

Attachment 3

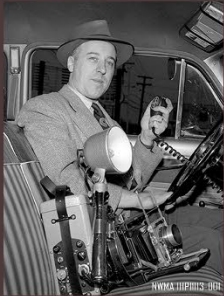
Graphic Layout of Interpretive Panel



THE CROTON STORY BEGINS

"Croton Studio building, 911 Twelfth St." c. 1951-1954

Croton Studio was established at this location in 1949 by brothers Donald F. (1921-1996) and Roy M. LeBlanc (dates unknown). Their studio was in New Westminster until 1960, when it relocated to 7155 Kingsway in Burnaby. Don and Roy took the majority of photos during this time period. When Don retired in 1972, he sold it to Croton photographer Bob Dibble. The studio closed in 1979, after which, the New Westminster Museum and Archives was given over 4,000 envelopes of Croton negatives. Most envelopes contained multiple negatives, resulting in thousands of photographs. The photographs in this presentation have been selected as being representative of Croton Studio's work in New Westminster in the 1950s. All photographs are courtesy of the New Westminster Museum and Archives.



"Don LeBlanc"



THE CLIENTS

"George Garrett with the CKNW radio news car in front of the City Hall" March 1958

Croton was a commercial photography firm whose biggest clients were the City of New Westminster, CKNW Radio Station and The Vancouver Sun.



"Mayor of Westminster, England (Gordon Pirie) and Mayor of New Westminster (Beth Wood) admire the illuminated lamp standards at City Hall. Two light standards were gifted to the City of New Westminster in honour of the City's Centennial." May 4, 1960



EVENTS

Croton studios specialized in capturing interesting and iconic photographs of New Westminster events, some of which continue to this day.

"Two boys at the start line of the Soap Box Trials on First Street, 1960. The Soap Box races took place in New Westminster annually from 1956 to 1962 and were sponsored by the Royal Canadian Legion, Branch No. 2. The top 6 contestants would move on to the Western Canada finals in Mission, and the winner of that would compete in the North American Soap Box Derby championship at Akron, Indiana."



"Bill Mott visits the waterfront. He was the MLA for New Westminster between 1949-1953." 1953



"Jack Kyle (CKNW reporter) interviewing a fisherman during the Herring Sale, November 1957. This was an annual fundraiser for the CKNW Orphans Fund from 1951-2005."



"Opening of the Woodward's in New Westminster" March 1954



"Firing of the Anvil salute in Queen's Park" July 1960



THE COMMUNITY

Croton studios created interesting photographs of people in creative ways, often to accompany newspaper stories.

"Men posed behind a large spar of lumber to be loaded on a freighter and sent to England as part of the Mayflower replication project celebrating its 400 year anniversary." February 1956



"Hockey team posed on the ice at the Queens Park Arena" February 10, 1960



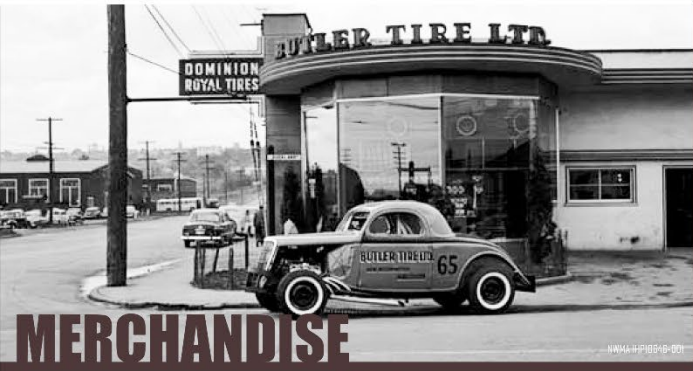
"In-store promotion with the founder of the New Westminster Waffle House, Susie Chew, and two men from ABC Television, July 1957. Ms. Chew started the restaurant in 1954 on Sixth Street where it has operated for many decades."



"Bob Hutton of CKNW talking to three Little League baseball players on opening day at Moody Park" May 1958



"Capping class from Royal Columbian Hospital" January 30, 1958



MERCHANDISE

As a commercial photo studio, Croton Studios took numerous photographs of merchandise that would have been used by companies for advertisements in magazines or newspapers, such as the Vancouver Sun. Many of the items were made in New Westminster.

"Butler Tire race car on Auckland St at 131 Twelfth St." 1950



"The exterior of Gray's Apparel, 612 Columbia Street, c1950s"



"Trap Motors car in front of the Patullo Bridge" March 12, 1958



"A Strongheart brand dog and cat food display in a Super-Valu store that is also a promotion for CKNW's Fiesta contest" March 1955



"The Woodward's window display" c. 1950