

SUPERIOR MANUFACTURES.

The products of the Brantford factories speak for themselves. The manufacturer is always improving his specialty; he is never content with something merely good. It must be better. It must be the best that the brains and skill of men can produce. That this spirit has succeeded in carrying many Brantford products to the very highest stage of perfection is very freely admitted on all sides. Among consumers there are myriads of people who will have only the Brantford brand of a particular article, and even competing manufacturers cannot deny the exceedingly high grade of the products sent out from this industrial centre.

So superior are some of these products that only recently a Brantford firm carried off the highest prize in competition with the world. A good instance of this world-wide superiority is the success of the Goold, Shapley & Muir Company in a windmill test before the Royal Agricultural Society. A prize was offered to the mill which should best meet the conditions laid down by the Society. Twenty-one windmill manufacturers from all parts of the world, including fourteen large American firms, entered the competition. In a very severe test of sixty days of ten hours each, the Brantford firm headed the list. In the words of the award, "The mill exhibited by Messrs. Goold, Shapley & Muir Co., is clearly ahead of all others in nearly every point and easily takes the first prize."

Just such triumphs have made Brantford famous. This reputation, together with other numerous advantages, are fast making Brantford a Mecca for other manufacturers.

OTHER MANUFACTURERS ATTRACTED.

The reasons assigned by the Buffalo firm of Pratt & Letchworth for establishing their Malleable Iron Works in Brantford are that it was "a good manufacturing town and had good shipping facilities." The first reason expanded, really means that there was an immediate sale for their products among the manufacturers already established there. To a firm producing malleable iron in its various forms, it is as important to be surrounded by manufacturers desiring malleable iron

parts as it is for the manufacturer of agricultural implements to be surrounded by people requiring those implements. In this the dependence of manufacturing on agriculture is very evident. Granted good land and men to till it, there is created an immediate demand for the labor-saving machinery which plays so important a part in modern husbandry. Such manufacturers bring others more or less dependent upon them.

There is further inducement to new manufacturers in the selling organizations of established firms and their readiness to allow others to profit by them. The willingness with which established firms take up a new manufacturer desirous of markets for his goods, and assist him to their markets, is proof at once of the practical business sense of Brantford people. For it is an advantage to all concerned, the new manufacturer, the established one, and the city, to have agents who shall handle diversified products all coming from one centre. Advantages in freight, agents' commissions and prestige, are all secured at once; and to be put in touch with established markets at a minimum of expense is an advantage which only the co-operation and liberal spirit of older firms can secure. The city's gain through this co-operation is not inconsiderable, for a city's reputation is a strong feature in selling goods. Brantford's reputation in this respect is splendid. It is said that the city is better known abroad than some of our much larger cities. "Made in Brantford," it is claimed, is a guarantee of excellence the world around. Specific instances are every day verifying this high claim.

LABOR AND LABOR MARKET.

The Brantford labor market is said to be good for the reason that a skilled mechanic is not dependent upon one firm for employment if there be any dissatisfaction.

In 1902 there were 3,870 employees, while in 1903 this number had risen to 4,570, an increase of 700. In 1902 the wages paid amounted to \$1,506,000, while in 1903 they amounted to \$1,742,000, an increase of \$236,000. How great the demand for labor is will be seen from the fact that there are in Brantford 12 factories, each of which employs from 100 to 700 operatives.