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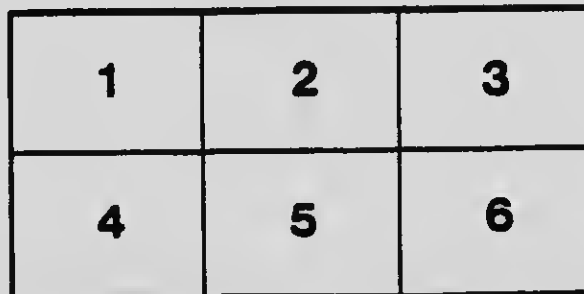
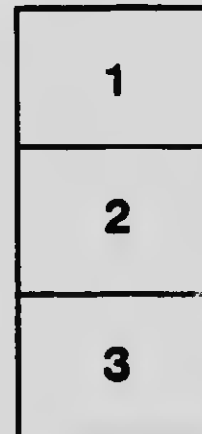
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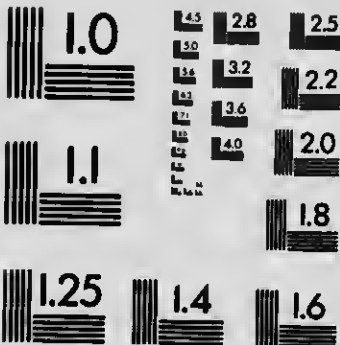
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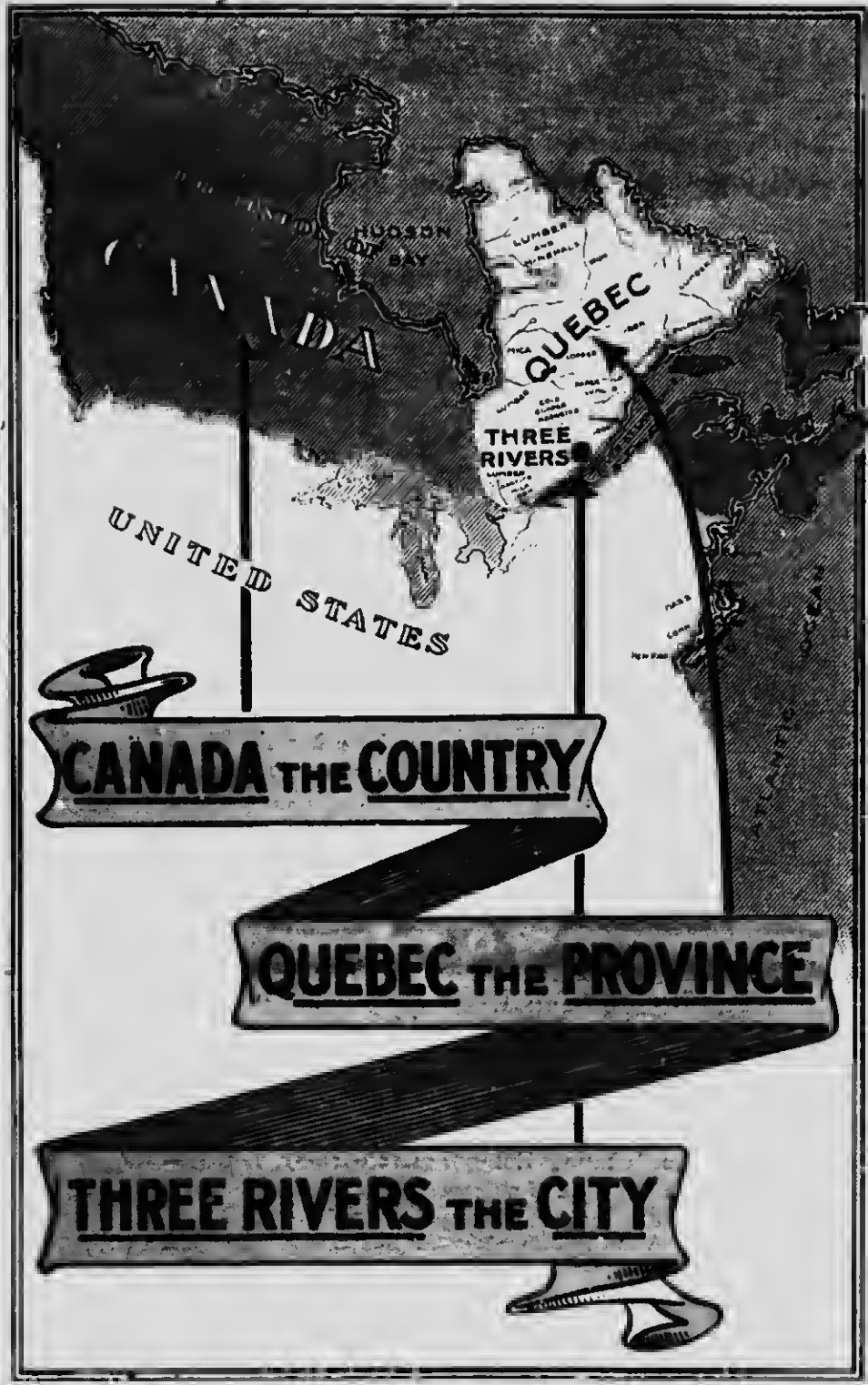


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Six Reasons why Manufacturers Locate in Three Rivers :

- 1 — Paper, Pulp and Iron Industries are in close proximity to the raw material, in practically unlimited quantities.
(See Government Resource Map of Prov. of Quebec)
Absence of congestion, in shipping (as in larger centers) permits of quick and easy handling of products for transportation by rail or water.
- 2 — Manufactures of cotton find abundant labor, no strikes, cheapest power in Canada, are supplied with spring water, naturally sand filtered, which is responsible for the remarkable whiteness of their cotton, equal to the imported product, not duplicated elsewhere in Canada.
- 3 — For the Boot and Shoe Industry : abundant and skilled labor, low wage, account of cheap living conditions ; Favorable manufacturing sites, facilitating transportation, cheap power.
- 4 — Industries of various natures, have been attracted by the strategic position Three Rivers occupies, being half way between the two largest cities in the Province, Montreal and Quebec City (about 75 miles from each:) because it offers shipping facilities, by rail and water, being situated on the main line of the Canadian Pacific Ry., and having one of the finest Harbours in America on the St-Lawrence river.
- 5 — All responsible companies locating in Three Rivers, are offered attractive inducements, viz : Free sites, Tax exemption and other special features, according to the magnitude of the proposed plant.
- 6 — Seven, solid, representative Banking Institutions, who have yet to find cause to loose faith in Three Rivers' Manufacturing Enterprises, are ready and glad to extend a hand of welcome to a new arrival.

COLD FACTS for COOL THINKERS

The Country—**CANADA**
The Province—**QUEBEC**
The City—**THREE RIVERS**



This little booklet contains valuable information, about the fastest growing country in the world, and should be of interest to everyone. Should you not be interested, give it to your neighbor; he wants it. Don't consign it to the waste basket

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Three Rivers, P. Q. and its Industries

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CANADA the COUNTRY

OPTIMISM and enthusiasm seize every student of Canada. No country of the two hemispheres has so bright an outlook. Canada's vast West, able to sustain a population of **50,000,000** with no more than **50** persons to the square mile, together with the inestimable wealth of the produce of her fields and forests, seas and mines, gives her assurance of prosperity for a century to come.

The inflow of newcomers at the rate of **2,000,000** every five years—and of capital, the expansion of manufactures and industry, and the completion of magnificent railway and canal systems are a hint and a promise of what the Canada of tomorrow will be.

When one looks at the facts and figures of Canadian progress, one is bewildered by their magnitude. The following few facts carry their own message:

Canada's Area.—

Canada is **3,500 x 1,400** miles in extent.

Canada is as large as **30** Great Britains and Irelands.

Canada is one-third the area of the British Empire.

Canada has **111,992** square miles more than United State of America, including Alaska.

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Canada's Population.—

Canada is growing more rapidly than any other country in the world, reckoned on a percentage increase. It will retain this distinction for many decades to come.

Immigration, for several years past, has been at the rate of, roughly, 400,000 a year—37% from the British Isles, 28% from the United States, 35% from Europe and Asia.

Canada's Productive Wealth.—

Government figures for 1913 are as follows :

Field Crops.....	\$ 552,771,500
Forest Products.....	161,802,049
Mineral Products.....	136,048,296
Fisheries Products.....	33,384,469
Dairy Products (est.)....	121,000,000
Fruit Product (est.).....	25,000,000

\$1,029,006,314

The Government's report for 1913 shows that Canada has 19,182 manufacturing establishments, one-third of which are in the province of Quebec.

Canada as a Merchant.—

Canada's trade has more than doubled in the last ten years. With Great Britain Canada's account in 1913 was :

Imports.....	\$139,646,356
Exports.	177,982,002

With the United States Canada's trade account in 1913 was :

Imports.....	\$449,950,043
Exports.....	150,961,675

The U. S. A. export trade with Canada is growing more rapidly than with any other leading country, the increase during the last ten years being **235%**.

Canada bought every work day of 1912-13 from the United States more than **\$1,500,000** worth of goods and sold her **\$500,000** worth.

Canada's Railways.—

Canada's Railway mileage, June 30, 1913 was **29,304**. Canada has three transcontinental systems—The Canadian Pacific, The Grand Trunk Pacific and the Canadian Northern.

Canada's Water Power.—

Canada possesses a larger amount of potential water power than any other country — twice that of the United States.

Canada's estimated **16,600,000** horse power is equal in annual production to **367,000,000** tons of coal.

Canada has developed **1,016,521** horse power from electricity.

The St-Maurice river near Three Rivers, P. Q. can alone supply more than **1,000,000** horse power.

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Shawinigan Falls, near Three Rivers, which now furnishes 250,000 electrical horsepower, and which has an ultimate development of nearly 1,000,000 horsepower.

QUEBEC the PROVINCE

QUEBEC is one of Canada's most populous provinces, the 1911 census gave it a population of 2,002,712; nearly 29% of the Dominion's total. This population is mostly congregated in the district surrounding the cities of Montreal, Three Rivers and Quebec, which are situated along the St-Lawrence River. For this reason Quebec Province is today one of Canada's wealthiest and most profitable markets.

The people of the Province of Quebec are wealthy, because over 50 per cent are rural dwellers who depend upon agricultural occupations for their living. They practice mixed and dairy farming to a greater extent than the people of any other section of Canada, and this means that not having to depend on any one crop, money with them is always plentiful. Their income from field crops and dairy products *alone* is about \$125,000,000 annually.

Next to farming, manufacturing is the province of Quebec's greatest source of wealth and its mills and factories turn out every thing from flour to monster locomotives.

Every class of manufactured article is in demand in Quebec Province, and this Province provides three of the finest harbours in America at the Seaport Cities of Montreal, Three Rivers and Quebec.

Rural Quebec's Wealth.—

It is a recognized fact that a country prospers in proportion to the wealth of its farming communities. The tiller of the soil always has been, and always will be, the backbone of the nation.

Money may be the root of all evil, but it is what most of us are after nevertheless, and it is certainly the thing that counts most when discussing trade possibilities. The question which should be answered before discussing ways and means are :

What is the wealth of the people as a class ?
What about the wage earner ; is he well paid ?

The most satisfactory way to answer these two questions, is to give facts published by the Government, which speak for themselves and which leave no room for argument as to the wealth of Quebec's rural population.

According to the Census figures, we find the following increases in values were made in ten years from 1900 to 1910 : Value of land buildings, stock, etc., over 100% ; field crops 43.76 p. c. ; vegetables, fruits, etc. 177.14 p. c. ; live stock sold 206.84 p. c. ; dairy products 133½ p. c. ; animals slaughtered 7.76 p. c. ; other products 73.24 p. c. These figures range from 50 p. c. to 100 per cent ahead of the increases made by Ontario for a like period.

The Quebec farmer has become a big factor, and is one of Canada's best producers, as the

following table will reveal. Please read carefully, and note the splendid increases made in ten years in almost every branch of farming.

Quebec's Cash Statement.—

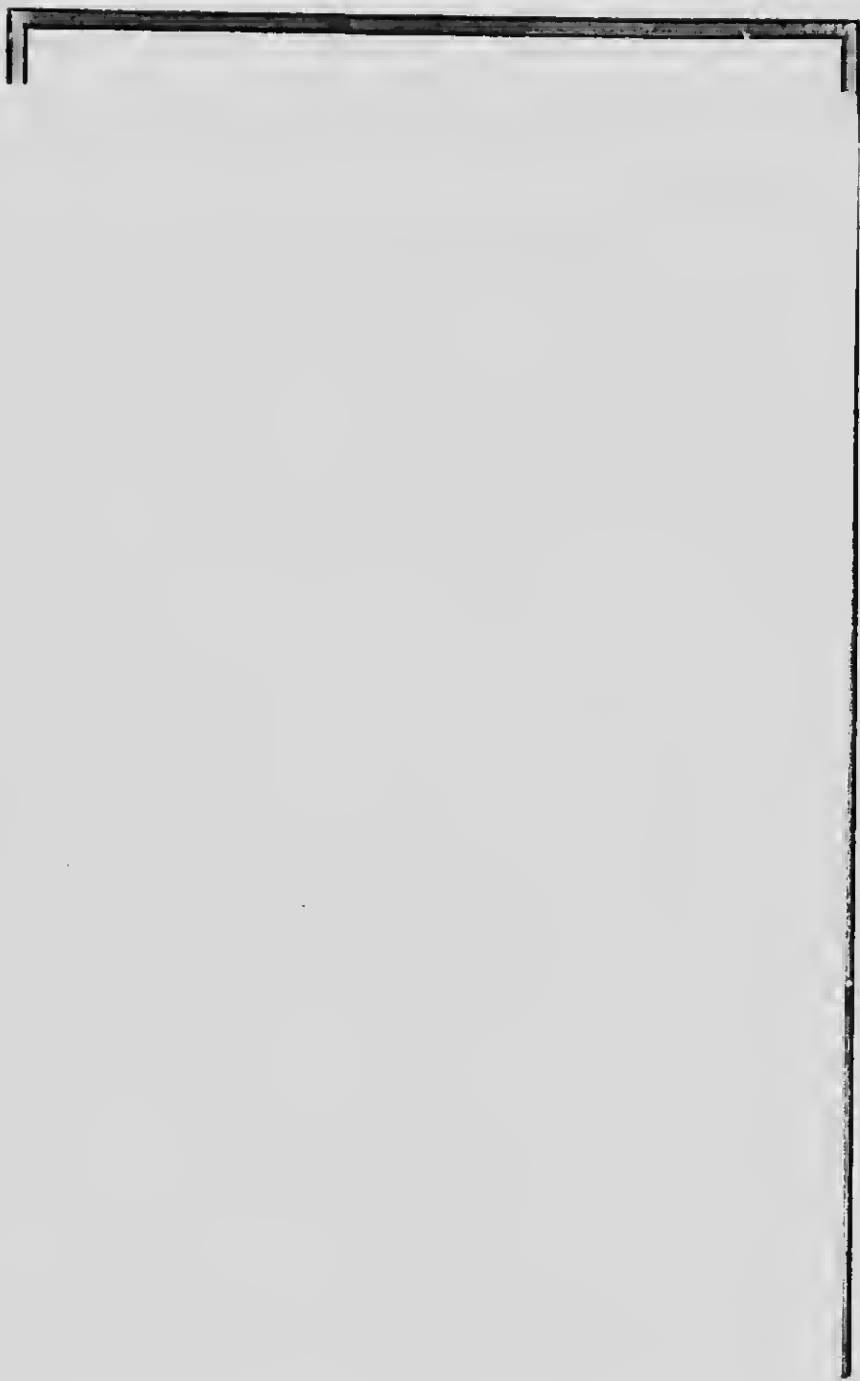
(Compiled from Bulletins No. 6 and 7, Fifth Census of Canada)

Value of lauds, buildings, stock,	\$800,000,000
An increase of over 100% in 10 years while Ontario only increased 33½%.	
Value of field crops, vegetables, fruits, etc., sold in 1910.....	71,587,055
An increase in field crops of 43.76½% and in vegetables and fruits of 177 14% in ten years.	
Value of live stock sold in 1910.	20,406,385
An increase of 206.84% in 10 yrs nearly twice as much as Ontario	
Value of dairy products, milk, cream, butter, cheese sold in 1910.....	47,234,251
An increase of 133½% in 10 years as against Ontario's 75.73%.	
Value of animals slaughtered on the farm in 1910.....	8,623,178
An increase of 7.76% in 10 years, while Ontario shows a decrease of 2.26%.	
Other products, wool, eggs, honey and wax, maple sugar and syrup	6,713,267
An increase of 73.24%	
Total.....	\$954,569,126

Accepting the first item under the heading of value of Lands, Buildings, Stocks, etc., to represent the Quebec farmers' capital %, we can condense his Assets into two items, viz:

Stock in Trade or Capital %...	\$800,000,000
Liquid or Tangible Assets.....	154,569,000
	<hr/>
	\$954,569,000

We therefore have \$154,569,000 represented in cash with which to pay for labor, seeds, feed for animals, depreciation of farm implements, etc., and interest on investment. The rural population of Quebec is given as 1,032,618, but as the population represents every man, woman and child we will divide the liquid Assets amongst the 159,554 farmers, or occupier of farms; and we shall find each farmer averaged nearly \$970. to transfer to Profit & Loss %. In estimating his profits don't forget that this sum is plus rent and living for himself, wife and family, and probably the up-keep of his stock. We can safely conclude that two-thirds of the farms were worked by the farmer and his family without hired help, and that the greater part of the hired help was employed by non-resident owners, or those owning very large farms. His Profit & Loss % would therefore show a comfortable balance on the profit side of the Ledger, giving the Quebec farmer a very nice margin to spend on clothing, household necessities and luxuries. If you include the value of lands owned, buildings, farm implements and live stock on hand, the farmer of Quebec has an average working capital of \$6,000 as against the

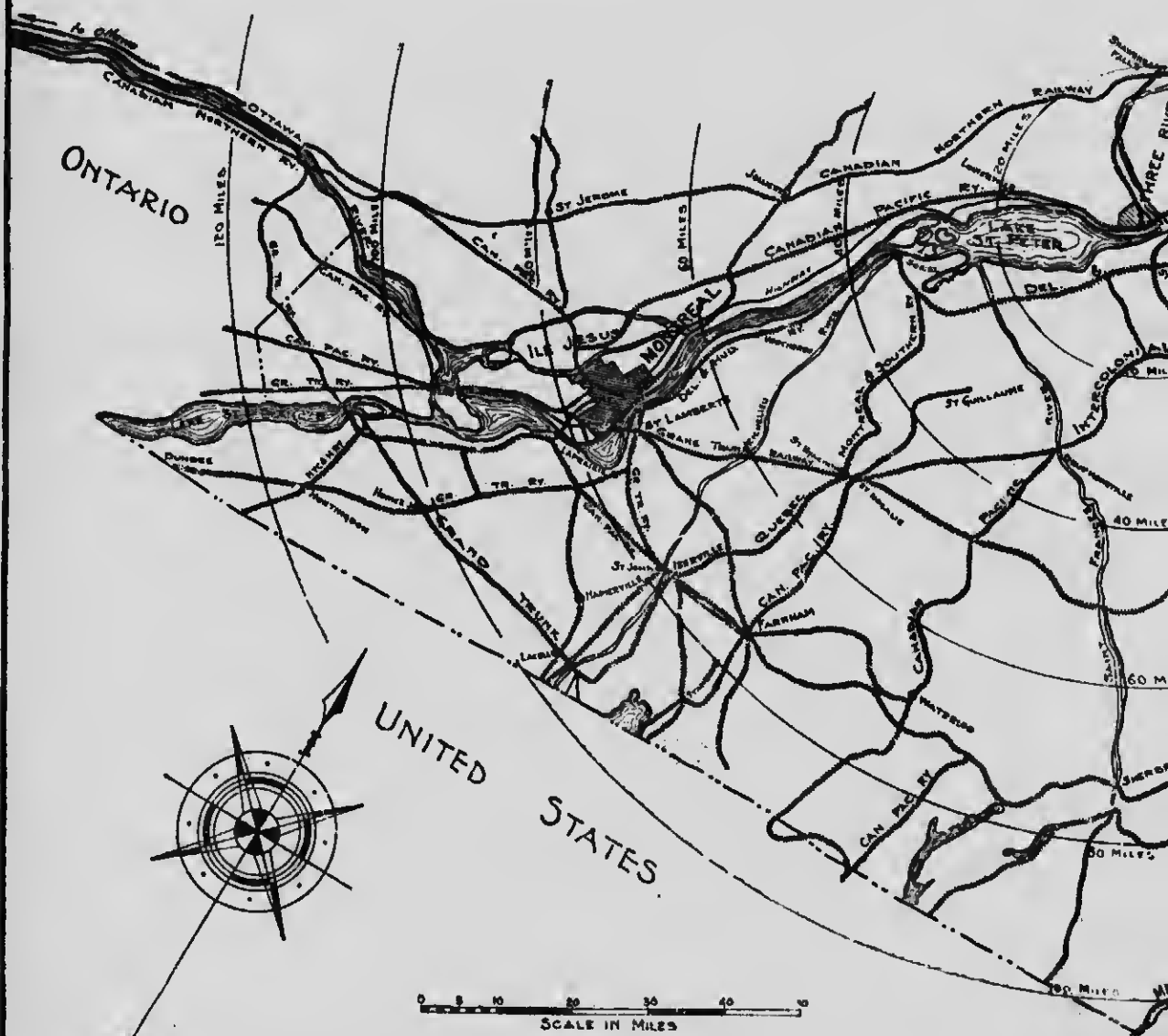


MAP

showing the location of the

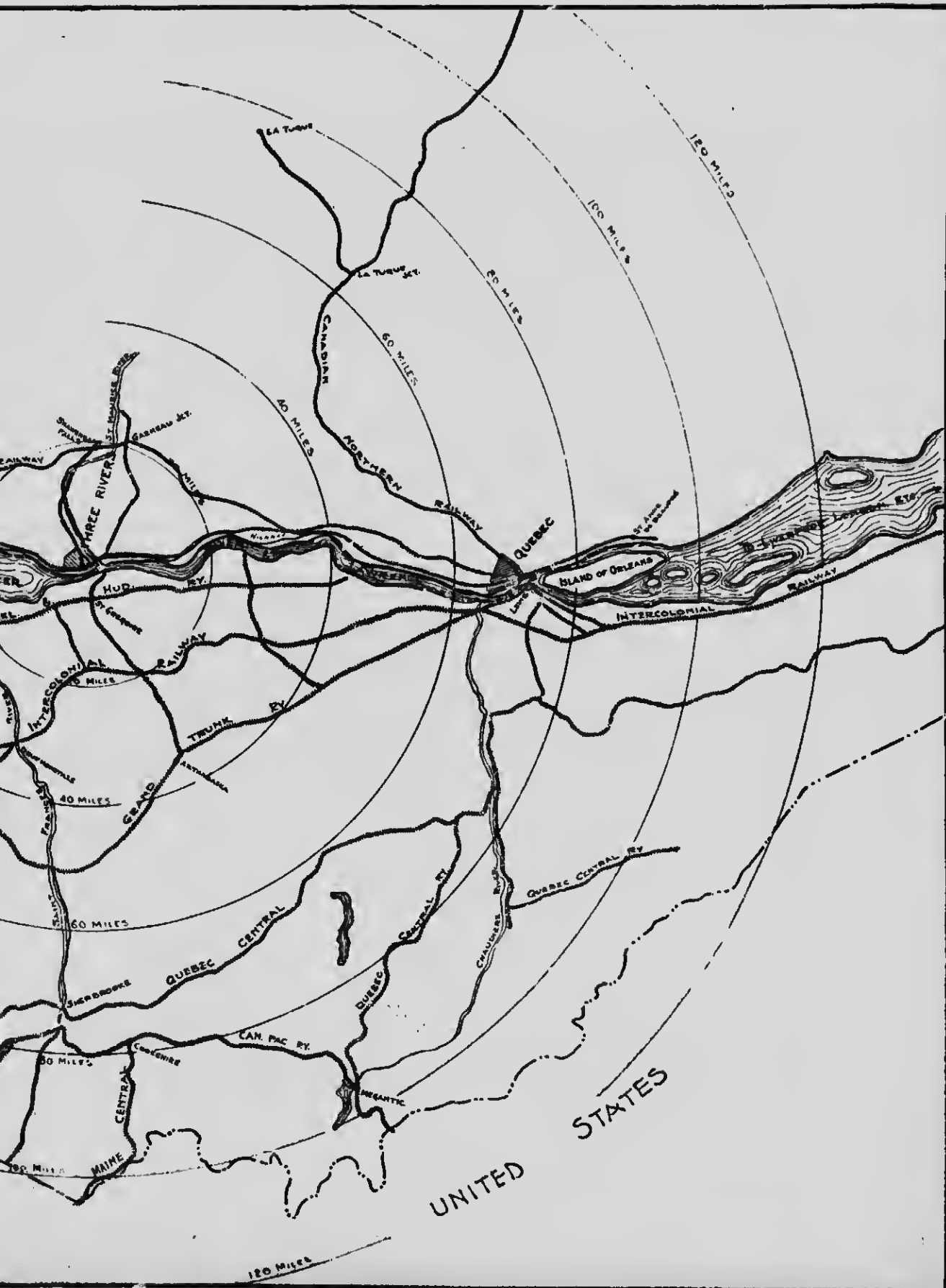
CITY OF THREE RIVERS

PROVINCE OF QUEBEC
CANADA



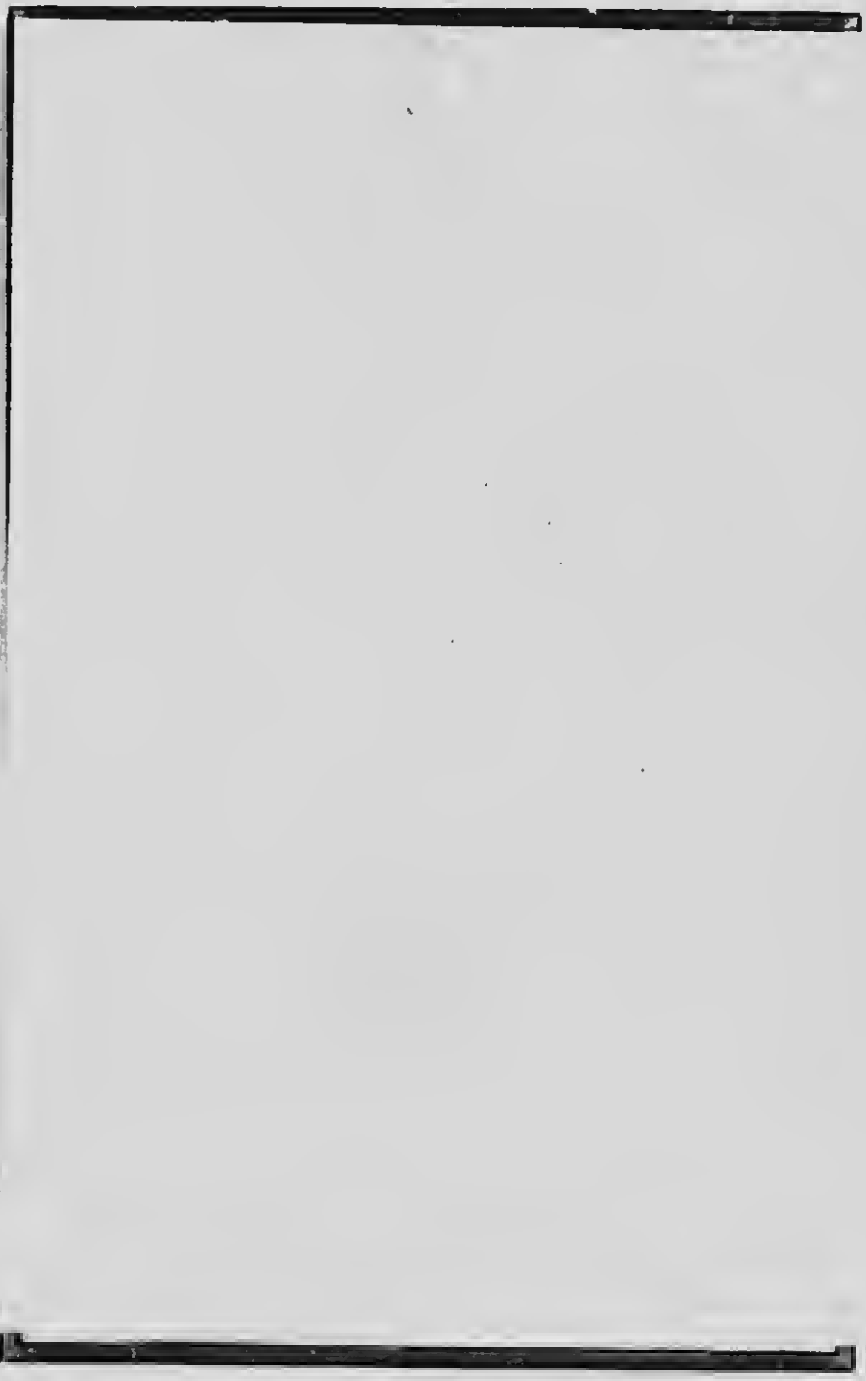
Prepared by
MALCOLM S. GARCLAY
Q.L.S.

MONTREAL JULY 1914



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Ontario farmer's average of **\$5,450**. The first question "What is the wealth of the people as a class?" is answered therefore in favor of the Quebec farmer as compared with the farmer of Ontario.

The second question "What about the wage-earner; is he well paid?" is best answered by the following census figures.

Ontario.—

The farm laborer of Ontario averaged in 1900,
\$5.15 per week.

The farm laborer of Ontario averaged in 1910,
\$7.16 per week.

Or an increase in ten years of **39%**.

Quebec.—

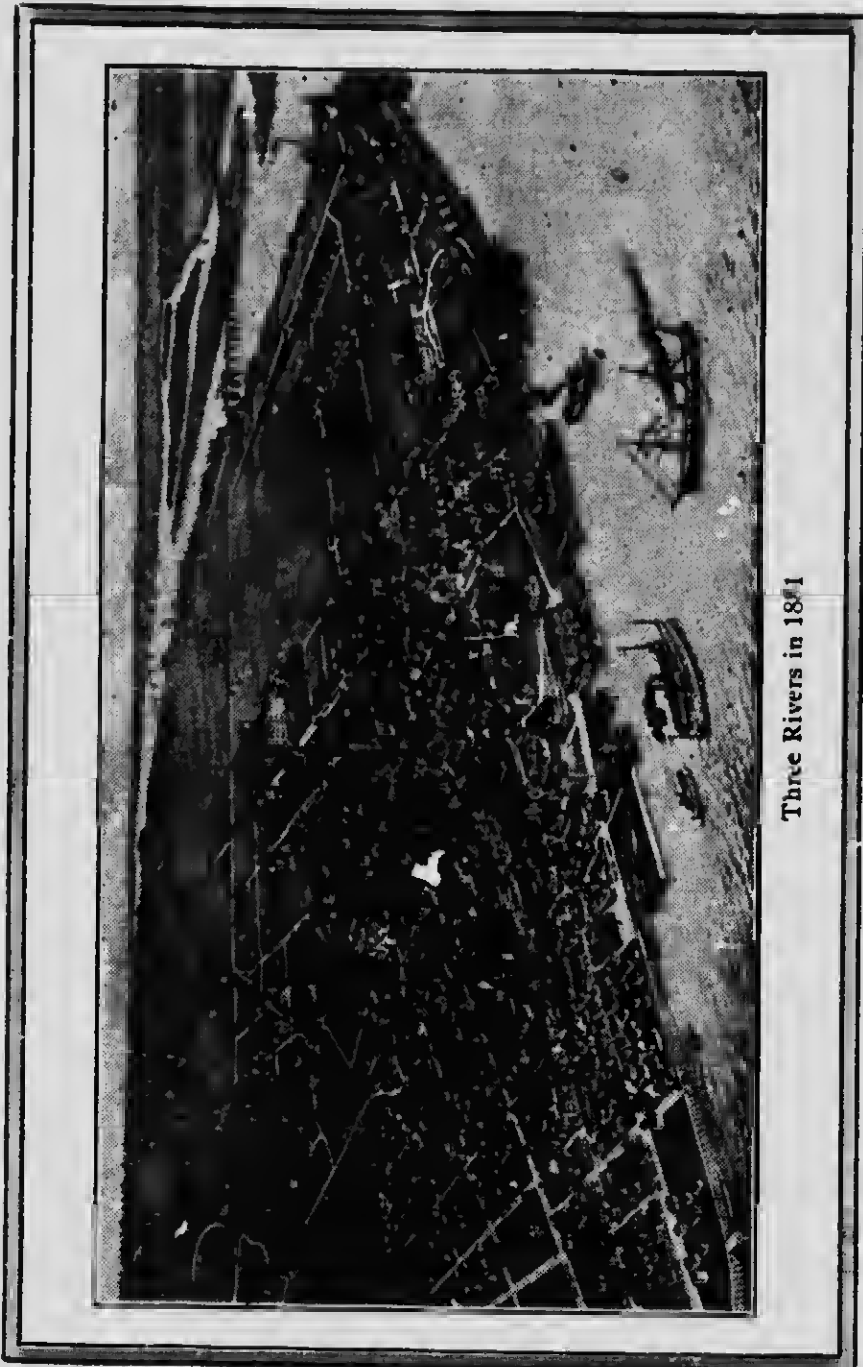
The farm laborer of Quebec averaged in 1900,
\$5.04 per week.

The farm laborer of Quebec averaged in 1910,
\$7.40 per week.

Or an increase in ten years of **47%**.

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Three Rivers in 1891



THREE RIVERS the CITY

THE City of Three Rivers up to a decade ago was practically unknown, whereas looking at it today, we find that its population has almost doubled in the above period, and that large and important industries have made it their home. Today it affords the logical market for the largest power plant in America excepting Niagara.

Three Rivers was practically wiped out in 1908, by a fire which entailed a property loss of over \$4,000,000, it was immediately rebuilt, and today, permanent and modern structures have taken the place of the primitive ones, destroyed in the fire.

Three Rivers is geographically and commercially the natural centre of an immense district situated in the heart of the province of Quebec. This district stretches from the banks of the St-Lawrence northward to Hudson Bay. Three Rivers proper is situated on the North Shore of the St-Lawrence, midway between Montreal and Quebec Cities, the distance being about 75 miles from each.

Three Rivers harbour affords all the facilities required for modern ocean traffic. Its wharves are

over two miles in length, and the water has a depth of over 50 feet with a tide water rise of twelve to fourteen inches. There is no vessel afloat that cannot reach its wharves without danger or difficulty.

The Canadian Pacific Railway, the St-Maurice Valley Railway and the Grand Trunk place the City in direct communication with all the business centres in Canada and the United States.

The district, of which Three Rivers is the commercial capital may be divided into two sections. The agricultural and the forest section.

The Agricultural Section.—

The settled part of the district of Three Rivers, which lies on both sides of the St-Lawrence, has a farming population of over 500,000 and contains within its borders some of the most fertile lands in the Province of Quebec. It exports annually dairy products to the value of \$1,500,000 and produces over 500,000 tons of hay a year, not to mention other farm products. In the southern portion of the district are found large and valuable deposits of asbestos; Iron ore abounds throughout practically the entire district. The agricultural products are the finest in the Province and are steadily increasing both in quantity and quality each year.

Forest District.—

The forest district which covers an area of more than 30,000 square miles is known as the St-Maurice territory, and takes its name from the St-Maurice river, which runs through its entire length and empties into the St-Lawrence at Three Rivers. This portion of Three Rivers district should be of the greatest interest to investors and manufacturers, owing to the rich field it offers for exploitation and investment. This whole territory is covered with forests of pine, spruce, cedar and hardwoods, in sufficient quantities to afford practically an inexhaustible supply for export. Iron is also found in abundance, as well as mica, limestone and other minerals, which are only awaiting development and capital to become the foundation of important industries.

These raw materials are to be found in immense quantities in this district and its many rivers and lakes provide the means of cheap transportation to the natural shipping point of Three Rivers.



Water Powers.—

There is one feature which stands for prosperity for Three Rivers and entitles it to the distinction of Peer among other Canadian Cities. It is the fact that nature has provided throughout all this wonderful district, side by side with the raw material for manufacturing, water powers, which rank among the most valuable in North America, in point of number, size, and the ease with which they can be utilized. The St-Maurice river itself, which is about 300 miles long, and has twenty odd important tributaries, furnishes within thirty miles of its mouth at Three Rivers, six large falls and two rapids, which together can develop about 1,000,000 electrical horse-power.

All the tributaries of the St-Maurice river and the neighbouring rivers, afford a great number of valuable water powers, which are in no danger of being lessened, or of failing, through the destruction of the forests, or similar causes, as the sources of the rivers which feed them lie in the cold and distant regions of the North, where they are beyond the possibility of being injured by any man.

Thus we have, side by side, abundant raw materials of all kinds and unlimited power, which Providence seems to have provided expressly for human industry. Only the intelligent action of capital is needed to create prosperity and wealth.

Three Rivers Progress.—

The City of Three Rivers being the commercial centre of this vast region of wealth, as well as the only outlet for these enormous quantities of lumber, pulpwood and products from farm and mine, is gradually realizing the importance of this great advantage in this modern age of progress and industrial activity, on account of its strategic position, as a seaport City, and its being in direct communication with any part of the world. Its claims to supremacy have been attested to by the fact, that since the fire of 1908 over eight million dollars of outside capital have been invested in industries in Three Rivers.

One of these industries, the Wabasso Cotton Company which began operations in 1909, with 12,500 spindles, is now operating 75,000 spindles and employs more than 1000 hands. The Wayagamack Pulp & Paper Company, another new industry, is running day and night, in three shifts of eight hours, to keep up with the demand for its product. This company ships annually 30,000 tons of Pulp and 'Kraft' paper.

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Three Rivers Facts.—

Anyone who will carefully consider the wonderful resources of this immense district of Three Rivers, the wealth of its people, and its most favorable position as an industrial centre in the very heart of the richest province in Canada, and who will admit that: No City is stronger or bigger, or richer than the territory from which it derives its support—can easily explain why all eyes are today on Three Rivers, and why its future as a centre of industry is assured.

Three Rivers is the second oldest City in Canada, founded in 1634.

The population of Three Rivers is 19,000, an increase of 65% in the last ten years.

More than fifty per cent of Three Rivers citizens own their own homes.

The district, of which Three Rivers is the commercial centre, has a farming population of over 500,000.

Three Rivers has seven chartered Banks.

Three Rivers has fifteen hotels, twelve churches and nine schools.

Three Rivers is the "Half-way City between Montreal and Quebec," about two and half hours ride from each.

There are **1,500,000** people within a radius of **75** miles from Three Rivers.

Three Rivers has **34** miles of railroad track.

Three Rivers is the thriftiest City in Canada for its size.

Its savings on deposit amount to over **\$3,500,000**, which represent more than **\$175.** per capita of its population.

Three Rivers occupies an area of four square miles.

The City valuation of Three Rivers is **\$17,790,765.**

Three Rivers tax rate is **9** mills.

Living in Three Rivers is cheaper by **15%** than any other City in Canada.

Three Rivers harbour is **50** feet in depth, has two miles of wharves mostly of concrete.

Three Rivers is on the main line of the C. P. R., the Grand Trunk Railway is on the South Shore and it has direct communication with the Canadian Northern through the St-Maurice Valley Railway.

Three Rivers electrical power is the cheapest in Canada. It is supplied by the second largest power plant in America.

Three Rivers has an abundant supply of skilled and cheap labor.

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Three Rivers is one of the biggest pulp centres in America, it exports over **\$2,000,000** worth per year.

Strikes or labor troubles are unknown in Three Rivers

Three Rivers has five Newspapers.

Three Rivers is one of the healthiest Cities in America. Its contagious disease Hospital has not had a patient for three years.

The City of Three Rivers has set aside an annual appropriation to advertise the City's advantages.

Three Rivers offers manufacturers locating there many inducements, such as free sites, tax exemption, etc.

Three Rivers has a municipal water plant, supplying natural sand filtered well water, which is acknowledged to be the purest in Canada. These wells can be driven in any part of the City.

Three Rivers has an efficient Board of Trade and City Council, who are fully awake to its possibilities. They are determined to go ahead, being fully aware of the great opportunities their city offers. Industries locating in Three Rivers cannot but benefit by this popular movement which has aroused civic pride among the citizens; it means success to all who share in it and one grand Era of Prosperity for its ultimate end.



THREE ARGUMENTS **3** THREE RIVERS CANADA

WHICH COMBINED WITH ITS
BEST NATURAL RESOURCES & THE
PRESENT UNRIVALLED INDUCEMENTS
TO MANUFACTURERS - MAKE IT

THE KEY OF OPPORTUNITIES

ARE YOU BUILDING
A FACTORY ?

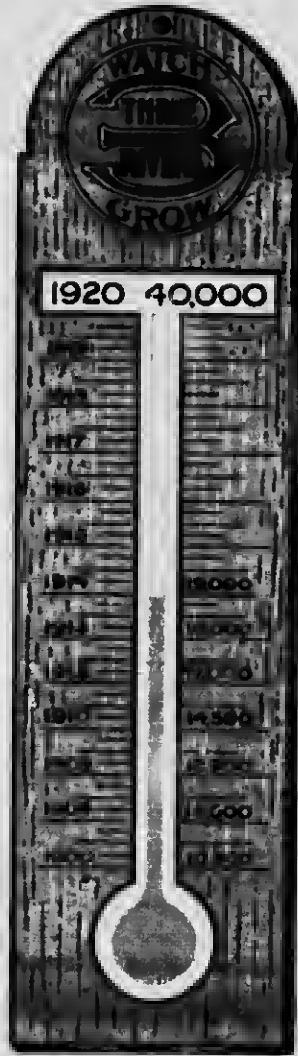
THREE RIVERS WANTS

—manufacturers, capitalists and all wideawake
men who are looking for the greatest *Industrial
Advantages* to be found in *Canada*.

THREE RIVERS OFFERS

free sites and tax exemption, abundant and cheap
power, shipping facilities by rail and water, un-
limited natural resources, skilled labor, healthy climate

For special inducements and full particulars
write W. J. Shea, Three Rivers, P. Q., Can.



DO YOU WANT MORE INFORMATION ?

WRITE

W. JOS. SHEA,

Commissioner of Publicity and Industry,

THREE RIVERS, P. Q.,

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