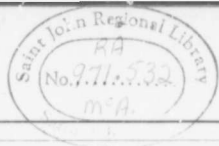


J. McAVITY & SONS
LIMITED
SAINT JOHN, N. B.
CANADA

1834-1918

EIGHTY FOUR YEARS
IN PUBLIC SERVICE



EIGHTY-FOUR YEARS IN PUBLIC SERVICE

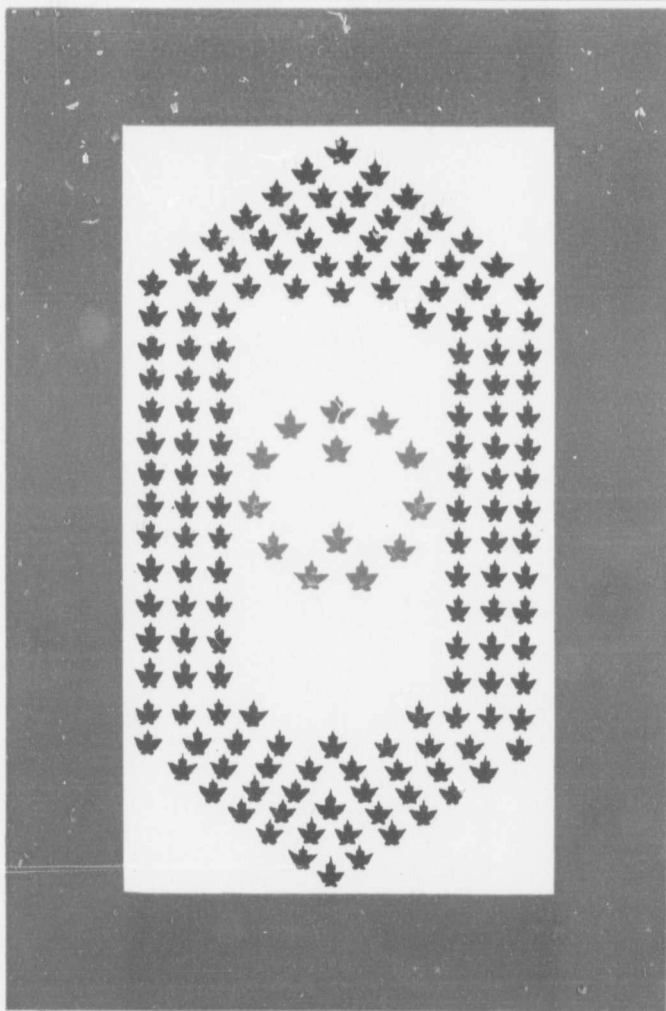


THE STORY OF AN HONOURABLE
BUSINESS CAREER IN THE CITY OF
SAINT JOHN, WHEREIN THE AD-
VANCEMENT OF FIRM HAS BEEN
ADVANCEMENT OF BUSINESS LIFE

1834

1918

T. McAVITY & SONS, LIMITED
SAINT JOHN, N. B.
CANADA



THE McAVITY SERVICE FLAG

WITH ONE HUNDRED AND FIFTY-EIGHT LEAVES, REPRESENTING THE ENLISTMENTS UP TO AUGUST, 1918

Tribute to the Service Flag

Dear Maple Leaf, on its ground of white,
Showing the red-blood in this fight;
Placed by a mother—the one who gave
The best of her life—her Land to save.

Proving to all in the world at large
Our sons are there defending their charge,
Their country, their mothers and sweethearts true.
We cherish them,—priceless leaves of blue.

Maple Leaf Standard reaching to Heaven
In solemn compact with those we have given,
We honour, respect you; you've proven your worth
To rank with the flags of the nations of earth.

—*May L. Richards.*



MEMBERS of the Firm and Employees of T. McAVITY & SONS, LTD., who have swept aside their home ties, friendships and personal ambitions and accepted cheerfully the perils and hardships which are the everyday commonplaces of the lives of our men in the trenches that Right and Liberty may triumph, and to help end forever the military imperialism that caused the war.

- | | | |
|-----------------------|--------------------|-------------------------|
| Allan, W. R. | Colpitts, B. H. | Gorman, Fred. |
| Allan, Alex. | Collins, F. | Gorman, Frank |
| Alward, Winslow | Coster, C. Allen | Grant, Benjamin |
| Atrickburke, P. | Costigan, Daniel | Grey, Gerald |
| Banks, W. S. | Davidson, J. T. | Hamm, R. Mathias |
| Barnes, Eldridge | Day, Reginald | Harding, F. S. |
| Barnett, John Leonard | Dick, Edward | Harrington, Edward F. |
| Bates, George | Dixon, Murray S. | Harris, Arthur |
| Bennett, R. H. | Duffell, Wm. | Harris, George |
| Blount, William | Duff, S. L. T. | Hayward, Russell |
| Bochcov, B. | Dunfield, Chas. I. | Hazen, George W. |
| †Bourne, Norman L. | †Duplisea, Harold | Henderson, Chas. W. |
| Bradshaw, Lloyd | Dysert, Harry | *Henderson, J. Clarence |
| Branscombe, C. R. | Elliott, C. | Henderson, J. Stewart |
| *Brown, Edgar | Erb, Bruce W. | Hislop, A. |
| Burgess, Robt. D. | Fairweather, H. B. | Howe, Anthony |
| *Burton, William | Fisher, W. F. | Howard, Cecil |
| *Campbell, Fred B. | Flewelling, Ernest | Hoyt, Jas. Stanley |
| Carrol, James | Fraser, J. R. | Hutcheson, Harris |
| Chambers, G. | Fullerton, Russell | Jenkins, Ernest |
| †Chesley, Harold A. | Gallagher, Louis | Kelly, Robt. H. |
| †Clark, Eugene | Gemerton, Leonard | *Kennedy, Keltie |
| Clark, L. H. | *Gibson, Andrew | Kennedy, Arthur |
| Clayton, Arthur | *Gibson, Henry G. | King, D. |
| Cody, Douglas | Gillis, Joseph | Knox, J. Howe |

ROLL OF HONOUR — Continued

Larsen, Harry	McFarlane, Harry	Smith, Wm.
Law, George	*McKeil, Wm. C.	Snell, F. W.
†Lawson, John H. G.	McKinnon, Gordon	Sowery, Albert V.
LeBlanc, Camille	McLeod, Allan	*Spinney, George, D.C.M.
Levine, Wm.	†McNutt, Charles	Stone, Walter
Little, Murray	McNutt, George	Sullivan, P.
Lockhart, Herbert	McPherson, Allan	Tait, Fenwick
Lugrin, Harry S.	Müller, Arthur R.	†Telfer, James
Lunn, Fred. S.	Moran, A. V.	Thibeu, Armand
Magee, H. H.	Morrison, D. C.	Thompson, R.
Main, W. B.	Mungall, David	Thompson, Peter
Marshall, Fred	Murphy, Frank J.	Thorne, W. A. Troop
Markham, F. V.	Nesbitt, Alex.	Tibbetts, B.
McAndrews, Aubrey H.	Noddin, Charles	Trennott, Harry.
McAvity, James L.	†North, George	*Trifts, John K.
*McAvity, Percy D.	Oram, Daniel	Trusket, Wm.
McAvity, Ronald A.	Paris, Raymond	Upham, Charles
*McAvity, Thomas A.	Parlee, Archibald C. W.	§Vernon, John
McAvity, T. Malcolm, D.S.O.	Peters, Frank	†Vincent, Leon C.
McBay, Chester B.	Poletoko, J.	†Ward, John
McBride, Spurgeon E.	†Ramsay, Bertin F.	Wetmore, Richard, Sr.
McClure, A. C.	Rees, W.	Wetmore, Richard, Jr.
McCormick, R.	Robertson, Andrew R.	Whitehouse, John
McCullough, James F.	Salmonson, Gus.	Wickweir, Thos.
McCutcheon, Geo.	Scribner, Wm.	Williams, Samuel G.
McElwaine, John	†Seely, L. G.	Wilson, Thomas
McElwaine, John, Jr.	Sinclair, Murray	Wyatt, Sydney
	Smith, Pearl	

† Killed in action. ‡ Died of wounds or poisoning. § Died on active service. * Wounded or gassed. † Missing.



Their majesties the King and Queen—the central point of empire unity—who grace a throne that stands for all that is highest in the nation's welfare.

UNITED
FOR
JUSTICE AND LIBERTY



T. MALCOLM MCAVITY, D. S. O.
MAJOR, GENERAL STAFF
CANADIAN CORPS, B. E. F., FRANCE



E. GERALD A. MCAVITY
MAJOR, D. A. P. O. S., 3RD CAN. DIV.
FRANCE



LIEUT.-COL. JAMES L. MCAVITY
COMMANDING 26TH N. B. BATT.
CANADIAN CORPS, B. E. F., 1914-1916



*PERCY D. MCAVITY
MAJOR 26TH N. B. BATTALION
CANADIAN CORPS, B. E. F., 1914-1917

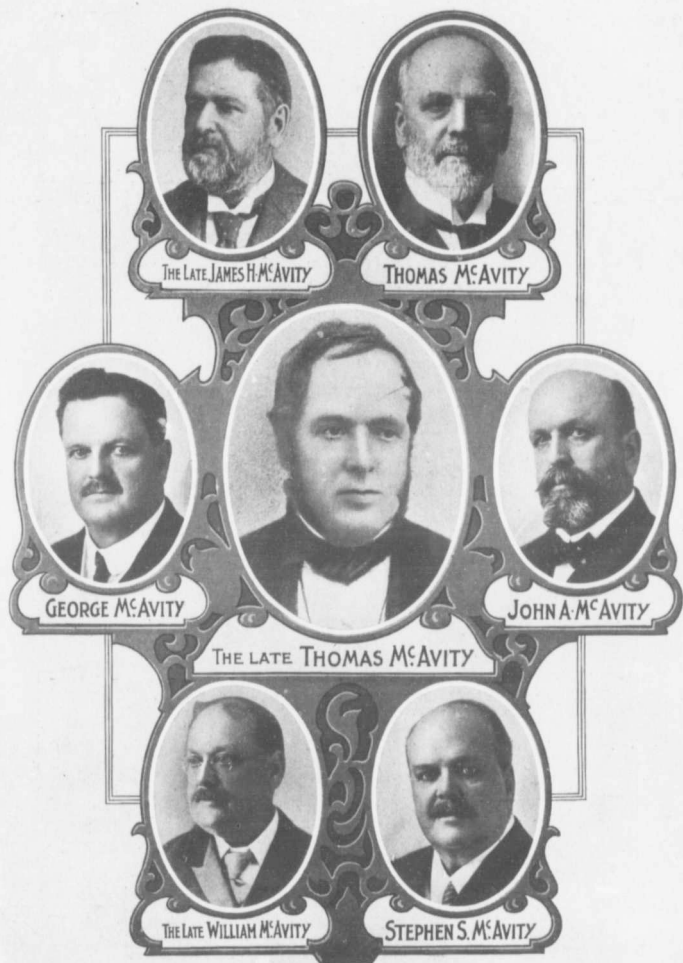


*THOMAS A. MCAVITY
SERGT., 60TH BATTERY C.F.A., B.E.F.
FRANCE

THE FIGHTING MCAVITYS

(For Roll of Honour see Pages 4 and 5)





THOMAS McAVITY AND HIS SIX SONS



WHOLESALE AND RETAIL HARDWARE STORE, KING STREET, 1918



EIGHTY-FOUR YEARS IN PUBLIC SERVICE



*Firm of T. McAvity & Sons, Ltd., Passes Eighty-fourth Mile
Stone in Honourable Business Career in St. John;
Advancement of Firm has been Advance-
ment of Business Life*



THE birth of this well-known firm—the advent of a business which was to mean so much to St. John in succeeding years, giving employment to over 2500 employees in its various branches—dates back to 1834—succeeding the hardware and general store business of James Hendricks, which was one of the first established houses of Loyalist times—the Hendricks arriving with the earliest Loyalists in 1783 and shortly afterward established and prosperously conducted to a foremost position this business from the time when St. John (then Paratown) was but a trading post and its commerce primitive dealings in fish, furs and lumber. An interesting coincidence in connection with the history of the McAvity corporation is that the site now occupied by their hardware store at 11 to 17 King Street is the identical spot occupied by the log cabin in which Mr. Thomas McAvity's wife's mother, a daughter of the loyalist Van Dean family, of Knickerbocker descent, was born in 1783.

THOMAS MCAVITY, when a youth of twelve years, became an indentured apprentice to James Hendricks, hardware merchant, North Market Wharf, to learn the "art, trade and mystery" of an ironmonger, as was the custom at that time for all lads who desired to learn a business. He served his apprenticeship of seven years and remained in Mr. Hendricks' employ until 1834, when he started business for himself under the style of Thomas McAvity & Co.. A short time after he took over the business of James Hendricks, the final transfer of the property at North Market Wharf to Thomas McAvity, *et al*, being recorded the 23rd September, 1839. Later, in 1854, the firm name was changed to J. & T. McAvity, with premises on Water Street, and in 1873 it became T. McAvity & Sons, remaining so until 1907, when the firm was incorporated under its present title of T. McAvity & Sons, Limited. Were it possible for those founders of the business which still bears their name

THOMAS MCAVITY & CO.

BEG leave to intimate to their friends and the public, that they have taken the Premises on the North Market Wharf, lately occupied by JAMES HENDRICKS, Esquire, (deceased), and succeeded to the **HARDWARE and DRY GOODS BUSINESS**, carried on by him therein for many years. From the long experience Mr. T. MCAVITY has had in the Hardware business, having been thirteen years in the employment of the late Mr. HENDRICKS, in this City, they feel confident that they can give their correspondents every satisfaction.
St. John, May 19, 1838. (Sentinel.)



TEMPORARY STRUCTURE ERECTED ON MARKET SQUARE
AFTER FIRE OF 1877

to return to earth for a few hours they would marvel at the wonderful transformation which has been wrought in the house they established.

Thomas McAvity was born in 1810, the third son of James and Catherine (Brooke) McAvity. His father (born May 20, 1766) was a magistrate of Ballyshannon, County Donegal, Ireland, as his father had been before him, and whose ancestors had come from Dumbartonshire, Scotland. The wife of James McAvity, the pioneer of the family to America, was Catherine Brooke, a descendant of the Brooke family, who, in the time of Queen Elizabeth, came over from England and settled in the North of Ireland. One of the prominent members of the family, Sir Henry Brooke, was made governor of Donegal Town and Castle, County Donegal, about the year 1641. Catherine Brooke McAvity, born at Ballyshannon, County Donegal, Ireland, was a lady of fine attributes and had for years desired to remove to the British Provinces in America. Seeing that the allurements of the Western World were

drawing many young men from Ireland she determined to avoid a separation of her children by removing with her family to America, and chose St. John as a place of residence.

Thomas McAvity was a man who had the reputation of being straight-forward in business, a sincere friend, a truly worthy and an upright citizen. He took a lively interest in civic affairs, and enjoyed the distinction of holding the office of Mayor of the Loyalist City from 1859 to 1863, occupying the Mayoralty chair when the late King Edward, then the Prince of Wales, visited St. John in 1860. He lived to a ripe old age, his death in December, 1887, evoking an expression of real regret in all classes of the community.

To the foresight and optimism of James H. McAvity, the eldest son of Thomas McAvity, is due the establishment of their now extensive brass and iron foundry business. Many years ago he and his brother William were very optimistic as to the success of a foundry in connection with the hardware business. Accordingly, in the year 1863, James H. McAvity bought out James Kennedy, who conducted a small foot-lathe brass foundry on Princess Street, opposite the

THOMAS McAVITY & CO.

Have received per Ships Hebe, from London, Clyde, Edward Thorne, and Ward, from Liverpool—

20 B ALES and Cases Cotton and Woollen GOODS,

2 Bales Cloth, Sattinets, &c. &c.

130 Cases and Cases Sheffield and Birmingham GOODS, comprising a general assortment

of Ironmongery, Cutlery, Saws, Files, &c.

180 Cases fine Canada rose Nails, 4d. to 60d.

80 Bags Spike, from 4 to 12 inch,

5 Cases short link Chain, 4 to 8 inch,

12 Smiths' Anvils; 100 ditto Vices,

4 Kegs potent Shot, assorted, B B to 10,

40 Dozen Spad and Shovels,

2 Cases miners' do; 20 boxes Tin Plates,

100 stone Iron Wire, assorted numbers,

1000 cast-Iron Pots and Camp Ovens,

200 Gridles and Spiders,

Register and half register Grates,

1 Doctor Agost's Stove,

100 Kegs WHITE LEAD; 50 tins Paint OIL,

Casks Lampblack, Whiting, Yellow Ochre,

Red Ochre, rotten Stone, Glue, Black Lead,

Salt Petre, Alum, &c. &c.

☞ All the above Goods have been selected by the subscribers, in the best markets in England, and will be sold wholesale or retail, at a small advance for prompt payment.

St. John, 19th May, 1838 (Sentinel)

FAC-SIMILE OF ONE OF THE FIRST ADVERTISEMENTS USED BY THE McAVITY FIRM. IT IS REPRODUCED HERE AS OF HISTORICAL INTEREST ONLY. THE FIRM DOES NOT NOW SELL DRY GOODS; BUT THE THOUSAND AND ONE THINGS IN THE HARDWARE, MILL, PLUMBING, STEAMFITTING, CONTRACTING, AUTOMOBILE AND MOTOR-BOAT LINE TO BE FOUND IN THEIR ESTABLISHMENT, ATTEST TO THE PROGRESS MADE SINCE THEIR FIRST "AD" APPEARED.

present site of Power's undertaking establishment. The business then consisted of all kinds of ship work, bells, rudder braces, roller bushes, etc., and gave employment to twelve or fourteen men. Messrs. McAvity then removed to a building on Broad Street (at that time called Main Street) near Charlotte Street, which they occupied for some years, employing about twenty hands. It is a curious coincidence that this site, with additions thereto, is the same as now occupied by their Vulcan Iron Works, which

		Mr J. McAvity		
1837		By Wm Shutteworth		
Dec ^r 2	- 55	102 lb Dipt Candles	9½ -	4-0-9
	47			
	51	103 - M d	d ^o 11 -	4-14-5
	52			
	9-41	- Lard	- 9½ -	1-12-5½
1838	22	51		
Jan ^r 14	- 54	52		
	12	56		
	23	53		
	26	53		
		319 - M d - d ^o	11 -	14-12-5
				25 00 0½
Feb. - 23		Pro Payment		
		John Shutteworth		

INVOICE OF 1837 FOR DIPPED CANDLES, THEN THE SOLE MEANS OF LIGHTING FOR ALL CLASSES OF PEOPLE, WHEN KEROSENE OIL WAS UNKNOWN AND GAS OR ELECTRIC LIGHT UNDREAMED OF

was established in May, 1903. In this connection it may be stated that the Messrs. McAvity owned this particular property about forty years previous to that, which they occupied for a time, and considerable fittings were supplied by them for the first iron vessel (steel vessels coming into use years after) launched alongside this property. Finding still larger quarters necessary, the Messrs. McAvity made another move, and in about the year 1869 occupied the combined Gilbert and Jack properties on Water Street. Here they added small brass work and cocks to their line of ship

work, and employed thirty or more men. They occupied this property until the great fire which devastated St. John in 1877. Immediately after the fire they erected and occupied a temporary structure on Market Square. Later, the Messrs. McAvity occupied temporary premises on Sydney Street, opposite St. Malachi's Hall, and in the City Market Building until the present building on King Street was ready for occupancy. Then they rebuilt on the old site on Water Street, which they occupied in 1879. Here in that year the Messrs. McAvity made their first valve. In this year also they opened their hardware store on King Street. They occupied their present building in Water Street in the month of November, 1882, where all kinds of Brass Work is manufactured for Shipbuilders', Railway, Locomotive, Pulp Mills, Engineers' and Steamfitters' use.

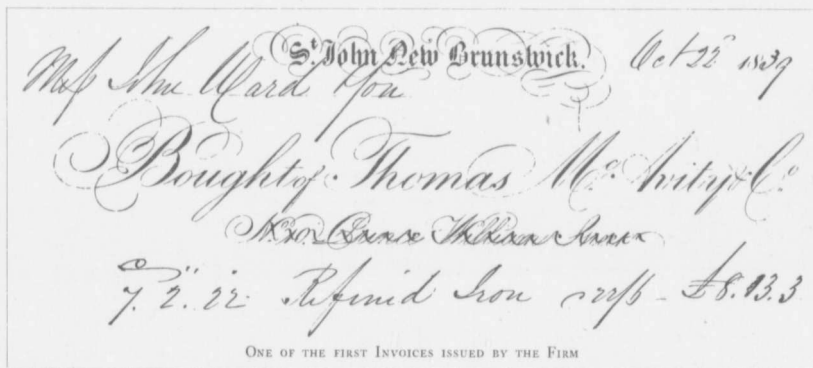
With the idea of consolidating their Brass and Iron Foundries and Machine Shops on one site, the Messrs. McAvity, in April, 1916, began the erection of their Rothesay Avenue plant. This extensive plant, which is at present used for the manufacture of munitions, occupies some twenty-eight acres of land, and with its spur lines connecting with the main lines of the different railways, gives them the manufacturing and shipping facilities required to keep up with the increasing demands for their "World" Brand Valves, Cocks and Fittings. The company to-day enjoys the distinction of being the largest manufacturers of the most complete line of brass and iron valves in the British Empire. As conditions warrant it there will be added new Brass Foundries, new Steel Foundries, Warehouses, Pipe Plants and Malleable Foundries to take care of their ever enlarging business. It may be stated to their credit that in their long business career the company has not yet undertaken any work or any kind of a contract that has not been fulfilled.

The Corporation at the present time is manufacturing 9.2 and 9.5 shells at the Rothesay Avenue plants, and 4.7 at the Exhibition Buildings, while their Vulcan Foundry is manufacturing 9.5 cast iron proof shells.

In connection with the munition business, when T. McAvity Stewart negotiated their initial contract for 4.5 British high explosive shells through the Canadian Shell Committee, it was thought at the time to be considerable of an undertaking for the McAvity Corporation, considering the order was given him in March, 1915, to be completed by September, 1915, allowing exactly six months for the purchase of all machinery and equipment and their installation at the St. John Exhibition Buildings, also the adapting of the organization to a perfectly new and intricate business and the completion of the whole order. It will be remembered that Canada was pretty hard hit at the beginning of the War, and many concerns were unable, for one reason or another, to go into the munition business at the start, when shells were needed. Later a number of manufacturers went into the munitions business. The above order referred to was part of the very first trial order Canada herself had received from England for its first high explosive shells, and the resources of the Com-

pany's organization, mechanical and financial, were utilized along with some other Canadian manufacturers in successfully fulfilling this first Canadian order, which resulted in further large orders being placed in the Dominion. It might be stated that the McAvity Corporation, who have been making six sizes of shells (viz., 3.8, 4.5, 4.7, 8-inch, 9.2 and 9.5) have one of the very best records of any British, Canadian or American manufacturer for the quality of shells turned out, with records for minimum of rejected shells (their shells have been found practically mechanically perfect). This is a tribute to St. John and its high-class workers.

These first orders were comparatively small, compared to large British contracts negotiated by Mr. John A. McAvity and American contracts by Mr. T. McAvity Stewart and Mr. Allan G. McAvity. The latter entered the Company's employ March 1, 1917, and spent the better part of a year



ONE OF THE FIRST INVOICES ISSUED BY THE FIRM

at Washington, after America's entry into the War, where his work and influence helped the placing by the United States Government of huge contracts with a large number of Canadian manufacturers, he being complimented on his work for Canada by the Chairman of the Canadian War Mission at Washington. The *Business Review* quotes from a reliable source that the amount of American orders placed at the present time in all Canada is \$375,000,000 for munitions of all kinds, and further orders are being placed every day. This reciprocal business goes a long way towards rectifying the balance of trade and exchange rates.

Not only in Canada, but among our American friends, who well deserve the name they have of getting things done promptly and efficiently, the two following examples show the Dominion, and more particularly St. John and the McAvity Corporation, well to the fore, in organization and executive ability.

First. In February, 1918, orders were placed with the McAvity Corporation and three American manufacturers, each to supply five thousand 9.5 Cast Iron Proof Shells. In spite of the fact that extra equipment had to be installed to enable them to turn out these shells the entire order was completed by the McAvity Corporation in June, 1918, being the first manufacturers to complete their entire order, and well ahead of scheduled delivery.

Second. On March 15, 1918, the McAvity Corporation received an order to machine 9.2 shells, with delivery scheduled beginning September, 1918. This allotment was actually shipped in July, 1918.

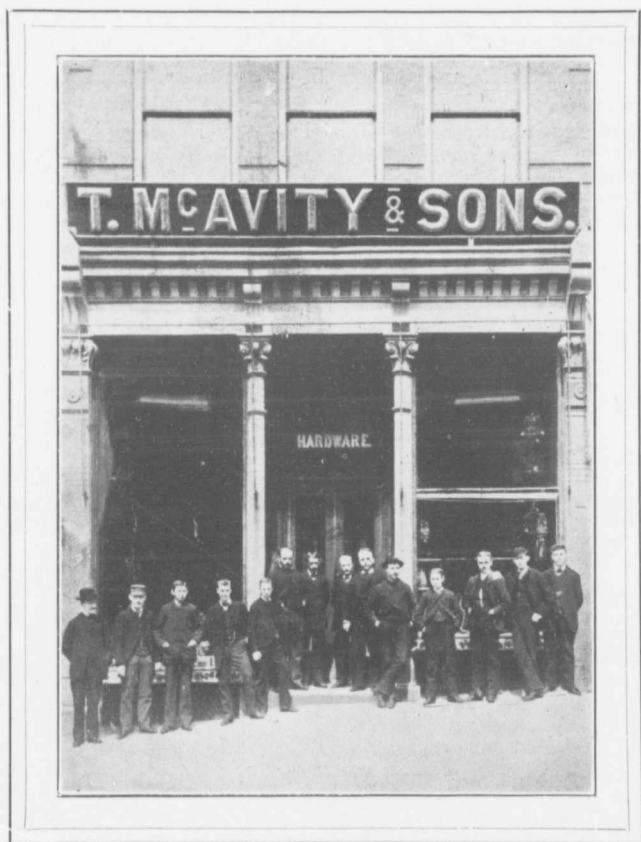
Whilst in all fairness it should be stated that the officials at the United States Army Ordnance Dept. co-operated with the manufacturers in every detail, it is doubtful if this record, combined with the high standard of the production, can be excelled anywhere.

The greater portion of the normal output of the McAvity plants goes to Upper Canada and the Northwest, and for export trade. McAvity Valves and Fittings are installed in numberless power plants and in all the diversified factories, mills and mines throughout Canada, and the homes of the Canadian people have more or less McAvity goods in their plumbing and heating systems, whilst almost without exception, pulp mills have a large proportion of McAvity Bronze Acid-Resisting "World" Brand Valves and Fittings, which has of late years become an increasingly large business, as Canada is now rapidly forging ahead to the position of the largest outputter of any country in the world of pulp and paper. Thanks to its almost unlimited forests and waterways this country of ours will be supplying the cheapest pulp and paper products of any country.

On taking a railroad journey or ocean trip, whether it is on the Canadian Pacific Railway, the Grand Trunk Railway, or Canadian Government Railways (who now own the Canada Northern and Grand Trunk Pacific), you may not realize that the locomotive drawing the train is in almost every case equipped with McAvity's Locomotive Specialties, such as Hancock Inspirators and Valves, "World" Pop Safety Valves, "World" XX Valves, Whistles and Pipe Unions; that a fair proportion of the bearings of the freight and passenger car journals upon which they are riding, are made of "World" Bronze Journal Bearings; and that on a steamer many of the multitudinous steam valves and fittings, stateroom port lights, the ship bells and whistles, or the steamship telegraphs, are often products of the McAvity Foundries, made in St. John, N. B.

Again, should you happen to visit any of the large Canadian steel plants or coal mines, numberless valves and fittings of St. John manufacture are seen.

Then again, a large number of bronze boundary posts were supplied by the McAvity Foundries, and to-day these posts are situated on some



KING STREET STORE, 1884

of the most inaccessible peaks in Alaska and British Columbia, marking the international boundary between the United States and Canada.

A large portion of brass and iron work was formerly imported from England or the United States, and the success of the McAvity business is due to good workmanship, and the use of the best materials, such as pure ingot copper, tin, lead, and zinc, all of which goes into the manufacture of brass. A further necessary adjunct in the process of manufacture is an elaborate chemical testing laboratory, where a test piece of iron and the same of brass is taken once a day and subjected to a chemical test, afterwards being pulled on a powerful 75-ton testing machine to see that the mixture is exactly according to the proper formulæ. After this, the articles are machined, fitted, and made up. They are then further subjected to several hydraulic tests at just double the pressures at which they are to be used, for no matter what the article is, it must be packed and thoroughly tested before it is permitted to be sent out of the factories.

The building of ships in the Maritime Provinces was one of its old time glories and this industry is now coming back as strong as ever. It is particularly gratifying to see, in addition to the many shipyards throughout the Provinces building wooden vessels, the steel shipbuilding yards at New Glasgow, and to note that two large plants are to be built, one at Halifax, and another at St. John. This means a continuous demand for all kinds of shipbuilding materials. At the present time the output of shipbuilding materials and specialties from the McAvity plant is going to Upper Canada, British Columbia, and to United States shipbuilders in very large quantities.

JAMES H. McAVITY was a man of keen business foresight. He took a lively interest in modern inventions, of which he seemed to have the faculty of foreseeing their great commercial possibilities at the very outset. Those two common public utilities which have long since ceased to be marvels to us in these days, namely, the telegraph and the telephone, held particular interest for him. When the stock of the Western Union Telegraph Company was first placed on the market it was not taken up as readily as it would be if it were offered to the public to-day. Many viewed it as a wild-cat proposition and an easy way of losing money. Mr. McAvity, however, firmly believed in the telegraph and its great scope, and lived to see it spread its network around the world. As another evidence of his progressiveness, it may be stated that the first telephone in operation in St. John, in fact, as far as we know, in Canada, was a private line that he was instrumental in having erected by the Messrs. McAvity, connecting their Water Street and King Street establishments. Mr. McAvity died in January, 1910.

WILLIAM McAVITY.—As already mentioned, this member of the family shares with the late James H. McAvity the credit of establishing the Brass Works, whose efforts he seconded with enthusiasm. He was for thirty years, and until his death on October 21, 1910, its manager, and during that period the business had greatly enlarged.



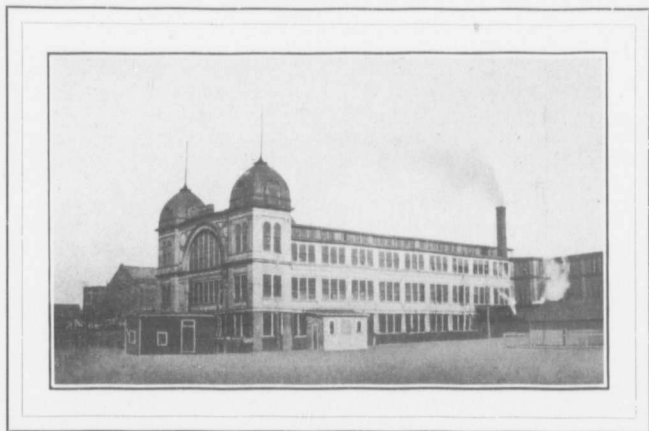
EIGHTY-FOUR YEARS IN PUBLIC SERVICE

The Messrs. McAvity are well aware that age counts for little unless the experience gained and strength acquired make for better service and greater usefulness. These are the days of high speed, high tension and greater responsibilities. Wide awake new methods are necessary to meet the demands of modern business, and they are keeping right up to the times as to methods and the use of new patterns, tools and modern machinery.

The personnel of the Company at the present time is as follows:

GEORGE McAVITY	<i>President</i>
JOHN A. McAVITY	<i>Vice-President</i>
THOMAS McAVITY	<i>Director</i>
STEPHEN S. McAVITY	<i>Director</i>
LIEUT.-COL. J. L. McAVITY	<i>Director</i>
T. McAVITY STEWART	<i>Director</i>
CHARLES COSTER	<i>Secretary</i>

THOMAS McAVITY for many years ably directed the business of the old partnership, assisted by his brothers James H., John A., George,



4.7 SHELL PLANT, EXHIBITION BUILDING

William and Stephen. He was the financial head of the firm and for many years worked early and late and saw the many vicissitudes the firm went through. In 1907 the Company was incorporated, Thomas McAvity becoming president, remaining in that position until 1910, when he retired from active participation, as other financial interests (particularly that of being active Director and Vice-President of the Partington Pulp &

Paper Co.) took up a great deal of his time. He still retains an interest in the business as Director of T. McAvity & Sons, Ltd.

GEORGE McAVITY, the President and General Manager of the Company, has occupied this position since 1910, and under his management the Company has made tremendous strides. When he became President, the McAvity Corporation were employing about 200 persons at Water Street, Vulcan Foundry, King Street Store, and the different warehouses. To-day there is actually employed at:

Rothsay Avenue Machine Shops and Steel Plant	2000	persons
Exhibition Building Machine Shops	350	"
Water Street Brass Works	150	"
Vulcan Iron Works	50	"
King Street Store		
Robertson Warehouse, cor. Prince William & Britain Sts.	75	"
McLeod Warehouse, 115 Water Street		
Water Street Warehouse, 74-76 Water Street		

Mr. McAvity rates among the best known and influential men of Canada and is famous for his personality and hospitality. Numbered among his friends are a large number of other important men prominent in the political and business life of Canada. He is popularly known to his employees as the "Big Boss" and takes such a keen interest in their personal welfare that it is said of them that they are working not so much "for him" as "with him," for all appreciate his kindly disposition. He takes particular interest in seeing that employees' rest and lunch rooms are installed where meals are served at the lowest minimum of price. He has always been a firm believer in St. John, taking a keen interest in the harbour development; and any work he or the McAvity Company requires must be done locally, wherever possible. As an instance of this, they have recently placed the largest printing order ever given in the Lower Provinces, viz., for their new Number Forty Catalogue of Valves and Fittings. This catalogue is now in press, and will be ready for distribution in the near future. Latterly he has applied himself to the filling of some very large American orders for machining of shells, in which he is taking particular interest. In this connection at the present time he is supervising the installation of an entirely new industry to New Brunswick, namely, the putting up of acid open-hearth steel melting furnaces for the making of steel billets and steel castings. This will employ an additional number of persons. Through his efforts the Company, before the war, secured their present splendid manufacturing site which formerly had been waste land. Seeing the possibilities of developing this property, and always with an eye to the future, he had plans made for modern buildings of concrete, with every unit arranged with a view to still further extension as the business grew and enlarged. Through the remarkable growth of this Company's output within the last few years, most of these buildings have

since been erected while others are still being put up. Amid the multitude of duties that are his in connection with the firm, he finds time to look after his other interests, these being in the St. John Telegraph and Times Publishing Co., The Inglewood Pulp Co., of which he is director, The Standard Clay Products, Ltd., and other Canadian Companies.

JOHN A. McAVITY, Vice-President of the Company, has entire charge of the Wholesale and Retail Hardware, Mill and Plumbing Supply Business of T. McAvity & Sons, Ltd., under whose capable direction the business of these departments has greatly enlarged. To his efforts in particular the Plumbing branch of the business was initiated, but owing to the demands upon his time of the increased business of the different departments he has devolved the active work into other hands.

STEPHEN S. McAVITY has charge of the Retail Hardware business of the Company. His genial and affable manner and courteous treatment of customers plays no small part in adding to and holding the Company's already extensive retail business. St. John boasts of having the finest hardware stores in Canada, and that of McAvity leads them in age and sets a high standard in matter of equipment.

T. McAVITY STEWART started with the old firm in 1889, when he was entering his 'teens, and has proved a progressive member of the McAvity Corporation, devoting his time to the Manufacturing and Sales end, particularly in Upper Canada, and as American representative at Washington. Many lines have been added and are still being added to the Corporation's manufacturing lines, through his intimate knowledge of the Brass and Iron Valve, Hydrant and Equipment business for Railroads, Ships, and Pulp Mills, and his knowledge of the trade generally as to what can be made and sold profitably. Mr. T. McAvity Stewart is also a director of Brompton Pulp & Paper Co., and Vice-President of the Standard Clay Products Company.



T. McAVITY STEWART

CHARLES COSTER, the efficient Secretary of the Company, has been in its employ for forty-one years, serving it faithfully and well during this long period in his capacity as accountant and secretary. Mr. Coster entered the business on the 24th July, 1877, as bookkeeper, and has risen to the responsible position which he now occupies, with the supervision of the large office staff. He has seen many changes in accounting and office methods during his time, well remembering when cumbersome bound books were used in place of modern loose-leaf devices; when the typewriter supplanted the pen in the



CHARLES COSTER

handling of the correspondence; and when the many modern office appliances, such as adding machines, dictaphones, billing machines, multi-graphs, were unknown. Through Mr. Coster's efforts, the Company has now one of the most modern and best equipped business offices in Canada, occupying a floor space of 100ft. by 38ft.

The sons of the second generation in the business according to seniority, are:

LIEUT.-COL JAMES L. McAVITY, the only son of the late James H. McAvity, is a director. He is also President of McLean, Holt & Co., Limited, this concern being very extensively engaged in manufacturing railway equipment, stove founders, etc. Colonel McAvity is also director of the N. B. Telephone Company, and other large corporations. He recruited and commanded the Twenty-Sixth N. B. Battalion (The Fighting 26th), Canadian Expeditionary Force, proceeded to England on June 12, 1915, and went to France from there on September 13, 1915. For nine months he participated in most of the fighting on the Western front until invalided from France on June 5, 1916. He is now in command of the Depot Battalion in St. John.

ALLAN G. McAVITY, eldest son of John A. McAvity, who was formerly Managing Director of the Canadian Blower & Forge Co., Ltd., of Kitchener, Ont., is now Manager of the McAvity Munitions Plant, Rothesay Avenue, and also of their 4.7 Shell Plant at the Exhibition Building. Before assuming the management of the McAvity Plants he was Superintendent of Production, Imperial Munitions Board, Ottawa, in which position he had charge of the production of munitions throughout the Dominion. Mr. McAvity graduated from Harvard in 1903 with the degree of S. B. in mechanical engineering. Before entering Harvard in order to secure practical experience he worked in the shops of the McAvity firm as an apprentice and then entered the Rindge Manual Training School at



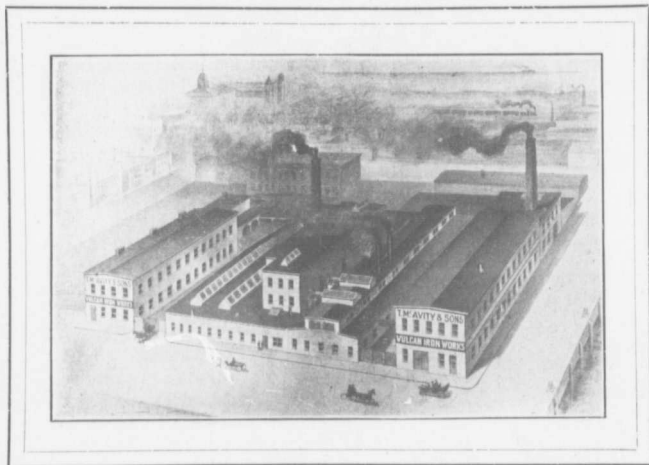
ALLAN G. McAVITY

Cambridge, Mass., from which school he secured a diploma.

MAJOR RONALD A. McAVITY is the eldest son of George McAvity, president of the firm of T. McAvity & Sons, Ltd. Previous to the war he was captain and quartermaster in the 62nd St. John Fusiliers, and on offering for active service overseas was attached in a like capacity to the 12th Battalion, C. E. F., which he joined at Valcartier. He later assumed the duties of transport officer at Plymouth and was given his majority. Further advance has come to Major McAvity in his appointment as Deputy Assistant Director of Ordnance Services, attached to the 3rd Canadian Division, in France. Recently he relinquished his rank as Major in the 3rd Canadian Division to join the Royal Air Force as 2nd Lieutenant and at present is recuperating from injuries received when flying. In civil life

Major McAvity was purchasing agent for the brass foundry branch of T. McAvity & Sons, Ltd. He was educated at Rothesay Collegiate School, Rothesay, N. B., at McGill College, Montreal, and at the Brooklyn Polytechnic Institute.

MAJOR T. MALCOLM McAVITY, D.S.O., is the second son of John A. McAvity, the Vice-President of T. McAvity & Sons, Ltd. Major McAvity was educated at Rothesay Collegiate School, Rothesay, N. B., the Brooklyn Polytechnic Institute and at the Royal Military College, Kingston, Ont., from which latter institution he graduated with honours, being

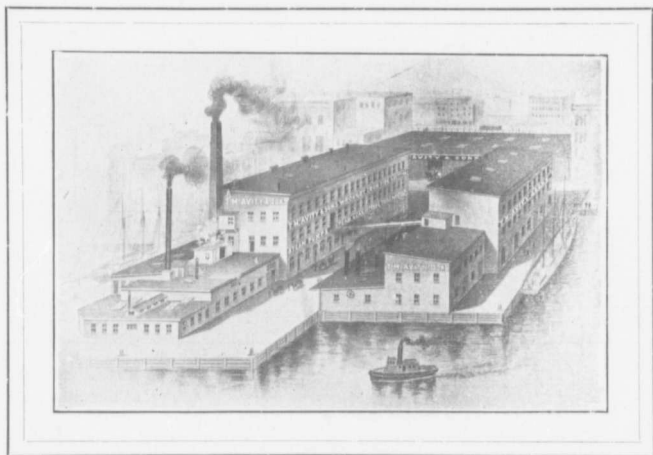


VULCAN IRON WORKS, BROAD STREET

senior cadet in his last year. Upon graduation he entered the Brass Foundry Branch of T. McAvity & Sons, Ltd., beginning at the bottom rung of the ladder and working up to the position of works manager. Before the war, he was a Captain in the 62nd St. John Fusiliers. When he offered for service overseas he was gazetted Captain and attached to the 26th N. B. Battalion, C.E.F. Later he was promoted to the rank of Major in that battalion, and before going overseas was appointed Brigade Major of the 5th Infantry Brigade. In recognition of the efficient manner in which he discharged his duties in this exacting position, he was awarded the Distinguished Service Order Medal, figuring in the King's birthday honours in June, 1916, and later was advanced to the Divisional Staff and a few months ago was further advanced to the grade of general

staff officer and appointed Chief Intelligence Officer to the Canadian Army Corps in France.

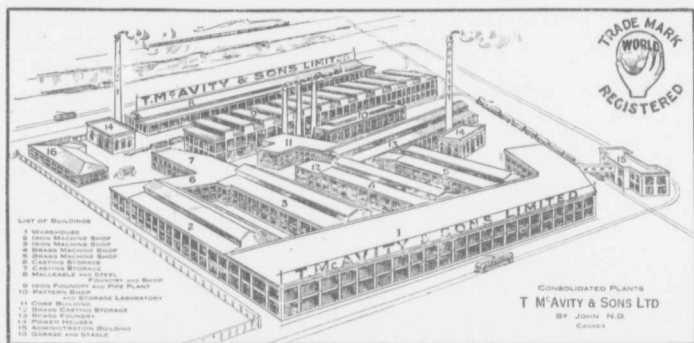
MAJOR PERCY D. McAVITY is the eldest son of Stephen S. McAvity, of T. McAvity & Sons, Ltd. He, like the other members of the family, was an officer in the 62nd St. John Fusiliers, and along with the other officers of that battalion, offered his services for overseas, leaving St. John as Lieutenant in the 26th N. B. Battalion, C. E. F. Since being at the front he has been promoted to the rank of Captain and later to that of Major, with a company command. He was seriously wounded by shell fire in "the trip across" at the storming of Courcellette, on September 15, 1916,



BRASS WORKS, WATER STREET

in which battle the 26th New Brunswick Battalion, as a composite of the 5th Brigade, took so prominent a part. Concerning this action, it is said that the 5th Brigade was the first brigade in the whole British army, since Mons, to advance in the open under heavy fire and obtain all their objectives. Courcellette was an *épopée* of four days. It is the finest page in the history of the war, and an immortal page in the deeds of Canada's sons. We add here what a Prussian officer, Colonel Baron Von Essen, made prisoner at Courcellette, said of them: "Never," declared he, "Would we have believed that there was in the world, troops capable of facing, in broad daylight, the barrage of artillery that we set up, to go through it and take a village fortified with mitrailleuses and defended as was Courcellette." As for the 26th New Brunswick, when it came out of

action it realized that it had made for itself a great reputation in scoring a new record of capturing more prisoners that day than their entire strength. Entering the furnace on the 15th, they came out of it on the 19th, decimated, but crowned with the finest deeds of heroism, of triumph, and of glory. New Brunswick, therefore, may feel justly thrilled with pride at the deeds done by her sons in this particular battle. Major McAvity has been invalided home and is now in civilian life, having taken up his duties as sales manager of the hardware branch of the McAvity interests. He was educated in the Public Schools of St. John, N. B., and at St. Andrew's College, Toronto, Ont.



PLANT OF T. McAVITY & SONS, LTD., ROTHESAY AVENUE

THE HOME OF THE "WORLD" BRAND VALVES, CLOCKS, AND FITTINGS
THE LARGEST MANUFACTURERS OF THE MOST COMPLETE LINES OF BRASS AND IRON VALVES
IN THE BRITISH EMPIRE

G. CLIFFORD McAVITY is the second son of the President, Mr. George McAvity. Not wishing to step into his father's place until he had made good on his own account, and having completed his training at McGill College, at which place he took a course in mechanical engineering, he put on overalls and worked successively as moulder, brass finisher, machinist, etc. He was thus enabled to get a thoroughly practical knowledge of the business, which was followed by his creating and managing an entirely new department viz., the Marine Engine and Motor Boat Assessories. After making a success of this branch (which he still supervises) circumstances arose which called for the whole time of his father being required in the management of the munitions end of the business. Thus devolved upon him the



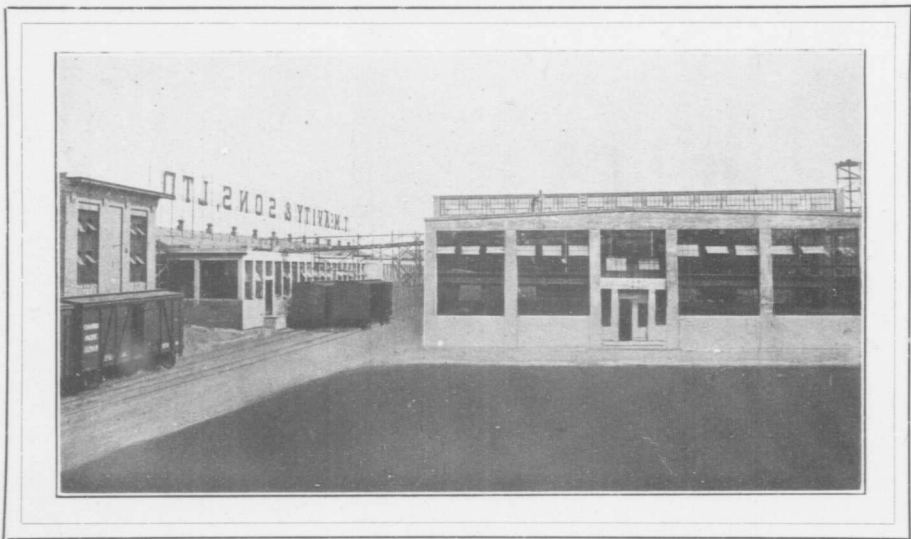
G. CLIFFORD McAVITY

duty of looking after the entire brass manufacturing end—his youthful, energetic ability and thorough knowledge of this business standing him in good stead in this important position. Through his practical understanding he was enabled to institute many reforms in manufacturing, and the continuity of the excellence of the product upon which the business of the McAvity Corporation has been built is being well looked after by him, particular attention being paid to the welfare of the employees, in whom he has always taken a keen interest.

SERG. THOS. A. McAVITY is the second son of Stephen S. McAvity, of T. McAvity & Sons, Ltd. He enlisted as a gunner in the 60th Overseas Battery, C.E.F., proceeding overseas in August, 1916, and, after passing through the Woolwich school, crossed to France, where he has been ever since. Whilst in England Sergt. McAvity's ability was recognized, and he was offered a commission in the Imperial service. He was also offered a commission with the Canadians. Both of these he declined, as he was of the opinion that no man should accept a commission until fully qualified. Early in the great July offensive he was seriously wounded by shrapnel whilst occupying an advanced observation post. Latest reports are to the effect that his wounds are healing up nicely and that his chances for recovery are good. Just about the time of his being wounded, Sergt. McAvity was to have left for England for a commission.

I PRAY that God who has pleased to grant a victorious end to this great crusade for justice and right, will prosper and bless our efforts in the immediate future to secure for the generations to come the hard-won blessings of freedom and peace.

—HIS MAJESTY THE KING.



SHOWING PORTION OF MACHINE SHOPS, McAVITY ROTHESAY AVENUE PLANT

