



New Premises of the Hudson Bay Knitting Co., Montreal, on Lagachetiere Street, near Beaver Hall Hill.

Hudson Bay Knitting Co.

We show on this page an illustration of the handsome new premises which the Hudson Bay Knitting Company of Montreal will shortly occupy. This building is situated on the site of the old Waverley House, on Lagachetiere street, just around the corner from Beaver Hall Hill, and is now almost ready for occupation. It is admirably situated for light, there being light on four sides and no high buildings across the street to obstruct the light. The building is 125 feet by 80 feet, five stories high and the basement. The location is one of the most central and convenient in the city.

The growth of this business since its establishment in 1889 has been remarkable. In that year the company first started to manufacture mitts and gloves at 741 Craig street. They made good goods and found ready sale for them. Business increased with them to such an extent that they were obliged to seek larger quarters at 643 Craig street, two years after they had started. In another two years they had again outgrown their premises, and took a large flat at 178 Inspector street. In the building now occupied by J. & T. Bell.

In the meantime the company had been developing a large trade in heavy clothing, underwear, and socks, as well

as mitts and gloves. Their Komfort mitt became the standard of mitt values in Canada, and has been the undisputed leader of this class of goods for many years.

Competitors say there is something almost uncanny about the way this mitt holds its trade. Experts have figured time and again that the Hudson Bay Knitting Co. lose money on every dozen they put out; nevertheless, the company still continues to push it strongly.

In 1895 the premises at Inspector street, which were thought large enough for the company's requirements for many years to come, were found to be cramped, and the company removed to 30 St. George street, where they have been up to the present time. In addition to the five floors and a basement, they have occupied storage rooms and another factory in other parts of the city. The St. George street premises have been for some time too small for their requirements. In their new premises they will have about 60,000 square feet of floor space.

They now have on the road fourteen travellers. The company is one of the most enterprising and pushing in the business, and, moreover, has done much to put the mitt and glove business on a clean businesslike basis. They have fixed terms which they ad-

here to, and their prices are always the same to all alike. They have not only improved the trade conditions, but the goods themselves. Mr. Westgate firmly believes a good article will bring a fair price if a man has the courage to put good goods on the market and ask a fair price for them. He says there is no money in shoddy for either the manufacturer or the retailer, and he is living up to that belief by pushing a better line of goods. The great growth of this business is a tribute to Mr. Westgate's business sagacity not only in the matter of prices and terms, but in the whole business policy of the company.

Their latest success has been Pinto Shell Cordovan, a new leather tanned by a pure vegetable process. Their sales in this stock have been astonishing. Mr. Westgate explains the Pinto Shell Cordovan is tanned by a pure vegetable process of their own. The goods are waterproof, scorchproof and bollproof. The writer has seen a piece of leather which was boiled for several hours and then dried on the top of a stove, and it appeared to be just as flexible as a new piece of stock, showing no signs of brittleness or cracking. The only difference that could be discerned was a slight change in color. Having no oil in it, it will not "draw" the cold as the ordinary

oil-dressed leathers will. It is better than the Indian-tanned buckskin in being waterproof. It is quite as pliable and soft as buckskin and wears much better.

The Hudson Bay Knitting Co. has a large trade in the west. About four years ago S. D. R. Fernie opened a stock of these goods in Winnipeg, and under his management the business has grown very rapidly. This is demonstrated by the fact that he has twice since that time been obliged to secure larger premises. Comparatively small premises answered at the start, but later a larger place had to be secured. Again last fall it was necessary to secure increased space, and the warehouse at No. 128 Princess street was then taken, where the business is still carried on. Mr. Fernie carries a full stock in Winnipeg of the goods manufactured by the company, which is a great convenience for the western trade. One reason no doubt for the rapid growth of the business is that the goods are particularly adapted to this country, these warm winter specialties being much in demand in Manitoba and the Territories. Mr. Fernie covers the territory from Lake Superior to British Columbia from Winnipeg, and has as many six travellers on the road here.