

PREFACE

IN the last few years 102 manufacturers with headquarters in the United States have established branch factories, valued in the aggregate at \$30,300,000, in Toronto. In all, 535 such branches, valued at \$160,500,000, have been established in Canada, 415 out of the total being in Ontario.

The motive which prompted the choice of Toronto as a location for these 102 American factories, which also prompted the decision of Canadian manufacturers to erect during the past four years 341 new factories in Toronto, was based on the fact that Toronto is the leading manufacturing and financial centre of Ontario, and Ontario is the leading manufacturing and purchasing province in the Dominion of Canada.

In Toronto the manufacturer finds himself most convenient to the source of his raw material, finds the best railway system in the Dominion, and in Toronto and vicinity—the most thickly populated district in Canada—he finds the best selection of labor.

In Ontario, which has one-third of the entire population of Canada, he finds the largest and best sale for his products.

Other things being equal, the manufacturer looking for a location in Canada will naturally prefer to establish his factory in a large centre of population which provides him with a large local market, an easily accessible source of labor and the best shipping facilities. Toronto offers these advantages to a greater degree than any other city in the Dominion of Canada.

The 1445 manufacturers which have already selected Toronto as the city which appeals most to them as a location for their industry did so despite the fact that no effort was made by official representatives of the City to furnish them with facilities, that there has been no specialization in Toronto in industrial development; in fact, Toronto was chosen on account of its natural advantages and in competition