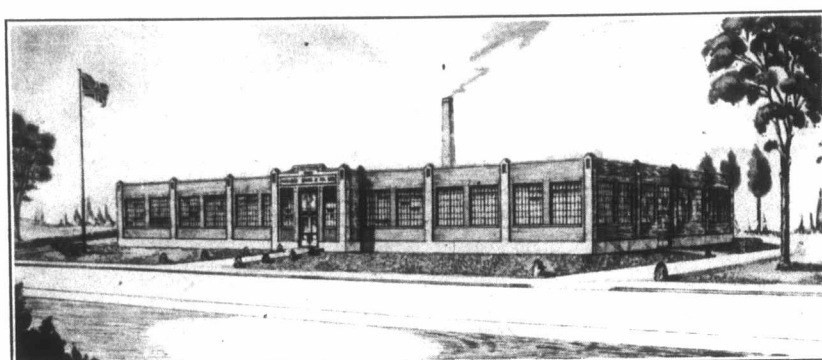


Industrial Activity Expands in Quebec Territory

Many New Industries Established in Cities and Towns Served by the Shawinigan Water and Power Company, Limited



Where Pearl Buttons Are Manufactured.

Erected in 1933, this plant at Ste. Thérèse, Quebec, is regarded as one of the most up-to-date specialty pearl button manufacturing establishments in North America. It is that of The Pearl Button Manufacturing Co. of Canada, Limited, operated by Pollock Bros. & Co., Limited, Montreal.

A review of the progress being made in several centres in the Province of Quebec served by The Shawinigan Water & Power Company, Limited, reveals encouraging growth. The company's records show that 68 new industries have come into their territory during the past five years and towns like Ste. Thérèse and Louiseville have taken on a new lease of life as a result. This article gives some idea of the progress that has been made.

DURING the last five years 68 industries employing over 4,000 people were established in the territory in the Province of Quebec served by The Shawinigan Water & Power Company. This means an area of 25,000 square miles extending along both sides of the St. Lawrence River from Murray Bay on the east to practically the Ontario border on the West. It includes the large centres of Montreal, Quebec and Three Rivers and the towns of Sorel and Valleyfield, which owe their development, in large part to their facilities for water shipments, and the inland centres of Shawinigan Falls, Grand'Mère, Victoriaville, Joliette, Ste. Thérèse and Huntingdon, which owe their progress more largely to advantages possessed in the field of labour, taxes, and railway transportation.

A distinct type of development and one of outstanding importance is that which has occurred in the St. Maurice Valley, where are situated the four cities of Three Rivers, Shawinigan Falls, Grand'Mère and La Tuque. Here The Shawinigan

Water & Power Company have available a total of 805,000 h.p. and are in the process of developing over a million h.p. more.

The St. Maurice River is one of the greatest power rivers in the world, the various falls being so designed by nature that hydro-electric power can be produced at very low cost. This has naturally made the St. Maurice Valley the centre for a great number of industries to which large quantities of low priced power are a vital necessity. For instance, The Aluminum Company of Canada, who have contracted for over 50,000 h.p. were attracted to Shawinigan Falls shortly after the development of the power site there, followed by the Belgo Canadian Pulp & Paper Company who require over 40,000 h.p. The Shawinigan Carbide Company, now a unit of the Shawinigan Chemicals, Limited, are an industry in the electro chemical class and probably one of the largest power consumers of their type in the world today. Their demand is in the neighbourhood of 45,000 h.p.

Nucleus of Group

These industries, established at the beginning of this century, form the nucleus for a group of plants of similar type which, in the year 1929, numbered seventy-five establishments and represented a capital investment of almost \$300,000,000. These plants then had an annual production of \$90,000,000, whilst their yearly payroll of \$16,000,000 went to 12,500 employees.

The above industries, established in the St. Maurice Valley in proxim-

ity to the large source of power there, also brought with them a number of allied industries, which have contributed substantially towards making the St. Maurice Valley a region of industrial importance in Canada.

An illustration of the type of growth found in other industrial towns may be seen from the following brief resumé of progress in Victoriaville, Louiseville, Sorel, Valleyfield and Ste. Thérèse.

Victoriaville, situated about 30 miles inland from Three Rivers and on the south shore of the St. Lawrence River, has developed two types of industry: the furniture industry, which employs over 400 people in the plants of the Victoriaville and Eastern Furniture and other companies; and the clothing industry, which employs over 600 people in the plants of Rubin Bros. and Fashion Craft Clothing Co. These latter two plants have been located there during the last few years.

Growth of Louiseville

Situated about eighteen miles west of Three Rivers and on the north shore of the St. Lawrence River, Louiseville was chosen by the Cohn-Hall-Marx Company of New York as a site for the plant of their subsidiary company—The Associated Textiles of Canada—in the year 1929. This company have shown a most remarkable growth, having expanded every year since that time until at present they give employment to about 800 people. In addition, subsidiary and allied industries have followed the original plant, such as Rayons of Canada Ltd., established in 1933, and Ultra Chemicals Limited, who located in 1931.

The establishment of the Associated Textiles has converted Louiseville from a small town of about 1900 inhabitants in 1929 into a thriving town with a population close to 3,000 today, five new industries having been added in the last ten years. Even more striking is the growth in the number of those employed in the town. In 1925 employment in all industries amounted to 298 persons, whereas today over 1,000 find gainful employment in Louiseville, and the gross value of manufactured products has been quadrupled.

Sorel's early development came

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mainly from its location on the St. Lawrence River, at the mouth of the Richelieu, the latter river forming a natural harbour which has resulted in the establishment and growth of a number of shipyard and ship repair plants there, including that of the Dominion Government, Canada Steamships and Sin Mac Lines. In conjunction with these there grew up an allied group of industries in the

ment of a firm the facilities of which make it one of outstanding importance among the dredging and ship-building firms in Canada.

A recent development in Sorel has been the establishment of a new grain elevator by the North American Elevators Ltd. This establishment has proved very successful and has placed Sorel in a leading position among the ports of Canada to export

a diversified line of products have chosen it as a location for their plants. Ste. Thérèse was an important piano manufacturing centre until the advent of the radio, which curtailed the piano business to such an extent that employment in the large factories there dropped to practically nothing. Government statistics show that as late as 1932 only 91 persons were gainfully employed in the manufac-



Scenes in Plant of Shawinigan Chemicals Limited Showing Compressor Equipment.

These are excellent examples of Canadian progress in the designing and installation of power equipment. At the left, above, two-stage, duplex, direct-connected, synchronous, motor-driven ammonia compressor, with refrigeration capacity in normal operations of 250 tons per 24 hours and of 450 tons at maximum capacity. Upper right, three two-stage, tandem-duplex, direct-connected, synchronous, motor-driven ammonia compressors, with refrigeration capacity in normal operations of 525 tons each per 24 hours and of 930 tons at maximum capacity (only motor and part of third unit visible in foreground). Lower picture, four air compressors. The compressors are the product of Canadian Ingersoll-Rand Company Limited, while the motors were made by the Canadian General Electric Co., Limited.

iron and steel trades, which were mainly established to supply the repair parts needed by the shipyards but have developed to the point where they not only supply repair parts for shipping but have undertaken the building of tug boats and important parts of machinery in larger vessels.

A recent consolidation of the foundries and machine shops of Beauchemin & Fils and Sorel Mechanical Shops with the Manseau Shipyards into the company now known as the Consolidated Marine Companies Limited, inaugurated the establish-

ment of a firm the facilities of which make it one of outstanding importance among the dredging and ship-building firms in Canada. A recent development in Sorel has been the establishment of a new grain elevator by the North American Elevators Ltd. This establishment has proved very successful and has placed Sorel in a leading position among the ports of Canada to export

A small town which has progressed rather remarkably in the last two years is Ste. Thérèse, situated about 18 miles north of Montreal. During this period four plants manufacturing

turing establishments of the town, while at the present time the payroll numbers over 400. Ste. Thérèse is therefore bearing the tremendous shock occasioned by the loss of employment in its major industry, by replacing this industry, as mentioned above, with the plants of the four following companies: Zonite Products Corporation, Stella Dress, S. & F. Clothing Company, Pearl Button Company of Canada.

The foregoing examples give an indication of the growth in certain towns served by the company, especially during the past few years.

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