

ELECTRO-CHEMICAL DEVELOPMENT

(Continued from Page 2)

Large Output of Hosiery Yarns.

The plant of the Shawinigan Cotton Company is located opposite the Canadian Pacific Railway. The chief officers of this company are Mr. C. R. Whitehead, president; Mr. Jas. W. Pyke, vice-president; and Mr. W. G. E. Aird, manager. The employees number between 400 and 500, and this company, and the Eagle Knitting Company, also of Shawinigan Falls, and the Wabasso Cotton Company, of Three Rivers, are the only large industrial concerns in the St. Maurice Valley District which employ female labor to any considerable extent. The Shawinigan Cotton Company makes cotton yarns exclusively. Its operations are simply concerned with the spinning of the yarns and its output is very big, the latter amounting, according to the figures supplied to the writer by Mr. Aird, to between 2,000,000 and 3,000,000 lbs. of hosiery yarns a year.

Manufacture of Underwear.

Another of the important non-chemical industries that is carried on at Shawinigan Falls is that of the Eagle Knitting Company. This is located in the same building as the Shawinigan Cotton Company. As a fact, it leases half of the building from the latter firm at present, but it contemplates putting up another building of its own, on Cedar Avenue, next year. This firm, which is a branch of J. R. Moody & Sons, of Hamilton, with Mr. John McLaughlin as its local manager at Shawinigan, employs about 150 hands at Shawinigan at the present time, and expects to give employment to some 300 next year.

The plant and equipment of this firm consist of 60 latch needle knitting machines, 125 sewing machines all run by electric power, and a bleaching mill which enables the company to do its own bleaching. It manufactures ladies' and children's underwear, and there is a big demand for its products which are shipped from coast to coast. It also enjoys a large and increasing export trade, particularly with Australia and New Zealand.

The Future of the Town.

Enough has been said in these articles to give some kind of indication of the progress that Shawinigan has made in a phenomenally short time, and of the immense possibilities that lie ahead of it. It is, beyond doubt, the possession of cheap electric power in abundant quantities that has put Shawinigan on the map. Especially is this so with regard to its huge strides in electro-chemical industries. But the visitor to the town would be singularly stupid, or singularly lacking in imagination, who failed to discern that the human equation has also been a vitally important factor in bringing about what is little less than a romance of industry and commerce. The spirit that has inspired those who, whether as research chemists, as manufacturers or what not, have had a share in the development of Shawinigan Falls, has been a spirit for which there is a permanent and a Dominion-wide, nay, a worldwide need. It has been a spirit of progress in every direction, and, at least equally, a spirit of faith. Men have engaged in research works and industrial undertakings, and have branched from one field into another, where are open the prospects of financial success looked by no means demonstrably sure. Their faith has been justified, as the faith of those who know how, and who dare, to take occasion by the hand usually is.

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Shoe Industry in Canada

The province of Quebec, perhaps the city of Quebec itself, was the cradle of the Canadian shoe industry, and it is a remarkable fact that even to-day, while the shoe industry as a whole in Canada occupies about fourth position among the great and leading industries, yet in Quebec province it is the leading industry among all the large industries of that great and rapidly developing industrial province.

The payroll which is paid out to the shoe operatives of the province of Quebec is greater than the payroll of any of the other very great industries of that province; but it may also be said that, while Quebec does manufacture a large percentage of the shoes that are made in Canada, it does not by any means manufacture nearly all of them. Probably between 50 to 60 per cent. of the shoes that are made in Canada are manufactured in the province of Ontario and the Maritime Provinces, with only two or three not very large shoe manufacturers distributing throughout the other provinces of Canada.

It has been found by making a survey of quite a percentage of the most successful shoe manufacturers of Canada, that during the year 1918, which was probably the most successful year of the industry, the return on investment was only 5.29 per cent., less than 5½ per cent. of the money invested, not as good a return as could be made by investing the money in the finest, most gilt edged securities and any of that kind would not be subject to a financial risk.

Unfortunately, the very great and successful development of this industry in Canada is not generally recognized by the consuming public. There has been a great deal of prejudice and ignorance in the minds of the average Canadian consumer with respect to the comparative qualities of Canadian and American-made footwear. This lack of knowledge to some extent has been caused by misrepresentation on the part of some of the retailers. It has been common practice in the past for large retailers, particularly in the larger cities in Canada, to buy shoes made by some of the best Canadian factories and have them branded, either under their own name or under some name of American origin and these shoes to be sold to the Canadian consuming public as American-made shoes.

The shoe manufacturers of Canada being desirous of assisting the general retailer to overcome the prejudice and disposition to favor American-made shoes which now exists in the mind of the consumer, will very shortly carry on a national campaign of advertising of an educative character, designed and intended to educate the Canadian public to the true merits of Canadian-made footwear.

It has been admitted, for a number of years at least, that Canadian-made footwear, from the point of wearing qualities, is the equal to say the least, of any produced in the world. The buying public have not been so familiar with the good qualities of Canadian footwear from the stand point of fit, style, etc. It is no exaggeration to say to-day that there are some factories operating in Canada which are producing all standpoints, viz., fit, style, wear, etc., as any that are produced in the best factories of the world. — Fredericton "Gleaner."