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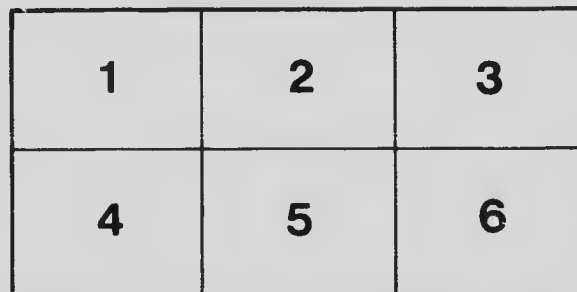
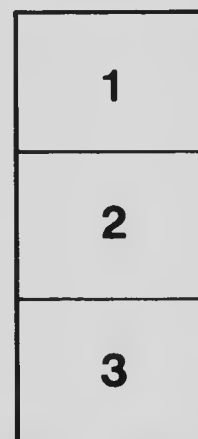
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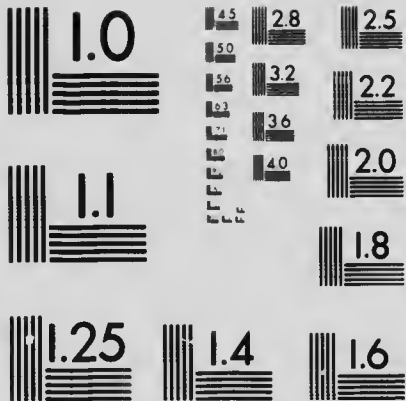
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## *Preface*

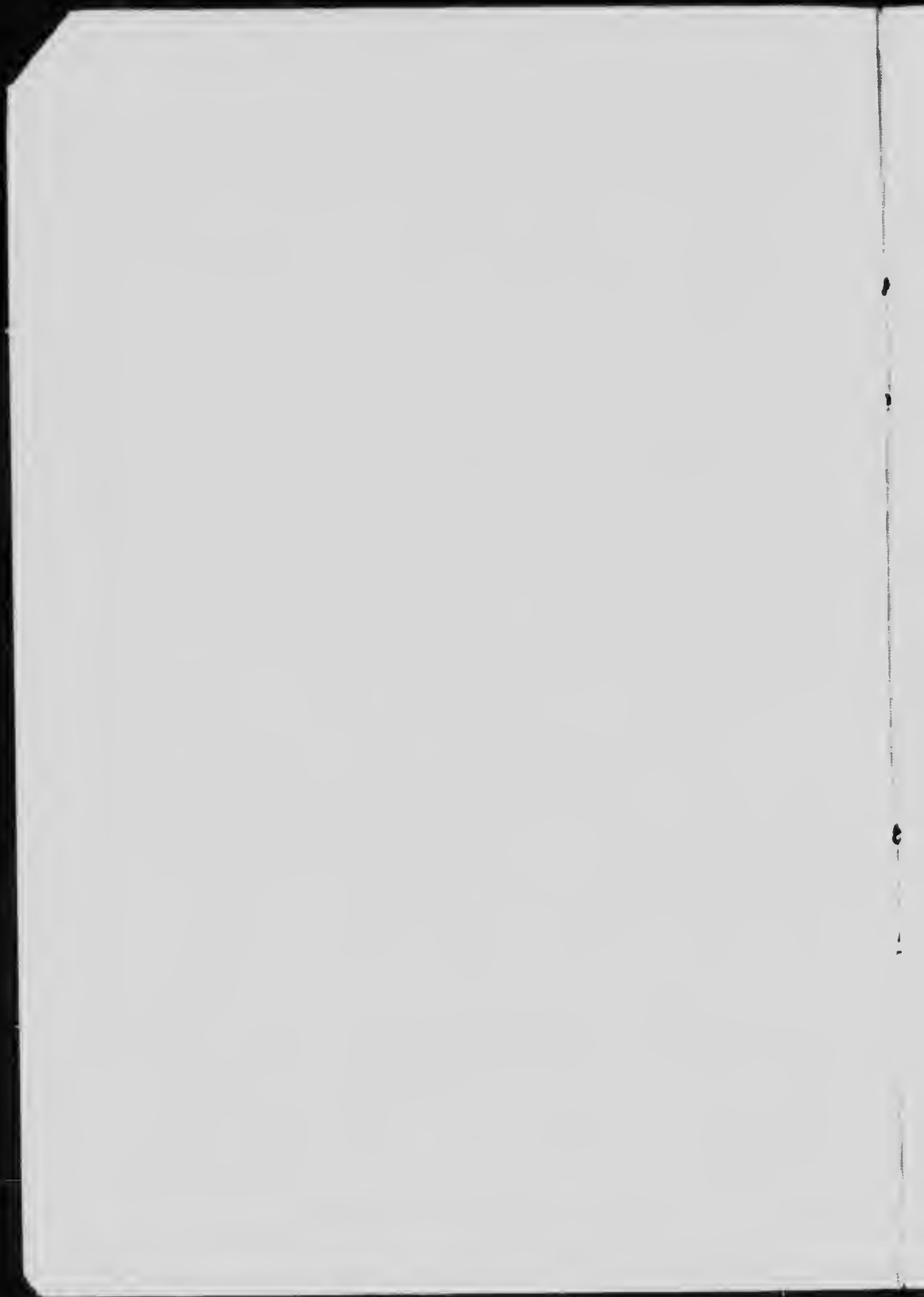
If Montreal and the cities of Quebec Province were English cities, it would hardly be necessary for the writer to compile this booklet.

Montreal is seen and understood by a great many from the viewpoint of the English Press only or an occasional visit to Montreal's English section (usually centred in or around the Windsor Hotel), which, being English, does not convey much conception of the two-thirds of Montreal's population which is FRENCH.

The writer would like nothing better than to hear that the reader had decided to spend his next vacation in Quebec Province amongst the FRENCH CANADIANS. From an educational standpoint alone it would not be regretted but anyone really desirous of getting to know the people of Quebec Province and their country has a great treat in store, whether he be business man, a lover of nature or sportsman. Quebec is a veritable paradise for all such.

HENRY W. KING.

Toronto 1914.



## Industrial Quebec

### Montreal

The industrial development of Quebec Province is so bound up in the city of Montreal that no history of Quebec's industrial progress would be complete without a history of Montreal.

Montreal was founded in the year 1641 by Sieur de Maisonneuve and is situated on the east side of Montreal Island at the head of navigation for the large ocean-going vessels.

Geographically, it occupies a unique position and it is therefore not to be wondered at that it has grown to be Canada's most populous city and greatest commercial and financial centre. It is to Canada what London is to Old England and New York to the United States of America.

Montreal has a most extensive harbor and water-front and controls the greater part of the trade with Western Canada. It is also the chief distributing centre for Canadian industry.

The commercial and industrial activities of Montreal provide occupation and income for a population that is increasing by tens of thousands every year and at the time of writing has passed the 700,000 mark.

The import and export trade of the whole of Canada, the great transportation system, the leading financial institutions and the general industrial and commercial interests of the Dominion are centered in Montreal and unite to support a population which is the key to the prosperity and consequent development of the whole of Canada.

As a manufacturing centre, Montreal ranks first in Canada and heads the list of products compared with the rest of Canada. In 1910 — when the last census returns were made — the city showed an increase in ten years of 145.81 per cent in the value of products for the year 1910 being \$166,000,000, or a sum nearly equal to the total value of the grain raised in Western Canada.

Montreal is the city in which the progressive manufacturer and business man should establish his trade and in which, if he takes the right course, he will find the



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most profitable field for his business. Its industries include Cotton and Rolling Mills, Sugar Refineries, Tobacco, Boot and Shoe and Rubber Factories in addition to the multitude of activities brought into requisition to supply the demands of a large and prosperous community of over two million people, about one third of whom are located in Montreal and suburbs, the balance representing over one million rural dwellers within easy access and all splendid buyers of manufactured articles.

In addition to the above the Locomotive and Car Shops of the Canadian Pacific and Grand Trunk Railroads are located in Montreal and mean much to the city.

As a retail centre it is par excellence and contains more up-to-date departmental stores than any other city in Canada.

If you will pick up "La Presse" or any big Montreal daily newspaper you will be amazed at the volume of advertising carried by these papers and it is ample proof of the statement that the retail men of Montreal are the most aggressive of any in Canada.

Thursday is the advertisers' great day and picking up a recent issue of La Presse we find Jas A. Ogilvy and Sons, Letendre Fils and Co., Henry Morgan and Co., Ltd., W. H. Scroggle Ltd., Eugène Viau, Sellers Gough Fur Co, Ltd., Goodwins Ltd., and Dupuis Frères all using large space in advertising their wares, in addition to a big crowd of others.

If you wish to get the significance of this, compare the volume of advertising contained in the Montreal newspapers with those of the Toronto press and note the difference—Montreal is very much up-to-date as a buying community and in this respect leads, as she does in most things.

### *The People of Montreal*

The population of Montreal is essentially French Canadian for nearly 70% of its 700,000 speak and read FRENCH. It is spoken in the homes of over 420,000 of the population; the children speak it in their schools and this is the language spoken in their churches. The remaining 30% are English speaking and live chiefly in Westmount and the west part of the city.

Since the great bulk of the population of Montreal and

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Quebec Province are French speaking, it follows that the great majority of the retail merchants and other dealers of the province are French speaking.

The following figures show this proportion :

Grocers . . .	Total, 3188	English, 386.	French, 2802
General Store-keepers . . . . .	3831.	English, 726.	French, 3105
Hardware Dealers . . . . .	462.	English, 125.	French, 335
Druggist . . . . .	318.	English, 68.	French, 250
Dry Goods Dealers . . . . .	1490.	English, 214.	French, 1276

The population of Montreal contains all the elements of a first class metropolitan city. The wage-earners are well paid and happy, and, as an evidence of its wealth and ability to keep the wage-earning class busy, there are over 100 millionaires, residing within its borders, interesting themselves and spending their vast wealth in various ways to develop the city of which they have a right to be proud.

### *Montreal's Expansion*

The assessment rating of any city is a pretty good indication as to its growth or otherwise. We find that the assessment of Montreal in 1911 increased 150 million dollars over the year 1910 and that the taxes collected showed an increase of over half a million dollars. This is due largely to the rapid growth and development of the city.

Montreal has a population of 700,000 and is growing at the rate of 50,000 a year and has the largest birth rate of any of the world's largest cities. Its rapid growth during the past ten years has caused amazement even in the great American cities, some of which have been outdistanced by this great metropolis.

Statistics also show that the increase in Canada's population during the last ten years was 32%. Eastern Canada showing an increase of 17%. Contrast these figures with Montreal's 70.3% and you have the proof that the growth of the metropolis is far above the average.

Every year Montreal is adding to its population a city larger than London, Ont., or Halifax or St. John, N. B., or Calgary, or Regina or Victoria. Every two years its increase is greater than the population of Hamilton or Ottawa.

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The population of Montréal is as large as the population of Toronto and Winnipeg combined—Canada's two next largest cities. It is as large as Vancouver, Ottawa, Hamilton, Halifax, Calgary and London, Ont., all added together. It is five times the size of the combined populations of Regina, Edmonton, Moose Jaw and Saskatoon.

Montreal ranks 26th among the world's largest cities and 6th among those of North America, being surpassed only by New York, Chicago, Philadelphia, St. Louis and Boston.

Don't you think a large city like Montreal should be a good place for you to do business?

Don't you think that people who have energy and brains enough to push their city to the front rank of the world's greatest commercial centres would make good customers for you?

### *Montreal Harbor*

The following information will give you some idea why the Government has authorized the spending of millions of dollars to improve Montreal's harbor.

Every season about 750 ocean-going vessels enter and clear the port of Montreal, with a tonnage averaging over 2¼ millions, while 75,000 passengers are passed through and 125,000 immigrants landed.

Montreal has one of the finest harbors in America, the total water area of which is 12,000 acres.

The most modern methods of handling freight are employed allowing steamers to load and unload their freight in the shortest time. In fact, some of the methods adopted in Montreal are unique. For instance:

Grain elevators are placed in such a position that by a system of conveyers, the grain can be carried direct to the ships at their different berths and delivered without interfering with the ordinary loading and unloading.

For handling heavy packages, there is a 75-ton floating crane. Since the installation of this improvement, great quantities of heavy freight are now routed to Montreal which were formerly shipped to other ports.

Electric hoists capable of carrying 10-ton loads are used for transferring teams and loads between the wharf and

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the upper stories of the freight sheds. Everything possible is done to facilitate the quick and economical transshipping of freight and the avoiding of congestion.

To keep pace with the enormously expanding shipping, the Government has authorized the expenditure of many more millions for the construction of additional concrete piers, a floating dock and a magnificent shipyard and repair plant and the reclaiming of 30 acres of land area, beside many other improvements.

### *Montreal Shipping*

Montreal is the largest grain exporting port in America, including New York. It stands supreme as an exporter of dairy produce, its exports of butter and cheese in 1911 exceeding New York by over 100,000,000 pounds. In fact, Major Stephens past president of the Montreal Harbor Board said recently : — "The volume of monthly business during the season of navigation in the port of Montreal exceeds in value the monthly volume of business done by any other North American port except New York".

That the world's great steamship companies are alive to Montreal as a shipping centre is shown by the actions of two of the oldest and greatest steamship companies, the Cunard and White Star Line, each of which now runs a line of fast steamers from Great Britain to Montreal.

Magnificent fleets have also been placed on the Montreal-Great-Britain route by the Canadian Pacific and the Canadian Northern Steamship Companies. And other steamship companies are making plans to come to Montreal.

When the Government and the great steamship companies show their faith in the future of Montreal to the extent of the expenditure of millions of dollars, it provides food for thought for far-sighted business men.

It suggests that Montreal is a good solid city in which to do business—a city with an assured future—a city in which the people are well-to-do and up-to-date and always on the lookout for the best that can be produced in manufactured goods, food products and luxuries.

Being the farthest inland ocean port and the gateway to and from the vast interior of the Dominion, Montreal's future is associated with the future of Canada.

## **Greater Montreal**

The figures given on page three re value of products do not include the cities within Montreal or forming part of its suburbs such as Maisonneuve, Westmount, Verdun and Lachine, all of which enjoy the privileges and prosperity of Montreal proper although claiming a separate existence from the standpoint of civic control. Each of these cities within a city can claim a greater industrial standing than many large industrial centres in Canada. For instance, in giving the standing of cities and towns with a population of 10,000 people, Maisonneuve is equal to Ottawa and comes next to Winnipeg with a total value of products to its credit for 1910 of \$20,813,774 an advance of 469.68% in 20 years.

One is surprised to find such Ontario cities and towns as Peterboro, Windsor and Brantford some distance behind this enterprising Montreal suburb. Here are the 1910 Census figures for cities and towns in Quebec with a population of 10,000 and over :—

Maisonneuve . . . . .	.Value of products	\$20,813,774	Increase 460.68%
Quebec. . . . .	.Value of products	17,149,385	Increase 158.71%
Hull. . . . .	.Value of products	7,259,301	Increase 463.93%
Lachine . . . . .	.Value of products	6,295,716	Increase 263.49%
Sherbrooke . . . . .	.Value of products	3,934,516	Increase 93.53%
Westmount. . . . .	.Value of products	1,541,802	Increase
Three Rivers. . . . .	.Value of products	2,472,040	Increase 152.90%
Verdun. . . . .	.Value of products	229,299	Increase
Total . . . . .		\$5,695,827	

Increase in ten years 1,404.19%.

As only three of the places claim to be English communities, viz., Sherbrooke, Westmount and Verdun, it is very evident that the French Canadians are in the vanguard of industrial progress. It is also clear that the buying of raw materials, factory equipment and machinery is in the hands of the French Canadians—men who must be appealed to through the medium of their own language.

### **Quebec City**

This work would not be complete if it did not dwell for a moment on the oldest city in Canada, viz., Quebec. It was founded by Champlain in 1608 and is the capital of

## INDUSTRIAL QUEBEC

Quebec Province. A most historical city and visited every year by thousands of tourists who love the ancient historical landmarks of their country. It is a very picturesque place and occupies a prominent position high above the St. Lawrence which flows past its base.

But while Quebec is famous as a resort it is also the headquarters of the ocean lumber trade and has a magnificent harbor. Here the immigrant gets a real first view of the Promised Land. Of late years it has developed industrially as will be seen by the census figures on page eight,—where Quebec is credited with an increase in value of products equal to nearly 159%. Chief among its manufactures being leather, boots and shoes, furs and tobacco.

In 1910 the census figures gave a population of 78,810. Of this number 68,080 were FRENCH and 9,491 English. The balance comprising the foreign element, found more or less in any city of any size. Taking these figures as a basis, we find the utter futility of any business man trying to secure even a tithe of the commerce of Quebec without the aid of the FRENCH, (spoken and printed) solicitor. It also confirms the statement made in one of our earlier booklets, viz., that FRENCH is the national language of Quebec Province. We also understand better why, in common with English, the FRENCH language is OFFICIAL in government offices.

### *Distribution of Industries*

While Montreal and Greater Quebec claim a very large share of the factories of Quebec Province, a large number of factories are springing up all over the province. Here are a few of the most important with their locations:—

TOWN OR CITY.	CHIEF PRODUCTS.
Hull . . . . .	Lumber and paper.
Three Rivers . . . . .	Lumber and iron.
Valleyfield . . . . .	Cotton and paper.
Grand Mere . . . . .	Paper.
St. Hyacinthe . . . . .	Woolens, leather, paper, machinery, boots and shoes. Also the seat of the provincial Experimental Dairy School.
Quebec and Levis.	Mentioned in a previous chapter.
Sorel . . . . .	Iron
Sherbrooke . . . . .	Woolens and machinery. Also Agricultural centre for the Eastern Townships.

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At present however the industries of Quebec are very much concentrated and not nearly as scattered as in Ontario, due probably to the concentration of its agricultural area which will be dealt with in another booklet.

In comparison with Ontario we find that the number of the chief industries of Quebec compare very favorably both as regards number of factories and capital, and, where the number is less in Quebec, we invariably find that the factories in Quebec carry a greater capital and earning power than the larger number in Ontario.

For instance, take the manufacture of cars and car works. Ontario has seven while Quebec has only five, but has a capitalization of \$6,867,000 with a total value of products of \$11,347,478 and a wage-bill of 2 1-3 millions annually, while the Ontario factories are capitalized at only \$1,942,529 or 2 1-2 times smaller than the five factories in Quebec with a wage-bill proportionately less.

As we shall deal with Quebec's wealth in another volume, we will only dwell on this subject long enough to learn that Industrial Quebec is a close second to Ontario and in proportion to the population is nearly equal in value of products. The following comparison will be interesting:—

PRODUCTS.	NUMBER OF FACTORIES.	
	QUEBEC.	ONTARIO.
Butter and cheese . . . . .	2142	1248
Clothing . . . . .	104	106
Fish (Preserved) . . . . .	554	Nil
Flour and Grist Mills . . . . .	318	574
Log Products . . . . .	1196	1075
Lumber . . . . .	272	370
Tobacco and Cigars . . . . .	52	66

Enough to show the potentialities of Quebec as an industrial province and its very important position in Canada to-day — one that no live business man can afford to overlook or ignore.

Quebec as a province and Montreal as a city offer a field for industrial development second to none in Canada, carrying with it vast possibilities. If it were not so do you think the largest corporations with their millionaire owners and directors would make Montreal their head office and home?

## Do You Want Further Information ?

If there is anything further that you would like to know about Montreal or Quebec Province, we will be glad to give you any information within our power if you will write any to the following addresses :

### LA PRESSE

Montreal, - Canada.

Henry W. King, Telephone Bld'g, 76  
Adelaide St West, Toronto ; Wm J.  
Morton Co., 5th Ave Bld'g. New-York ;  
Tribune B'ld'g., Chicago ; Alex. Clem-  
ent, 19 Sicilian Ave., Southampton  
Row, London, W. C., Eng. ; Eugène  
Berthiaume, 6 rue du Rocher, Paris,  
France.



