

Industrial

Imbued with the Birmingham spirit, Brantford would inevitably have been known as the "Industrial City" had not the name of "the Telephone City" been assumed. "Industria et Perseverantia"—within the civic motto lies the germ of her steady and consistent growth. By industry and perseverance great things have been achieved and to-day, we are enjoying the fruits of ceaseless industry and enforced frugality of our sturdy pioneers.

Situated in "the Garden of the Province," Brantford was endowed with many natural advantages. Like most of Ontario's early towns and villages, the place grew about its flour and grist mills. Peopled by a community of enterprising and prosperous farmers, it early enjoyed the distinction of being one of the best grain markets of Western Ontario. The efforts of merchants and manufacturers were naturally stimulated to supply their wants. This endeavor to meet the requirements of a thrifty agricultural populace was the nucleus of Brantford's industrial life.

Through many vigorous and interesting phases it has passed. It extended from the immediate vicinity to the confines of the Province, stretched beyond the boundaries of the Dominion, to the Motherland and foreign countries, across seas. To-day, Brantford's mammoth manufacturing industries supply the markets of the world.

Brantford plows have turned "the stubborn glebe" in almost every wheat producing area in the world—Argentina, Australia, South Africa—and on account of their excellence have been shipped in great numbers to Great Britain. Brantford's harvesting machinery has reaped and gathered the golden grain in all parts of the globe.

Brantford has not only attracted trade by the reliability and sterling qualities of her output but has assiduously studied existing conditions of the commercial world. Special world-travelled emissaries, equipped with expert mechanical knowledge representative of their various firms, learn the diversified needs and requirements peculiar to each country and the Brantford manufacturer meets them.

The city has not excelled only in the basic protection of agricultural implements, but in the manufacture of radiators, stoves, engines, refrigerators, cement, roofing, starch, biscuits, glue, boxes, paper, twine, varnish, screws, munitions, etc., etc. In fact there is scarcely an important line of industry left unrepresented.

Brantford windmills are pumping water on the far off cattle farms of Rhodesia, Brantford saw mills are busy turning into useful lumber the primeval forests of Central and South America.

"Made in Brantford" has become a synonym for excellence. An unrivalled class of skilled workmen jealously sustain the city's hard earned and fairly won prestige. New industries have the profit of her long and firmly established reputation.

At one time the boldness and energy of local manufacturers was greatly handicapped by inadequate railroad connection, but within the past twenty-five years, this has been improved to such an extent that Brantford is now a railway centre, with lines radiating in every direction, and facilities for obtaining raw materials and exporting products to all parts.

Some of the countries shipped to are: United States, India, Sweden, Holland, France, Egypt, Spain, Russia, Norway, Portugal, Denmark, China, New Zealand, Mexico, Algiers, Brazil, Japan, Malay Peninsula, Newfoundland, etc. Prosperity is reflected in the rapidly mounting figures of foreign trade.

Brantford has participated extensively in manufacture of war work and at present buildings are in course of construction to accommodate more extensive production. The present number of factories is 95; Employees 6,100; Capital invested \$37,300,000; Salaries and Wages \$4,730,000; Products, \$22,000,000.

The firms of Cockshutt, Waterous, Massey-Harris, Verity, Gould, Shapley & Muir, Adams, Buick, Pratt & Letchworth, Ham & Nott have carried the name of Brantford to the uttermost parts of the earth and proclaimed her magnitudinal part in the nation's material growth.