



UNIT 106

Approx.

1390SF

1+1 BEDROOM

1 BATH

1 PARKING

Building History

27-31 Brock has a history that goes back more than 100 years.

1910 - 1915 The Eureka Refrigerator Company

1915 - 1920's The Canadian Symphonola Talking Machine Company

1920's - 1940's The National Fruit and Wine Company

1940's - 1980 S. Gumpert Company (Bakery)

Wilbert Hooey, son of Irish immigrant William Hooey was born on the family farm in Cartright County on April 13, 1858.

So the story goes, one day he found a bag of money with \$300 in it (a years salary at the time), which provided him the necessary means to work his way to the big city of Toronto. Looking for a place to settle, Wilbert Hooey found himself in the Village of Parkdale, a still independent Village not yet amalgamated into Toronto and a great place for his independent and innovative character.

In 1886 Wilbert patented an invention a design for a refrigerator that was insulated using air, so the ice that kept the refrigerator cool (this was before electricity, remember) would remain dry and prevent food from spoiling. In the back of a small building on Noble Street at Brock Avenue, The Eureka Refrigerator Company was born.

The Eureka Refrigerator Test as stated in the company catalog proudly proclaimed-

"To show the Eureka Patent is perfect, I guarantee this test : - When your Refrigerator is properly filled with ice, wet matches thoroughly, place them in the cooling room over night, or from ten to twelve hours, and they will be found to be perfectly dry, and can be ignited anywhere in the cooling room."

The refrigerator was a success! As the business grew, so did the fortunes of Wilbert Hooey and the name of Eureka Refrigerator.

By the late 1890's business was booming and Eureka Refrigerator Company was the second largest in all of Canada, and possibly, the British Empire. Eureka shipped refrigerators to as far away as England and Australia and provided them for many local butchers, grocers and hotels including the Gladstone hotel as well as wealthy Toronto families.

By 1905, Wilbert needed a bigger factory to produce his famous refrigerators. Having already expanded into the entire small building on Noble Street, Wilbert needed more space. He purchased the lot adjacent to his current location, and built a "2 story brick addition with factory" at an estimated building cost of \$1200 (Toronto Building Permit No. 2109). This is currently the rear portion of The Brock Lofts.

In 1913, even more space was needed thanks to the successful business and again Wilbert Hooey built an addition to his factory. This is the front area of The Brock Lofts.

The Eureka Refrigerator Company moved out of The Brock Lofts building by 1915 and in moved The Canadian Symphonola Talking Machine Company.

After this, Brock Lofts were home to a variety of other businesses.

In the 1980's The Brock Loft building was converted to rental lofts, like much of the post-industrial buildings in downtown Toronto and across Parkdale.

In 2003, The Brock Lofts was converted by award-winning CORE Architects and one of Toronto's most unique and boutique hard loft condos was created. Consisting of only 24 unit, each one unique, The Brock Lofts clearly shows the quality and construction not found in todays tiny, small conversions and soft "loft" condo projects.

Unit 106 is the largest in the building is uniquely situated to offer total privacy and soundproofing thanks to solid brick construction on 3 walls, far removed from the hip bustle of Parkdale just outside.