structure finalized, individual groups could begin to plan and fundraise for their "day". The Motor Club, for example, wrote to various clubs asking them to make the trip to North Bay for Old Home Week. They recognized the importance of the Dionne quintuplets as a drawing card for tourists and in Windsor, the Essex County Automobile Club was told "that the northern organization values the publicity obtained through the birth of the five babes at one million dollars."³⁸ They received positive endorsement from the Ontario Motor League. Their secretary promised: "the Ontario Motor League will purchase Old Home Week envelopes and will do everything to make the North Bay Motor Club Day a howling success. Mr. Guay informed President H.B. Nichols that there is a possibility of several floats being brought in from outside points to take part in the parade, while motorists from other Clubs will be extremely numerous."³⁹ Other clubs were engaged in similar planning activities.

The Central Committee set June 8th as the deadline for groups to have their program ready. They also worked on a plan for a

parade and established an Old Timer's Committee to greet arrivals.⁴⁰ They approved "the design for an envelope and stationary bearing a picture of the Dionne Quintuplets to be used by the organizations sponsoring days in the week and by the Central Committee"⁴¹ and made arrangements with *The Nugget* to sell it as well. Responsible for the overall events they worked with the city to arrange venues for sports and other activities, planned the routes of parades and saw to the myriad details which would make the event a success. Finally, as the week approached, Chairman Dan Barker appealed to the people of North Bay to participate and to treat Old Timers and strangers alike in a respectful and friendly manner:

...we appeal to all Citizens to tune up for the occasion. Dress our young city up in its glad and beautiful clothes, that it may reflect the spirit of its people.

We have reason to be proud of our city and of the spirit that all elements, which make up our cosmopolitan population, display. We have peace, moderation, toleration, and a co-operation that makes for a happy and contented family.

Let us join hands on this our 10th anniversary of cityhood -- extend to our fellow citizens the glad hand of real fellowship. Let us give our warmest welcome to old timers, who return to visit us on this occasion, and have them carry away the feeling that NORTH BAY, the old home town, is the best of all.

Let us meet, greet and welcome all new comers and strangers, initiate and immerse them in that broad and happy spirit of the North, that after Old Home Week is over, we may all know, love and respect each other better than before.

Respectfully yours, DAN BARKER, Chairman.⁴²

The North Bay Board of Trade, although not an Old Home Week sponsor, had the promotion of North Bay as its mandate at all times. They acted to advertise the festivities and to facilitate travel to North Bay by sending out 10,000 copies of their special "Quintuplet Maps" which highlighted the Dionne quints and the Old Home Week activities. These were sent to various tourist information bureaus across the province including Sarnia, Niagara Falls, Prescott, Morrisburg, Ottawa, Fort Erie, Cornwall, Toronto, Sudbury, and Sault Ste. Marie.⁴³

By June details of the program started coming out. *The Nugget* kept Old Home Week in the forefront of people's minds.

Individuals made their own personal plans for the celebrations as an increasing number of visitors made a commitment to come.

By July organizers were optimistic that the program would be equal to that of 1925. The terrible conditions of the Depression were not forgotten but the Old Home Week celebrations were seen as a healthy week of respite from thinking about it.

II. The Image of North Bay in OHW Advertising and Promotion

The Old Home Week Celebrations of 1925 and 1935 generated a lot of media attention. It is important to remember, however, that the advertising, the souvenir books, and even the newspaper articles on the history of North Bay which were written for

these celebrations were designed to promote North Bay to the world as a place to visit, invest in, or move to. The image of North Bay which emerges from these documents is therefore likely to be overly positive and to ignore some of the conflicts and complexities of North Bay society.

a) The Invitations

The promotion of Old Home Week celebrations was aimed at persons who had a previous link to the community, the 'Old Timers'. The community was called upon to provide names and addresses for those likely to visit and a personal invitation was sent out to thousands of prospective visitors. These invitations had to have a strong impact, as they were likely to be the first item of information about the celebrations that the person receiving it would see. The 1925 invitation was visually commanding as it took the form of a proclamation in Old English printed on cream paper with deckled edges.⁴⁴ It looked and felt like an official summons. The size, the quality of the paper, the red seal and the official signatures all made it look like a legal document (Figure 6). It was a challenge to read, however, with expressions like "yoken and unyoken" for single and married, "Burgh-Halle" for City Hall, "merrie men wyl maken musik on instruments of brass and wyd" for bands, and "strong swift champions wyl contend in ye listes in high adventure" for athletes will compete. With effort the message that North Bay

PROCLAMACIOUN

George V, of ye House of Wyndsor, Soberayn Lord, by Goddes grace, of ye United Kyngdom of Greet Britayn and Ireland and of ye British Dominyons beyond ye Sees, Kyng, Defender of ye faith, Emperour of India.

To ye Olden Boyes and Girles, far and nygh, yoken and unyoken, all and sondry who once on a tyme didest abyde in ye burgh of Nord Baye,

Greetyng

Knowe *Þe* that on ye *ii^d*, *iii^d*, *iv^h*, *v^h*, *vi^h*, *vii^h*, and *viii^h*, dayes of ye moneth of Auguste in ye yere of our Lord nineteene hundrede and twenty-fyve, ye shal assembl yourselfen in ye Citie of Nord Baye for to celebrat ye Jubilee of Ye Olde Home Weeke.

Knowe *Þe* that on ye *iii^d* daye of Auguste being Munday at ye houre of six in ye mornyng, with soundyng of syrens of ye C.P.R. and ye C.N.R. and ye T. & N.O.R., and all ye littel whystles of ye town and ye ringyng of bels and ye crowyng of smalle fowles and with joye of all ye citoyens ye hereto burgh of Nord Baye wyl bycommen a citie, whilk event wyl be proclaymed at ten of ye mornyng at ye Burgh-Halle in ye presence of all ye burgesses by ye Mayer, Johann sonne of Donegyld.

Knowe *Þe* that on ye Sunday byforen, ther wyl be prechyng by ye olden prestes of ye chirche and musik by ye syngers of ye olden tyme, and on ye weeke dayes merrie men wyl maken musik on instrumentes of brass and wyd, and strong and swyft champions wyl contend in ye listes in high aventure, and ther shal be sportyng in ye lak of Nipyssinge and racyng on ye trak of Patrycke Makeuyle, ye Prince of Sportes, and in ye shadwyes the ghoosts wyl walke all cladde in ye robes of nicht and ther wyl be sittyng on ye beech with ye olde girle onder ye moon that telleth no tayles, and thereto wyl be processions, and chauntyng of chyldren, and richt herty festes and banquettes, and daunsyng on ye streetes, and joyes to gladden all ye hertes of ye peple.

Knowe *Þe* that ye keyes wyl be youres and ye freedum of ye Citie, and ye shal be holden riht royal burgesses of oure newe Citie of Nord Baye.

Theretore herken ye to this werd and maken yourselfen redy, tary nought but comen with youre sonnes and youre doughters, youre wyves and youre swetheres and alle folkes of youre kyndred to ye olde Citie on a daye of jolitee and merrie chere such as hereto ye had nought knowen.

Herein Fayl nought

Done onder oure hand and Seal and delyvered to our trustye messenger of ye Kynges poste this *xxxvi^t* daye of Merch in ye yere of oure Lorde, *mcmxxv*.



John Ferguson

President of ye Olde Home Weeke.

M. Chauton

Clerke of ye Olde Home Weeke.

Figure 6: The 1925 'Old Home Week' Invitation. Courtesy of Heritage North Bay.

was becoming a city on August 3rd and that "Olden Boyes and Girles" were invited to come to participate in the celebrations would have been deciphered. The style and tone of this invitation suggests the organizers wanted to create an association with North Bay's British heritage. Although located in a region of recent settlement, North Bay's population was in fact primarily born in Canada and of British origin.⁴⁵

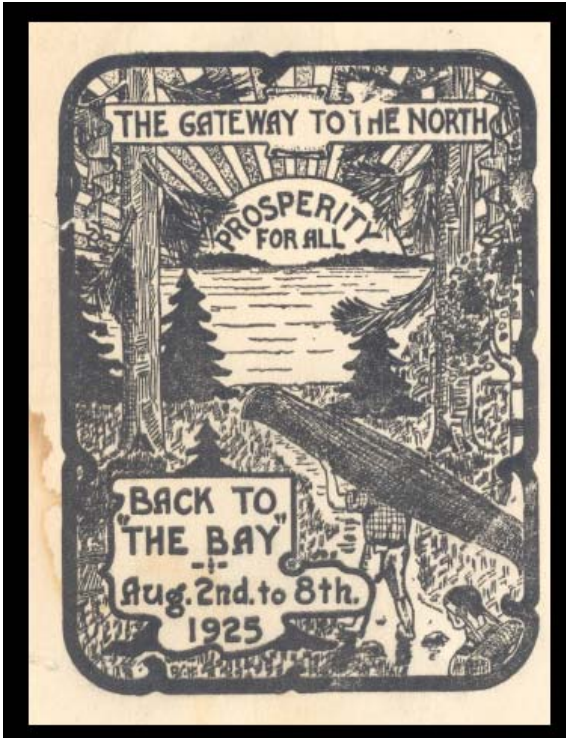
The invitations were sent in special envelope which also served as an advertisement. The dates of Old Home Week were clearly visible to anyone seeing the envelope (Figure 7). Designed by a



Figure 7: Envelope used to advertise Old Home Week in 1925. Courtesy of the Chamber of Commerce Museum, North Bay, Ontario.

local artist, the emblem (Figure 8) used on the envelopes, on special letterhead, and as stickers on parcels was completely different from the invitation, having a wilderness flavour to it.⁴⁶ It shows two men, explorers, emerging from a thick forest,

one of them portaging a canoe. They are approaching a lake with a sunset which proclaims "Prosperity for all". The trunks of two tall trees are crossed by a banner to form the shape of a gateway.



The banner proclaims: "THE GATEWAY TO THE NORTH."⁴⁷ In the corner is the text "BACK TO 'THE BAY' Aug. 2nd. to 8th. - 1925." The image is inviting and bids you to walk into the light and the promised prosperity along with the travelers. Over 5000 invitations were sent out and at least 2000 responded positively.⁴⁸

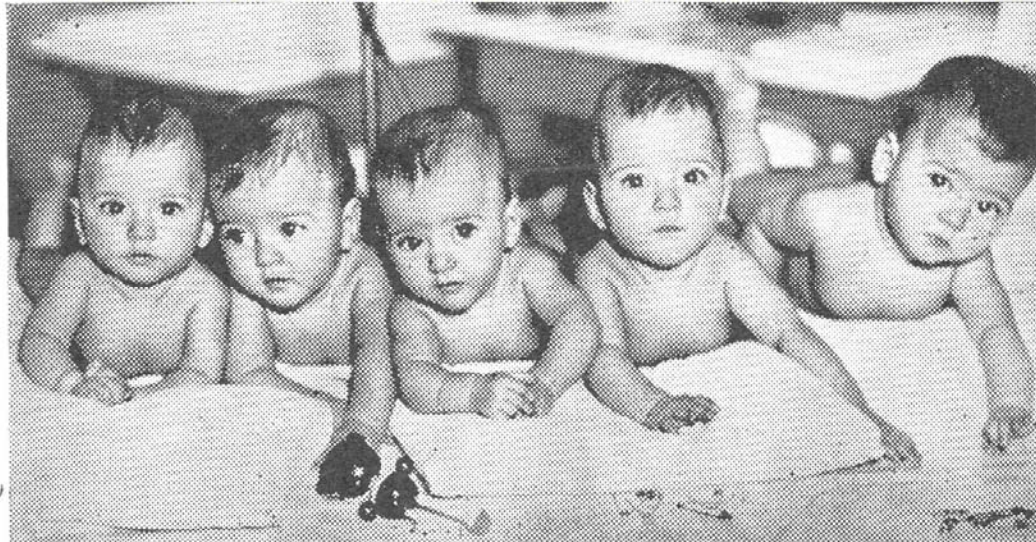
Figure 8: Close up of the Emblem on the Old Home Week Invitation Envelope, 1925. Courtesy of the Chamber of Commerce Museum, North Bay, Ontario.

In 1935 the Old Home Week committee produced special stationery which was used for invitations and featured a photo of the Dionne Quintuplets on both the letterhead and the envelope (Figure 9). To be reproduced in both French and English, the envelope was designed by H.R. Nichols, and bore the slogan "Five reasons to visit North Bay - Gateway to the Land of Gold."⁴⁹ This seems to have been an effective strategy. The mayor of St. Catherines, W.J.M. Lockhart responded to his invitation saying

that he would not be up for Old Home Week, but that he hoped to visit. He added: "The cut on top of your letterhead of the Dionne quintuplets, and a glimpse of their happy faces should be a great incentive to many in all parts of the world to visit

North Bay Old Home Week August 4th to 10th, 1935

FIVE REASONS WHY YOU SHOULD COME TO NORTH BAY



Cecile

Annette

Marie

Emilie

Yvonne

"COME UP AND SEE US SOME TIME"

Figure 9: Facsimile of Dionne Quintuplet letterhead banner used in the invitations to OHW in 1935. The image used was the same as the one used in the souvenir book.

North Bay at this particular time...."⁵⁰ Sales of the stationery in 1935 at one cents a page earned \$150.⁵¹ This means that at least 15,000 of these were in circulation. Those who received them may not have attended, but the circulation of the envelopes

themselves helped to advertise North Bay as tourist destination. A news clipping sent by a friend in England showed a picture of the envelope, with the caption "Even the Post Office lends itself to 'Quint-Mania.'"⁵² The fame of the Quints had spread so quickly that in 1935, North Bay's best chance to draw visitors was to create an association in people's minds between North Bay and the Quints. The souvenir book reflected this as well.

Personal invitations played a major role in advertising North Bay's Old Home Week in both 1925 and 1935. In 1935 many of the families who had visitors from out of town during the period called the paper with this information which was then published in the "Personals". Some of the guests of honour such as the visiting mayors and visiting athletes were among those listed as staying with local families. An examination of these personals shows the variety of places people came from to attend. More people had visitors from Toronto, Sudbury, and Ottawa than anywhere else (Figure 10) followed by those from right next door in Widdifield. Distance was certainly not the main factor when it came to visiting.⁵³ These "Personals" are likely to be biased toward the elite families who tended to inform the *Nugget* of their activities more consistently than others did but they nonetheless provide evidence that the celebration was community supported and that many of the visitors in town were not just

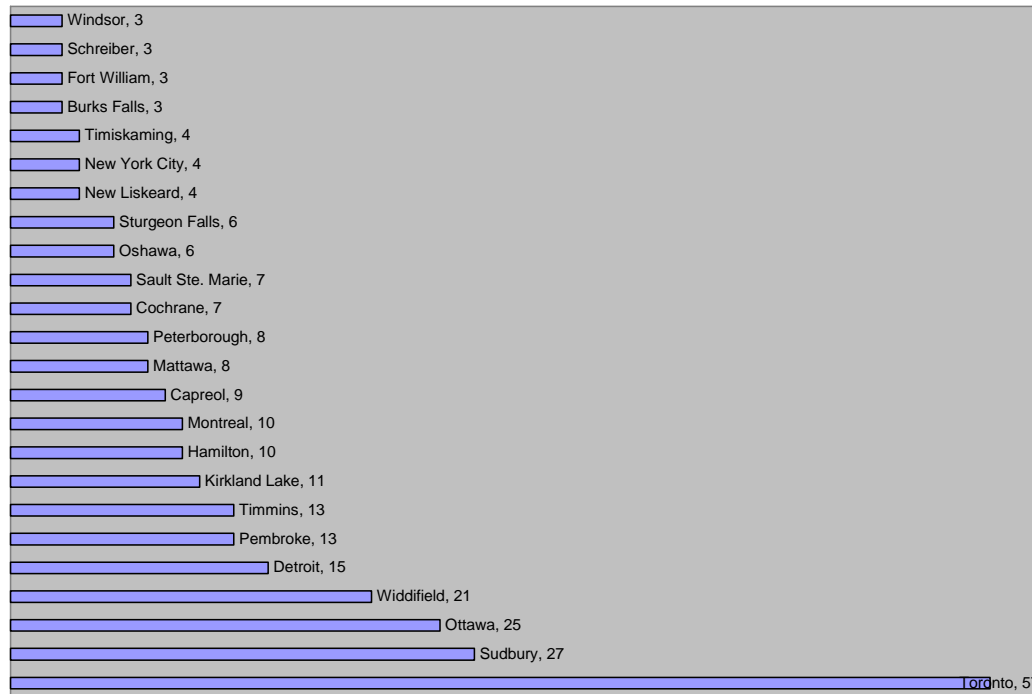


Figure 10: Place of Origin of Visitors in 'Personals' Published in The Nugget between July 26 and August 12 1935, showing those with three or more references.

impersonal 'tourists' but people who had a pre-existing link to North Bay. Old Home Week celebrations as a way to promote tourism sold nostalgia and banked on the idea that people had an emotional attachment to their 'home' town. Given the opportunity, they would come back for a visit. In both 1925 and 1935, many did just that.

b) Advertising in the Toronto *Globe*

A full page ad (Figure 11) which ran on Saturday July 25 in the Toronto *Globe* was also a key advertising strategy.⁵⁴ A close examination of this ad is warranted as it demonstrates the city's priorities as to message it wanted to deliver. The major message (taking up 48% of the space) was that North Bay would

THE GLOBE, TORONTO, SATURDAY, JULY 25, 1925.

The Gateway City Welcomes You North Bay Old Home Week, Aug. 2-8

Carnival Spirit Will Reign Among Returning Throngs During Entire Joyous Week

With Typical North Country Hospitality, North Bay Flings Wide Its Gates to Former Citizens and Friends From Whole Continent.

GOOD PROGRAM ARRANGED FOR

The Old Home Week in North Bay, Ontario's youngest city, will hold open house from Aug. 2 to 8. More than an ordinary Old Home Week, the celebration in addition to welcoming the coming throngs of friends, will attract men and women whose lives have been touched up with handicrafts of the North country. The Old Home Week committee is a North Bay with spirit. From all over the continent, men, women and children will be invited to share in the program of home-making.

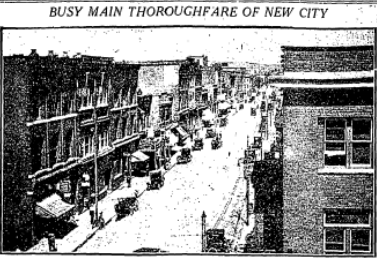


STRATEGIC POSITION IN BUSINESS REALM ASSURES EXPANSION

Town is Keystone to Industrial Life of Whole North Country

FIGURES ARE STARTLING

Old State and figures which speak in terms of business success have made the title of "The Gateway City" which North Bay has won. It is the keystone in the industrial arch of industry which is ever expanding in the North Country and generally North Bay is temporarily the keystone.



BUSY MAIN THOROUGHFARE OF NEW CITY

URGENT SECRETARY Has All Plans Laid



When the secretary of the North Bay Old Home Week committee has all plans laid for the celebration which will be held in North Bay from August 2 to 8, he is confident that the event will be a success.

DISMISSING PROMISES VACATION PARADISE



Where in Ontario will the vacationer find a more delightful spot than a business town in the gateway of the North Bay? North Bay is a vacation spot in the heart of the continent.

First Executive Head Of Ontario's New City



Where in Ontario will the vacationer find a more delightful spot than a business town in the gateway of the North Bay? North Bay is a vacation spot in the heart of the continent.

MOTORISTS

Headquarters
CHEVROLET and McLAUGHLIN Dealers
North Bay Garage

We would suggest early reservation for service if you plan being here Old Home Week.

DEPENDABLE SERVICE

PACIFIC HOTEL

North Bay's Leading Tourist and Commercial Hotel

Headquarters of
The Rotary Club, the Lions Club and the Board of Trade

During Old Home Week we are planning to give our guests the very best to be had.

Tourists and Motorists will find the accommodation at the Pacific unequalled.

Garage in connection with the Hotel for the convenience of guests.

Running hot and cold water connects with all rooms.

American Plan: \$3.50 per day up.
European Plan: \$2.50 per day up.

Make Reservations Early.

DAVE HOGGEN, Mgr.

JOHN PERKINS

John Perkins, a resident of the Old Home Week committee, has been appointed as the secretary of the committee.

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COME TO THE GATEWAY CITY OF NORTHERN ONTARIO

North Bay Bids You Welcome—Old Home Week August 2nd - 8th, 1925

This is citizens' joy week in Ontario's youngest city. Seven glorious days of entertainment, as summarized below, permit no idle moments. Do you intend motoring? Fine! The roads were never better. Beautiful highways enter North Bay from Toronto, Ottawa and Sault Ste. Marie. Excellent camping accommodation has been provided throughout the city. Come by motor and enjoy the most wonderful scenery on the continent. If your holidays fall due the first week in August, don't miss this opportunity. There is not a more attractive or beautiful spot in all Canada or North America, so pack hook, line and sinker and come along. The Old Home Week Committee have provided the bait for a real live time.

Sunday, Aug. 2nd Special services will be held in all churches and former residents will assist in the services, where possible. Some of the old boys and girls may meet you. Go to church. Evening: Sacred band concert at Memorial Park, after evening church service. Renew acquaintances there.	Monday, Aug. 3rd Civic Day Grand street pageant, including band, floats and progressive present. 11:30 a.m. Official opening at Memorial Park. Presentation of a star charter, interspersing North Bay as a city. Track events, baseball, aerial performance, football, mixed track, dancing, night-club parties, fireworks.	Tuesday, Aug. 4th Soldiers' Day 10:30 a.m.—Parade of returned soldiers. 1:00 p.m.—Aerial performance, with 100 ft. balloons, North Bay, the city. 2:00 p.m.—Baseball, North Bay vs. St. Thomas. 7:00 p.m.—Aerial performance, with 100 ft. balloons, North Bay, the city. 8:00 p.m.—Night-club parties, fireworks.	Wednesday, Aug. 5 New Ontario Day Street Pageant, Baseball, Track Events, Horse Racing, Horseshoe Pitching Contest, Football, North Bay vs. St. Thomas, Aerial Performance, Mixed Track Show, Street Dancing, Fireworks.	Thursday, Aug. 6th Children's Day Baseball, Junior Town League, Circus, Aerial Performance, Parade of School Children, Boys' and Girls' Race, Burlingame, School Children, 7:00 Voices, Nightlight Recursion, Royal Theatre, Picture Play secured specially for the Old Home Week.	Friday, Aug. 7th Old Times' Day Baseball, Old Boys vs. St. Thomas, Athletic Events, Lacrosse, Horse Racing, Horseshoe Pitching Contest, Nightlight Recursion, Fireworks.	Saturday, Aug. 8th Railroad Day Softball, C.N.R., C.P.R. and T.E.N.O. Baseball, C.N.R., C.P.R. and T.E.N.O. Football, North Bay vs. C.P.R. Softball. Track Events—Relief of President North Bay Old Home Week Association, in whom will be presented a Bunkhouse Standard Game. Track Dancing, 4:30 p.m. Piano, Billiard and Croquet Parties, Fireworks, etc.
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A Midway of Fun—Rides—Whips—Merry-Go-Round—Shows, Etc.
Street Dancing, Community Singing, Fireworks Display, Parades, Church Services
And Numerous Other Features Too Many to Mention

The inauguration of the City of North Bay takes place on Monday, August 3rd, 1925. This will be an additional reason for attending the Old Home Week. Be on hand for this impressive ceremony.

BID THE LITTLE OLD TOWN GOOD-BYE and WISH SUCCESS TO THE NEW BORN CITY
ENQUIRE OF YOUR LOCAL AGENT REGARDING REDUCED FARES ON ALL LINES.

Horse Racing
\$1,900 in Purse

Wednesday

2:15 Trot or Pace...\$400
2:25 Trot or Pace...\$300
2:35 Trot or Pace...\$300

Friday

2:30 Trot or Pace...\$300
Competition.....\$200
Free-for-all.....\$400

Figure 11: Full Page Ad in the Toronto Globe, July 25, 1925 to Advertise North Bay's Old Home Week Celebrations. Courtesy of the Globe and Mail.

provide good entertainment to those who made their way north. The entertainment referred to consisted primarily of sporting events including track events, baseball, football, softball, horseshoe pitching, a regatta, water sports, lacrosse and, of course, horse racing. Old Timers would play local teams in many of these games. The "carnival spirit" would be promoted by the midway during the day and fireworks displays every night. "Bands, minstrel shows, pageants, picnics, excursions, horse-racing—these and many more will round out the joyous festival."⁵⁵ The next most important message was that North Bay, now joining the ranks of Ontario's cities, had made great progress in recent years and was a good location for industry. This booster message is found in several small articles. North Bay's advantages included its "reasonable assessment", "educational advantages" and a "clear atmosphere and an almost entire absence of fog." Industries using wood products and those manufacturing apparel or blankets for work in the lumber and railway industry are identified as those which would find North Bay particularly advantageous. Road access was considered good—North Bay was only 14 hours away from Toronto. The growth of the Temiskaming & Northern Ontario Railway was also cited as an indicator of progress. North Bay's image of itself was inextricably linked to its role and title as the "Gateway City". Because of its central location and advantages with regards to

transportation, it had become the distribution centre for New Ontario, the vast region beyond its gates which was opened to development by the construction of the railways. "Through it pass all the supplies in a never-ending stream which are required to serve the vast district to the north, where busy miner, lumberman and farmer are carving out a new Empire." This message is reinforced with a photo of Main Street with its "smooth pavement and excellent sidewalks." For those who knew North Bay in the pre-war period, this would indeed be an indication of progress as Main Street used to be filled with rocks and even had a rock quarry in it. Altogether these articles take up 16% of the advertising space. Two individual ads for a local garage and the Pacific Hotel take up 12% of the page, the banner 11% and photos of personalities associated with Old Home Week including the man usually seen as North Bay's founder, John Ferguson, take up another 9%. This leaves only 4% of the space for a third message, which while important, related to the region more than the city. The Nipissing district was a vacation paradise, especially for the sportsman. Its unspoiled scenery, bountiful fish, and game in season made it a perfect choice for an anti-modern holiday which started in North Bay.

A similar ad was not placed in 1935, almost certainly because it was too expensive. North Bay did benefit from railway

advertising for the Civic holiday which noted Old Home Week as an attraction for holiday travelers, and one Canadian Pacific ad which included the French River as one of its choice vacation destinations for the holiday.⁵⁶ A story in the *Globe* about five black kittens born a year after the Quints and sent to them as a gift was also used to stimulate tourist traffic. Just before the holiday, the *Globe* ran a short article under a headline which claimed: "Excursionists to See Quints and Kittens. Special Trains Go to Callander for Week-End Holiday." An ad in disguise the article goes on to enumerate the special trains being run by Canadian National for the holiday.⁵⁷

c) The OHW Souvenir Books

The souvenir books created by the Old Home Week Committees of both 1925 and 1935 were intended to serve as a memento of the week to those who attended. Both local and national advertisers took advantage of the occasion to advertise their products or simply to be present by placing a message of congratulations in the souvenir book. The souvenir books had more space at their disposal to promote North Bay than the expensive newspaper ad. The history of early North Bay contrasted with its modern and progressive nature in the present, illustrated by photographs of its churches, schools and other institutions presented their message.

The front cover of the 1925 souvenir book gives the clear message that the history of North Bay stretches back to the time of Champlain and his voyage to Lake Nipissing in 1615 (Figure 12). Champlain is shown standing prominently on a hill overlooking Lake Nipissing. He stands higher and dominates a native figure standing nearby. A native figure looks directly at the viewer and invites the viewer, like Champlain, to visit. The other figures in the illustration are in the distance, on the shore or in a canoe on the lake. A quote from Champlain refers to the beauty of the area. The message is that North Bay is scenic and has a long history which predates the creation of the town itself.

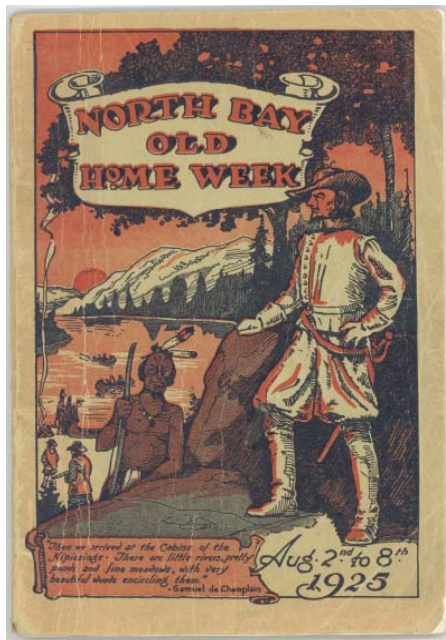


Figure 12: Front Cover, North Bay's Old Home Week Souvenir Book, 1925. Courtesy of the Chamber of Commerce Museum, North Bay.

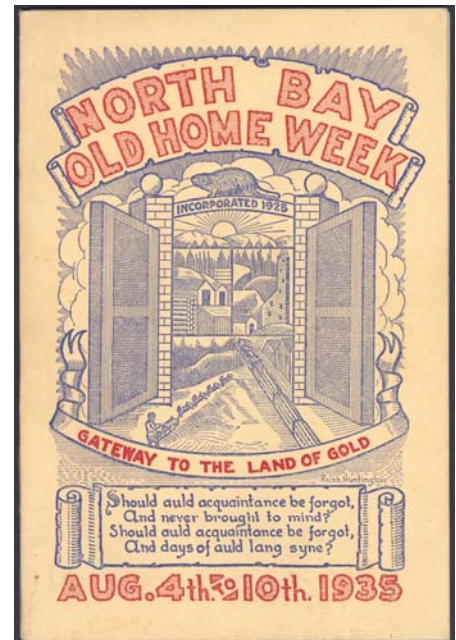


Figure 13: Front Cover, 1935 Old Home Week Souvenir Book. Courtesy of Heritage North Bay.

The front cover of the 1935 souvenir book⁵⁸ consisted of an embellished city crest to which was added "North Bay Old Home Week", with its dates and words from Auld Lang Syne (Figure 13). The lower banner was also changed to read "Gateway to the Land of Gold". The cover was the winning design submitted in a contest limited to school children under sixteen years of age.⁵⁹ Because it incorporates an existing design, the city crest, it is harder to argue that it represents the view of the organizers in 1935, except in as much as they still viewed the theme of North Bay as the Gateway city as relevant. With its dog team and train moving through the gateway of the city into a sunny landscape of lumbering and mining crowned by a beaver it is suggestive of prosperity based on modernity.

The 1925 *North Bay Old Home Week* souvenir book was large and extensive, running to 120 pages, a reflection of the prosperity of the period. It included a full list of the Old Home Week committee members, the program for each of the seven days, photographs, advertisements and short historical articles. These articles are scattered throughout the booklet and they appear to be a somewhat eclectic collection of facts, figures and stories about the history of North Bay. Looking at these more closely however, a particular message does emerge. North Bay is not just a town which emerged after 1882, but a location

which has far older and greater significance. The great explorer Champlain camped on the shores of Lake Nipissing, almost on the spot of North Bay itself, in 1615. Its significance is its location on a transportation route which links the Great Lakes to Lake Nipissing. North Bay was well connected by rail to the south and east. If the time proven route of the voyageurs could be adapted by modern technology and a canal built around the obstructions in the French River, North Bay would become a lake port. The Georgian Bay Ship Canal, as this project was known, received serious consideration before the Great War and although the project was not mentioned by name in the souvenir book, it is described and underlines much of the thinking. North Bay is presented as a central location in Ontario, as a potential industrial city and as a transportation hub of national significance. It is the gateway to the resources and products of the "golden north". It is far from having met its potential in terms of economic growth but its rapid strides over the last forty years are an indication of the strength and enthusiasm of its people and of the further progress it is capable of. These pioneers are viewed as hardy strong types, northerners by adoption, who although they could brave the hardships of pioneer conditions also helped to quickly propel North Bay into a more modern and progressive era measured in miles of sidewalks, paved roads, and sewer pipes. The

railways were the key to this transformation and many of the pioneers were railroad men. These pioneers, mostly men and some women also had a strong civic consciousness and were upright citizens who built churches and schools, founded service clubs, and supported the war effort with both men and homefront volunteer work with the Red Cross.

The souvenir book for 1935 was smaller and shorter than that in 1925, reflecting the greater concern for cost. The articles in it are all largely historical and represent North Bay as the Gateway City. Unlike 1925, there is less of an attempt to boost North Bay as a place to invest in. The book provides a history of its schools and points with pride to the number of institutions offering upper level classes. A brief history of its churches is provided. Several of its institutions are described only in a pictorial way. There are few references to the pioneers or to the Great War. The history presented still links North Bay to the great French explorer, Samuel de Champlain, but this link seems romantic rather than relevant to the present. Even the railways do not appear to hold the same sway as they did in 1925 and they were no longer portrayed as representing its future. Roads were clearly taking on a greater significance. Tourism was becoming more important and many arrived by road rather than by rail. The beauty of Lake

Nipissing and the French River and their attraction as a healthy vacation destination away from the challenges of the modern city was pointed out, but there was no doubt that the attraction which was already and would continue to bring people to North Bay, or at least to Corbeil, twelve miles away, was the Dionne Quintuplets. The very recent history of their lives to date was the topic which received the greatest coverage. The "facts" of their situation were presented in a manner which made it appear that their living arrangement had saved their lives and that the government was acting in their best interests. This was reinforced visually by providing a photo of the home they were born in and their current home, the much larger "Dafoe Hospital". The beginnings of what would become the very commercialized "Quintland" attraction can also be seen in the photo of the souvenir shop operated by the two midwives who had attended the birth.⁶⁰ North Bay wanted the world to associate a visit to the Quints with travel to North Bay.⁶¹ It was left to the local paper to publicize North Bay's recent progress and hopes for the future.⁶²

A second souvenir book for 1935 was issued in French for French Canadian Day by its organizers.⁶³ It included a full list of the executive of the two clubs sponsoring French-Canadian day, the members of the organizing committee, and a brief history of Le

Cercle Canadien-Français de North Bay. The parishes of Sainte-Anne of Sudbury, Saint Thomas of Warren, Saint Jean Baptiste of Verner, Sacré-Coeur of Sturgeon Falls, Saint David of Noelville, Notre-Dame du Lac of Lavigne, Saint Joseph of Chelmsford, and Saint Vincent de Paul of North Bay contributed to the souvenir book with photographs, usually of their parish church, a history of their parish, and advertisements from businesses owned or managed by members of the French community or at least friendly to it. Lefebvre's Sport and Tobacco Shop in North Bay, for example, is identified as the location where one can procure French newspapers. A short history and photograph of the Collège Sacré-Coeur of Sudbury, the Classical College which took in boys from throughout this region was also included and a photograph of the Hôpital Saint-Joseph in Sudbury.

The English souvenir books presented the people of North Bay as almost exclusively white, male and of British descent. The Natives were peripheral figures who accompanied Champlain and had since been safely placed on reserves. The Italians and French figure only because they have their own church. The workers on the railway and elsewhere were also absent. This history celebrates the pioneers and the railways and presents a positive and progressive view of North Bay, free of racial, ethnic or class conflict. This is hardly surprising given the goal of the organizers but it is hardly a true reflection of the

social reality. Social conflict in North Bay may not have been overt, but clearly it was there. The French Canadians were subjected to what they considered an unjust restriction on their right to use French in the schools from 1912 to 1927 (Regulation 17). Their own bishop shared the Anglophone perspective on this issue. Although they may not have clashed violently with the Roman Catholics like they did in Toronto or Saint John in the 19th century, the Orange Order was organized early and had a strong following in North Bay and in some of the smaller towns like Callander and Powassan. They marched every July 12th, not just in North Bay but in surrounding towns as well. Railway work was marked by class and ethnic divisions. In 1935, the greatest division was between those with and without work. The fact that the French Canadians issued their own separate souvenir book which was equally exclusive is indicative of the separate social existence of the two groups. There is also a certain irony in the fact that the children of a French Canadian Corbeil farm couple who were the main attraction in 1935 are featured in the English souvenir book and almost not mentioned in the French.⁶⁴ Like Champlain, they have been appropriated by the English. They were presented as the "The Sweethearts of the World" and as "the world's babies", not little French Canadians in the making.⁶⁵

III. The Old Home Week Celebrations

a) The Program

There are many similarities between the celebrations of 1925 and 1935 especially in terms of the types of activities. Parades, bands, fireworks, a midway, street dancing, and sporting events make up the bulk of the entertainment in both cases. The types of activities organized for 'Children's Day' in 1925 can be seen in Figure 14. As to the themes of the program, there is both continuity and change. In 1935 there was no equivalent to the presentation of the city charter in 1925 but 'Soldier's Day' found its equivalent in the 159th Battalion Re-union and the Knights of Columbus turned their day into a 'Children's Day' with the types of activities they put on. There was no equivalent to 'New Ontario Day', 'Old Timer's Day' or 'Railroad Day' in 1935 but 'Motor Club Day', 'Shriners' Day' and 'Travellers' Day' were not that different in terms of their program. 'French Canadian Day', however, does appear to be a major departure from 1925 in that it celebrated a particular ethnic group and brought in representatives from surrounding communities to participate. In 1935 the program also featured members of both the Italian and the Native community, giving both of those groups a higher profile as well. In the description of the Motor Club parade for example, the Nugget reports: "Representing the Italian population of North Bay, the

THURSDAY, AUGUST 6th—"CHILDREN'S DAY"

- 10 A.M.**—WALLACE PARK. Baseball. Tournament between three teams of Junior Town League. See North Bay's future greats. 1st, baseball equipment to the value of \$20.00.
- Clowns—Clever Clown acts will amuse both old and young.
- Aerial performance—James E. Hardy will perform special acts which will amuse and astound the kiddies.
- 1.30 P.M.**—Parade of North Bay School Children. Parade forms at Arena Rink, marching to Amelia Park. Each child to be presented with a flag.
- 2.30 P.M.**—AMELIA PARK. Track events. Boys' race, under 7, 50 yards. 1st, toy tractor; 2nd, Children's gramophone records.
- Boys' Race, under 12. 50 yards. 1st, baseball glove; 2nd, knife.
- Girls' Race, under 7, 50 yards. 1st, children's gramophone records; 2nd children's gramophone records.
- Girls' Race, 50 yards. Under 12. 1st, Eversharp pencil; 2nd, Eversharp pencil.
- Boys' Race, 100 yards, under 16. 1st, Bathing suit; 2nd, pair of running shoes.
- Girls' Race, 75 yards, under 16. 1st, electric curlers; 2nd, bottle of perfume.
- Bandsmen's Race—Each man playing while running. 1st, music rack; 2nd, pipe.
- Married Ladies' Race, 50 yards. 1st, 1 case of Borden's Milk,, donated by Borden Milk Co.; 2nd, needle case, fitted; 3rd, pair of silk hose.
- Boys' Relay Race, 3 boys to a team, under 16, each boy run 75 yards. 1st, 3 fountain pens; 2nd, 3 Eversharp pencils.
- Girls' Relay Race, under 16. 3 girls to a team, each girl run 50 yards. 1st, 3 bracelets, 2nd, 3 compacts.
- Boys' Three-Legged Race, 75 yards, under 16. 1st, 2 pairs running shoes; 2nd, 2 knives.
- Pie Eating Contest, boys and girls. 1st, Brownie camera; 2nd, baseball.
- Best Clown or Comic Costume, 1st, sweater coat.
- SOFTBALL**—Burlesque. This game guarantees to provide fun for all. 1st, box of lolly-pops.
- 3.30 P.M.**—WALLACE PARK. Softball, Rotary Club vs. Lions' Club. 1st, box of lolly-pops. Aerial performance, Jas. E. Hardy. Football, Old Boys vs. Stay-at-Homes; 2 Spalding Ace Footballs.
- 8 P.M.**—Arena. Children's Massed Choir and Concert. North Bay Community Orchestra in Attendance. 700 School children will participate in this entertainment, under the direction of Professor J. Gatenby. Folk dancing under direction of Mrs. D. C. Grassick.
- 8 P.M.**—Moonlight Excursion, Lake Nipissing. "Northern Belle" leaves dock at 8 p.m. sharp.
- 8 P.M.**—Street Dancing every night on Wyld Street from Main to Oak Streets.
- 8 P.M.**—Royal Theatre. "Old Home Week," Thomas Meighan at his best. This picture has been specially secured for the North Bay Old Home Week.
- 10 P.M.**—Fireworks display near Arena.

Have you joined the Old Home Week Association? Membership fee \$1.00. Let the small red badge show that you are a member and that you have an opportunity of being selected as President, to whom will be presented on Saturday a Studebaker Standard Coach.

EVERY HOME—A FLAG OUT IN HONOR OF
OUR VISITORS

Figure 14: Official Program for "Children's Day", Old Home Week Celebrations, 1925. The kind of prizes given out is particularly interesting. Courtesy of Heritage North Bay.

Italian Boys' Band O.G.I.E., played in the parade, conducted by N. Cangiano."⁶⁶ Other Old Home Week entertainments also featured Italian bands, as in 1925.⁶⁷ In sports, 'local hero' Italian boxer Dom Scappatura was a feature event on the Tuesday.⁶⁸ Coach Dom Cangiano⁶⁹ was also mentioned. As for the Natives, the famous swimmer Liza Commanda, referred to as "a buxom Indian girl from the French River district,"⁷⁰ received high billing in 1935 and the North Bay lacrosse team included some players from the reserve but their presence was not enough to guarantee a victory over Sundridge.⁷¹ The natives from the area, not identified specifically, also participated in at least two of the parades in Native costume. On Motor Club day "The early days of the district were recalled by the two Indian guides carrying packsacks and canoe as they marched and other Indians marching in their traditional costumes."⁷² According to the *Globe*, "district Indians joined in the parade, lending color to the celebration with their native costumes" on French Canadian Day.⁷³ Interpreting the inclusion of Natives in traditional costume in the parades however, is somewhat problematic. It could certainly be motivated more by tourist demand for an authentic Northern experience, gazing at 'real Indians', than respect for their place in society.⁷⁴ The higher profile of all these groups in the 1935 program, if not in the promotional

material, does nonetheless suggest that were more integrated into the civic community in 1935 than they were in 1925.

b) The Pageants and Parades

In the early 20th century commemorative historical pageants became tremendously popular as a way to celebrate civic anniversaries. In Canada the grandest of these pageants was undoubtedly that put on for the Quebec tercentenary in 1908.⁷⁵ By the 1930s they were no longer in vogue, but the idea remained. The 1939 celebration of 75th anniversary of the Charlottetown Conference, for example, put on a splendid display called the *Romance of Canada*.⁷⁶ In a similar spirit albeit on a much more modest scale, North Bay decided to celebrate its achievement of city status in 1925 with a "Grand Street Pageant" which would use floats and costumes to display North Bay's past to 1615 as well as the "Pioneer Past and the Progressive present".

Such a grand affair required much planning and preparation. The order of the parade as reported in *The Nugget* also gives a good indication of the themes represented in the historical floats.

The order of the pageant is as follows: Marshalls and Heralds; Boy Scout Band led by Scoutmaster Anderson; Girl Guides led by Mrs. Anderson; Lions Club float depicting traditional village life of natives in the area; The Knights of Columbus float depicting the early arrival of Champlain in the area; Commercial Travellers Club had an old bus coach pulled by a team of horses; The Masons float

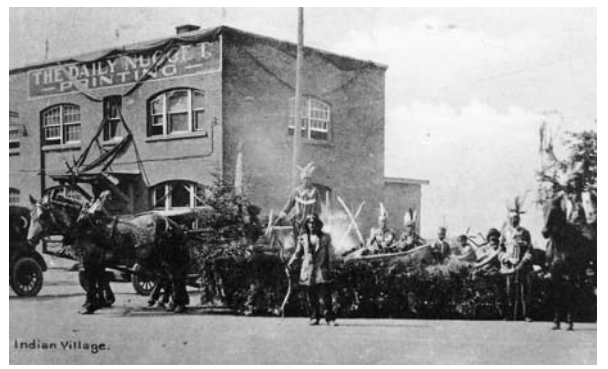
depicted Old King Cole and his Merry Fiddlers; TNO float showing the progress of Northern Ontario, life on a 19th century farm, a mining camp, and sporting life in Ontario (hunting, boating, fishing); CNR float was covered in lillies spelling 'from coast to coast'; CPR float depicting Lucy Dalton (first rail engine in Northern Ontario), followed by the various businesses in North Bay; historical figures, James Nicolet (first white man to set foot in North Bay, Father Claude Pijart (first priest to visit natives in the area), Courier Du Bois fur traders, Father le Caron and band of french traders; North Bay Premier Band; Clowns Band; Englehart Pipe Band; Forestry Branch, Rotary Club, Police (and old police dogs) and Fire Departments; first motor vehicle in North Bay; fire eaters; Clowns; Dancers and Fiddler.⁷⁷

The historic floats like that of Samuel de Champlain (Figure 15-a) had been prepared by various clubs or organizations.⁷⁸ The presence of "Indians" on these floats, then, does not reflect the integration of the Native community into the city so much as their absence. Floats like Lions Club's 'Indian Village' (Figure 15-b) cannot be said to reflect their identity so much as the white stereotypical image of the native in the contact era. Like the histories in the souvenir book, the pageant organizers identified North Bay with the place - the shores of Lake Nipissing - and appropriated almost three hundred years of history as a result.

The actual town of North Bay, however, emerged out of the forest along Lake Nipissing only after the arrival of the CPR. Its reputation as a gateway city came from its location as a hub of



(a) Samuel de Champlain



(b) Indian Village



(c) The Lucy Dalton



(d) A.B. Gordon Co.



(e) The Old Post Office



(f) Beamish Store

Figure 15: Floats from the 1925 Old Home Week Parade. Courtesy of Paul Trussler, Heritage North Bay and the ICSOH at Nipissing University.

transportation with the two other railways also passing through it. Given the significance of the railways to North Bay's growth and its achievement of city status, it is not surprising that the railways participated in this celebration with a visible presence in the parade. All three railway companies seem to have put a tremendous effort into creating floats for this occasion.⁷⁹ The CPR chose to create a float which would commemorate the first steam engine to work out of North Bay, the 'Lucy Dalton' (Figure 15-c). They built a small scale gas powered replica of the locomotive, a wood burning engine, which provided service to Mattawa during the 1880s. They were also able to man the float with CPR pioneers: Harry Hughes, former engineer, William Dreany, Alex Gilles, and Lottie Britten, former Lucy Dalton engineer. The T. & N.O. Railway also chose a historic theme and divided their float into three sections each representing one of three major industries in the district. The first float represented local farming and depicted Harry Quirt playing a violin, thought to be the first musical instrument in North Bay, in 1881. The second float depicted mining in the area and featured a mining drill from Cobalt. The third depicted an outdoor sportsmen camp, featuring Frank Commanda, North Bay Chief.⁸⁰ Mr. Commanda appears to be the only Native person from the area participating in the parade. Unlike the imagined "Indians" of the Indian Village and explorers' floats,

however, here he represents himself. The CNR float, preceded by the CNR shop band and drawn by an award winning team of horses, advertised 'CNR -Coast to Coast'. This message, designed by a florist and CNR's landscape gardener, was constructed using 10,000 flowers.

Other businesses large and small were also represented in the parade. A total of 50 to 60 floats were expected in all.⁸¹ Among these were the elaborate float by A.B. Gordon, one of the large lumber companies operating in the area, a float representing the Post Office that suggests very humble origins indeed, and one by Beamish Stores (Figure 15 d-f). The parade made an impressive display and was a worthy tribute to North Bay's new status. At least one photographer managed to get a good vantage point from the top of one of the buildings on Main Street, and as can be seen in Figure 16, once the parade arrived into the central portion of Main Street, there were extensive crowds lining the street to watch it go by. Hartley Trussler whose North Bay Garage also had a float in the parade was pleasantly surprised. "The parade was about eleven and say it was great. It was really a wonderful spectacle and very much better than I ever thought possible. It was a fitting start to the week it ushered in and everything seemed to be on the move and in good spirits. There are about five times as many people

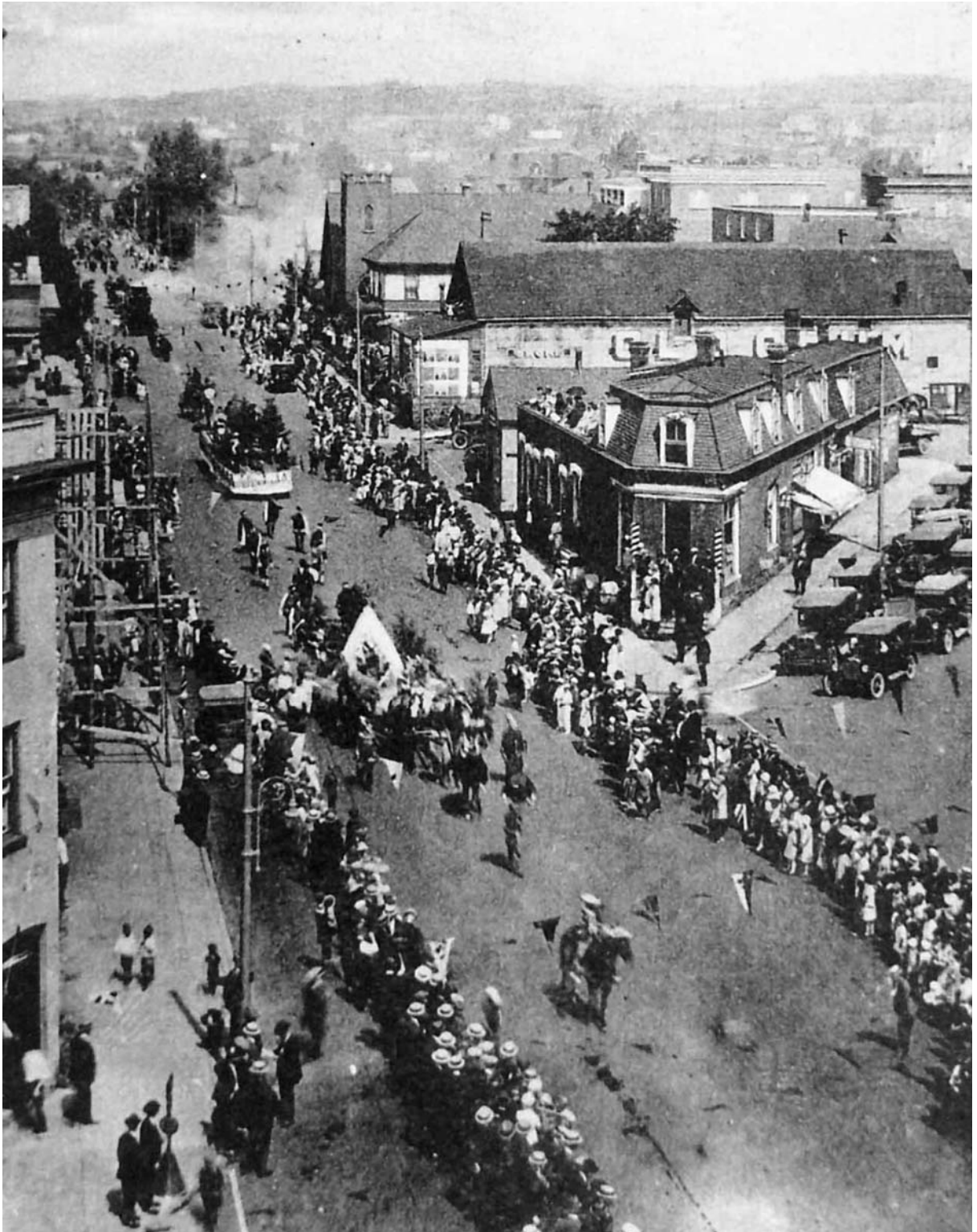


Figure 16: The Old Home Week Parade of 1925 seen from above. Courtesy of Heritage North Bay.

on the street as generally and everybody is dressed up and in holiday mood. The town is full of flags and bunting and it is really pretty", he recorded in his diary.⁸²

This grand parade ended at Memorial Park just before the official ceremony for the granting of the charter, "the" event of opening day. Monday was a Civic Holiday and a good crowd was present. Memorial Park provided a large open space for the crowd whereas a speakers' platform assured that the ceremony would be visible from a distance. The situation was perfect for the creation of an iconic moment which it has become, thanks largely to the fantastic panoramic photograph by Adamson Studio of Toronto taken at noon, just after the event. It ran on the front page of the next issue of *The Nugget*. Copies of the photograph (Figure 17) must have been available thereafter because several originals of this photograph still hang in public in North Bay today and most North Bayites will immediately identify it as a photo of the Old Home Week 1925 and the granting of the charter. All these years later Dinty Elliott remembers that he was there. "You have probably seen the picture about yeah long with all the people in the park that, who attended a celebration in 1925... when North Bay was made a city. ...there was a float in the parade of a log cabin and

a camp and so on and I was in that but I was five years old so I don't really remember too much except what was told to me



Figure 17: Panoramic view of the crowd at Memorial Park minutes after the presentation of the city's charter, August 3rd, 1925. Photo by Adamson Studio, Toronto.

about it..."⁸³ Thus the moment of commemoration (the grand pageant) and the moment of history (the granting of the charter) have become permanently blended into a unified whole in public memory and linked to this photograph.

In 1935 an estimated 20,000 people⁸⁴ viewed the opening grand parade reported to be "one of the greatest in the history of the city." A mile and a half in length and taking twenty minutes to pass a given point it included floats, veterans, dignitaries, comedians, and oddities. The policemen led the parade followed by the veterans, led by their band. The veteran's float reproduced a dugout with sandbags and a battle scene. The city's float followed. A historical panorama built on the firemen's ladder truck it showed surveyors arriving in 1882 and a hunting and fishing scene. It also carried Miss North Bay, 1935, and the two children born in the 1925 Old Home Week. A catering company, Crawley and McCracken had a float showing a

cook at work in a kitchen. Five floats were awarded prizes. First prize went to the Cercle Canadien Français for a "tableau depicting the landing of Jacques Cartier on Canadian soil, planting of the cross, and welcome by the Indians." The float was realistic with great attention to detail and received enthusiastic clapping when it appeared. The Travellers' battleship float of "H.M.S. Traveller" directed by Pilot Paddy Petch took second prize. It looked genuine. (See Figure 18.) The third prize went to a car decorated in orange advertising "Spirella Corsets." Fourth prize went to a group of Italian merchants for a miniature Italian city. A miniature planing mill sponsored by Standard Planing Mills won fifth.

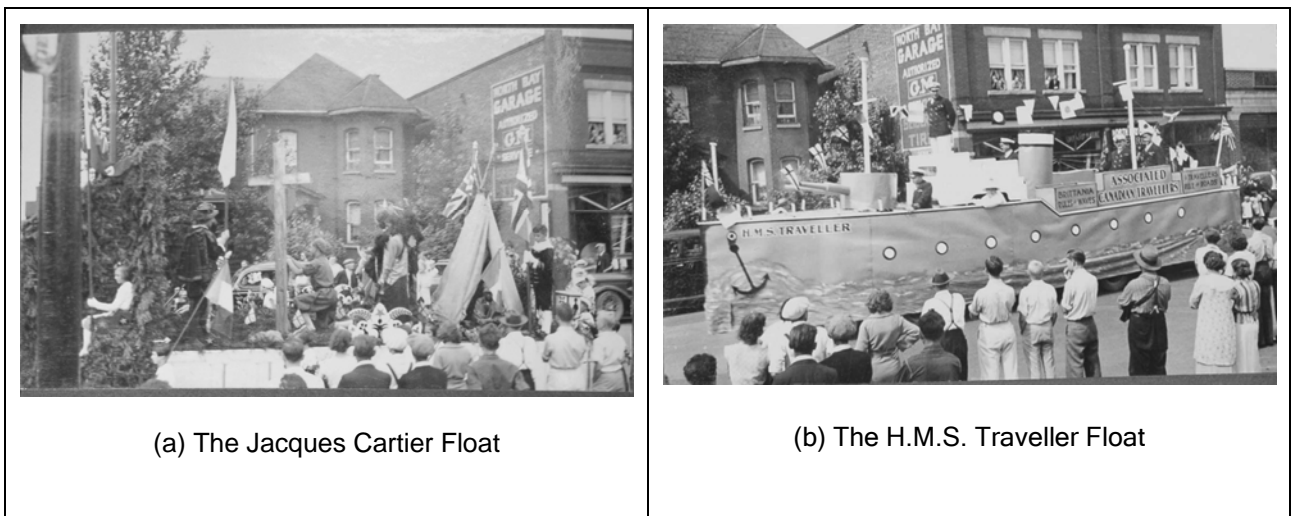


Figure 18: Floats from the 1935 Old Home Week Parade. Photo by Hartley Trussler. Courtesy of Paul Trussler.

The souvenir book for French Canadian Day indicated that their parade would feature floats with a patriotic theme.⁸⁵ French communities from throughout the area⁸⁶ participated in the events

and competed for the best floats. North Bay's Jacques Cartier float had already won first prize in the opening day parade. Although Warren's Jacques Cartier float (North Bay withdrawing from the competition as hosting community), won first prize, it did not seem to impress the Nugget reporter as much as Sturgeon Falls's portrayal of Champlain paddling across Lake Nipissing and featuring one of his descendents, Verner's Evangeline "shown as portrayed in the famous painting standing in a blue gown," or Noelville's "The Angelus," bringing to life the painting by showing "a man and wife stopping their work in the fields to pray as the church bell rang in the distance." There was also Sudbury's 'slaying of the Canadian Martyrs' tableau, and Chelmsford's "Louis Hebert" float.⁸⁷ Perhaps the most unusual float was that from Astorville and consisted of Mr. and Mrs. David Turgeon and their 21 children.⁸⁸ Such a large family, although rare, would have been seen as a shining example of the values espoused by French Canadian Catholics.

Both the 1925 and 1935 celebrations, then, commemorated scenes and themes from the French period in their floats. There was a significant difference between them however. The 1925 commemorations were wholeheartedly adopted by the various Anglophone groups in North Bay (only one was by 'the French Club') and were directly linked to the history of North Bay

through its location on the voyageur route. This was motivated as I have argued, by the connection of that route to the proposed Georgian Bay Ship Canal. In 1935, these floats were prepared by the French communities of North Bay and the surrounding area and reflected various aspects of French Canadian history, as a St-Jean-Baptiste Day parade might, not the arrival of the first Europeans on the banks of Lake Nipissing. The community they were celebrating was therefore the imagined community of "French-Canadians", not the civic community of North Bay.

c) The Commemorations

During Old Home Week in 1925, away from the main activities downtown, a significant commemorative event took place which was not on the official program.⁸⁹ A cairn to the great explorer whose association with North Bay had been highlighted throughout the Old Home Week celebrations, Samuel de Champlain, was unveiled at the junction of the Toronto highway and the La Vase River by District Judge Valin. It was presented to the city by Samuel de Champlain chapter of the Imperial Order of the Daughters of the Empire (I.O.D.E.). Only 80 people were in attendance. Mrs. W. Cockburn, chapter regent, oversaw the event. Rev. Father Chapleau, pastor at the French Roman Catholic Church of St. Vincent de Paul was present. Mayor McDonald made a short address. Judge Valin celebrated the

I.O.D.E.'s decision to honor Champlain and their efforts against prejudice in Canada. "His Honor (Valin) commented ... upon the fact that members of the chapter were English speaking yet when they had decided to honor a builder of empire they had picked the greatest, regardless of narrow racial prejudices."⁹⁰

The dedication of the Jacques Cartier monument in 1935 was on the official program as part of French-Canadian Day. Sponsored by the Federation des Femmes Canadiennes-Françaises of North Bay and Le Cercle Canadien-Français it marked the 400th anniversary of Cartier's arrival in Canada (1534) and his planting of a cross on Canadian soil.⁹¹ When the French Canadians of North Bay emulated him by erecting a cross at McMurchy Park they created a visible symbol of their presence as French Canadians and Catholics in the community. Neither of these organizations existed in 1925. It is because they had organizations such as these that the French Canadians of North Bay were able to play a larger role in the celebrations of 1935 and to make their presence felt at a symbolic level.⁹² The erection of this monument was a powerful symbolic gesture and one which would endure. The monument which no longer appears to be in a park so much as on the side of the road along Main Street West still has the power to raise the question, 'Why is this monument here?' today.

The *Globe* recognized this event as a significant one when they chose to report on the 'Old Home Week' celebrations in North Bay on the first page and under the headline: "French-Canadian Heroes Honored at North Bay."⁹³ Those in attendance at the dedication ceremony remind us that French Canadians held positions of high rank in the judicial and political system regionally and nationally even though they had little presence in the North Bay political scene. Judge J.A. Valin and E.M. Regimbal, the president of the Cercle Canadien-Français presided. The monument was blessed by Very Rev. Dean J.A. Chapleau of St. Vincent de Paul Church. Speeches were made by Dr. J.R. Hurtubise of Sudbury, M.P. for Nipissing, and J. Harry Marceau, M.L.A. for Nipissing. According the French program, Senator G. Lacasse was to have given the major speech,⁹⁴ but he was unable to attend and as planned. Mayor Bullbrook, who was also present said that "French Canadian citizens in Canada and Northern Ontario in particular were carrying out the old French traditions inaugurated in Canada with the early settlement of their country by Jacques Cartier."⁹⁵ The women of the Federation des Femmes Canadiennes Françaises who helped raise the money for the monument do not appear to have had a central role in the public dedication ceremony, leaving that role to the men.

Conclusion

North Bay was the "Gateway" to the North. In both 1925 and 1935, that message was clearly articulated in the promotional material for the Old Home Week celebrations which took place. Yet in 1925, when North Bay was looking to celebrate its achievement of city status and promote the city as a tourist destination and boost its industrial potential, it chose Samuel de Champlain, the great French explorer, as one of its major symbols. He dominated the cover of the souvenir book and reappeared along with other French travellers in the historical pageant presented through floats. A commemorative cairn was raised in his honour. This was neither arbitrary nor was it a reflection of the strength of the French Canadian community in North Bay. This celebration was orchestrated and dominated by the British elite of North Bay. Their decision to focus on the early French explorers and their native guides as the starting point of North Bay's history rather than on the arrival of the CPR in 1882, was founded, I would argue, on their firm belief in the viability of and need for the Georgian Bay Ship Canal. They associated their current plans for improving the French River and linking North Bay to the Great Lakes by water with its long-standing use as a voyageur route and the romantic imagery of the great explorers who passed by the very spot where North Bay was now located. Thus we find strong visual and symbolic links

being made to Samuel de Champlain and the other French explorers who had visited the shores of Lake Nipissing in the 1600s in the advertising, the pageantry, and the commemorations which occurred. It is fair to say that North Bay's British elite appropriated these 300 years of history, or at least those parts that suited them. The celebrations were organized by the civic elite and there was little opportunity for groups other than the dominant British population to have a visual or symbolic presence at the celebrations.

In 1935 the basis for tourism promotion to North Bay had changed dramatically thanks to the birth of the Dionne quintuplets. Only a year old in 1935, they were already drawing thousands of visitors who came for just a glimpse of them. North Bay was close enough to Corbeil to capitalize on this. The organizers of Old Home Week used images of the Dionne quints in their souvenir book and on their invitations and letterhead to link in people's mind a visit to North Bay with a visit to the 'Quints'. In the middle of the Great Depression, it is unlikely that the 1935 Old Home Week could have been a success without the drawing power of the Dionne quintuplets. Many of these new tourists, however, did not arrive by train; they drove. The promoters of Old Home Week promised even better roads in the future as the Trans-Canada Highway neared completion. This transformation of the nature of tourist promotion from 1925 to 1935 did not alter

North Bay's image as a "Gateway City", but it does explain why railways had a much lower profile in 1935 than they did in 1925. The program of events and activities was very similar in both 1925 and 1935 as far as the entertainment and sportive competitions provided and both were similar to the other Old Home Week celebrations happening around the province. One event on the program stands out in each year however. In 1925 this was the granting of the charter. The orchestration of this event was masterful and led to the creation of an iconic moment in history. The panoramic view of North Bayites standing in Memorial Park moments after the granting of the charter has become symbolic of the birth of North Bay as city in public memory. The dedication of a monument to Jacques Cartier stands out from the other events of 1935. Combined with the pageantry of the parade that day which presented scenes of relevance and significance to French Canadians such as the arrival of Jacques Cartier in Canada and the Angelus this event gave French Canadians a much greater visual and symbolic presence at the celebrations than they had in 1925. This event brought the French rural communities from around North Bay into the city to celebrate the French fact in the Nipissing District and was nationalistic in flavour. Although there is a superficial resemblance to the pageantry of 1925, the meaning behind the historical scenes presented in 1935 was entirely different.

These were scenes of cultural significance to French Canada rather than to North Bay. Jacques Cartier never travelled further upstream than Montreal and has no link with North Bay history. The erection of a cross to commemorate the 400th anniversary of his arrival in Canada was a gesture with enormous symbolic value. It announced publicly and in a very visual way the presence of the French community in North Bay at a time when many prejudices against the group existed. The change in funding and organization of Old Home Week in 1935 was the critical factor in making this possible as it gave the community groups supporting a day extensive control over the program. It also reflected a growing maturity on the part of the French Canadian community as they did not have either the Cercle Canadien Français or La Federation des Femmes Canadiennes Françaises in 1925.

Ostensibly then, the Old Home Week celebrations of 1925 and 1935 were civic celebrations to honour North Bay's birth as a city and its 10th anniversary. They were also major tourist promotion campaigns and as such they were very successful. Thousands of visitors came and enjoyed the celebrations. Of the two, however, it is the 1925 celebration with its celebration of the pioneers of North Bay, which is remembered locally as the more significant event. Irene Pappas was only ten at the time but she remembers it well: "Oh it was just something wonderful.

All the original people came back. And there were so many parades and fun and oh! it was just a wonderful time." Asked for detail she added, "They had fun. They were all in the middle of the road and acting up and there were beauty contests and everything you could imagine went on because they were all the originals and they were so happy to be back. And as I say, I was only ten but I will never forget it." When asked how later Old Home Week's compared, she reflected: "They were celebrations but not like the first."⁹⁶ Dinty Elliott would agree: "that was a big party here in North Bay and while I was too young to really know what was going on, it was a big thing here in North Bay."⁹⁷ As promotional events, both emphasized what was positive and ignored what was negative about North Bay's history. Nostalgia about the pioneer days was possible because the muddy streets and log homes had been replaced by paved roads and brick houses. Class differences and ethnic or religious diversity are almost invisible in the image of North Bay presented by the promoters. North Bay still has a very English face today and the divide between ethnic groups can still be seen every year when the major winter festival is celebrated as a French-Canadian "Carnaval" with little participation by other groups. It was only in 2004 that a flag representing North Bay's Italian community was raised in a public place in North Bay. Clearly the roots of such divisions

go deep and there is much more work to be done before we can better understand the social dynamics of the city of North Bay. This examination of Old Home Week has, we hope, created a small window with which to do so.

¹ The author wishes to acknowledge that this research was assisted by a grant from SSHRC. She would also like to thank her research assistants Heather Barkey, Christine Orlando and Graham Fix.

² See http://www.greencastlemuseum.org/Local_History/old_home_week.htm#story for their account of the first Old Home Week.

³ *The Globe*, Toronto. An online search from 1900 to 1940 turned up ads from many different towns in Ontario. An article which refers to an editorial in the Christian Science Monitor which suggests that attending the celebrations of North Bay's Old Home Week have become, in some sections of the United States, a "recurring summer holiday", suggests that these were held in North Bay prior to 1925 but I have not seen any other references to this. "The Old Boys' Reunion." *The Nugget*, 20 March 1925, 4.

⁴ Barbara Le Blanc, *Postcards From Acadie: Grand Pré, Evangeline, and the Acadian Identity*, (Kentville, NS: Gaspereau Press, 2003), looks at tourism development at Grand Pré in part as a result of the Evangeline story.

⁵ Dawson, *Selling British Columbia, Tourism and Consumer Culture, 1890-1970*, (Vancouver: UBC Press, 2004), pp.15-16.

⁶ Anson Gard, *North Bay: The Gateway to Silverland Being the Story of a Happy, Prosperous People, Who Are Building the Metropolis of the North*, (Toronto: Emerson Press, 1909), p. 17.

⁷ North Bay 1913-14, p. 1.

⁸ The idea was first proposed in 1837. Major surveying field work was done between 1904 and 1907. This was a project on the same scale as the Panama Canal. It would have cost \$100 million and taken 10 years to complete. The dam on the French would have raised the lake level to a suitable height. Cost, and the growing population along the shores of Lake Nipissing are some of the reasons for not going ahead but objections by Toronto interests (the canal would favour Montreal) and the railways were also important. The project really died only when work on the St. Lawrence Seaway began in 1953. Wilston Steer, *North*

Words: The Near North's History, (North Bay, Ontario: Wilston Steer, 1990), pp. 103-107. A good proportion of the maps for this area in the LAC collection were produced for this project.

⁹ "North Bay Board of Trade," In J.L. McEwen and Russell S. Huntington, illustrator. *The Key to the North. A Book of Information and Entertainment for Tourists, 1931*, (North Bay, Ontario: Board of Trade Information Bureau, 1929-1931).

¹⁰ This was recognized by tourist promoters in British Columbia. They cited a report that in 1927 over \$276 million was spent in Canada by foreign tourists making it one of the top industries after wheat exports. Dawson, *Selling British Columbia*, pp. 62-63.

¹¹ The Dionne quintuplets were made ward of the state for two years in July 1934. The Croll Act of March 1935 extended this to their 18th birthday. The nursery, known as the Dafoe Hospital, was built in September 1934 and they were moved into it on September 21st by Dr. Dafoe. The parents' difficulties with Dr. Dafoe and with access to their children dates from that time. Although they did not like the exhibition of their children they were powerless to stop it. Although there were several members to the trustee board, Dr. Dafoe effectively controlled the situation. For a full examination of the issues and concerns from a perspective which is sympathetic to the parents' point of view, see Gaétan Gervais, *Les Jumelles Dionnes et l'Ontario français (1934-1944)*, (Ottawa: Éditions Prise de parole, 2000).

¹² They continued to be exhibited until 1942. Over a nine year period, 1935-1943, they were viewed by 3 million people. In 1938 they became a greater attraction than Niagara Falls. Gervais, *Les Jumelles Dionnes*, p. 87.

¹³ The preliminary financing (\$500) had been handled by ten businessmen and it seemed likely that an additional \$2500 could be raised. "Old Boys Ask Guarantee of Town Council." *The Nugget*, 3 February 1925, Front Page, 1.

¹⁴ "Knights of Grip Hold a Luncheon." *The Nugget*, 10 February 1925, 10.

¹⁵ "Old Boys Making Work for Artists." *The Nugget*, 17 March 1925, 2.

¹⁶ Councillors Wallace, Dreany, Rowe, Angus and Stevens were named to the committee. "North Bay." *The Nugget*, 14 April 1925, 12; "Grant of \$1000 to Old Boys' Reunion Made by Council." *The Nugget*, 21 April 1925, 2.

¹⁷ "Home Week an Epoch in Bay History", *The Nugget*, August 11, 1925, Front Page. We have found no other reference to a grant being made in the city minutes consulted but this article at the end of the week suggests one or more grants were in fact made.

¹⁸ Dr. J.B. MacDougall, R.T. Murphy, H.P. Charlton, H.B. Johnston, C.J. Sanders, R.P. Huntington, W.E.G. Bishop, L.O. Tremblay, G.K. Newton and J.J. Pratt, 'Back to the Bay': *Souvenir of Old Home Week, North Bay, August 2nd to August 8th, 1925*, (North Bay: Printed by The Nugget, 1925).

¹⁹ All of the members of these committees are listed in 'Back to the Bay'.

²⁰ "Home Week an Epoch in Bay History", *The Nugget*, August 11, 1925, Front Page.

²¹ City of North Bay, Minutes, 10 Aug. 1925.

²² City of North Bay, Minutes, Motion, August 20, 1934.

²³ The previous year there had been about 500 families on relief and the city's share was around \$30,000, the provincial government paying the bulk of the costs (85%). "City Relief Bill \$193,683 for Year." *The Nugget*, 11 January 1935, Front Page, 1.

²⁴ "Clash Looms in Old Home Week Plans", *The Nugget*, January 4, 1935.

²⁵ "Delay Is Costly", *The Nugget*, January 7, 1935, Editorial.

²⁶ City of North Bay, Minutes of Special Meeting, Motion, February 20, 1935.

²⁷ "Home Week Board Abandons Project." *The Nugget*, February 25, 1935.

²⁸ City of North Bay, Minutes, Motion, March 18, 1935.

²⁹ This motion was moved by Palmer and seconded by Moreau. The cost would have been \$75. The motion was lost. City of North Bay, Minutes, Motion, July 15, 1935.

³⁰ "Home Week Plans Still Very Active." *The Nugget*, March 8, 1935, Front Page; "Organizations Anxious Aid Home Week Effort." *The Nugget*, March 11, 1935, Front Page; "Shriners to Attend Old Home Week." *The Nugget*, March 15, 1935;

³¹ "City Clubs Ready to Stage Program." *The Nugget*, March 18, 1935, 18.

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- ³² "Meeting Friday to Make Plans for Big Week." *The Nugget*, March 20, 1935, Front Page; "Four Days of Old Home Week Taken Up." *The Nugget*, March 25, 1935.
- ³³ "Why the Hesitancy?" *The Nugget*, March 25, 1935, Editorial.
- ³⁴ "Old Home Week Plans Well Advanced: Six Clubs Ready to Sponsor Days." *The Nugget*, March 27, 1935; "Six Days Assured For August Festival." *The Nugget*, March 29, 1935, Front Page; "Advance Home Week At Meeting Friday." *The Nugget*, April 3, 1935; "Lions Club Favors July 1 Celebration." *The Nugget*, April 3, 1935; "Celebration Meet Set for Tonight." *The Nugget*, April 5, 1935, Front Page.
- ³⁵ "Definite Arrangement for Home Week: August Festival Is Now Assured." *The Nugget*, April 8, 1935.
- ³⁶ "Old Home Week Committee Appointed: Dan Barker Heads Board of Directors." *The Nugget*, April 12, 1935.
- ³⁷ "Agreement Signed For August Fete." *The Nugget*, April 22, 1935, Front Page.
- ³⁸ "Motor Club Active Planning for Fete." *The Nugget*, April 17, 1935, Front Page.
- ³⁹ "Ontario Motor Club Supports Home Week." *The Nugget*, May 13, 1935.
- ⁴⁰ "Old Timers' Group For August Fete." *The Nugget*, May 15, 1935, Front Page.
- ⁴¹ "Alluring Stationary for Old Home Week." *The Nugget*, May 8, 1935.
- ⁴² "To Our Citizens." *The Nugget*, July 26, 1935.
- ⁴³ "Send Out 10,000 Maps Advertising District." *The Nugget*, June 28, 1935.
- ⁴⁴ "Odd Invitation to Old Timers Is Now Ready." *The Nugget*, 14 April 1925, 12.
- ⁴⁵ The British population went from 71% of the population in 1921 to 63% in 1931 and 1941. Throughout this period they were more than double the size of any other group. Census of Canada, 1921, 1931, and 1941.
- ⁴⁶ "Official Emblem of Old Boys." *The Nugget*, 17 February 1925, 14.
- ⁴⁷ Three years later the Associated Canadian Travelers of North Bay would raise a real gateway over the highway entering North Bay from the south in 1928. Theirs was stone, and said "Gateway

of the North". The city would also place a stone gateway in the city crest used after 1925.

⁴⁸ "Still Chance to Send Invitations to the Old Timers." *The Nugget*, 17 July 1925, 5; "Names Pouring In, Will All Be Here for Old Home Week." *The Nugget*, 24 July 1925, 12.

⁴⁹ "Alluring Stationary for Old Home Week." *The Nugget*, May 8, 1935.

⁵⁰ "Conveys Greetings For Old Home Week." *The Nugget*, 2 August 1935, Front Page, 1.

⁵¹ "Old Home Week Committee Winds Up Festival Affairs." *The Nugget*, 9 September 1935, 3.

⁵² "Home Week Stationery Valuable Advertising." *The Nugget*, 9 September 1935, 3.

⁵³ The following places were mentioned twice: Angelières, Que, Buffalo, Chapleau, Cobalt, Copper Cliff, Eau Claire, Elk Lake, Englehart, Forest Hills, Long Island, NY, Garden River, Garson, Haileybury, Iroquois Falls, Kingston, London, Niagara Falls, Parry Sound, Porquis Junction, Renfrew, and Welland. The remainder were mentioned once: Algoma, Allandale, Allumette Island, PQ, Almonte, Angus, Ann Arbor, Mich., Anyox, BC, Arnprior, Ashfield, Aurora, Barrie, Belleville, Berkeley, Calif., Bing Inlet, Biscotasing, Bloomfield, Boston, Bow Island, Alta., Bowmanville, Bracebridge, Brantford, Brent, ON, Brownsburg, PQ, Bruce Mines, Cambell's Bay, Campbell Bay, Chalk River, Cheminis, Que, Chishold, Cobden, Coniston, Crysler, Ont., Crystal Falls, Dearborne Mich, Depot Harbor, Echo Bay, Edmonton, Flinton, Ont., Gait, Geraldton, Glasgow Station, Ont., Glendora, Calif., Gogama, Gore Bay, Gravenhurst, Hannon Ont., Hornepayne, Huntsville, Kapuskasing, Kitchener and Sarnia, La Fleche, Sask., Lachute, PQ, Latchford, Los Angeles, MacTier, Manitoulin Island, Markstay, Matheson, Midland, Milwaukee, Mimico, Mission City, B.C., Mount Clair, N.J., Mount Clemens, Michigan, Mulock, Piney Manitoba, Nashlyn, Sask., Nellie lake, Orchard Beach, Pasadena, California, Perth, Powassan, Providence, Rainy River, Regina Sask., River Valley, Smooth Rock Falls, South Porcupine, Stratford, Tecumseh, Michigan, Tomahawk, Wisconsin, Tomiko, Vancouver, Washington, D.C., Weston, Whitby, Winnipeg, Wiseton, Sask.

⁵⁴ The page is divided into different articles, photos and ads, but the material for the page as a whole would have been provided by the town of North Bay. Early in July the Town paid local photographer J.A. Noel \$7.00 for photographs for advertising purposes. Town of North Bay, Minutes, July 8, 1925,

Accounts, p. 35. It was noted in the local paper that the *Globe* required \$220 for a half page of advertising in a special Old Home Week section. "North Bay." *The Nugget*, 17 July 1925, 5. This type of advertising must have been significant to the *Globe* as well as they had a representative in North Bay to address city council on this: "Mr. Dickson representing the Toronto "Globe" addressed Council advocating advertising and reading matter concerning the History of the Town and in connection with "Old Home Week". City of North Bay, Minutes, July 15, 1925, p. 66.

⁵⁵ "Carnival Spirit Will Reign Among Returning Throngs During Entire Joyous Week," *The Globe*, 25 July 1925.

⁵⁶ Canadian National Ad, *The Globe*, July 29, 1935; Canadian Pacific Ad, "Happy Days on Lake and Stream" *The Globe*, July 31, 1935.

⁵⁷ *The Globe*, August 2, 1935. This gift which has received "national attention" according to the same article appears too conveniently just before the holiday weekend. One cannot but wonder if it was part of a sophisticated marketing strategy. If it was not, they certainly capitalized on it quickly.

⁵⁸ Harry Lottridge, and G.J. Fitzgerald, *Souvenir of North Bay Old Home Week, August 4 to 10, 1935*. North Bay, Ontario: Nugget Press, 1935.

⁵⁹ "Prizes Are Offered to Juvenile Artists." *The Nugget*, July 8, 1935.

⁶⁰ An alternative point of view exists in which both Doctor Dafoe and the government can be seen as very self-serving in this situation and the removal of the Quints from their family an unnatural and unjustified imposition by the State. This debate is not one we can go into here, but it goes without saying that tourist promoters would fall on the government side on this question. Those who early on recognized the potential of the Quints as a tourist attraction had urged the government to exhibit them to the public.

⁶¹ An ad for cabins and cottages at Sunset Park, for example, indicates that they are three miles south of North Bay and nine miles from the Dionnes (p. 40). The Board of Trade, the organization which consistently boosted North Bay, however, felt that North Bay was not doing enough to capitalize on the drawing power of the quintuplets. Various means of doing more was discussed at a meeting of the Board on 31 July 1935. "Plans for the erection of a large sign in the vicinity of the Dafoe Hospital for the Dionne quintuplets, advertising the fact that

North Bay, a modern city of 16,000, lies just a few miles to the north, were discussed by the board, and the matter was left in the hands of the publicity committee, headed by Frank Lefebvre, with power to act." "Resolution of Trade Board Urges Roadway Completion." *The Nugget*, 5 August 1935.

⁶² Unfortunately, space does not permit a full analysis of these articles here. See especially, "Birth of Gateway City Initiated Development of Great Importance." *The Nugget*, August 5, 1935; "Women Played Great Part in Development of City," *The Nugget*, August 5, 1935; and, "Our City." *The Nugget*, 5 August 1935, p. 4. Editorial Section.

⁶³ *Je Me Souviens. Ré-union des Anciens à North Bay, Ontario du 4 au 10 Août, 1935. Journée des Canadiens-Français, Mercredi le 7 Août, 1935.* (Hereafter, *Ré-Union des Anciens.*) My thanks to Julie Champagne, president of the Société historique du Nipissing for finding a copy of this booklet for me.

⁶⁴ Only in one ad, for the Hotel Ottawa in Bonfield, is there a reference to proximity to the "Jumelles Dionne". There is no article or other reference to them.

⁶⁵ In the first article the name of the parents is not mentioned once. In the second, each parent is named once. Their French-Canadianism is viewed in a racialist rather than a cultural way. The fact that they are of "French-Canadian stock" is cited as one of the factors in their survival. "This stock is one of the strongest known, coming originally from the Nordic Race, from Sweden, Denmark and Northeastern Europe."

⁶⁶ "Motor Club Day Proves Pleasing." *The Nugget*, 7 August 1935, front, 1& 2.

⁶⁷ In 1925, Virgili was mentioned as a band leader. In 1935 the Lucenti Orchestra was popular and played for the special 25th anniversary dance for the Ezylyfe Canoe Club. "Ezylyfe Canoe Club Entertains At Dance." *The Nugget*, August 9, 1935. They were also playing at the Masonic Lodge every night from Tuesday to Saturday of Old Home Week.

⁶⁸ "Home Town Fans Witness Amateur Star in Action." *The Nugget*, August 7, 1935, sports.

⁶⁹ "Orioles Clout Hard To Defeat Sturgeon." *The Nugget*, August 7, 1935. Dom Cangiano was handicapped and could not play himself but coached many of North Bay's teams. Both he and Dom Scappatura are in the North Bay Sports Hall of fame. See www.northbaysportshalloffame.ca for more information.

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- ⁷⁰ "Sport Static - Old Home Week Sport Is Well Received." *The Nugget*, 7 August 1935, 6.
- ⁷¹ "The Bayites, with their Braves from the Indian reserve made a number of spurts, but the visitors always came back to offset their sorties." "'Bucko' McDonald Leads Sundridge to Conquest." *The Nugget*, 9 August 1935, sports, 6.
- ⁷² "Motor Club Day Proves Pleasing." *The Nugget*, 7 August 1935, front, 1& 2.
- ⁷³ *The Globe*, August 8, 1935.
- ⁷⁴ For tourist views of natives in the Victorian era, see Patricia Jasen, *Wild Things: Nature, Culture, and Tourism in Ontario, 1790-1914*, (Toronto: University of Toronto Press, 1995), pp. 80-104 and 133-149.
- ⁷⁵ H.V. Nelles, *The Art of Nation Building: Pageantry and Spectacle at Quebec's Tercentenary*, (Toronto, 1999).
- ⁷⁶ McRae, Matthew. "The Romance of Canada: Tourism and Nationalism Meet in Charlottetown, 1939." *Acadiensis* XXXIV, no. 2 (Spring 2005): 39-40.
- ⁷⁷ "Life and Development of North Bay for 300 Years Passes in Grand Panorama." *The Nugget*, August 4, 1925.
- ⁷⁸ "Parade Floats Depict History of North Bay." *The Nugget*, July 17, 1925; "Board of Trade to Decorate Float for Queen of Carnival." *The Nugget*, July 21, 1925. The Carnival Queen float was originally assigned to the Orange Order.
- ⁷⁹ "Railways Are Preparing for Grand Pageant." *The Nugget*, July 28, 1925.
- ⁸⁰ "History, Art and Character Contributed to the Parade by the Three Railway floats." *The Nugget*, August 7, 1925.
- ⁸¹ "Parades Will Be Important Week Feature." *The Nugget*, 28 July 1925, 3.
- ⁸² Hartley Trussler's Diary, 3 Aug. 1925. Courtesy of Paul Trussler.
- ⁸³ Interview with Dinty Elliott, 28 April 2004.
- ⁸⁴ The following description is based on "Festive Week Is Formally Opened. Colorful Function Climaxes Parade to Amelia Park." *The Nugget*, 5 August 1935, Front Page, 1 and 14.
- ⁸⁵ Ré-Union des Anciens, p. 13.
- ⁸⁶ *The Nugget* notes the participation of Mattawa, Bonfield, Astorville, Corbeil, Sturgeon Falls, Warren, Verner, Field,

River Valley, Noelville, St. Charles, Coniston, Sudbury, Chelmsford, Cobalt, Kirkland Lake, Hanmer, Elk Lake and Blezard Valley. This list is more extensive than the number of parishes featured in the French souvenir book. "Motor Club Day Proves Pleasing." *The Nugget*, August 7, 1935, front.

⁸⁷ "Motor Club Day Proves Pleasing." *The Nugget*, 7 August 1935, front, 1& 2; "French-Canadian Heroes Honored at North Bay," *The Globe*, August 8, 1935, first page.

⁸⁸ "All of One Astorville Household." *The Nugget*, August 12, 1935.

⁸⁹ "Will Unveil Cairn to Great Explorer." *The Nugget*, 31 July 1925.

⁹⁰ "Daughters of Empire Honor Historic Event." *The Nugget*, 7 August 1925, 2, 9.

⁹¹ The local section of the FFCF was only organized in 1930. It functioned as an auxiliary to the parish but as an overtly French Canadian organization, as opposed to a religious one, it was political by its very nature. Their contribution to the Jacques Cartier monument is listed as one of their major achievements in 1935. The Cercle began around 1926 primarily as a hockey club but as that had little success it was dropped. Its goals were openly political in the sense that they wished to promote the well being of French Canadians in the city of North Bay and worked at doing so partly by providing them with information about what was happening especially in terms of municipal politics and the school boards. "Historique de la Federation des Femmes Canadiennes-Françaises Section de North Bay." In *25ième anniversaire, paroisse Saint Vincent de Paul, North Bay, 20, 21, et 22 mai 1939*; "Le Cercle Canadien-Français de North Bay." In *Réunion des Anciens*, 10.

⁹² Their numbers had increased slightly, going from 20% of the population in 1921 to 23% in 1931. Census of Canada.

⁹³ *The Globe*, Toronto, August 8, 1935, First Page. The only other event they reported on was the softball game played by National Hockey League stars against the Travellers. "Pro Hockeyists Triumph in Softball Exhibition," *The Globe*, August 12, 1935, p. 5.

⁹⁴ *Ré-Union des Anciens*, p. 13. The Honorable Gustave Lacasse (1890-1953), a medical doctor and journalist from Windsor, was an ardent defender of the linguistic and minority rights of franco-ontarians.

⁹⁵ "Memorial Is Dedicated in Home Week Function." The Nugget, August 7, 1935.

⁹⁶ Interview with Irene Pappas and Ernie Loukedelis, 21 July 2005.

⁹⁷ Interview with Dinty Elliott, 28 April 2004.