

BRANTFORD'S PROGRESS EXPLAINED

IN the rich, agricultural country which surrounds Brantford, and which was settled and developed by a fine class of industrious people, lay the immediate market for infant industries. Enterprising men saw the opportunities, and small shops were opened to cater to this home market. The farmers came for their farm implements, and as the land became cleared and settled, and machinery assumed a more and more important place in the work of preparing the soil and planting and harvesting the crops, the demand for the products of the shops was ever increasing.

The Brantford spirit met the demand. At the same time the genius for mechanical appliances, and for specialization and perfected organization, which was converting small shops of a few men laboring with their hands into establishments of many employees using machinery, was sweeping over the land. The movement was very apparent in Brantford, where enlargements of shops and factories were constantly being made, and where even extensive enlargements were not sufficient, but entirely new sites were chosen and old plants abandoned for new and more commodious works, which should give scope to the ever growing trade of energetic, progressive, up-to-date manufacturers.

Hence the frequent reference one hears made to "the old Buck Stove Works," "the old Cockshutt Plough Works," etc. It simply means that one firm after another has, through enormously increased trade, been compelled to secure new premises and erect new factories to meet that trade. Some of these magnificent new factories are shown by photographs specially secured to illustrate the importance of these factories. Some interior views are also given. From these it will be seen that Brantford factories are models in equipment, and justly the pride of the citizens.

THE SPLENDID HOME MARKET.

From the immediate home market provided through the development of the fertile land on all sides of the growing city, a market with which the manufacturers were in closest touch, alive to its needs and quick to cater to them, there grew up the modern factories with their immense output resulting from the perfected machinery of modern industry.

To supply the articles required in the home markets was little different from supplying similar needs in other markets. Beginning with the farmers of Brant County it was easy to extend out to adjacent counties and then over the whole of Ontario. From this to other provinces, and especially to our great West with its enormous and rapid development, was but a step. Even our own Dominion was not large enough, and as if by magic, the former little Brantford shops, making a few rough implements for friendly farmers, have grown into immense factories sending out their products to the markets of the world.

A large part of this "magic" is the Brantford spirit. It is that alertness to the needs of a community which grasps an opportunity with alacrity and with the business acumen which compels success, grasps it in time and carries it through with unflagging industry.

A noteworthy point about the Brantford captains of industry is that they are native-born, and are the descendants of families who have had large places in giving Brantford that beginning which has resulted in such good fruits. The city's factories have grown, and these Canadian sons have kept pace with Canadian progress, making Brantford factories one of the best illustrations of our expansion. The growth has been steady but wonderfully expansive.