

# HIRAM WALKER

## COMMEMORATIVE STATUE CAMPAIGN

### AN INVITATION...

2017 is a year of important heritage milestones in our community. The City of Windsor celebrates our 125th anniversary of incorporation, while Canada and Ontario mark 150 years as a country and province.

To help us celebrate our past, present and future, the City has launched the Celebrating2017 Initiative. This year-long campaign includes signature events, community celebrations, and a goal of creating meaningful projects for future generations.

A “Legacy Project” included in this initiative is the

## HIRAM WALKER COMMEMORATIVE STATUE

The Hiram Walker Commemorative Statue, to be installed on the corner of Riverside Drive and Devonshire Road, will become part of the City’s Sculptures, Monuments and Memorials Collection. The collection is a lasting way for us to honour our past and the stories that helped to form our City.

Hiram Walker formed an important part of our City. He developed his own community - including a church, school, police force, fire service, and railway. Walkerville, as it became known, was created as a model town that was the envy of the continent. Hiram Walker’s progress in Walkerville changed the landscape of Windsor forever.

**Be a part of the Hiram Walker legacy.**

As a supporter of the Hiram Walker Commemorative Statue, your name will stand as a permanent piece of Windsor’s history alongside one of our City’s most esteemed residents.

Visited by school groups, tourists, residents and historians, the statue will be a reminder of Windsor ingenuity for generations to come.

YOU AND HIRAM WALKER HAVE MUCH IN COMMON.  
PIONEERS... COMMUNITY INVESTORS...  
GENEROUS LEADERS...  
HIS CONTRIBUTION - AND YOURS - IS IMMEASURABLE.

## CORPORATE SPONSORS

Sponsorship levels are named after the initial brands first launched by Hiram Walker:

**IMPERIAL  
SPONSORS:**  
**\$25,000**

Benefits include:

Personalized prohibition bottle, framed with a copy of a handwritten letter from Hiram Walker

Recognition as a lead campaign supporter at all media events, including the unveiling of the statue

Logo/Name prominently displayed as a lead supporter in all print materials, and social media campaigns

Logo/Name as a lead supporter on the Hiram Walker Commemorative Statue plaque at Monument site

**CLUB  
SPONSORS:**  
**\$10,000**

Benefits include:

Personalized prohibition bottle, framed with a copy of a handwritten letter from Hiram Walker

Recognition as a campaign supporter at all media events, including the unveiling of the statue

Logo/Name displayed as a campaign supporter in all print materials, and social media campaigns

Logo/Name on bronze footstep leading to monument

**EPIC  
SPONSORS:**  
**\$5,000**

Benefits include:

Mounted, personalized, terracotta spindles from the original Canadian Club building (1894)

Recognition as a campaign supporter at all media events, including the unveiling of the statue

Recognition as a campaign supporter in all print materials, and social media campaigns



# HIRAM WALKER

COMMEMORATIVE STATUE CAMPAIGN

## THE SPECS

### LOCATION

Riverside Drive at Devonshire Road;  
Southwest Corner.

### SIZE

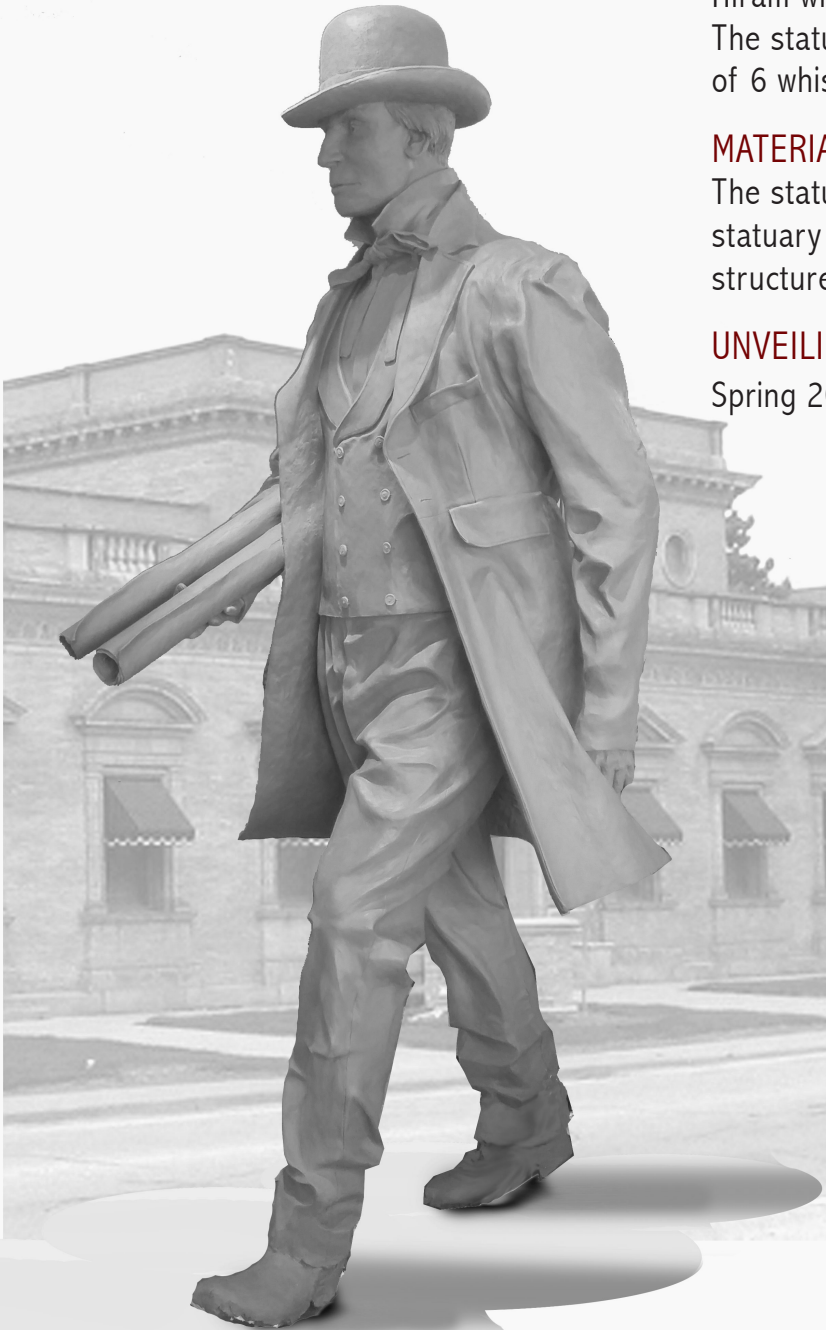
Hiram will stand 8-feet tall.  
The statue will stand on a 34.5" base  
of 6 whisky barrels.

### MATERIALS

The statue will be cast from non-lead  
statuary bronze, with an internal steel  
structure to support the statue.

### UNVEILING

Spring 2018



# ABOUT HIRAM WALKER



## HIRAM WALKER

Hiram Walker was one of Windsor's most significant contributors. He was head of a family with a name so deeply entrenched in Windsor that it touches on facets of architecture, history, industry, neighbourhoods and pop culture.

He was a true early industrialist who built his distillery, Hiram Walker & Sons Ltd. on the Windsor banks of the Detroit River.

He created the world famous Canadian Club Whisky, and was a charitable man who donated money across the Windsor, Walkerville and Detroit areas.

Mr. Walker established the neighbourhood that would become known as Walkerville, and commissioned leading architects to construct impressive public and private buildings still visible today. He was involved, directly or indirectly, with a long list of regional assets.

## NOTEWORTHY

- Windsor Airport (formerly Walker Airport)
- Windsor Regional Metropolitan Hospital
- Willistead Manor
- St. Mary's Anglican Church
- The original Essex Golf Club
- King Edward Elementary
- Walkerville Collegiate Institute
- Walkerville Technical Institute (later W.D. Lowe)
- Original Windsor Public Library
- Mettawas Train Station & Lakefront Resort in Kingsville
- Network of train lines throughout Southwestern Ontario
- Ownership of the Gooderham Worts Brewery (now Toronto's Distillery District)
- Establishment of the auto industry (Ford of Canada located adjacent to Walkerville to access its services and infrastructure, while Chrysler and GM located to property owned by Hiram Walker).



# KEY MOMENTS IN THE LIFE & CAREER OF HIRAM WALKER

[ 1816 - 1899 ]

**1856:** Purchases 468 acres of land east of Windsor to relocate his Detroit whisky operation.

**1858:** Walker's investment of \$40,000 built a flour mill, a distillery and a hog farm.

**1865:** Walker announces that he will "barrel" whisky. "We will make a fine whisky and we do not wish it to be confused with inferior products. We will also brand each barrel, so that discriminating patrons... can trust its quality."

**1870:** In only 12 years, Hiram Walker's becomes the biggest operation of its kind in the new Confederation of Canada. Walkerville attains village status.

**1875:** Hiram Walker provides amenities lacking in many large urban centres for the people of Walkerville, including street lights, well-paved and drained streets, a water pumping station, running water, a police force and a fire department - all at his expense.

**1880:** For 21 years, Hiram Walker commuted from his home in Detroit via the Detroit / Windsor ferry to Walkerville. Tired of this often arduous, time-consuming journey, he leased the ferry Essex, built docking facilities at the distillery and on his property at the foot of Walker Street in Detroit. Thus began the Walkerville and Detroit Ferry Company, which continued to operate until 1942.

**1885:** Hiram Walker & Sons includes a feed mill and drying elevator, a ferry operation, a grain elevator, several warehouses, and a growing community - Walkerville. The unincorporated village consists of four streets extending north and south, and five running east and west.

**1885:** US distillers, fearing "Walker's Club" whisky's growing popularity, petition Washington for legislation requiring imports to designate their country of origin, hoping to limit Club's growth. Walker complies and "Canadian Club" is born. Walker's whisky becomes more popular than ever, and is the first Canadian brand to be marketed worldwide.

**1888:** Walker organizes the Lake Erie & Detroit River Railway. Six years earlier, he built a short run to connect his new farm in Essex County's interior. By 1894, the railway linked with Leamington, London and Port Stanley. It passes through Walkerville Junction, Pelton, Oldcastle, McGregor, Marshfield, Harrow, Arner, Kingsville and Ruthven. The line earns a reputation as the best local railway in the country.

**1890:** Hoping to build a model community, Hiram Walker strives to keep Walkerville a separate entity and succeeds in incorporating it as a town, partly to prevent amalgamation with Windsor. Walker seeks out the best professional advice at the time. Walkerville is unparalleled as a Canadian community due to its high standard of urban design and the quality of its architecture. The quality of life inspires in its residents a sense of fierce loyalty and pride.

**1892:** Hiram Walker declares war on "frauds" who counterfeit his brand of whisky. He warns the public with a series of daring advertisements describing the crime and the list of offending brands. He publicizes the fakers by name and invites them to file a libel suit to prove he is wrong. "It is only the good things which are imitated" reads one sign.

**1894:** At a cost of \$100,000, Hiram Walker erects a magnificent headquarters on the riverfront. Designed by Detroit architects Mason & Rice and modelled after the Pandolfini Palace in Florence, Italy, the dominant architectural style of the structure is Italian Renaissance.

**1899:** Hiram Walker dies in Detroit, Michigan, after years of illness.

**1900:** Hiram Walker & Sons erects the world's biggest electric sign; 150 feet across, 60 feet tall, and requiring 4,300 electric bulbs.

**1903:** The Walker sons and Mary Walker hire Boston Architect Ralph Adams Cram to design St. Mary's Anglican Church.

**1904:** Construction begins on Willstead Manor, home of Edward Chandler Walker - one of Hiram's 8 children - and his wife, Mary. The mansion eventually becomes the property of the City of Windsor.



ABOUT ARTIST / SCULPTURE

# MARK WILLIAMS

## MARK WILLIAMS

Artist / Sculptor Mark Williams began his career in the tool and die industry honing his technical skills which has furthered his artistic ability to work with metal and print reading. As a young man, he went to work for Ford Motor Company as a tradesman, and got his artistic break when he volunteered to paint a mural on an inviting wall at Ford's Windsor Engine plant. Ford was pleased with the final product, which led to other projects for the company, including a series of murals at the Essex Engine plant. He spent 14 years as in-house Artist with Ford, with his own studio, painting life-sized murals within various plant locations. Ford loaned him to the City of Windsor for a 3-year project called the "Drouillard Road Re-development and Re-vitalization Program", which allowed the artist to spearhead a mural program and create a massive sculpture honouring autoworkers. This life-size bronze work - "Generations" - stands at the recently renamed Garry Dugal Park in Windsor's Ford City.

In 2007, Mr. Williams retired from Ford and, over the years he has worked on several commissioned pieces for both American and Canadian automotive companies, magazines, and the National Street Rod Association. During the last 15 years, he has been sculpting full-time while nurturing his hobby business that grew to become a small manufacturing company designing historical model laser kits for the model railroad hobbyist and shipping worldwide. This side business led to several large-scale custom works, including the spectacular scale replica of Brooklyn's "Ebbit's Field" for a California client.

Mr. Williams' sculptures grace Windsor and Essex County, among them: "Generations" at Garry Dugal Park in Windsor; "Air Force Monument" at Dieppe Gardens in Windsor; and "Provincial Marine Monument" at King's Navy Yard Park in Amherstburg. The sculptor is currently at work on the life-sized monument depicting General Isaac Brock on foot and Shawnee Chief Tecumseh, astride a horse, meeting before the capture of Detroit in August 1812 - a key moment in the War of 1812. The piece will be installed and unveiled in the near future in Windsor's Old Sandwich Town.

Mr. Williams' passion is recreating history through his art, whether by designing and building custom scale model laser historical buildings or creating a historical figure or scene in bronze. His passion, dedication, talent, skills and love of history are immortalized in bronze across our region.