

# A Maritime Industry Which Has Rapidly Grown To National Proportions.

The Story of the Development of the Nova Scotia Carriage and Motor Car Company, Limited. Reads like an Industrial Romance—Motor Cars, Carriages and Sleighs are Now Being Shipped Throughout Canada, Newfoundland and the West Indies—Two Young P. E. Islanders, J. W. McKay and D. C. McKay, Produced Wonderful Results by Able Management.

An announcement of more than usual interest was that which recently made in the papers that the Nova Scotia Carriage and Motor Car Company, Limited, had been incorporated in Nova Scotia to take over the Nova Scotia Carriage Company, Kentville, N.S., and to erect new works at Amherst to carry on the important business of manufacturing carriages and motor cars on a more extensive scale than heretofore.

The new company is the only concern manufacturing motor cars and fine carriages in the Maritime Provinces.

Owing to the great increase of business at the Kentville plant it became necessary to reorganize to obtain much larger capital to build new works and increase the output to supply the demand.

The success of the Kentville business in the last four years is little short of remarkable, and is due to the very able management of the former proprietors, two brothers, J. W. McKay and D. C. McKay, young men under 35 years of age, who are possessed of unusual energy and business ability combined with a thorough knowledge of the carriage and motor car business.

The net profits at the Kentville



MR. D. C. MCKAY,  
Sales Manager Nova Scotia Carriage & Motor Car Co., Ltd.

Plant during 1911 exceeded the handsome figure of 54,000 and the net profits for the current year on work in hand will be over \$90,000.

This great showing makes the Nova Scotia Carriage and Motor Car Company, Limited, a big money maker from the start and places the industry among the most successful in the Dominion. These facts have moved Mr. N. Curry, one of the directors of the Company, to make the statement that he sees no reason why this Company should not in a few years be one of the largest and most prosperous in the Maritime Provinces. Mr. Curry is President of the Canadian Car and Foundry Company, Limited, and one of the shrewdest authorities on industrial conditions in the Dominion. He says there is a splendid outlook for the automobile industry in Canada.

The Nova Scotia Carriage and Motor Car Company, Limited, has been provided with ample capital, not only for the present, but for the future.

The authorized capital is two million dollars, with an authorized bond issue of \$250,000. A large portion of these securities are reserved for future requirements, but the company commences its corporate existence controlling a going business with branches throughout the Dominion

and with stock and bond underwritten totalling over \$600,000, a large part of which is taken firm. This will enable the company to erect and equip extensive works and have large working capital.

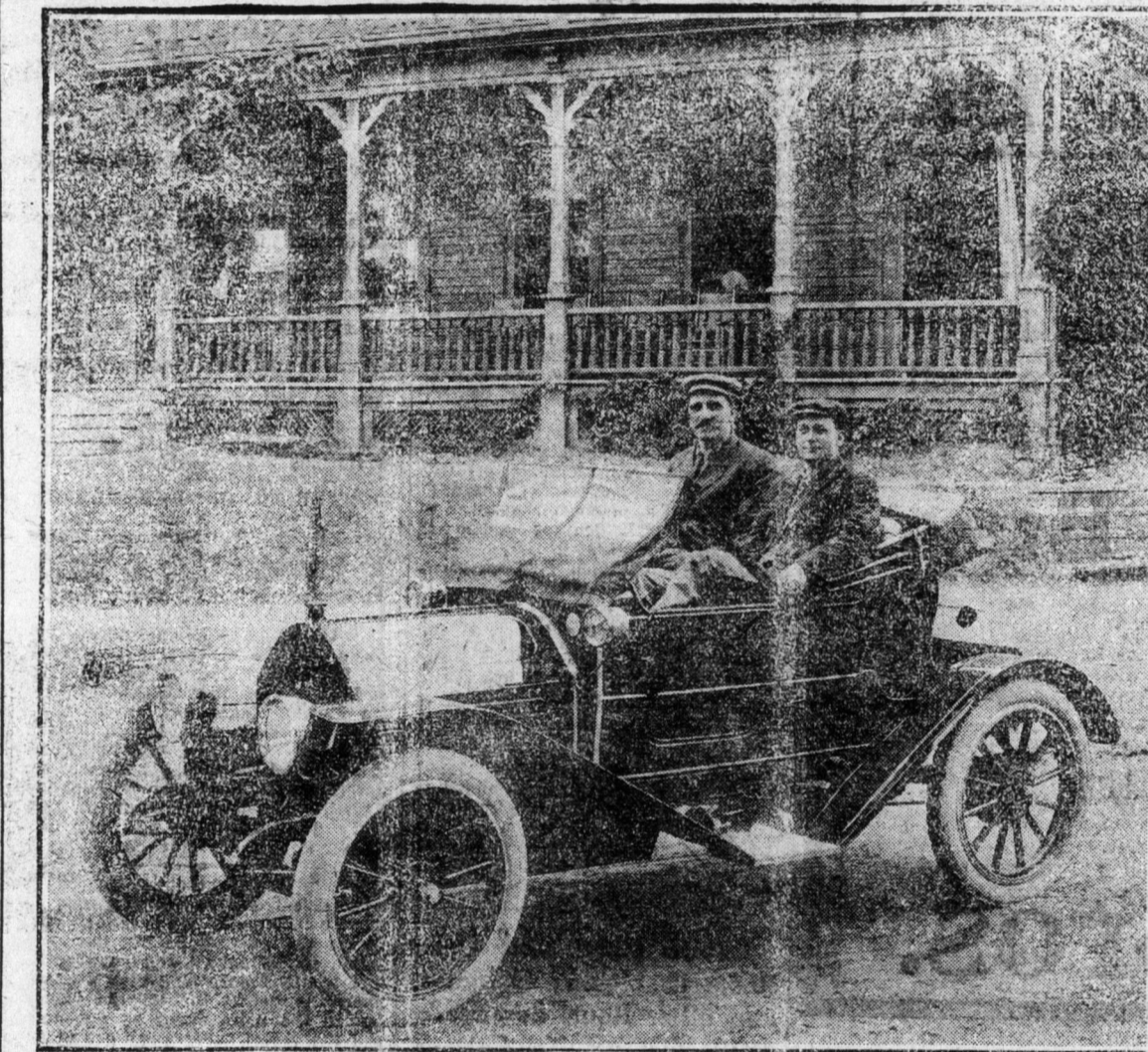
While the new plant is being erected at Amherst this year, the manufacturing operations of the company will be carried on without interruption at Kentville. Over 100 hands are employed at the latter place and several large buildings have been rented in other parts of the town to provide temporary additional accommodation to increase the output to the highest possible figure and meet as large a portion as possible of the demand for the company's goods. The latter have obtained a high reputation in respect to all three lines, carriages, sleighs and automobiles. During the last three months the management has been obliged to turn down \$100,000 of orders.

The output this year will be approximately 250 motor cars, 2,000 fine carriages, and 1,500 sleighs and sleds, representing aggregate value of \$475,000 or thereabouts. These goods will be shipped all over Canada, and the West Indies and Newfoundland.

The business of the Nova Scotia Carriage and Motor Car Company, Limited, was founded as a country carriage shop in 1868 and has had its ups and downs during 44 years existence. Eleven years ago the business was first turned over to a limited company with \$60,000 initiated capital and the present buildings were erected. The high reputation which the carriages and sleighs manufactured at these works had always enjoyed was well maintained, but owing to business misfortune and incautious management the operations of the company proved unprofitable to the shareholders. Losses were sustained by the failure of agents handling the company's goods. The Carriage Company transacted a large business, but for the above reason it became necessary to wind the company up. This inaugurated the second stage or reorganization period through which many industries usually pass to final success and this is where the McKay brothers came upon the scene. They had been trained in carriage manufacturing in their father's business in P. E. Island, and they mastered every detail. Then they took an agency for western farm implements and in this way acquired the art of selling right. In a short time they dominated the carriage business of the island province and then looked afield for larger conquest. They proceeded to investi-

gate the circumstances of the Nova Scotia Carriage Company at Kentville and found a valuable business connection and good will that had been years in the making, and learned that they could buy the plant for less than half the cost. This was four years ago.

The brothers bought out the works and they raised the output of the factory from less than \$50,000 to the



3,400 MILE OVERLAND MOTOR TRIP TO REGINA.  
TORPEDO CAR MANUFACTURED BY NOVA SCOTIA CARRIAGE & MOTOR CAR CO., LTD., LEAVING THE WORKS AT KENTVILLE.

magnificent figure of \$475,000 in the present year.

The transformation at Kentville is an industrial romance of which the Maritime people may well be proud. The McKay brothers have had the pluck, energy and ability to establish the only motor car industry in the Maritime Provinces, and by combining with the kindred manufacture of

carriages and sleighs under the same roof, there is saved the duplication of several departments and attendant machinery. The woodworking, painting, and upholstering department of carriages and motor cars are practically identical. They fit in admirably, because when the manufacture of one branch is finished for the year, the other commences, so that there is a busy season all the year. This close

and permanency to the investment in periods of depression.

The McKay brothers divided the management of the business. J. W. McKay directs the manufacturing and office end and D. C. McKay takes personal charge of the sales and appoints agents and travels from coast to coast. For this work he is doubly armed, being a practical carriage builder and able to design vehicles to suit differ-

ent styles of vehicle. Then he went into Quebec looking for new business. Result of first full year's operations, 1909, \$37,949.35 net profits. This looked like success, but it was not enough for these ambitious brothers. There were other fields to conquer. D. C. McKay tackled Manitoba, he tackled Saskatchewan, he tackled Alberta. Products of the factory were now going all over the Maritime Provinces, and the West Indies. Result of operations for 1910, \$22,860.45 net profits.

Various new styles of carriages and sleighs have been introduced but one in particular, the manufacture of slovens, a low flat farm wagon with crank axle, deserves particular mention. The old company had been advised to make this wagon which would be particularly suitable to orchardists for transportation of apples in barrels, but for some reason did not take up the work. The McKays took it up with characteristic energy and it has proved very popular with farmers in the Annapolis Valley. All the wood used in its construction is grown at home and every part of the vehicle is made at the factory. When the new works at Amherst are occupied it will be possible to sell the buildings and real estate at Kentville to advantage.

The accuracy of the judgment of J. W. McKay and D. C. McKay in taking over the Kentville works has been abundantly vindicated. When they audited their books for the first season's operations, only part of a year, they found they had a profit of \$5,662.49.

This was only the beginning. The buildings of the old company pulsated with new life. All the old employees were reinstated for the new management appreciated the fact that the old company knew how to make first class carriages and sleighs. Under the new direction the market quickly began to extend and kept on extending. D. C. McKay went out on the road and quickly recovered all the old firm's custom in Nova Scotia and then built up a fine business in New Brunswick, where almost every county required a

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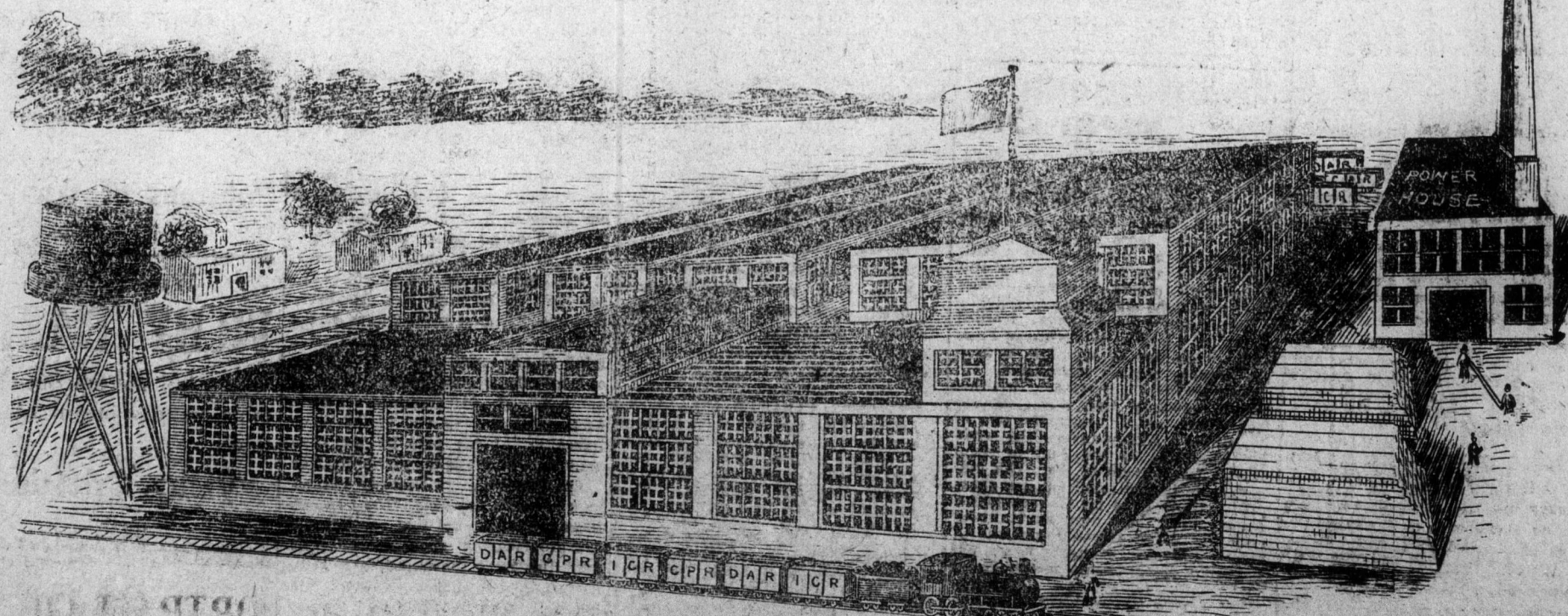
MR. J. W. MCKAY,  
Managing Director Nova Scotia Carriage & Motor Car Co., Ltd.

as they were acquired at a bargain, but it is possible that the old factory may be operated exclusively for the manufacture of slovens and other heavy vehicles for which there is an increasing demand.

At present the factory turns out 10 different models of automobiles, 115 styles of carriages and wagons and 22 distinct types of sleighs. Motor cars range upwards from a \$1,000 car to the magnificent luxurious 45 h.p. touring car, unexcelled anywhere. Some of the latter cars have been ordered for Halifax this year.

Special attention is devoted to commercial cars of which the McKays have made a particular study and they are building a number of trucks and vans besides taxicabs this year. They have about ready for delivery a motor delivery van for Wenzels, Limited, of Halifax, the leading wholesale and retail grocery firm in the Maritime Provinces. This will be the practical beginning of motor delivery in that city. The firm are also figuring on self-propelled fire apparatus for two towns. Buyers of motor vehicles find it an advantage to place their orders with the N. S. Carriage and Motor Car Co., Ltd., because they can get a special design to suit their particular requirements and if anything goes wrong with a car it is only a matter

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PROPOSED PLANT OF THE NOVA SCOTIA CARRIAGE AND MOTOR CAR CO., LTD., AT AMHERST, NOVA SCOTIA, OCCUPYING VALUABLE TWENTY-ACRE SITE ON THE MAIN LINE OF THE INTERCOLONIAL RAILWAY, A QUARTER MILE FROM THE RAILWAY STATION AND CENTRE OF THE TOWN.

## A Maritime Industry Rapidly

(Continued from page 6)

of a few hours to send to replace the parts. The help employed by is nearly all skilled labor with the intention to maintain a number of cities and towns in the mechanism of cars. The firm are receipt of applications from the Province for employment to learn the art of the business.

When the McKays took over the manufacture of motor cars at it is characteristic of them that they visited all the great factories in America. They secured the use for Canada of profit made in the States and they obtained the highest priced of their goods of they felt confident public be sure to follow. They first automobile the McKays and to prove its durability its workmanship and business D. C. McKay one day from the office and drove through to a distance of 3,400 miles. arrived at its destination in condition and was sold but not before it caused dozens of others last year.

The national character of this company is a wide distribution of its order alone from Calga

Canadian Investor Halifax

Gentlemen:— I have been asking my opinion of the Nova Scotia Carriage & Motor Car Co. to be located at

I consider it a wise thing in practically all financially interested would mean success. Amherst men pull successful enterprises is a great future also the Motor

I understand why this industry one of the largest in the Maritime Provinces

I have no doubt, and will in any way that

carriages. There is a advantage in western freight-trifling however, on cars it is more than offset by advantages. Maple, birch, native woods which are used in carriage construction here for \$10 per ton than in Ontario. Iron obtained in Sydney or Charlottetown is cheaper, but in any case are less costly. Water transport enables the company to obtain a large market in other parts of the Dominion and Empire and the United Canadian motor cars shipped from Nova Scotia via the Canal a cheap freight available to British Columbia.

The result of the operations was \$50,848.07 net profit ready stated the profits hand for 1912 will not be \$90,000.

It takes no great stretch of imagination to see that under the present business conditions and grow and that the N. S. Carriage and Motor Car Co., Ltd., are ranked among the most attractive in the country. The opinion of Mr. N. Curry is in this article.

The new plant at Amherst is one of the finest carriage and motor car factories in Canada of largest capacity. The