

### A Progressive Board of Trade.

In its Board of Trade, St. John's is extremely fortunate. This body, which consists of business men who have themselves met with commercial success in the city, is completely organized and equipped to answer promptly enquiries from manufacturers, capitalists, financiers and others who may be interested in St. John's and the opportunities it offers. The aim of the Board of Trade is to make satisfactory arrangements with business men and concerns contemplating locating at St. John's. In certain cases, it will direct its efforts to securing exemption from taxation, and, as a matter of fact, many of the industries now established in the city were granted free sites together with exemption from taxation for a number of years.

The present officers of the Board of Trade are as follows: Mr. J. A. Prezeau, president; Mr. C. W. Cowan, vice-president; Mr. J. H. Lanctôt, treasurer; and Mr. S. Poulin, secretary. When in St. John's recently, the writer had the pleasure of meeting Mr. Prezeau and Mr. Cowan, as well as other gentlemen prominently identified with the direction of the Board of Trade's policy, and was greatly impressed with the solicitude that they all evinced as regards everything conducive to the progress and welfare of St. John's. It ought to be added that no locality can offer better inducements, such as exemption from taxes, etc., than does St. John's to those thinking of locating there.

Two newspapers are published in St. John's. One of these is the "News", published by the E. R. Smith Company, Ltd., of which the Rev. A. H. Moore, the Anglican Rector of the parish, is president, Mr. C. Howard Smith, vice-president, and Mr. A. MacLean, secretary-treasurer. Mr. Moore edits the paper. The other newspaper is "Canada-Français", which is the Liberal organ for St. John's and Iqerville.

### A Fine Transportation Centre.

Many outstanding advantages are offered by St. John's to manufacturers on the look-out for a suitable location. Not least among these is the incontrovertible fact that it is a fine transportation centre. The passenger trains that arrive and depart daily are very numerous, and the journey to Montreal takes only just over an hour. Seven railroads on which shipments are received from, and forwarded to any point on the North American continent, enter St. John's. First-rate, too, are the water shipping facilities from New York to Montreal, Quebec and the Atlantic seaboard via Lake Champlain, the Richelieu and the St. Lawrence rivers. Thus distribution of products presents no difficulty. Freight rates from St. John's to Canadian markets are practically the same per class per 100 lbs. as rates from Montreal and other cities and towns, with the advantage of from a half a day's to a whole day's quicker service by reason of transportation facilities to and from the United States and the Atlantic seaboard. Within a fifty-mile radius of St. John's there is a population of between 800,000 and 900,000.

### Some Other Advantages Offered.

Reference has been made to the easy terms on which industrial sites are procurable. Among other manufacturing advantages that of a certainty of continuity of power service must be placed in the front rank. That advantage St. John's possesses. At Chambly the water fall and works of the Montreal Light, Heat and Power Company are located, and from this the Southern Canada Power Company which, a few years ago, bought out the St. John's Electric Light Company, buys the power, or most of the power, which runs the factories in St. John's. It is, in fact, the power generated at Chambly which renders possible most of the important industries carried on in the St. John's district. Power can be offered now, to any manufacturers desiring to locate in the city, at rates that will compete with those prevailing in any city or town in Canada. Mr. W. C. Cowan is the Southern Canada Power Company's divisional superintendent at St. John's.

It should, further, be mentioned that the water at St. John's has been found to be of exceptionally high quality for dyeing, steaming and all chemical purposes. The supply of water is constant and unlimited. As regards raw materials, timber of all kinds, agricultural products, and stone, brick, sand and other building materials, in abundant variety and of the highest quality, are at the very door of the industrial concern which decides to locate in St.

John's. There is an abundant supply of labor, and those in a position to know speak highly of the quality. The workers and their families are said to be industrious, frugal and contented. The industries at present operating are very well diversified. This ensures unemployment being kept down to a minimum. Labor, as between male and female, may be said to be fairly well balanced at present. But, still, the industries that are needed particularly are such as will employ male help.

### Singer Company's Large Factory.

Anyone wishing to build a sky-scraping business might well select St. John's as its location. The Singer Manufacturing Company has put up an enormous factory in St. John's. The grounds cover an area of forty-five acres. The floor area of the building is 39,085 square feet. The building is said to have cost in the neighborhood of \$1,225,000 originally. The Singer Manufacturing Company employs 1,186 work-people at its St. John's factory. The coal burnt per year in this factory amounts to 7,994 tons. The horse-power of the engines is 740 and that of the boilers 1,625. Mr. D. Alexander is the president of the Company and Mr. F. A. Park, the vice-president.

### Two Other Large Plants.

Just opposite the Singer factory is the St. John's plant of Cluett, Peabody and Company of Canada Ltd. Of this Mr. G. A. Cluett is president; Mr. F. W. Stewart, of Montreal, first vice-president; Mr. F. S. Hodgins, of Kitchener, vice-president and general manager; and Mr. Frank L. Pratt, manager at St. John's. The number of persons employed in this factory is about 500. The building, which is a five-storey one, and is, in every respect, a model factory, was put up some nine years or so ago. The firm is, of course, of world-wide fame as makers of "Arrow" collars and "Arrow", "Cluett", "Monarch" and other shirts. At the St. John's factory, some 10,000 dozen collars, handkerchiefs and cuffs, and some 1,400 dozen of shirts and underwear are turned out every day. It is a feature of this plant that it makes all its own boxes for the various kinds of goods it puts out.

On Richelieu Street the silk factory of Belding Corticelli Ltd. is located. This firm, which also has mills in Montreal and Coaticook, employs around 180 persons at its St. John's plant. Last year, the mill at St. John's was burned down. But it has now been rebuilt, and is, in fact, bigger and better than ever. The product consists of silk threads of all kinds. In pure silk are made

spool silks, tailor silks and embroidery silks, of all descriptions. The output amounts to 48,000 lbs. a year. In addition to domestic trade all over the country, the product is exported to Australia and New Zealand, and a little to South America. The officers of the Company are as follows: Mr. A. O. Dawson, president; Mr. C. A. Reynolds, general manager; Mr. D. R. Kennedy, secretary-treasurer; and Mr. M. A. Brown, local manager at St. John's. The plant in question is four storeys high.

### Standard Clay Products, Ltd.

The Standard Clay Products, Ltd., which also has a factory at New Glasgow, Nova Scotia, has a big plant at St. John's where it employs, on an average, 125 men. This concern manufactures salt glazed vitrified sewer pipes and connections; amco-segmental sewer blocks, culvert pipes, inverts, flue linings, stove linings, fire bricks, locomotive blocks, gully traps, range bricks, hollow vitrified building blocks, cupola linings, wall coping and all kinds of fire clay goods. The tonnage at this factory, which covers some 45,000 square feet of floor space, amounted to 16,441, last year. The war, so the president of the Company informed the writer, hit this kind of business pretty hard but the present year's business will be the biggest that the concern has done. Mr. W. C. Trotter is president and general manager of the Standard Clay Products, Ltd.; Lt. Col. Herbert Molson, 1st vice-president; Mr. T. McAvity Stewart, 2nd vice-president; Mr. C. S. Trotter, assistant general manager; M. A. G. Winters, secretary-treasurer; and Mr. H. Blackader, assistant secretary.

### Varied and Various Industries.

Mention has been made of the diversity of the industries that, to the great good of the place, are carried on at St. John's. Their varied

(Continued on Page 17).



Custom House, St. John's, P. Q.