

CANADIAN EDITION

# The Gillette Blade

JULY 1918



*He profits most  
Who serves best.*

MADE IN CANADA



KNOWN THE WORLD OVER

## "COUNTRY OF MINE"

Helena Coleman, in "Marching Men"

COUNTRY of mine that gave me birth,  
Land of the maple and the pine,  
What richer gift has this round earth  
Than these fair fruitful fields of thine?  
Like sheets of gold thy harvests run  
Glowing beneath the August sun;  
Thy white peaks soar,  
Thy cataracts roar,  
Thy forests stretch from shore to shore;  
Untamed thy Northern prairies lie  
Under an open boundless sky;  
Yet one thing more our hearts implore —  
That greatness may not pass thee by!

# The Gillette Blade

CANADIAN EDITION

July, 1918

Gillette Safety Razor Company  
of Canada, Limited  
Montreal

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## Foreword

MR. A. A. BITTUES, *Managing Director*

of the Gillette Safety Razor Company of Canada, Limited

**T**HE Canadian Staff very much appreciate the opportunity of assembling the material for this a Canadian issue of the GILLETTE BLADE.

We feel therefore that the mission of this particular publication should be to furnish our friends in the Parent plant, and those business men who receive THE BLADE a view of the current aspect of developments in Canada, and to a little more thoroughly place before them facts presently pertaining to Canadian conditions.

Does it appeal to you—do you know—that Canada is the greatest undeveloped civilized country in the world? That France, Spain, Germany, Austria, Hungary and the British Isles all rolled into one

would not make a country so large as Canada, or one so rich in natural resources?

An empire in area, it is in great part as primeval as when the pioneer penetrated its unexplored wilds; as when the truculent red man hunted his lawful prey, scalped his enemy, or smoked the pipe of peace.

Yet in other sections it is highly developed. Within its confines are to be found the most productive silver, copper and iron mines in existence, the most valuable deposits of asbestos, vast fields of bituminous coal and in smaller measure, mines of gold, nickel, lead, platinum, zinc, arsenic, and corundum. Bordering its streams and lakes, lie thousands upon thousands of fertile farms that bring

forth in profusion many of the chief fruits of the earth.

Throughout the West wherever man has his settlements, graze vast herds of cattle. From the surrounding waters come millions of fish. Its forests yield almost incalculable wealth. The pulse of industry throbs in its cities and towns. Its railroads link its magnificent distances and bring its people into common communion. Its water-

ways carry a greater annual commerce than any one of the seven seas.

Yet with all that man has accomplished he has but conquered the outer fringe of this great empire. Beyond the frontier Nature still reigns supreme. There the trapper still plies his calling undisturbed. There the monarch moose still flaunts his challenge to the air, the deer and the caribou still roam unmolested. There the beaver still builds his house, the salmon, the trout and the maskilonge still break the peaceful calm of the waters.

Rich in history too is Canada. Veiled with an atmosphere of romance and tradition that is common to no other section. To Canada and the St. Lawrence first came the ex-

plorers and soldiers, and the first messengers of the Word. This is the land of Cartier, Champlain, Le-Caron, Joliet, LaSalle, Nicolet, Marquette, Cadillac, Jogues, Bréboeuf and many other knights of the sword and cross who came to conquer a heathen land for king and country.

The eyes of the civilized world are today turning to Canada as the granary of the British Empire, and one of the world's larg-

est sources of supply for the now more than necessary lumber, minerals and sea foods. Canada's incalculable riches in water powers mark her out for a great manufacturing future. On this statement we lay great stress for we feel that Canada's future is assured.

It must not be forgotten, however, that the habits, preferences and needs of the Canadian people are different from those of the people of the United States, and thus, we feel that you will appreciate reading "of Canada."

Too few are the pages which have been devoted to us to give you an idea as to what Canada is. You must needs visit us and know us if you would appreciate all of the possibilities that are before us.

### OUR MOTTO

Plan for more than you can do,

Then do it.

Bite off more than you can chew,

Then chew it.

Hitch your wagon to a star,

Keep your seat and there you are!



MR. P. T. FLANAGAN

## Twelve Years of the Gillette Safety Razor Company in Canada, MR. P. T. FLANAGAN, *Ass't Secretary*

**T**HE reason this subject has been given over to the writer by Mr. Bittues is that I have been employed since the very start in Canada, and therefore am supposed to know whereof I speak.

It happened in 1905. Mr. Bittues, who was then superintendent of outside construction and maintenance of service and mains, severed his connection with the Boston Gas Light Companies and joined the staff of the Gillette Safety Razor Company, Boston.

At that time the Gillette Safety Razor was a very crude article in-

deed, but the commercial picture, as described by Mr. W. B. Halloway, then Director and Treasurer, was so highly colored and the future outlook so full of success and prosperity, that Mr. Bittues had no compunction about bringing his years of service with the Gas Companies to a close and in taking up the Razor Company work.

Six months later Mr. Bittues was sent to Paris to open the plant there and effect the working of the French patent. On his return to Boston he was instructed to go to Montréal to open and equip a plant.



FIRST CANADIAN  
FACTORY 34 ST.  
ANTOINE STREET,  
MONTREAL



AS IT LOOKED  
AFTER FIRE  
JANUARY 4,  
1906



FIRST EMPLOYEES, MR. FLANAGAN AND MISS GUILFOYLE, AT RIGHT

This was in April, 1906. Montreal at that time had but few charms as a city, but Mr. Bittues within a very few days succeeded in locating quarters at 34 St. Antoine Street, consisting of 2,000 square feet on the fifth floor of a mill constructed building.

His next act was to engage the writer as bookkeeper and secretary, and later Miss Mona G. Guilfoyle as stenographer. Miss Guilfoyle rendered very conscientious and valuable assistance for eleven years, or until the spring of 1917, when she left our service to be married.

Our machinery equipment arrived very shortly, and by that time Mr. Bittues had hired sufficient help to set it up and to get it running.

We were then making 35 razors a day and 60 or 70 dozens of blades. Whether those blades would now

stand our present test for quality I am not prepared to say; however, we sold them as we did the razors, and these were the nucleus of the business which to-day is far greater, I feel sure, than we had ever hoped it could be.

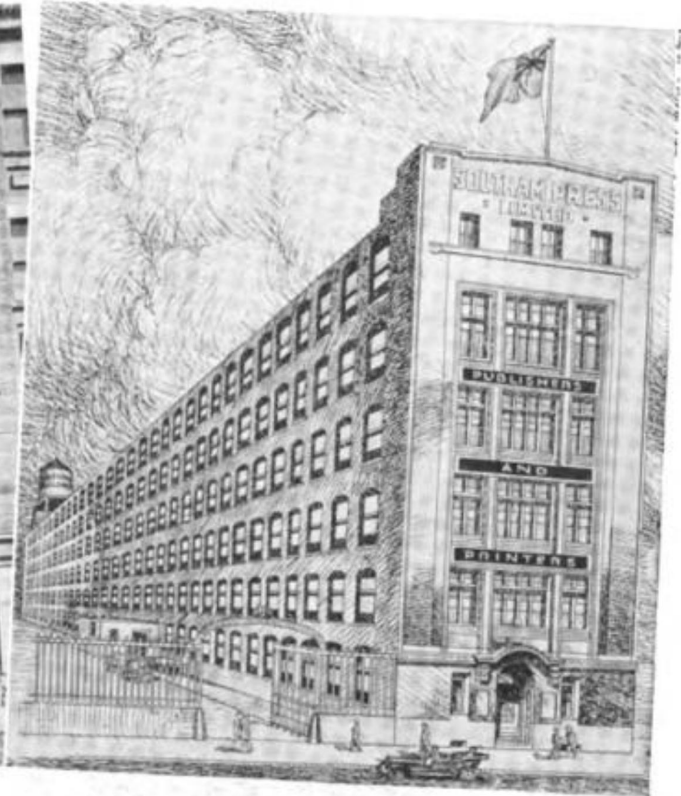
To make a long story short, on the 3rd day of January, 1907, our building was burned, as was the entire block, and much to our despair we saw our machinery a mass of molten metal amongst the debris in the basement.

We passed through all the trials and tribulations which attend the settling of insurance payments, nevertheless within three days of the fire another equipment of machinery was loaded on the cars in Boston and sent on the way to us.

This second lot of machinery was installed on the third floor of 622 St.



SECOND CANADIAN GILLETTE FACTORY  
OCCUPIED THE THIRD FLOOR, 622  
ST. PAUL STREET, MONTREAL



THIRD CANADIAN GILLETTE FACTORY  
OCCUPIED THE FIRST FLOOR, 63 ST.  
ALEXANDER STREET, MONTREAL

Paul Street. This also was a mill-constructed building, and was so designed that a blade dropped on the floor trickled down one of the numerous cracks into the flat below. Needless to say that the foremen and forewomen encountered many more difficulties than they do now in keeping their blade reports correctly.

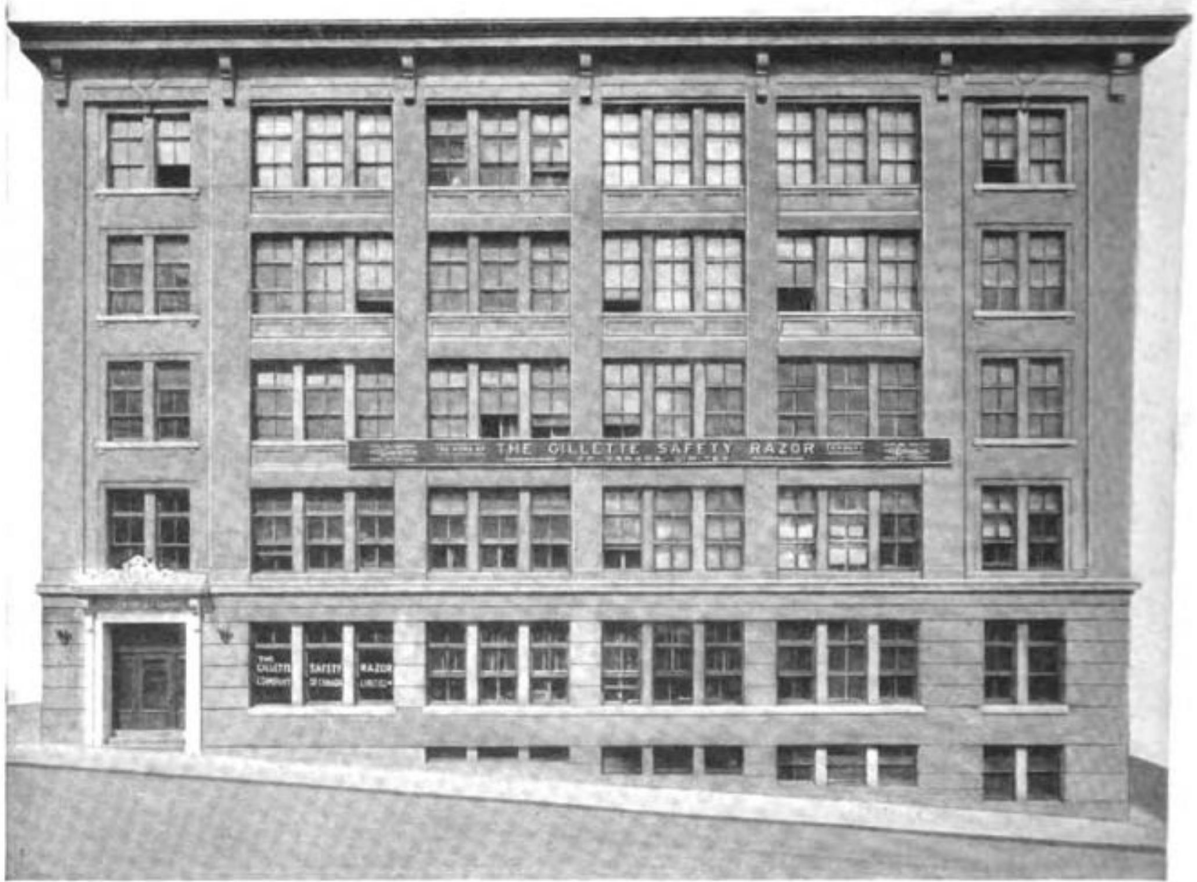
Very shortly afterwards we outgrew this plant and moved to 63 St. Alexander Street in the Southam Building, where we rented the ground floor containing an area of about 4,000 square feet.

From this time onward we felt that the Canadian plant was bound to some day be of material service to the Home Company, and when we were able to manufacture 75 razors a day and perhaps 125 sets of 12 blades, and sell them, we felt

again that we had an absolutely real plant.

But that was pioneer work in every sense of the word. We had a few travellers—Mr. Bittues, Mr. Maguire—and we were going into the highways and byways of Canada, even into Yukon and to the Island of St. Pierre de Miquelon, to sell our goods. We sold them, however, and maintained our plant, getting along well and creating friends day by day, which was no small task, and we only ask you to realize what we feel when we tell you that to-day we are in a \$400,000 building, second to none in the city of Montreal in construction and utility.

Our building is of an absolutely modern type, concrete throughout, of Turner construction, and we have 48,000 square feet of space fully occupied by ourselves.



PRESENT FACTORY, GILLETTE SAFETY RAZOR COMPANY OF CANADA, LIMITED  
73 ST. ALEXANDER STREET, MONTREAL

In January last, when at the Sales Convention in Boston, Mr. Bittues said we were turning out 300 razors a day and 3,000 dozens of blades. This production has been increased very materially since then. Our output today is slightly over 800 razors a day and between 7,000 and 8,000 dozens of blades. Furthermore, before fall we shall reach a production of 1,000 razors and 10,000 dozens of blades a day.

Going back over the years, well do I remember the time when we used to say to one another, "We will have some plant when we can make and sell a gross of razors each and every day." Nothing now seems to worry us. A shipment of four or five thousand razors to Australia, New Zealand, Fiji Islands or South Africa

is only one of the interesting happenings of the day. 125,000 sets of blades (dozens) for England was a really good order, better still 286,800 dozens of blades and 22,000 razors to our Paris office made us feel that we were at last of use in reducing the manufacturing strain in the Home Plant.

We are proud to be able to fill these orders as they come to us, and to know that we have a plant that is the largest producing plant of its kind in Canada.

I have no intention of giving you actual figures as regards razor set sales and blade set sales, but let it suffice for me to say that our graphic charts of this year show a "curve" that is so greatly in excess of that of other years that it is hard to be-



lieve. Mr. Bittues will show you the real results at next January's convention.

As to why our business has been such as it is I can only say that it is so because Mr. Bittues believed, and still does, in advertising. Our business, as has many other, has doubled and redoubled. Canada was a country years ago wherein advertising was an unknown quantity. Knowing that we had an excellent article, he used not only the newspapers, magazines, and so forth, but the "Boards" as well, and I am of the firm belief that to-day through these mediums we have illustrated and explained the mechanical principles and values of the Gillette so that our razors and blades will be used in Canada until time immemorial.

Mr. Bittues always plays the part of the astute salesman—meeting the prospect on the grounds of his own interest. He has talked to him in his own language and shown him by direct argument how his interest would be best served by the purchase as well as the use of the Gillette Safety Razor.

We are strong believers in appealing to the public through the topic that for the moment is uppermost in their minds, to link this topic with the Gillette Safety Razor in a natural, logical way. This is not always easy, but Mr. Bittues has been able to do it effectively thus far.

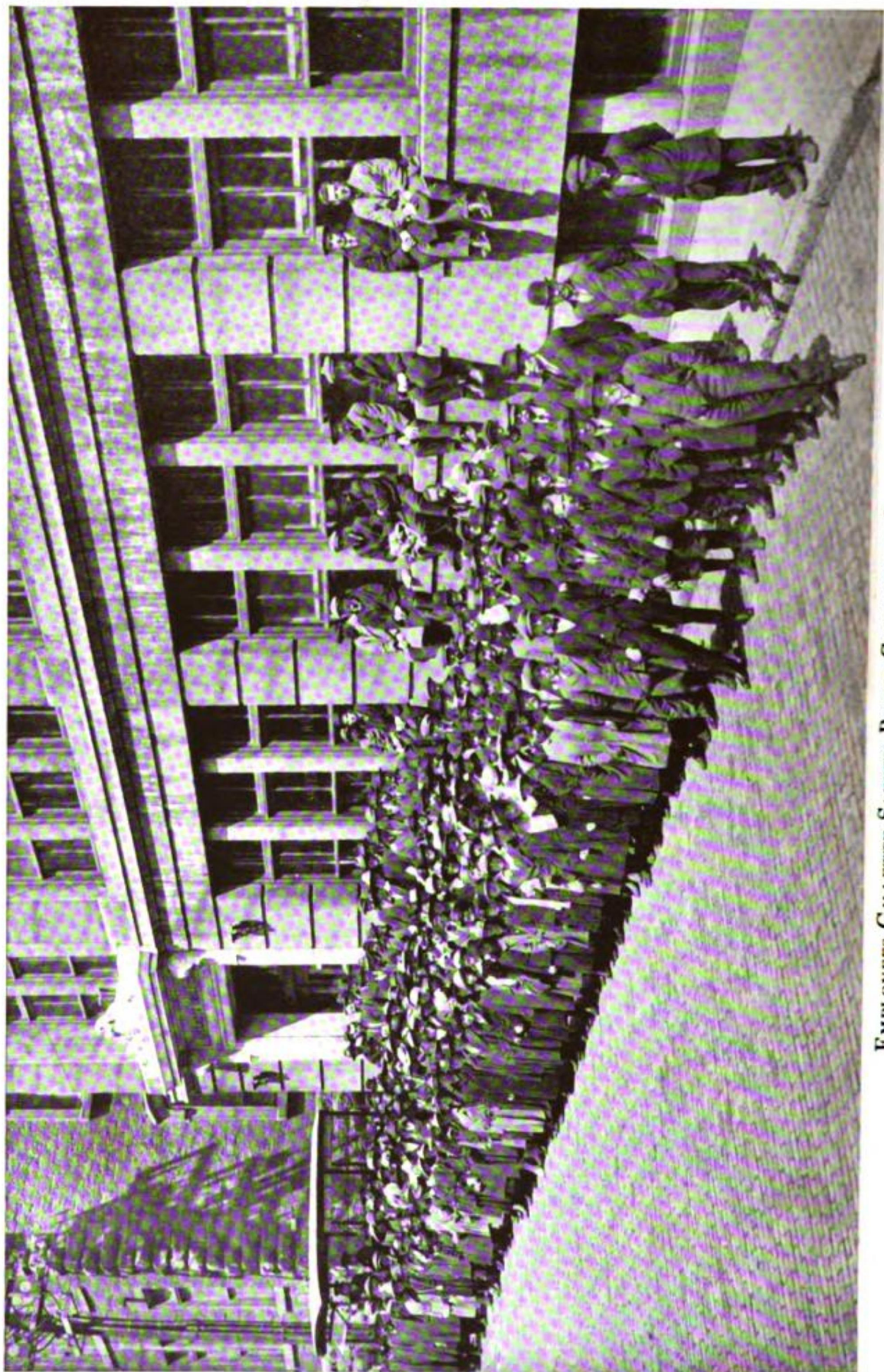
In 1914, when Canada awakened to the fact that she was in a war, sales went down, and there was nothing for us to do but to overcome all difficulties and doleful thoughts in the minds of the public. Our series of the military advertising published during the active recruiting periods

in the spring and summer of 1915 and 1916 caused scores of battalions from Halifax to Vancouver and Victoria to equip themselves with razors. These battalions were individually represented in our advertising by their distinctive cap badges, lists of officers and recruiting stations. Better and above all, the advertising stimulated recruiting as well as sold goods, and, upon finishing with the cuts, we forwarded them to each battalion, together with their regimental crests, for use in their own correspondence and recruiting advertising. Above all we certainly did help thousands of young Canadians to go overseas properly equipped for shaving in comfort.

When you stop to think that Mr. Bittues started in 1906 with but three employees and today has almost 350, you can readily see that our business has grown as I say.

I may say that Mr. Bittues seldom, if ever, overlooks an opportunity to broaden, deepen and consolidate our position. All of our staff are instructed by him to make friends—trade friends, business friends, and above all, shaving friends—and they do it. I must also confess that he has taken an exacting attitude with our help as well as with the tradesmen and sellers of "white space" who call upon the Canadian Company. He accords every one an audience and gives each some of his time, believing that in many cases we learn as much from the caller as he gets business from us.

Starting as we did twelve years ago a branch of the Boston Company with a capital of \$100,000, we are today a \$2,000,000 corporation working under a Dominion charter.



EMPLOYEES GILLETTE SAFETY RAZOR COMPANY OF CANADA, LIMITED



## EXECUTIVES AND OFFICE EMPLOYEES

*Standing Left to Right*—E. J. Smith, A. E. O'Hara, H. S. Beecher, G. P. Shortrede, N. P. Petersen, A. A. Bittues, P. T. Flanagan, M. J. Maguire, J. A. Aird, W. G. Marks, H. F. Giles. *Sitting Down Left to Right*—David Lamb, Miss R. G. Clark, Miss C. Henderson, Miss F. E. Adams, Miss K. J. Flanagan, Miss S. Owen, Miss A. Walford, Miss C. A. Lomax, Miss H. E. Hagner, Mrs. L. Emerson, Mrs. F. E. Munn, Walter E. Kimber.

We occupy a building which is adaptable to our needs for some time to come. We have an ever-increasing business, and we intend to show you at the next Sales Convention that we have lived up to in more ways than one what might have been termed boastful in Mr. Bittues's Sales Convention speech.

Again twelve years have brought many changes in our staff yet we have in the Canadian Company a large number of individuals who have been with us over six years, some seven years, others nine years and some ten years. Thirty per cent of our employees own stock in the Boston Company and there are none in the entire Gillette corporation more devoted and loyal to the company's

interests than our old employees.

We have given a goodly share of our employees to the cause. Twenty-seven have donned the uniform of their King and gone forward to fight for King and Country. We have lost some of our most useful men in the office and in the factory too but these are trials which every manufacturer in Canada is glad to bear in an effort to do his bit. Three of these brave boys have crossed the Great Divide. Their memories and gallant deeds remain with us. We are proud indeed of our boys at the Front because we know their quality and usefulness as well and we have never the least doubt of their success in the army.

In conclusion let me add a word



#### FOREMEN AND FORELADIES

*Standing Left to Right*—E. J. Smith, A. D. Bellec, Geo. Brown, E. H. Wilson, F. F. Mondor, E. Young, G. C. Welton, J. Bolton, F. J. Keen, C. Morrison, F. S. Patterson, P. Lacaille, A. E. O'Hara, H. F. Giles. *Sitting Down Left to Right*—Mrs. Alice David, Miss H. M. Chambers, Mrs. E. Lienard, Miss May Bennie, Miss C. Armitage, Miss D. Poirer, Miss F. Hone.

of appreciation of the splendid spirit of cooperation and "bonne entente" which has prevailed between the Boston company and our own during

these twelve years, which spirit has welded both companies in a friendship which can only be conducive to our common good.

#### BOARD OF DIRECTORS GILLETTE SAFETY RAZOR COMPANY OF CANADA, LIMITED



KING C. GILLETTE, *President*



J. E. ALDRED, *Chairman*



THOS. W. PELHAM, *Vice-President*



F. J. FAHEY, *Treasurer*



A. A. BITTUES, *Secretary  
Managing Director*



SIR HERBERT S. HOLT, *Director*



MR. A. A. BITTUES

## Pen Picture of Mr. A. A. Bittues

Managing Director, Gillette Safety Razor Company of Canada, Limited

### MR. EVERSLEY FOY

**P**ROBABLY it is because as the writer of GILLETTE advertising I have, for nearly a decade, watched the wheels go round in the Gillette Safety Razor Company of Canada, without being exactly a cog therein myself, that I have been asked to draw this thumb-nail sketch of the big, central driving wheel of the Canadian organization.

The word "big" I use advisedly. My first view of Mr. Bittues was in the 8 x 10 private office of the old Gillette premises in the Southam Building and he seemed to fill it so completely that I felt impelled to keep my copy brief and drawings modest in size in order to get them in. Since then, though this private office has grown apace with the Canadian business, I have found that, figuratively speaking at least, he still fills it,

just as his dynamic personality dominates and energizes the men about him.

Though for ten years or more he has been an enthusiastic and constructive Canadian, Mr. Bittues admits privately, and a bit pridefully, that he is an "American," that he was born in Augusta, Maine, on October 17th, 1876, and that following the loss of his father when he was but two years old he was taken by his mother when he was that age to the city of Boston, where he spent childhood and early manhood. Like so many business men throughout America today, he absorbed a certain proportion of the mental diet offered by the old "Brimmer School" on Common Street, Boston, and the English High School on Warren Avenue, Boston.

Beginning business life as a stock boy in

Thorpe, Martin & Company, the stationers, on Franklin Street, he soon transferred his activities to the same job with the then prominent firm of Whitten, Burdett & Young, wholesale clothiers on Otis Street, for whom he went on the road as a salesman at sixteen. This early responsibility and practical "right-up-against-it" training must have had much to do with developing his self-reliance and the versatility so evident later.

Enlisting in the Militia Organization known as "The Massachusetts Naval Brigade," Mr. Bittues rose through the non-commissioned offices, became as Chief-Master-At-Arms, the Senior Petty Officer of the Brigade, and was promoted to Lieutenant Junior Grade of A Company, and made Battalion Adjutant. During the Spanish-American War he served on the U. S. S. "Prairie."

Later he joined the Gas Companies as a protegee of W. R. Addicks, the noted gas engineer, and after a strenuous schooling in the gas and electric manufacturing division, he took charge of Maintenance of Mains and Service Lines in the upper half of the Boston district, Roxbury and Brookline. As this included not only new but all emergency work, many a raw and rainy night found him prowling through trenches instead of in bed.

The lusty crop of liability suits, which are always "with" a Gas Company, and for which he prepared the facts and "briefed" the cases, provided lively occupation for any hours that might have been idle. As a result of this activity he became Assistant to Mr. James N. Spear and took over practically all the detail work.

An acquaintance with Mr. W. B. Hallway, then Treasurer of the Gillette Safety Razor Company, so roused his interest in the new venture that, at Mr. Hallway's suggestion, he joined the staff in Boston in April, 1905. Since then he has represented the Gillette organization in Canada, and in one or two foreign countries.

The versatility that made good as a stock-boy, salesman, sailor and superintendent of lighting service, has for more than ten years been concentrated on the many-sided problems involved in making the Gillette Safety Razor the outstanding success which it is in Canada today. There is scarcely a spot in the broad Dominion which he has not touched in a personal way—and seldom indeed has he sent his men into any section in which he had not pioneered himself.

Even the scattered dealers of the Peace River district, Prince Rupert and the Yukon have welcomed him in their stores. His rare combination of good fellowship with earnest effective work has made him a power in the various hardware conventions,

and won him the sincere respect and personal friendship of the Trade.

Few business men whom I have met recognize so fully the value of advertising, or have so keen an eye for the kind of advertising that lifts a firm out of the ruck of the commonplace and makes it the national standard. Among advertising men generally he is known as a producer and developer of unusual and most effective topical advertising.

Outside of business hours Mr. Bittues en-



MR. BITTUES "HABITANT BY ACCEPTANCE"

joys the social intercourse of the Engineers Club and a number of prominent French Canadian Clubs. A great "Lodge" man, he has held the Chair in nearly every prominent fraternal organization in Eastern Canada. But the time I believe he enjoys most of all is that spent in the preserve of The North Lake Fish and Game Club, and of which he is President. Here, free from business responsibilities and restraints for the moment, he's a great, big, husky boy again, revelling in the strenuous backwoods life, and adding to his already intimate acquaintance with French-Canadian life and character by being their "doctor," "legal advisor" and "friend."



HIS EXCELLENCY THE DUKE OF DEVONSHIRE, GOVERNOR GENERAL OF CANADA,  
THE DUCHESS OF DEVONSHIRE, LADY MAUDE AND LADY RACHEL CAVENDISH

## Canada, The Land of Progress

MR. A. A. BITTUES, Managing Director and

MR. M. J. MAGUIRE, Sales Manager

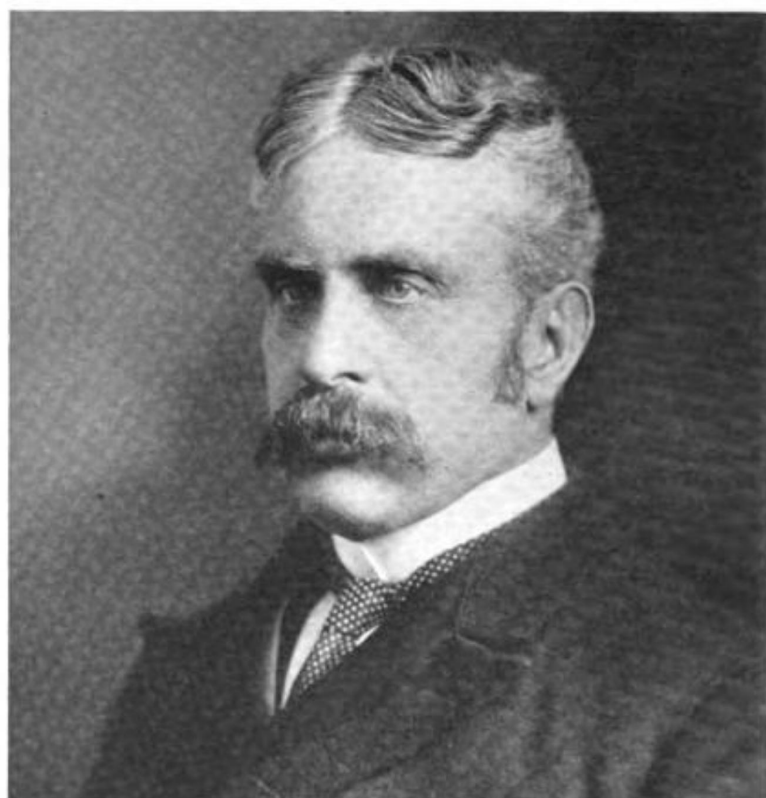
**M**ANUFACTURERS and distributors who would avail themselves of the opportunities afforded by the market created by the needs and tastes of the prosperous population of Canada must first of all understand Canada, her prosperity and possibilities and properly make their goods known to the people whom they would have as buyers.

To do this our axiom is "Travel and learn, then make good honest goods and advertise."

Just that is what the writers of this article have been doing for ten years past, on behalf of the Canadian Company. It has been a delight

and liberal education for us both, and we trust profitable for the corporation we represent.

Canadian merchants as a class are cautious and conservative. When they buy they must have assurances respecting quality, and they like to know something about those with whom they are doing business. The seller cannot secure a firm footing in the general Canadian market without himself and his goods being pretty thoroughly known. But how to do this—"travel and learn." A pretty big task you say. Yes, but a pleasant one. Traveling on our Trans-Continental lines means a broadening for any merchant indeed.



SIR ROBERT BORDEN, PREMIER OF CANADA

The "Gentleman Premier" who at New Year's 1916 called for the Canadian Army of 500,000, whose Government commandeered fifteen million bushels of wheat at the terminal elevators and sent it to Europe

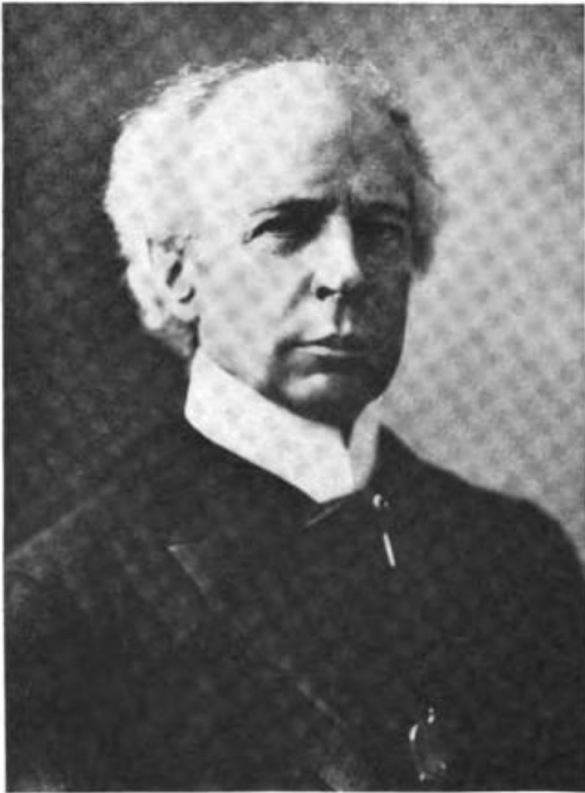
Our trains are filled with a delightful type of individual, experienced and with kindly feelings which prevail to knit everybody together in a very short space of time. There is no formality. The multimillionaire, the big grain merchant of Alberta, the banker and stockbroker of Montreal, or the mining king of Cobalt or New Hazelton hobnob with the humble merchant or manufacturers' representative just as readily as if they were in their clubs at home. It is not what you are worth, or what you wear, or where you come from, but what you are. "A Gillette representative?" "Good! I have one—it's a great razor—wouldn't sell it for a hundred if I couldn't get another." How many times have Mr. Maguire and myself gone through with this pleasurable introduction in the last

few years. That's our Canadian seal of approval—"good, honest goods—made in Canada—and well advertised." If you have a pleasant smile, a quick sense of humor, and an unselfish disposition, you readily make friends and such friendships are full of business interest, and sometimes a continued source of pleasure after the journey is over.

The Mason, Elk, Shriner, Knight of Columbus, is apparent in the diner and the smoker, brothers all, each with a confidence in his new acquaintanceship and with an appreciation in return for many kindly acts.

You travel in a *big* country in this Canada of ours, extending as it does from the Atlantic to the Pacific, and from the United States to the Arctic. Her area is measured by 3,500





SIR WILFRED LAURIER  
Leader of the Opposition



SIR LOMER GOUIN  
Premier Province of Quebec

Sir Wilfred Laurier (The Chevalier Premier) became Premier in 1896. Since 1911 when he was defeated by Borden, he has been Leader of the Opposition

miles in length and by 1,400 miles in breadth. Canada has a larger area than the United States including Alaska by 111,992 square miles. It is bounded by three oceans and has 13,000 miles of coast line which is nearly equal to half the circumference of the earth. Call to mind that we are a country with one third the area of the British Empire, as large as 30 United Kingdoms and 18 Germanys, twice the size of British India, almost as large as Europe, and 18 times the size of France, and you have some idea of what Canada is.

The entire country is divided into nine provinces (states) and two territories. New Brunswick, Nova Scotia and Prince Edward Island are called the Maritime Provinces. The Province of Quebec was familiarly

known as Lower Canada, and the Province of Ontario as Upper Canada. Manitoba, Alberta and Saskatchewan are the Prairie Provinces, and British Columbia is the Pacific Province. The Yukon and Northwest territories complete the list.

In this vast land there are almost three and three-fourths millions of square miles and a population of only seven and a half millions of people, an average of two persons for every square mile of territory. As against this average you have 33 in the United States, France has 190, Germany 310 and Great Britain 471. Of the total population 3,821,995 are males and 3,384,648 females.

There are throughout Canada 79 specified religions—Roman Catholic 39.31%, Protestant 50.24%, the

balance being distributed between the Lutheran, Greek, Jewish and other religions.

On July 1st, 1918, Canada will be 51 years of age. Although it is an extremely young country, astonishing progress has been made since 1867, the year of the confederation.

So many wonderful changes have taken place during this period that your writers can touch but lightly on it all in the space allotted in this edition.

Agriculture, the mainstay of the country, has never before been such a vital agent in the destiny of Canada and of the whole civilized world as it must and will be in 1918. We are now under the shadow of the crisis of the Great War and this crisis has an intimate connection with the food supply.

Eminent authorities say that the Entente Allies are face to face with the most dangerous situation since the war began, because there is not enough food for the soldiers at the front and the civilian population at home which supports them. The requirements of the Allies for the coming crop year are placed at 360,000,000 bushels more than before the war or an increase of 61%. More than the largest harvest ever gathered in Canada, and about one-half a normal harvest in the United States! Even with reduced rations they will also require two million tons of meat products, equal to 39% more than before the war. Most of this food must come from Canada and the United States. In fact, Baron Rhondda, the British Food Controller, has stated that unless 65% of it can be obtained from this continent the Allies will starve.

Grave responsibility rests on Can-

ada for in great part the burden is hers. For, even though the production of the United States is much greater than that of Canada, the population to be fed at home there is so much larger that the exportable surplus is much less proportionately than that of Canada. Taking wheat, perhaps the most necessary foodstuff, the Canadian export figures are actually greater than those of the United States. The wheat production of the United States for 1917 was approximately 660,000,000 bushels, the normal requirement for food is estimated at 440,000,000 bushels, and the quantity for seed as 87,000,000 bushels leaving an exportable surplus of 133,000,000 bushels.

Canada harvested last year 234,000,000 bushels and allowing 50,000,000 bushels for food and 28,000,000 for seed, an exportable surplus was left of 156,000,000 bushels, actually 23,000,000 bushels more than was left over in the United States.

The people and Government of Canada realize the necessity for vastly increased production and for some time past have bent every endeavor to make 1918 a record year.

The governments of the various provinces have been cooperating with the Federal Government and provision has been made to insure every form of assistance required by the farmers for bringing additional land under crop.

Arrangements have been made to secure and distribute the proper quantity of seed; a large number of tractors have been purchased by Dominion and Provincial Governments, and will be sold at cost to the farmers; measures have been taken to en-



A PORTION OF THE CITY OF OTTAWA, ONTARIO, SHOWING THE CHATEAU LAURIER, CONNAUGHT PLACE AND THE GRAND TRUNK RAILWAY CENTRAL STATION

roll agricultural helpers in every town, village and city of Canada and every possible agency is to be employed to make available the labor necessary to assure a maximum production.

Already preliminary reports state that there will be an addition of at least 4,000,000 acres under crop in Canada this year as compared with 1917. Half will be in the provinces east of the Great Lakes, probably nearly a million acres in Ontario; 600,000 in Quebec, where much of the grass land is being broken up, and 400,000 in the Maritime Provinces. Of the 2,000,000 acres in the western provinces, about half will be in Saskatchewan.

What this increase of 10% in area means, will be appreciated when ref-

erence is made to the returns of the 1917 crop which was only a fair one from the point of yield, although in point of value it was unprecedentedly high, the total value being \$1,144,636,000.

There is hope this year of a bumper yield, for seeding has become general throughout western Canada at an earlier date than ever before. Such a condition was hardly conceivable at the middle of March. Then, it was expected that seeding would commence later than usual; while, even at the first of April it was not expected that work on the farms would become general, until about the middle of May. Having, however, been favored with the ideal weather, seeding was begun at the earliest date ever recorded. This is some two

weeks earlier than in previous early years.

With these favorable weather conditions, vastly increased acreage, a sure market and a fixed price, the Canadian farmer envisages such unbounded prosperity as he has never been blessed with before. In him is personified a buyer of such potentiality that any manufacturer or merchant who does not make a bid for a share of his trade is neglecting the opportunity of the century.

Let us take as one indication of Canada's prosperity the growth of the automobile purchases. During the six years ended March, 1917, Canada's imports of automobiles from the United States amounted to more than *forty million dollars*.

Canada's imports of automobile accessories from the United States during the same periods amounted to nearly *twenty million dollars*.

The imports of automobile tires amounted to about *seven million dollars*.

Official figures for 1917 received lately indicate an increase of slightly more than 50% in the number of automobiles in actual use in the Dominion at the present time over the total for 1916. According to the statements from the provincial returns, the cars in use in Canada now total 191,518. This makes an increase of 75,921 for the year.

The Province of Ontario leads with a total of about 78,000, Saskatchewan is second, with a present total of 31,084 cars. Quebec now has close to 20,000 automobiles. Alberta is the fourth province with 21,000 cars. Manitoba is a close fourth, with nearly 18,500. In round numbers, British Columbia owns 10,000 motor cars, while Nova Scotia has

just reported passing the 5,000 mark. New Brunswick is a few hundred cars behind Nova Scotia, while the tiny province of Prince Edward Island will soon have 300 automobiles, despite adverse and freakish legislation.

The motor car in Canada is more and more coming to be considered a commercial necessity. It aided in the movement of troops, facilitated the transportation of war material, increased the efficiency of the farm, aided in the quicker movement of all things pertaining to business, and has been a great economic factor in the development of our general business.

There is a profitable moral to be derived from this little insight into the automobile trade of Canada for both the manufacturer, who has already come into the market, and the one who has not yet done so. The first for the reason that in most cases he has only skimmed the surface by invading the cities and neglected the vast possibilities of the wealthy rural sections, and the second, for missing the opportunities offered, altogether. More cars have been sold in Western Canada during the past two years than in the East. British Columbia, with a population less than half a million, scattered over wide areas of mountainous country, has automobiles in the proportion of one to every 39 of the population. The prairie provinces show surprising increases in the number in use over last year. All proof that sales are spreading from the large cities of the East to the smaller towns, villages and farms of the West as well as of the East. It shows that the farmer is keeping well abreast of the times, and with his greater pros-



FINANCIAL SECTION, KING STREET, TORONTO, ONTARIO

perity is demonstrating that he can put a good deal of his money in circulation for modern conveniences.

You now say—yes! but is Canada really prosperous? Two years ago Canada made its first domestic war loan. The amount asked for was fifty million dollars, and, when announced, anxiety was felt as to its success, although the banks had underwritten one-half the issue. It is well known now that this loan was oversubscribed by twice that amount, and that similar success attended the Government's second and third offerings of war bonds, all without any special selling effort.

On November 12th last, Canada's "Victory Loan" was announced for subscription for an amount of one hundred and fifty million dollars, the fourth issue in two years, and the first for which any attempt was made to secure popular participation. The

subscriptions closed on December 1st, and the result can only be regarded as a stupendous achievement and a great national triumph for the Canadian people, for the figure fixed by the Minister of Finance as the measure of the amount it might be relied upon to realize was nearly trebled. The actual amount of bonds placed was over \$418,000,000, a sum exceeding the aggregate of the three preceding loans, which totalled \$350,000,000, by almost \$70,000,000.

The amount of loose cash available in Canada is manifested in the purchase of these \$418,000,000 of bonds. Only a few years ago such a thing would have been impossible. The Government had so little faith in the ability and willingness of the Canadian people to absorb the public debt, that when money was required, it was obtained in England.

and, as a rare exception, in New York City.

Before the war the largest loan ever issued by the Dominion of Canada in London, the great money market of the world, was \$35,000,000, and something like a panic was caused in governmental securities. Yet now Canada itself which was a borrowing country before the war, with loans averaging \$200,000,000 a year, has just subscribed ten times that amount out of accumulated savings.

It has come as a happy revelation that in three years Canadians have absorbed about \$650,000,000 of Dominion bonds, or practically twice the amount of the net public debt, when the war broke out.

It is another evidence to add to those conspicuous on every hand that the people of Canada are prosperous, thrifty and thriving as never before.

Having regard to population and the number of subscribers, it would appear that this loan has been the most popular and successful launched by any of the Allies since the outbreak of the war.

The returns show a total of 782,714 subscribers, or one subscriber to every ten persons in Canada, as compared with one person in 183 for the previous loan.

This has established a new record. In Great Britain one person in every 23 subscribed to the last war loan. In the second "Liberty Loan" campaign in the United States, bonds were sold to one person out of every eleven of the population.

The outstanding feature of the loan is the splendid response of the great masses of the people; industrial workers, artisans, clerks, farmers,

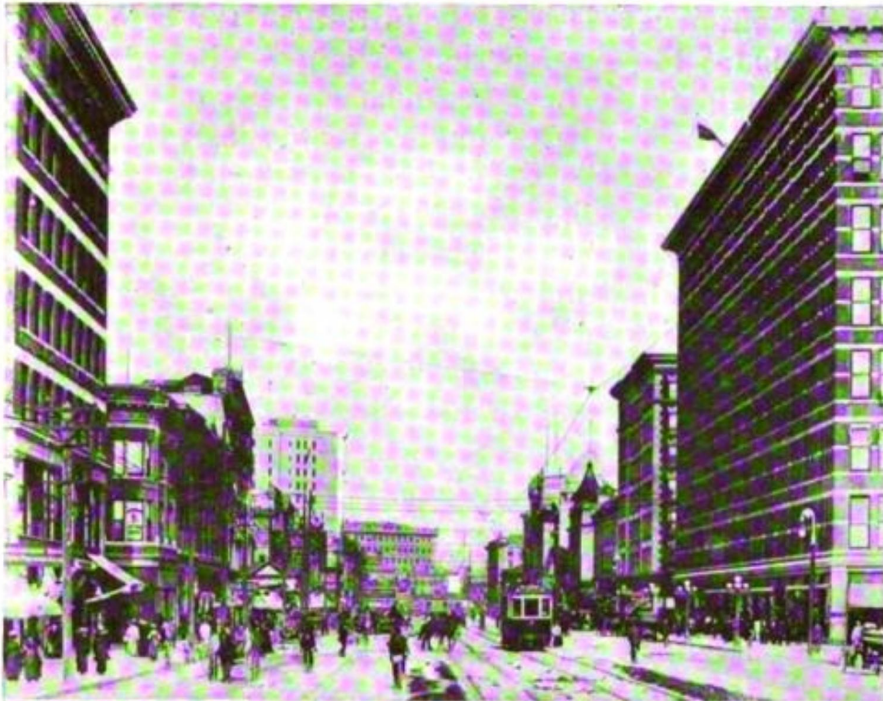
business and professional men joined the great manufacturing, commercial and financial institutions, all contributing magnificently to a result which has surprised the world.

There was necessary to the success of the loan a great sum of floating capital, of accumulated savings in the country, but, a large proportion is to be provided out of future savings, as the payments are distributed over a period of five months up to next May.

With the first and second loans there was, unquestionably, heavier selling of older securities to provide funds than for the third and the present loans. The third loan of 150 million dollars was accompanied by indications of less pressure on older investment securities than was evident in the first loan, in which public participation, outside of the banks, was only about 60 million dollars.

Even if the holders of the best of the older securities wanted to raise money for this fourth loan in that way, they could only dispose of very small amounts in the present restricted market. But, the fact is, that Canada, as a whole, appears to realize more and more with these successive loans that the provision of the funds out of savings is immediately the soundest method, nationally, and ultimately the most satisfactory, individually.

The number of persons who have contracted to limit their expenditures to meet payments on the loan during the next few months, or longer, that sums so saved may be used for the purposes of the Government, runs literally into hundred of thousands against hundreds or thousands in the case of the first loan.



PORTAGE AVENUE,  
WINNIPEG, LOOKING  
EAST

GRAND TRUNK  
STATION AND FORT  
GARRY HOTEL,  
WINNIPEG,  
MANITOBA



GRAND TRUNK  
PACIFIC ELEVATOR  
AT FORT WILLIAM,  
ONTARIO



Notwithstanding that the contributions to the three first war loans totalled \$350,000,000, the saving deposits of the Canadian people with the banks have actually increased. In November, 1915, before any offerings of bonds had been made, the savings deposits amounted to \$714,219,286, as compared with \$1,008,657,874 in November, 1917, a net increase of \$394,438,588, so that the Canadian people could provide practically almost the whole amount of the new loan and still have as much money in the bank as two years ago. Although the initial payment on December 1st of 10% on the "Victory Loan" called for the transfer of \$41,000,000 from private to Government account, the Canadian bank statement of December 31st shows a net loss in savings deposits of less than \$13,000,000. As savings deposits increased some 22,000,000 in November, the total at the end of December was still nearly 10,000,000 higher than two months before, or \$985,790,850.

But whence does Canada, the borrowing nation of yesterday, get the wherewithal to lend its Government in a short period of two years over \$650,000,000.

A survey of Canada's marvellous commercial evolution in the last half

<i>Twelve Months</i>	<i>Exports</i>	<i>Imports</i>	<i>Balance</i>
1917 .....	\$1,547,430,000	\$1,005,134,000	* \$542,296,000
1916 .....	1,091,703,000	766,723,000	* 324,980,000
1915 .....	614,124,000	451,663,000	* 162,461,000
1914 .....	379,291,000	481,214,000	† 101,923,000
1913 .....	436,213,000	659,061,000	† 222,848,000
1912 .....	341,978,000	635,585,000	† 293,607,000

\* Excess of exports.

† Excess of imports.

The total of exports and imports in 1912 was less than a billion dollars; for the year past it was over two and one-half billion dollars. Exports have increased 350%, while

decade shows that in the before-the-war period of its great industrial expansion, which reached its height in 1912, imports, paid for chiefly by borrowings abroad largely exceeded the exports. The advent of the war, however, accentuated the curtailment of imports which had already begun with the period of retrenchment following the money stringency in 1913, and a realization of the large imports of the previous years also then began to be productive of goods formerly purchased abroad, thus lowering the imports still further, so that in 1914 the trade balance was reversed.

A truly remarkable achievement, changing Canada in a few months from a heavy debtor to a heavy creditor nation.

The volume of the country's trade, because of the high prices for all its commodities and the extreme activity in business, is reaching huge proportions.

As will be seen below, the figures for the past six years show some startling comparisons. These are compiled from the official returns, based on exports of Canadian merchandise only, and imports entered for home consumption, with re-exports of foreign merchandise and exports and imports of coin and bullion eliminated:—

the increase in imports has been only 66%.

From an adverse trade balance of imports over exports, averaging 250,000,000 in 1912 and 1913, the





HARVEST SCENE ALONG THE CANADIAN PACIFIC RAILWAY WEST OF WINNIPEG, MANITOBA

balance for 1917 has risen to 542,000,000 in favor of Canada, instead of against it, a recovering of some 792,000,000.

The value of the exports of the products of the farm (agriculture and animals) in 1917 is over 2½ times the total of the last year before the war. 702,000,000 they still represent about one-half, or 45% of the country's total exports, against

59% in 1913, notwithstanding that manufactures, chiefly munitions, have increased to 12 times the total for 1913, some 682,000,000 from 12% of the total in 1913 to 44% in 1917.

The comparisons of the exports by classifications of produce for the three war years of 1917, 1916 and 1915, with the last pre-war year, are given in the following table:—

	1917	1916	1915	1913
Mines .....	\$77,389,000	\$82,281,000	\$61,814,000	\$59,073,000
Fisheries .....	38,323,000	24,349,000	21,673,000	20,237,000
Forests .....	52,280,000	55,224,000	49,779,000	42,532,000
Animals .....	170,561,000	117,909,000	94,513,000	51,612,000
Agriculture .....	531,300,000	364,605,000	230,644,000	208,642,000
Manufactures .....	682,521,000	440,447,000	151,571,000	54,010,000
Miscellaneous .....	5,052,000	7,857,000	3,952,000	108,000
<b>Total .....</b>	<b>\$1,547,430,000</b>	<b>\$1,091,706,000</b>	<b>\$614,129,000</b>	<b>\$436,218,000</b>

It is therefore, conclusively evidenced that Canada's wealth begets itself principally from the soil. Its exports consist chiefly of foodstuffs and other products of natural resources under great demand, and at high prices. That there is assurance of not only a continuance, but an increase, in the agricultural prosperity specially, is found in the 1917 crop. The official Government estimate of the total value of Canada's field crops alone place the figures at \$1,144,636,450, the first time they

have reached one billion dollars. That is some \$290,000,000 in excess of the production of 1916; \$300,000,000 over 1915, and \$350,000,000 over 1914. The excess over 1916 alone would finance twice the amount asked for in the present loan. These figures, as stated, are for the field crops alone, and do not include other important agricultural products, nor those of the forests, mines or fisheries.

Manufactures of goods, particularly munitions, of course, also form



MOUNT EDITH CAVELL, JASPER PARK, ALTA

an important part of Canada's export trade, and, while there was some curtailment of orders for munitions last fall, partly the result of the larger production in Great Britain, and because purchases from the United States are financed out of the advances that Government is making from its treasury to the Allies, a new stream of such orders is following the completion of Canada's "Victory Loan."

The proceeds of the new loan will thus eventually reach almost everyone engaged in productive undertakings, as they are utilized primarily for the purchase of munitions, which may be in the form of food products, clothing, armament, or other equipment, and are thus passed on to wage earners of every class, to be distributed by them for daily requirements, and set aside for savings.

In addition, manufacturing activity is being stimulated by war orders from the United States, as well as from Great Britain.

The industrial capacity of the United States, already severely tested by war demands from Europe, is further strained by the additional demands for equipping its big army, and this problem is rendered all the more difficult by a shortage of labor which is increasing as men are drafted. Credits will not offer the difficulty experienced in the case of British orders, and the cash payments resulting will strengthen our position in financing the direct purchases of the British Government.

Already large orders of textiles, woolen goods, munitions, and other equipment have been placed in Canada, and, although the munition manufacturers had planned last fall

to turn their plants to other uses, and the country was getting ready for the reconstruction of business, these changes have now been postponed.

As the national prosperity is based primarily on agriculture and, secondly, on manufacturing, the unusual wealth indicated in last year's harvest and the assurance of continued industrial activity are justification for the utmost confidence in Canada's economic soundness.

It is, therefore, quite evident that Canada is prosperous, and will continue to be prosperous, particularly that great two-thirds of the people in the rural sections, and special significance is attached to this fact for the manufacturers and merchants, who have not yet made a serious entry into a market that is fraught with immense possibilities for the future, and with direct opportunities for the present.

Truly a marvellously rich country!

Are we then right in our review of Canada's economic conditions? Yes, truly *yes*, and a good country to conduct a business like ours in.

In a country where business is at a standstill, population not increasing, no fresh capital accumulating, no new wants being experienced, opportunity cannot flourish.

Our development shows clearly that there are plenty of opportunities in Canada.

Ours is a growing country, where conditions constantly change. Our markets are widening day by day and year. Business opportunities are numerous because every new need which is experienced and every new market which is opened provides opportunities *for those who can grasp them*.

Canada is the youngest of nations. She is just starting on her career. Fortunately the borrowings from other countries prior to the war enabled Canada to equip herself fairly well in some ways. Canada is well provided with transportation and methods of communications. Our telegraph and telephone systems are second to none, and we have first-class railroads, one of which, *the C. P. R., is the longest in the world, operated by a single corporation.*

There is, however, a great deal of room for expansion in our basic industries of agriculture, lumbering, mining and fishing.

In agriculture we have only cultivated about 10% of our tillable land. We have 400,000,000 acres of land which may be used for the production of foodstuffs, only 40,000,000 of these are being used.

When people talk of a world famine, they either forget or do not know that in Canada there is enough idle land to feed the whole world.

Equally favorable are the opportunities for increased exploitation of the forests.

The available stand of commercial timber, exclusive of pulp wood and other small wood, has been estimated at from 600,000,000,000 to 750,000,000,000 feet, board measure. The Province of British Columbia alone has over 300,000,000,000 feet of standing timber.

Even now we give away farm lands of the choicest sort to any immigrant who will work them, and in our Pacific Province a forest fire which destroys a hundred thousand feet of valuable timber only receives casual mention in our newspapers.

In fishing and mining there is the same story of inadequate exploita-



▲ THE LEGISLATURE BUILDINGS, VICTORIA, BRITISH COLUMBIA

tion today and great possibilities of expansion for tomorrow. The increase in the value of the output and export of the fisheries in recent years has been due almost solely to rising prices. But already steps have been taken to improve packing, curing and marketing methods, and in order to still further increase the quota from this source of natural wealth, it is only necessary to take well recognized scientific steps to prevent the depletion of the fisheries.

Canada has deposits of all the known minerals, except tin. What we need now is to secure domestic refining of Canadian minerals, the smelting of all metals and the manufacture of sulphuric acid, nitric acid and nitrogen products from the air, as well as acetone in great quantities.

Canada is at present an agricultural country, but she is developing into a manufacturing country. We can produce on equal terms or perhaps on better terms with any other

country in the world, certain lines of iron and steel products, agriculture machinery, flour and cereals, paper and pulp, wood and the manufacture of it, wagons and carriages, aluminum, nickel and nickelware, etc. How many of our readers know that Canada produces 80% of all the nickel used?

Canadians did not know their own capacity for producing until this war started. The way Canadian manufacturers have responded to the demands made upon them since 1914 has been a revelation to themselves and the rest of the world. What Canada has accomplished since 1914 gives an indication of what can be done under the spur of great events, even if it is not an accurate index of what is possible under normal conditions.

Many Canadian plants have increased to such an extent during the last few years that quite a number are too large for the requirements of the home market.



VANCOUVER HARBOR, VANCOUVER, BRITISH COLUMBIA

With our population we are equipped to manufacture for many times that number.

We must therefore look to our *export trade* to absorb the surplus production. Although much of the special war machinery may have to be scrapped at the end of the war there are many manufacturers who will find themselves with new and up-to-date machinery for ordinary production. They will also find themselves with a skilled force of workers. Many foreign importers have become acquainted with Canada for the first time and have been awakened to the multiplicity and quality of the commodities which we can supply.

A large number of American manufacturers have established branch factories in Canada. Not the least of these is our own company, the factory of which is now handling the export trade for many of the British possessions and some of the Allied countries.

We are adding to our capacity to produce Gillettes. New machinery is coming in regularly and before this war is over we shall be in a position to supply all the Gillettes desired by the bulk of the export trade. Our advertising is creating a constantly growing demand for our goods, and the time is not far distant when a Canadian made Gillette may be found

in many corners of the universe.

It is said that Canada is the land of opportunity. If the fact that Canada has not reached her full development and will not for many years to come is any indication the statement is absolutely true.

Mr. Maguire and myself ask you to believe that when this war is finished, Canada will start in on an era of prosperity which will excel even the magnificent performance of the United States.

Canada is the country of the future, and our good friends in the United States are cordially invited to come and share our prosperity. We have one person for every half mile of territory, so there is plenty of room for you to show what you can do.

On our pages you will find pictures of spots in our prominent cities, harvest scenes, views on the mountains, in fact we have by the photographs selected intended to show you that which there is no space to write about. Their titles, however, are explanatory and give you an idea of the beauty spots throughout this Dominion.

What the writers endeavor to do in this text is to prove to you that Canada deserves the title which we have applied to her, namely, "The Land of Progress."



NEIL P. PETERSON

## Manufacturing Problems Past and Present

NEIL P. PETERSON, *Superintendent*

Gillette Safety Razor Company of Canada, Limited

**M**ANUFACTURING of Gillette Razors and Blades in Canada dates back beyond the time of the writer's connection with the Company. The early manufacturing period with its many troubles could best be described by Mr. Bittues, but no doubt he would rather not recall the hardships he and all of his Staff experienced.

In this article difficulties will not be dwelt on because they were numerous or annoying, but only in order to recall the experiences gained in overcoming them, and perhaps be an inspiration particularly to the

Canadian Staff when we have to overcome comparatively easy obstacles.

In October, 1908, I had my first glimpse of the Canadian factory. They had some time previously moved into what was then considered pretentious quarters at No. 63 St. Alexander Street, the factory having risen as it were out of the ashes of a disastrous fire.

The plant then consisted of one gas hardening machine, one printing machine, nine old-style slow-speed grinding machines, two No. 100 honing machines and two No. 100

stopping machines. The plant was also equipped with a fair amount of machinery for making razor handles, but this equipment was by no means kept busy as the Gillette Razor was only being introduced into Canada.

The Canadian factory was at that time turning out between 250 and 300 dozen blades per day and only a few razors. Compared with the present output of over 7,000 dozens per day and from 800 to 1,000 razors the former seems small.

One of the first discouraging conditions which arose in connection with the installation of the polishing machines was when we were told that kiln dried lumber required for the posts to erect same on could not be delivered for nine days. It was not an easy matter to explain to the Management in Boston why the erection had to be delayed for this length of time, as in Boston we had all considered Canada a country where they had wood if nothing else. The writer has since been impressed with the fact that timber can be procured more readily in any part of the States than in Montreal.

Many other adverse conditions were apparent, but as the Canadian Staff seemed to accept them as a matter of course I felt that it was best not to appear downhearted, and therefore proceeded and finished the work for which I had come to Montreal, returning to Boston to relate my difficulties to Mr. Nickerson who was most interested and sympathetic. I have always felt that perhaps it was because of my vivid first-hand description of Canadian manufacturing conditions at that time that Mr. Nickerson and Mr. Parry have ever since then taken a special interest in the Canadian factory, and have always tried to serve us first and give

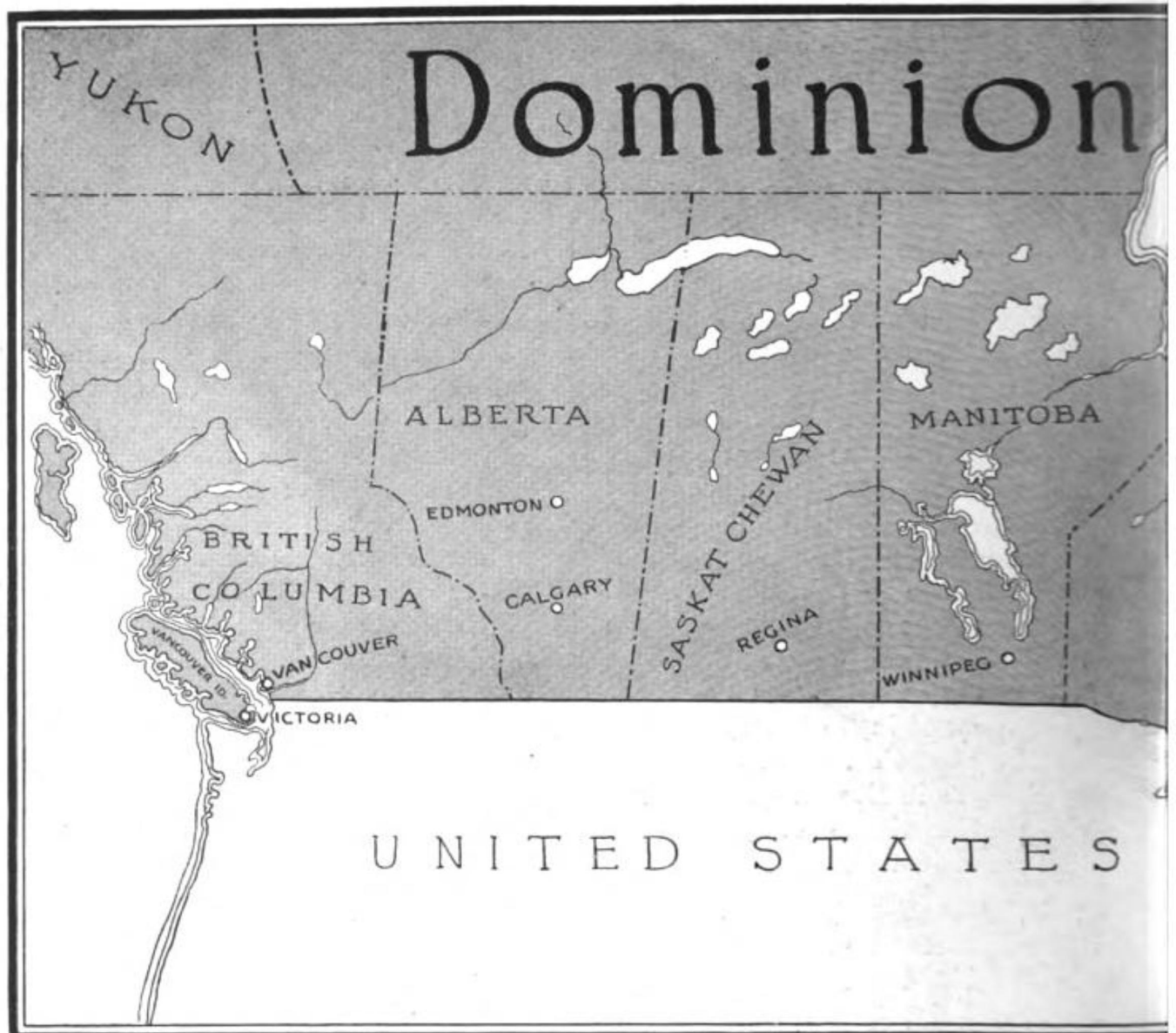
us first-hand definite information.

In June, 1909, it was my good fortune to become permanently attached to the Canadian office and staff. At that time they were in the midst of filling the first real large orders taken by the travellers for the Pocket Edition Sets.

As the Gillette Company were the third or fourth concern doing electro plating in Montreal at that time, it will be readily realized that experienced platers were not found in abundance, and the problem at that time consisted of finding men who could buff brass cases so they could be cleaned and plated, and to find a plater who could manipulate his baths so that the plate was not so hard that it could not be colored, or else insufficiently cleaned which resulted in failed work through peeling. As I remember it we often started with a large number of pieces with patterns on which gradually would have passed for perfectly plain cases. By August, however, we had filled all orders, and it is to the credit of our inspectors that not a single complaint was received as regards finish on these first sets produced, nor have we had any cases come back with the silver worn off except from users who had tried to polish the cases with scouring compound or emery cloth.

From the time that we finished the Christmas rush in 1909 up to the present we have not had a single month without its own particular machine installation and consequent moving of other equipment to make room for same.

In the early days pretty nearly all the installation and blade production was taken care of entirely by Mr. A. D. Bellec, who is still with us doing good work in looking after



### Train Distance from Montreal, the Home of the Gillette

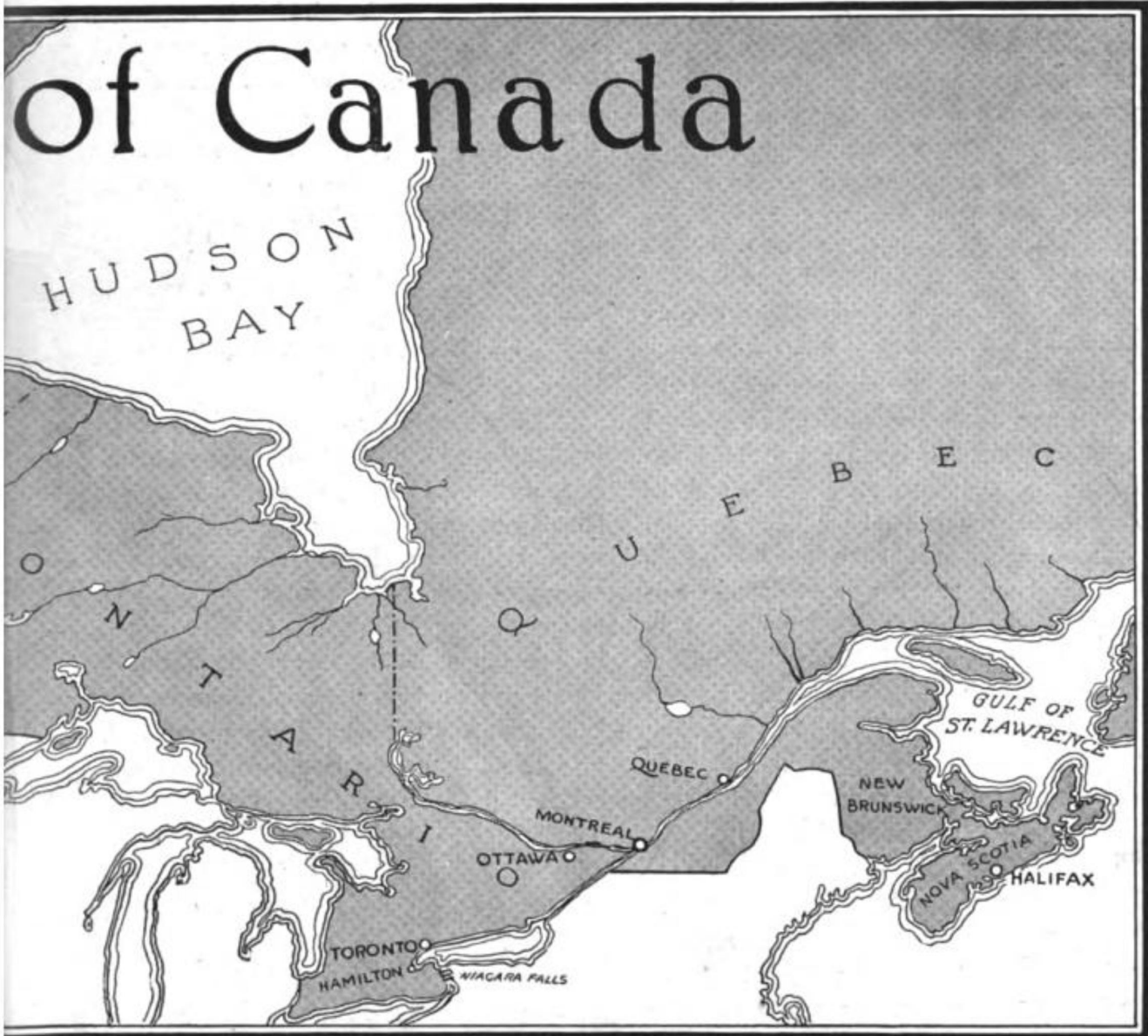
<i>City</i>	<i>Province</i>	<i>No. Miles</i>	<i>City</i>	<i>Province</i>
Halifax	Nova Scotia	758	Ottawa	Ontario
St. John	New Brunswick	481	Port Arthur	Ontario
Quebec	Quebec	172	Fort William	Ontario
Toronto	Ontario	333	Winnipeg	Manitoba
Hamilton	Ontario	372	Brandon	Manitoba
London	Ontario	448	Regina	Saskatchewan
			Prince Albert	Saskatchewan

### Canadian Gillette Salesforce travel

M. J. Maguire, 16,919 miles.

A. A. Bittues, 8,844 miles.





ette Safety Razor Company of Canada, Limited, to

	<i>No. Miles</i>	<i>City</i>	<i>Province</i>	<i>No. Miles</i>
	111	Saskatoon	Saskatchewan	1885
	992	Edmonton	Alberta	2242
	995	Medicine Hat	Alberta	2075
ba	1415	Calgary	Alberta	2255
og	1548	Lethbridge	Alberta	2176
ewan	1773	Vancouver	British Columbia	2897
ewan	1884			

and 50,000 miles in 1917 as follows:

W. B. Philbrick, 14,237 miles.

D. P. Cotter, 10,000 miles.

the Building Maintenance Department. If any of our foremen today think they are asked to perform difficult tasks they should spend a lunch hour with him and try to get him to describe his early experiences.

In 1911 we built the Gillette Building and moved into same during the early months of 1912. The contractor was delayed in various ways so that the fifth floor and roof slab was run in the month of December under conditions which required the greatest skill from a concrete engineering standpoint. These floors were later designated by Mr. Bittues as particular spots to be tested in regards to carrying capacity in accordance with specifications. It was consequently found that the deflection was only 60% of that allowed by the architects. It will therefore be seen that what had previously worried us turned out well.

A number of other details came up which greatly interfered with sufficient progress being shown to make the new installation an achievement in the eyes of the management in Boston. For instance, we had to take over and finish the electrical contract, the installation of doors and windows, and almost had to take over the matter of finishing all plaster work and laying of hardwood floors, as the standard of finish designated by the architects and demanded by Mr. Bittues was unheard of in this locality, and had never been approached in any other industrial building.

During this period of controversy and just as we were about to commence moving our machinery and offices Mr. Bittues had the ill fortune to break his ankle, and as he was called to Boston the following day to give testimony in regards to French

patent matters he decided to go to Boston in order not to disappoint Mr. Pelham, and also have his injury treated there at the same time. I shall never forget the agonizing hours he spent on the train going down. He at first planned to go alone but later decided to have me come along to be of assistance and receive instructions in Boston about further steps to be taken in connection with the building.

At first we only occupied basement and ground floor of our new building, and rented the other four floors to other manufacturing firms and agents, but gradually we have taken over the remaining floors.

In 1915, Mr. A. E. O'Hara, who had been with us for a number of years in the toolroom staff, was appointed Assistant Superintendent, and the departments gradually grew so that it was found necessary to appoint foremen of the various departments. The number of foremen increased from time to time until they now comprise a body as shown in the group on page 12 of this issue. Foremen are gradually going to Boston in order to study their own operations as connected with Gillette Razors and Blades in the Home Plant. A number have already been down for instructions and others will go as soon as opportunity offers. This procedure has been found of exceptional value and merit as the instructions and experience obtained at first hand in Boston become a manual and guide for standard practice as pertaining to that department.

The amount of interest and ability shown by all of our foremen augurs well for the future. The fact that one of our foremen, Lieut. Frank Tobin, has qualified as an officer in

the Royal Air Forces, and another foreman, Cadet Owen Rogers, who is about to qualify, proves beyond doubt that the foremen of the Canadian factory have on the average more than ordinary inherent ability. The performance of the only two of the foremen's staff who are of military age will no doubt be duplicated or exemplified by exceptionally good work here on the part of those who remain with us. We also intend to use to good advantage any experience gained by the members of the Canadian Staff who are now with the Colors, upon their return to us. In their letters they all make a point of telling us that the Army does not admit that a task cannot be performed, and we propose to have them continue with this attitude towards their work when they return here, and inculcate this same spirit and feeling throughout the whole factory.

During last year we regularly enjoyed foremen's meetings at which time we planned production and installation of new machinery. At the monthly meeting we usually had the pleasure of the company of Mr. Bittues and the office staff so that they could not only hear our problems discussed but so that they could also tell us their troubles and problems. In this manner we have come to understand not only the intricacies of manufacturing better, but we have also obtained an angle of the management's view and have had explained to us difficulties arising in the pay-roll department, in the cost accounting department and in the storehouse distribution procedures, if the factory did not properly cooperate with the office and make their records plain.

One of the most encouraging features of last year's rush has been the

reports of Mr. Bittues in regard to orders on hand or goods needed for certain specified dates. His demands for more production have been a great stimulus to all of the foremen as it has been the best indication that the Company was progressing and consequently everyone would naturally have a larger job. It is very encouraging also for all of us to know that in spite of the abnormal demand for more production Mr. Fahey and Mr. Thompson have been kind enough to say that they have seen a gradual improvement not only in the management of the various departments but in the quality of razors and blades turned out, each time that they have made us a visit. None of the foremen are content with their present showing, nor will they be until they can feel that their department can be compared in every way with a similar department in Boston, and we also realize that each foreman in Boston will progress every week and month, so that there will never be a time when we have quite attained the ultimate.

The other encouraging feature of being a member of the Canadian Staff presents itself in the anticipation that a large export territory will be served from the Montreal factory in the future which means that our present rate of production may be found altogether too small. Production troubles disappear as if by magic after you reach a certain output and can afford competent men in charge of each detail, and while we have been delayed and kept waiting because of slow deliveries, embargoes, and other permit complications, we have found it far less trouble and worry to install and move the machinery on the six floors now occupied than the smaller moves which were accomplished before.

The final encouragement which has made us look toward the future with great hope and anticipation came last Fall when it was announced that Mr. Aldred had proposed a basis upon which all employees could purchase Gillette stock. This was the first opportunity most of us had of having an added interest in the Company and in our positions. That the Canadian staff and employees welcomed the chance is shown by the fact that over thirty purchased as much stock as they could carry, and we have all felt since then that we would like to be able to carry twice as much. We are also receiving al-

most weekly additional applications from the younger employees which shows that the interest and good-will of the older staff is spreading.

The final proof of the interest taken by all the employees and foremen is found in the fact that they one and all try to create and spread a feeling of good-will for the Gillette organization both among their business and personal friends. We are aiming at establishing a precedent in Montreal and Canada as regards the number of people who know somebody connected with us or something good or clever which the Gillette Company originated.

## Roll of Honor of Gillette Safety Razor Company of Canada, Limited

### KILLED IN ACTION

Corp. E. A. McMullen

Corp. E. A. McMullen went overseas with the 87th Battalion Grenadier Guards in 1915. He was killed November 20, 1916, in the Battle of the Somme from the effects of a shrapnel wound in the hip.

Private James Sargent

Private James Sargent went overseas

early in 1915 with the 42nd Battalion Royal Highlanders of Montreal, and was killed at Courcellette in 1916, exact date unknown, as his next of kin is in the old country.

Private Bert Lyder

Private Bert Lyder went overseas with the 87th Battalion Grenadier Guards, and was killed at Ypres on July 5, 1916, from the effects of a gunshot wound.

### WOUNDED

Corp. A. Plante

Private A. Lynn

Gunner E. Kilpatrick

### ROYAL AIR FORCES

Lieut. T. L. Watson

L. Cunningham

O. E. Rogers

Lieut. F. M. Tobin

### SERVING WITH THE CANADIAN ARMY

C. Ferguson

J. Butler

T. Neilson

J. Taylor

C. Cavanagh

A. Tonks

A. Fawns

Bert Loveday

E. A. Guilfoyle

H. Fawns

George E. O'Brien

### SERVING WITH THE FRENCH ARMY

A. Devaux

### AMERICAN AERIAL SQUADRON

Private F. H. Jones

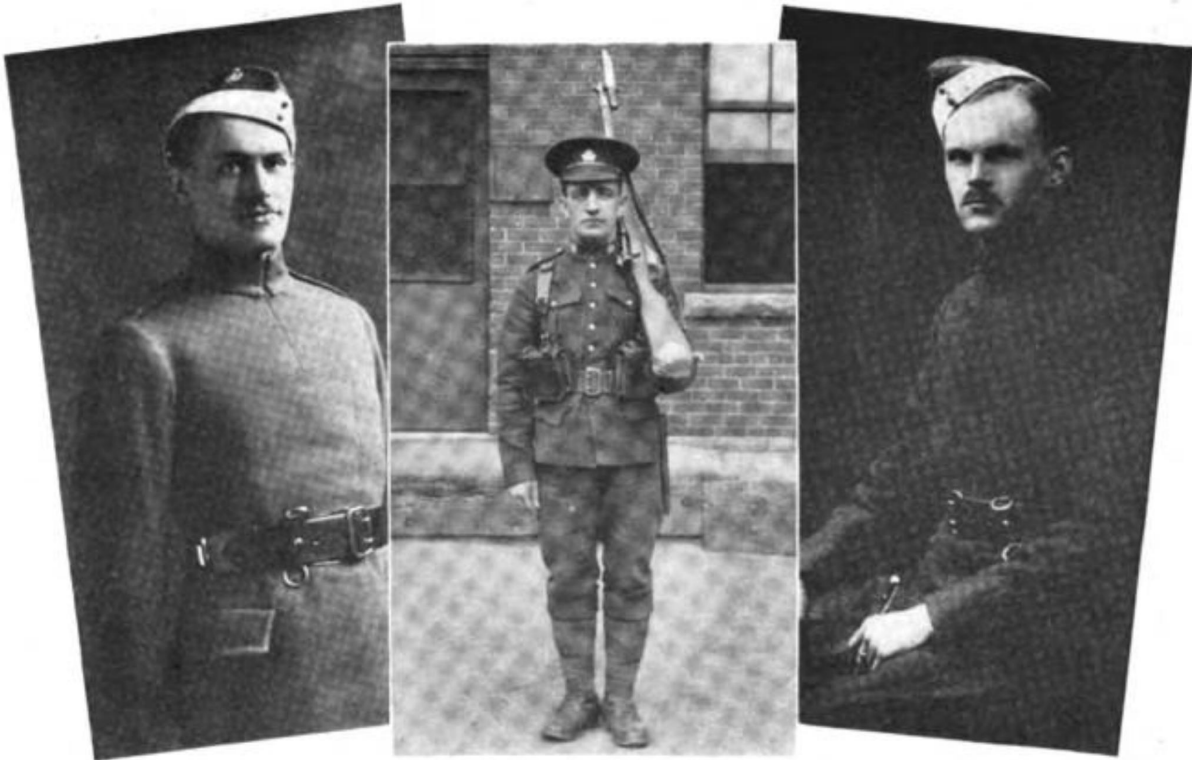
### SERVING WITH THE AMERICAN ARMY

Private J. Bishop

Lance-Corporal H. A. Barrett

Private F. J. Keen

Private S. C. Maguire



LIEUT. L. T. WATSON

GEO. E. O'BRIEN

LIEUT. F. M. TOBIN

Toronto, Ontario, June 9, 1918.

DEAR MR. BITTUES:—

Just a line to let you know how I am progressing. Have been here at the University for five weeks now, and I am getting along fine with my studies. We learn how to rig up Aeroplanes, and also sail-making, which means patching the fabric of the planes, when it gets torn or ripped. We also have three different types of Engines to learn, and I must say that they are very interesting. Since the R. N. A. S. has become a part of the R. A. F. we also have to learn Aerial-Navigation. I have worked out problems that in civil life I thought were impossible, but they have a way out here of teaching us, and it is not long till we see the point. We also study Aerial Photography and Metalogy, and several other kinds of Signalling.

When we get through here we are going to Hamilton for further Gunnery instructions, as Gunnery has become the chief factor in our training, and they are opening a school there just for that purpose.

I was very much pleased when I heard that Frank Tobin got through all right—I only hope that I will be as lucky as him. I manage to get home now and again, but it is only for a Sunday that I can get leave. I miss all the faces I used to see while at the shop, but I guess I am not the only one, as I hear Mr. Maguire, Barrett, and Keen have been called.

I get the BLADE every month. I saw in

the last one that Mr. Philbrick was dead. It came as a surprise to me as he always seemed so hale and hearty and full of life, but we can't live forever. *Note!* I see the BLADE is getting more interesting every month. What is wrong with our Foreladies and Foremen in our Shop? Can't they write up a story or a few jokes? How about Bolton? I see that the Boston girls are quite keen on poetry, but our bunch will wake up with a start and outdo them all.

This is a great life when you get used to it. I have gained 23 pounds in weight and don't know what it is to be sick. I hope everybody can say that for themselves. How is Mr. Petersen? I am afraid to write to him as I have left it off for so long, but I will write him a letter later on when I get a chance and trust to luck. Also, I hope Mr. Flanagan and Mr. O'Hara, not forgetting Mrs. B. and the rest of the staff are well.

We are held down quite stiff here; if we move an eyelash on parade we are sure to a few days C. B. We are drilled so fine that we sleep at Attention and snore by numbers.

I think this is about all the news I can resurrect just now so I will close and go to bed.

Hoping you are enjoying good health, I beg to remain,

Yours truly,

Cadet OWEN E. ROGERS,

No. 154881 R. A. F., No. 4, S. of A.,  
Wycliffe College, Toronto University,  
Toronto, Ont.

## Johnnie Courteau

### The Canadian "Habitant"

DOCTOR W. H. DRUMMOND

Johnnie Courteau of de mountain,  
Johnnie Courteau of de Hill,  
Dat was de boy can shoot de gun,  
Dat was de boy can jomp an' run;  
An' it's not very offen you ketch heem still.  
*Johnnie Courteau.*

Ax dem along de reever,  
Ax dem along de shore,  
Who was de mos' bes' fightin' man  
From Managance to Shawinigan?  
De place w'ere de great beeg rapids roar.  
*Johnnie Courteau.*

Sam'ting on ev'ry shaintee  
Up on de Mekinac,  
Who was de man can walk de log,  
W'en w'ole of de reever she's black with fog  
An' carry de beeges' load on hees back?  
*Johnnie Courteau.*

On de rapids you want to see heem,  
If de raf' she's swingin' roun',  
An' he's yellin' "Hooraw Bateese! good  
man!"  
Way de oar come, double on hees han'  
W'en he's makin' dat raf' go flyin' down.  
*Johnnie Courteau.*

An' Tete de Boule chief can tole you  
De feller w'at save hees life  
W'en beeg moose ketch heem up a tree,  
Who's shootin' dat moose on de head,  
sapree!  
An' den run off wit' hees Injun wife?  
*Johnnie Courteau.*

An' he only have pike pole wit' heem  
On Lac a la Torture  
W'en he meet de bear comin' down de hill,  
But de bear very soon he get hees fill!  
An' he sole dat skin for ten dollar, too.  
*Johnnie Courteau.*

Oh, he never was scare for not'ing  
Lak de ole coureurs de bois,  
But w'en he's gettin' hees winter pay  
De bes' t'ing sure is kip out de way,  
For he's goin' right off on de Hip Horraw!  
*Johnnie Courteau.*

Den pullin' hees sash around heem  
He dance on hees botte sauvage,

An' shout "All aboar' if you want to  
fight!"  
Wall! you never can see de finer sight  
W'en he go lak dat on de w'ole village!  
*Johnnie Courteau.*

But Johnny Courteau get marry,  
On Philomene Beaurepaire;  
She's nice leetle girl was run to school,  
On w'at you call Parish of Saints Ursule,  
An' he see her off on de pique-nique dere.  
*Johnnie Courteau.*

Den somet'ing come over Johnnie,  
W'en he marry on Philomene,  
For he stay on de farm de w'ole year roun',  
He chop de wood an' he plough de groun';  
An' he's quieter feller was never seen.  
*Johnnie Courteau.*

An' nev'ry wan feel astonish,  
From La Tuque to Shawinigan,  
W'en dey hear de news was goin' aroun',  
Along on de reever up and down;  
How can leetle woman boss dat beeg man?  
*Johnnie Courteau.*

He never come out on de evening,  
No matter de hard we try;  
Cos he stay on de kitchen an' sing hees song:  
"A la claire fontaine,  
M'en allant promener,  
J'ai trouve l'eau si belle  
Que je m'y suis baigner!  
Lui y'a longtemps que je r'aime,  
Jamais je ne t'oublierai,"  
Rockin' de cradle de w'ole night long,  
Till baby's sleep on de sweet bimeby.  
*Johnnie Courteau.*

An' de house, wall! I wish you see it,  
De place she's so nice an' clean,  
Mus' wipe your foot on de outside door,  
You're dead man sure if you spit on de  
floor,  
An' he never say not'ing on Philomene.  
*Johnnie Courteau.*

An' Philomene watch de monee,  
An' put it all safe away  
On very good place; I dunno w'ere,  
But anyhow nobody see it dere,  
So she's buying new farm de noder day.  
*Madame Courteau!*



TYPICAL "HABITANT HOME" IN NORTHERN QUEBEC

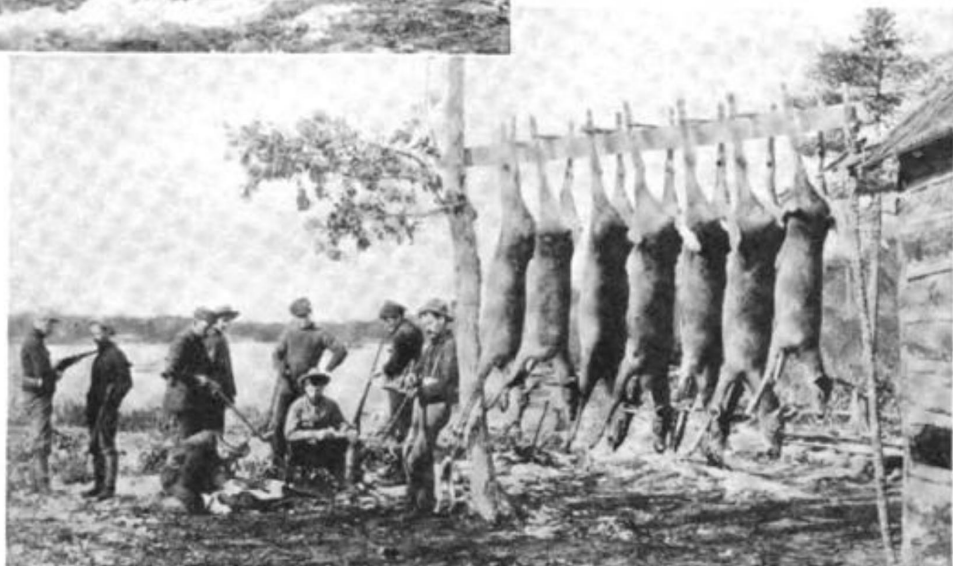


COLIN CAMPBELL "HABITANT"  
(See Page 40)

"WHERE DE GREAT BIG RAPIDS ROAR"



A WEEK'S HUNT,  
MAGANETEWAN  
RIVER REGION,  
HIGHLANDS OF  
ONTARIO



## The Real French Canadian

MR. A. A. BITTUES

ON a previous page we have given to you one of the best known poems of Dr. W. H. Drummond, writer of "Habitant Stories." Strange as it may seem the public were at first wont to believe that Dr. Drummond wrote his stories of the French-Canadian people at Quebec in a spirit of mockery. Such was by no means the case, as many times good plots and ideas were rejected by Doctor Drummond because they contained a suggestion of ridicule. He made the following direct statement, "I would rather cut off my right arm than to speak disparagingly of the French-Canadians." He always put into his poems what he knew to be the language, spirit and ideas of the French-Canadian people as he knew them by living amongst them.

Doctor Drummond was born on the 13th of April, 1854, near the village of Mohill, County of Leitrim, Ireland. He later came to Canada and located at L'Abord-A-Plouffe, a little village at the back of Mount Royal. Here it was that he first became associated with the "habitant" and "voyageur." Here it was that he learned from the lips of Gideon Plouffe the many stories told by the old lumberman.

Doctor Drummond was a pupil of the old High School. He passed thence to McGill College, and on to Bishop's Medical College, where he graduated in 1884. He was better known as "Bill" Drummond, the athlete and student. He was known in the Marbleton and Knowlton dis-

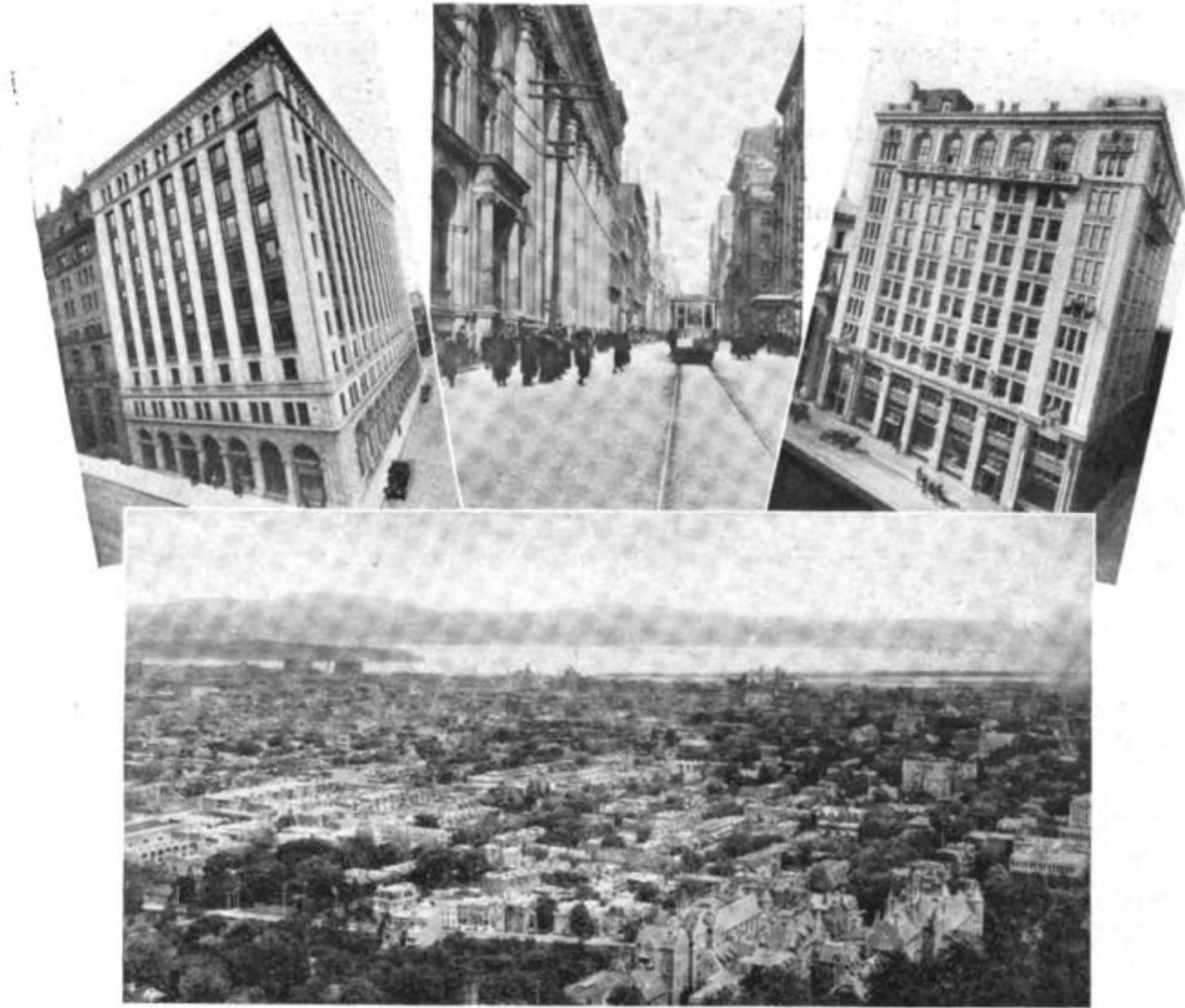
tricts where he was kindness to all. In the Fall of 1888 he returned to Montreal where he started a practice on St. Antoine Street.

During these years he had many opportunities of studying the French-Canadian people travelling as he did in the North woods and mining camps on his many trips. He was particularly impressed with the picturesque way they told their quaint tales of backwoods life. His poems today are written in the language these people spoke to him, but by no means in the way they spoke among themselves.

Doctor Drummond's viewpoint was always sympathetic rather than critical, preferring always to discover goodness even though it was flavored with human weakness. He was always true to the life and character of the French-Canadian habitant in his every relation, civic, social and religious. He grew to admire these people and died amongst them, or in the mining district of Cobalt where smallpox had broken out during the month of April, 1907.

Our illustration is of my own choice, being that of a personal friend, Colin Campbell—a French-Canadian, farmer, lumberjack, river man, guide, tireless hunter, devout Catholic and a typical "habitant." His ancestors run back sufficiently far to incorporate in him a strain of French, Indian and Scotch. No individual can be more typical in appearance, speech and thought of Doctor Drummond's poem on the previous page.





MONTREAL, QUEBEC

TRANSPORTATION BLDG. ; ST. JAMES STREET ; DOMINION EXPRESS BLDG.  
 VIEW FROM MT. ROYAL, ST. LAWRENCE RIVER IN DISTANCE  
 ROYAL VICTORIA HOSPITAL IN FOREGROUND

## A Resumé of Our Province

H. S. BEECHER, *Advertising Department*

**Q**UEBEC, oldest, biggest and mightiest of all the provinces containing within its limits unrivalled natural resources, a geographical situation that makes it the dominant factor in Trans-Atlantic Trade, and a people who are equal to any in energy, courage and enterprise, it cannot fail to wield its influence over civilization.

Nearly four centuries have elapsed since the province was first surveyed

by Cartier and the sites of Montreal and Quebec were chosen. In 1642 Maisonneuve founded the City of Montreal; the rest of Canada was still an untracked wilderness of forest and prairie when this province was already thriving and growing and its people were clearing, building and farming all along the shores of the St. Lawrence River and founding more and still more centres of activity.

Enshrined with all the glories of the past, the pioneer of the new world—tracked and still trackless—its full power is yet unknown. Quebec is by far the largest province in Canada, stretching from Hudson Strait in the North to the New England States in the South, and from the Atlantic Ocean to Ontario, and has a total area of 703,653 square miles, or 462,000,000 acres. Of this vast area, equal to 18 per cent of the total area of Canada, there are 455,000,000 acres of land and 7,000,000 acres of water—larger than Germany, Austria-Hungary, Bulgaria, Belgium and Holland combined.

#### FRENCH CANADIANS

Most people are unaware that about one third of the people in Canada are French Canadians. However, 80% of the French Canadians reside in Quebec province, and Montreal's population of 760,000 is 70% French. In speaking of French Canadians, we must remember that they are direct descendants of the old pioneers from France, people whose enterprise, industry and patriotism have been a factor in developing the new world. The majority of the French Canadians are engaged in agriculture and lumbering which are the fundamentals of a healthy economy.

#### QUEBEC'S VAST RESOURCES

It is impossible to exaggerate the natural potential wealth of this province, it is beyond one's power of conception or calculation. Pulp, woodenware and matches are important products of this province. Containing forests, that are the envy and admiration of the world, agricultural and mineral wealth; it mines most of the world's output of asbes-

tos and mica. The mineral output in 1917 was well over the \$200,000,000 mark. In industrial activities almost every industry in Canada has an establishment in this province.

Mountainous, this province furnishes grazing land for splendid cattle and horses, sheep, swine and poultry.

The population of the province is now 2,309,427, or considerably more than one-quarter of the population of Canada. The output of its manufactures in 1916 was valued at \$387,900,585; while the production of field crops, animals, dairy products, forest products, mining products, and fisheries is now over \$300,000,000 per annum—a very respectable contribution to the wealth of the Dominion. The most remarkable period of the development of the province has been under the regime of Sir Lomer Gouin, the Premier, who has been in Office since 1905.

Immense water powers are here available, in fact Canada's largest power development. There are almost 200 important rivers and about 70 lakes exceeding 3500 acres in size, and ranging up to 624,000 acres, the total area of these large lakes alone being over 7¼ million acres. To the people of half a century ago, the wonderful cataracts and rapids, the vast sheets of water thundering down into their rocky gorges were merely spectacles, phenomena of nature to be gazed upon with wonder not unmixed with awe. Of their practical utility, few, if any, thought.

#### CHARM BECOMES UTILITY

These spectacles of yesterday have become the waterpowers of today and, radiating from them over hundreds of miles of territory stretch



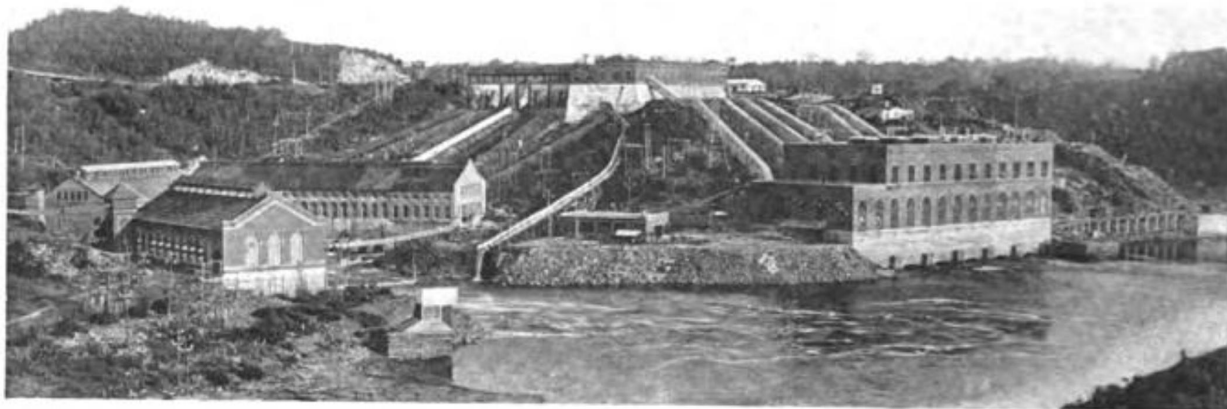
*Upper Picture* : TECHNICAL COLLEGE, SHERBROOKE ST., WEST MONTREAL  
*(Left)* TECHNICAL INSTITUTE BUILT AND EQUIPPED BY MR. J. E. ALDRED *(right)*

the antennae of the power lines, carrying to distant points the marvellous energy of the electrical current. As actual and potential developers of electricity, the waterfalls of Quebec have at last come to possess a tremendous significance.

Perhaps in no more forcible a way can this progress be illustrated than a recital of what one pioneer company—The Shawinigan Water & Power Company—has done to upbuild this territory, of which Mr. J. E. Aldred is President. No other man has played such an important part in the development of Shawinigan Falls from a tiny little village to a thriving industrial town as did Mr. Aldred, as he was quick to induce other large concerns to go to Shaw-

inigan in order to take advantage of the very cheap power his company would be able to supply. Mr. Aldred has always been keenly interested in the welfare of the town of Shawinigan, and a few years ago secured the incorporation of a general hospital, perhaps the first of its kind to be established in the smaller towns of Quebec. He also built and equipped the handsome Technical School illustrated above.

Organized by special charter, granted by the provincial Government of Quebec in 1898, the company purchased from the Provincial Government all of its property at Shawinigan Falls, including the water-power of the St. Maurice River at this point. The real estate acquired



WATER POWER PLANT, SHAWINIGAN FALLS, SHAWINIGAN WATER & POWER COMPANY

from the Government comprised eleven hundred acres and the ownership of this property gives absolute control of Shawinigan Falls in the St. Maurice River—one of the greatest natural powers in existence, the river at this point falling a distance of over one hundred and fifty feet.

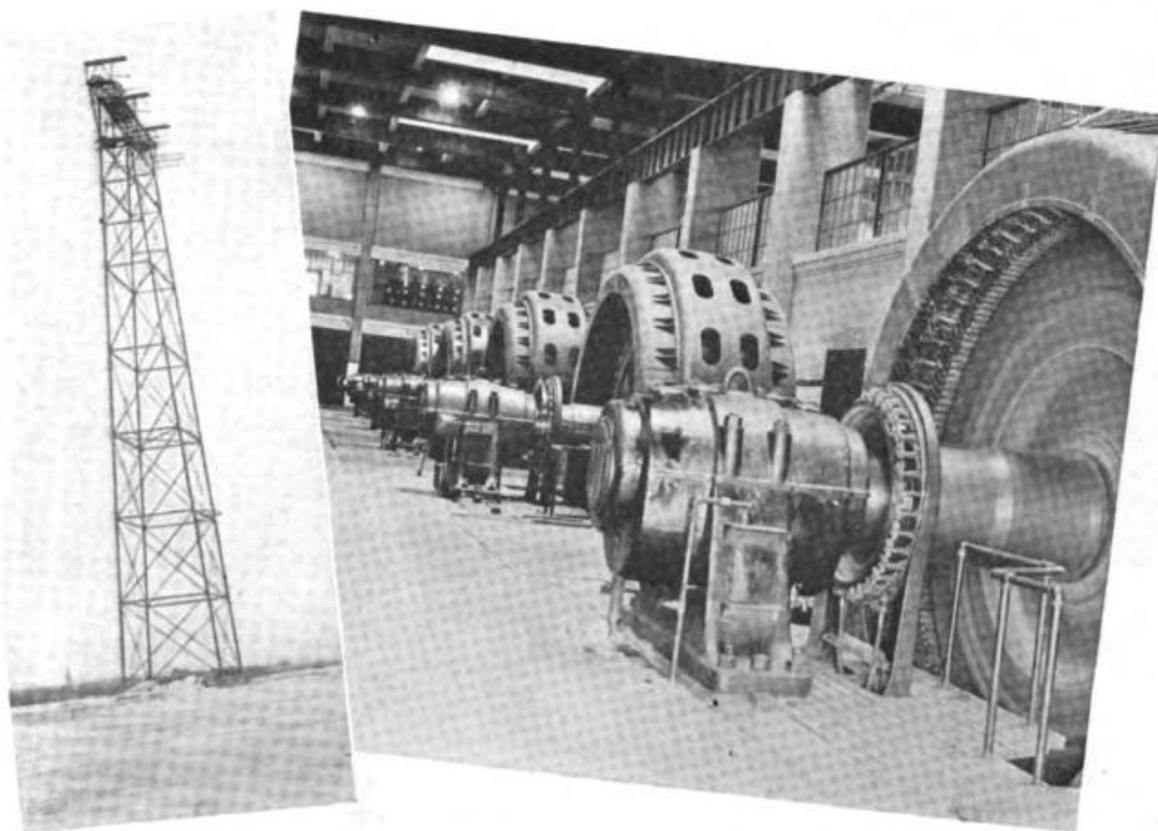
#### THE POWER DEVELOPMENT

The first development was made by excavating a canal from a point near the crest of the Falls about 1,000 feet to the west. The canal is 20 feet deep at low water and 100 feet wide at its narrowest point, and of sufficient capacity to develop over 150,000 horsepower. The first electric installation consisted of two 5,000 horsepower water-wheels and generators. Step by step the plant was enlarged until it now attains 55,500 horsepower of electricity. Without going into the technicalities of the plant's equipment, it can be readily established that no power company on the continent has more modern machinery for the development of that greatest of nineteenth century discoveries, hydro-electricity.

#### TRANSMISSION LINES

By its transmission lines the company has carried St. Maurice River power over an extended area of the province. From the transformer house at Shawinigan two separate three-phase lines, each 90 miles in length, having a total capacity of 25,000 horsepower are erected almost entirely along the railroad right of way, to the company's terminal station at Montreal. At Joliette, the line is tapped and current taken to a substation, reduced to a lower voltage, and is then carried by transmission lines and submarine cables under the St. Lawrence River to the town of Sorel.

At Charlemagne, another intervening point, through the intervention of the Laval Electric Company, power is distributed to the adjacent towns. Transmission lines from Shawinigan Falls to the asbestos mining district at Thetford Mines are distinct and separate from the Montreal transmission lines. From this line, in addition to the large blocks of power sold to the various asbestos mining companies, power is



12,000 KW. GENERATORS, POWER HOUSE NO. 2, SHAWINIGAN FALLS, QUEBEC. NORTH TOWER WHERE CURRENT CROSSES ST. LAWRENCE RIVER TO THE ASBESTOS DISTRICT

delivered to the town of Asbestos, near Danville, to aid in the production of Asbestos, and to the town of Windsor Mills for the use of the Canada Paper Company.

In accordance with the policy of the parent company, Shawinigan power is distributed to the consumers at these various points through the intervention of auxiliary companies which are in most instances controlled by the parent company.

While the company's business up to two years ago had been brought together over a territory lying between Shawinigan Falls and Montreal to the west and Shawinigan and Thetford Mines to the south, a territory embracing one quarter of the Province of Quebec, and had been served by the transmission previously described, the wonderful progress of the city of Montreal made it

necessary to provide for a future supply of current to the city by means of another plant lately installed. It was, therefore, a part of the plan to construct a new and complete transmission system between Shawinigan Falls and Montreal, and to deliver the power in this city at a station to be constructed near the original Terminal Station. The plan outlined represents the latest thought in the science of hydro-electric generation and transmission.

According to the company's latest report the completed plant at Shawinigan today with No. 2 Power house, containing the full equipment planned for two years ago of 90,000 horsepower, makes the total electrical equipment of the two generating stations 145,000 horsepower. With the additional hydraulic capacity of the plant providing for



DAM, ST. MAURICE RIVER, SHAWINIGAN WATER & POWER COMPANY

the power delivered to the North American Aluminum Company and the Belgo-Canadian Pulp and Paper Company, a total of 45,000 horsepower, the aggregate shows that the company's development at Shawinigan, as now constituted, is capable of using from the River St. Maurice, a total of 190,000 horsepower.

#### COMMUNITIES SERVED

The company now has in operation over 1,000 miles of electric transmission lines, representing the most complete electric system installed by a power company, as distinct from a Distribution Company. The company now serves 50 communities.

It is to be noted that the consistent development of the Dominion is reflected in the growth throughout this entire section. This growth is best demonstrated by the increased use, year by year, of this company's current in each territory supplied.

The Shawinigan Water & Power Company have just erected the longest electrical transmission wire in the

world near Three Rivers. The figures in connection with the great undertaking are very astounding to the lay mind. For instance the steel cable on which the wire is suspended is 6,500 feet long and although it is only  $1\frac{3}{8}$  of an inch in diameter, its total weight is about twelve tons. The steel towers are 362 feet high and measure 60 feet square at the base. The tower illustrated on page 45 is erected about 1,000 feet from the shore. The purpose of this long distance transmission line is to carry a load of approximately 25,000 horsepower across the river for use in the asbestos mining district which is no less than one hundred miles away. The Shawinigan Company also has a contract for the power developed by the Laurentide Power Company with an ultimate capacity of 125,000 horsepower.

While the company's success has been of steady character since its inception, it has been the more pronounced since 1915, the period embracing the last three years, outriv-



POWER PLANT, LAURENTIDE POWER COMPANY

alling, in a constructive sense, anything in the history of the company. In addition to the extension of the territorial scope of the company's operations, there has been a record increase in manufacturing lines; and in the consolidation of its financial position it has laid the foundations which will provide ample means for the extension of the company's usefulness in future years.

#### PROVINCE HAS BENEFITTED

The industrial development of the city of Montreal and its environs, and of other parts of the province, has given to the Shawinigan Water & Power Company the opportunity for increased operations, and the ability shown to take advantage of such conditions has coincidentally stimulated trade and commerce in the sections affected.

#### QUEBEC CITY

Of all American Cities, the provincial capital, Quebec, was the first founded, and with its hilly, narrow, tortuous streets, it remains a souvenir of France's former occupancy. The twin fortresses of Quebec and Levis on both shores of the St. Lawrence River, command it to the gulf, an eternal watchdog for its defence.

The city divided by nature itself into three parts, that along the river front being known as downtown, which is the manufacturing section from which arises towerlike a cliff of rock, from the summit of which, stretching backward from the terrace a beautiful boardwalk on the river front and the Chateau Frontenac, a beautiful C. P. R. Hotel, is the upper town, where are residences of L'Elite Francaise, and the magnificent Parliament buildings. From here, there is another more gradual



QUEBEC, PROVINCE OF QUEBEC. DUFFERIN TERRACE AND HARBOR FROM CITADEL

descent to lower town—the business section—where all is French, and English is rarely heard for the population is 90 per cent French. Grand Allee—the main residential street of upper town—leads down to the plains of Abraham where Wolfe and Montcalm fell in 1759.

Below Quebec we have the Montmorency River and Falls where the Kent House, the residence of Queen Victoria's father in Canada, is still open for public inspection. Above Quebec, The Quebec Cantilever Bridge stands forth to the world a feat of science whose service will complete the union of the Northwest and the East, and shore to shore, to carry Canada's future produce to the markets of the world.

Quebec in art is also supreme—her Churches being remnants of a previous age whose value will be enhanced by the destruction and carnage in France and Belgium—the Basilica being particularly famous.

About twenty miles from Quebec we have Valcartier Camp, where Canadian men are made soldiers and from where Canada's first 33,000 volunteer heroes left for France several weeks after war was declared to stop the German hordes.

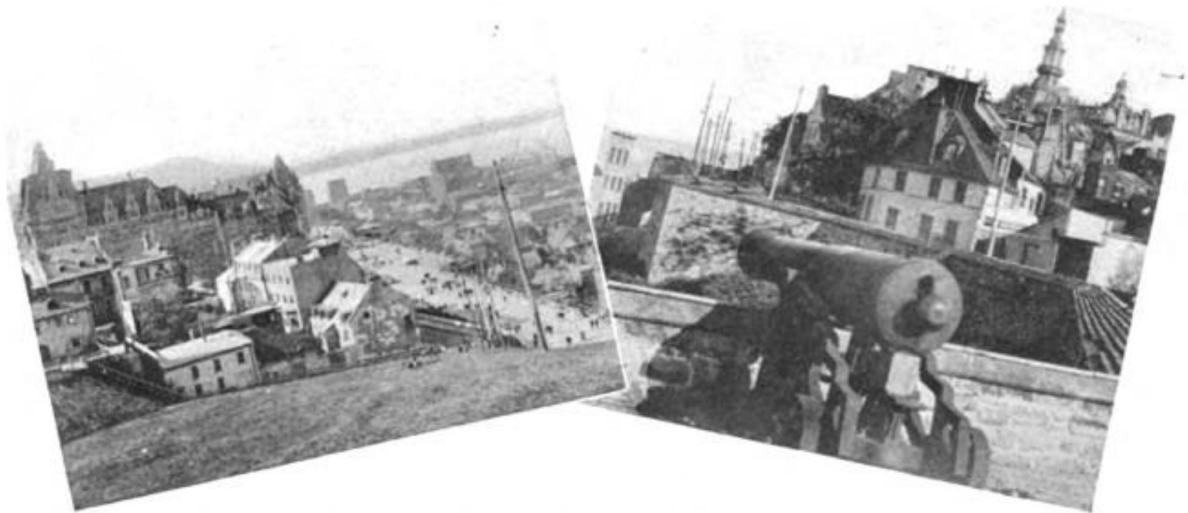
The pioneers of France have made Quebec with their toil and service. Their quaintness and aloofness have made it modern yet ancient, a former civilization kept alive.

#### MONTREAL

There have been many cities in America that have grown up in the last century, magnificent tributes to our civilization, but few indeed, that have undergone such revolutionary changes as the romantic old city of Montreal, which under two flags, has played so important a role in the New World History.

Although visited by Jacques Cartier in 1535, Montreal was not founded until more than a century later.



THE NEW  
QUEBEC BRIDGE

QUEBEC CITY FROM CITADEL

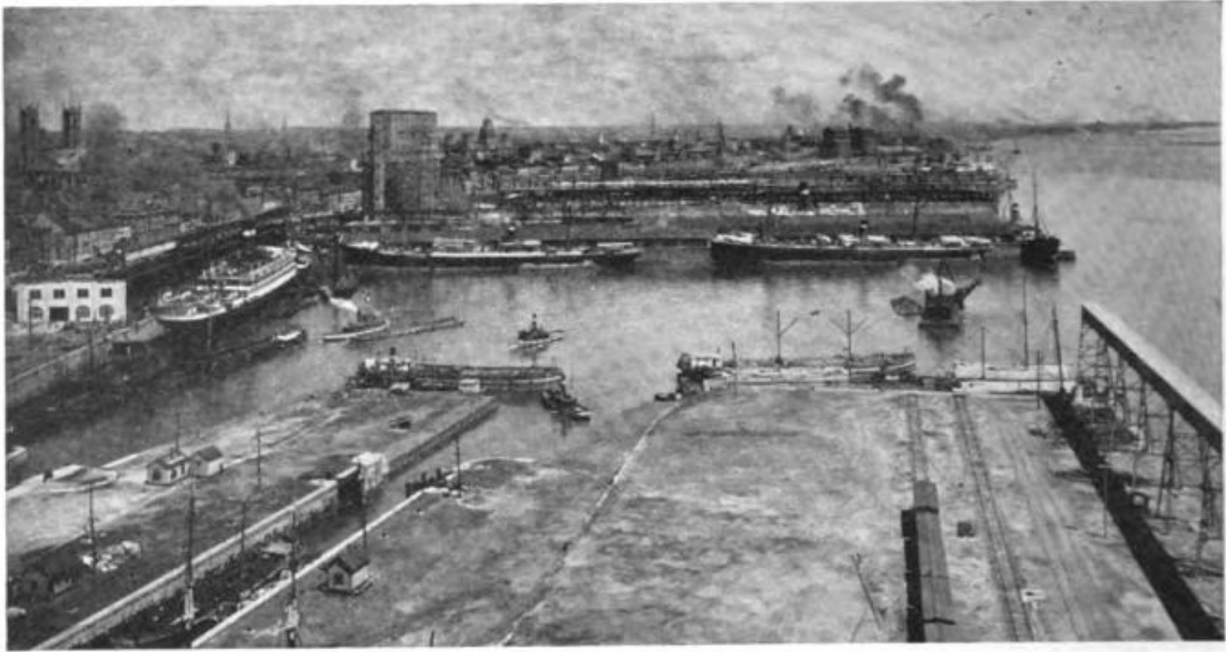
THE RAMPARTS, QUEBEC

when Maisonneuve established the religious community of Ville Marie. From its foundation, Ville Marie had a checkered career, its first inhabitants undergoing terrible hardships and living in constant dread of the Indians. But Ville Marie was destined to be more than a religious community. Its strategical importance soon attracted the trader and before long it became the recognized headquarters of the fur trade for all Canada, its name being changed to Montreal, after the mountain which had been ascended and named by Cartier, Mont Royal on his first voyage.

Montreal surrendered to the English in 1760, and in 1775-76 it was occupied by American troops. In the troublous days of 1833 when the Canadian Parliament was temporar-

ily suspended it was the seat of the legislative Council that superseded it. In the three-quarters of a century since then, Montreal has enjoyed a steady growth and its position as the first city of Canada has never been seriously threatened.

Its future development promises to be even more pronounced. Situated at the head of ocean navigation on the St. Lawrence and at the water tide end of Canada's great inland waterway to the heart of the Continent, occupying a peculiarly strategical position in relation to the Dominion as a whole, endowed with cheap power and most of the other essentials for successful manufacturing, Montreal, already a city of seven hundred and sixty thousand souls, is passing through an era of constructive development that prom-



MONTREAL HARBOR AND DOCKS, LOOKING EAST

ises to make it some day one of the mightiest cities on earth.

#### MONTREAL HARBOR

The harbor facilities, too, are being steadily improved to care for the vast commerce that the future is sure to bring.

Today it possesses 25 enormous steel sheds, of which 21 are two story structures and four are one story. In spaciousness, equipment and facilities for quick handling of enormous quantities of bulk and package freights, these sheds rank as the best in the world.

Coincident with the building of these sheds, huge grain elevators and a gigantic system of grain conveyors have been constructed. One of these elevators has a storage capacity of 4,000,000 bushels of grain, which makes it the largest seaport elevator in the world. These elevators can deliver grain over ten miles of belting to all of the fifteen steamship berths

in the central harbor at the rate of 60,000 bushels per hour.

It is amazing to find one thousand miles from the ocean a great seaport with steel and concrete piers and freight sheds. A network of railway tracks connects the port with all the important railways of the Continent.

Deep sea mariners prefer Montreal to any other Atlantic port, for they can save two days' journey and three days in loading and unloading, a total of five days. A saving of five days on every trip between Great Britain and North America means much in these days of ship shortage, in facilitating the quick handling of freight between this Continent and Europe. Something like 580 transatlantic vessels have visited Montreal during one season. On the basis of a saving of five days for each vessel, as compared with New York, that would mean a total saving of 2900 days or from eight to nine years. Americans will be astounded at the



MONTREAL HARBOR AND DOCKS, LOOKING WEST

above, for it simply means that the port of Montreal is better situated and better equipped for ocean trade in North America bar none.

Montreal is very interesting to tourists, both scenically and historically. Some points of interest are the following: the Place d'Armes Square where Maisonneuve fought the Indians; the Champ de Mars; the Bonsecours Market; the Warehouse in Vaudreuil Lane where John Jacob Astor laid the foundations of his vast fortune; the birth-place of Pierre Lemoine on St. Sulpice Street, and a hundred one other places associated with the early explorers and churchmen whose names are part and portion of the history of the country.

Founded as a religious settlement, Montreal even with its remarkable commercial development, has lost little of the religious atmosphere that so distinguishes it from other metropolitan centers. On every hand, interspersing skyscraper, hotel, store and

residence, rise cathedrals, churches, convents and colleges, giving the city a somewhat old-world clerical appearance. Chief among its sanctuaries is the Church of Notre Dame, one of the most magnificent ecclesiastical structures in America. A splendid example of Gothic architecture, it is 255 feet long, and 135 feet wide, while its twin towers rise to a height of 227 feet. It is furnished with a fine chime of eleven bells, of which one, LeGros Bourdon, weighs twelve tons. Other famous Catholic edifices are: St. James' Cathedral, a replica of St. Peter's, Rome, in Dominion Square; Notre Dame de Bonsecours, the oldest church in the City; Notre Dame de Lourdes; St. Louis de France, and the Church of the Jesuits. The most important Protestant Churches are: Christ Church Anglican Cathedral; The Erskine Presbyterian Church; the First Baptist Church, and the St. James Methodist Church.



INTERIOR  
NOTRE DAME CATHEDRAL  
MONTREAL

DOMINION SQUARE, MONTREAL  
ST. JAMES CATHEDRAL IN DISTANCE



MAISONNEUVE MONUMENT, PLACE D'ARMES  
SQUARE, IN FRONT OF BANK MONTREAL.  
SITE OF FIRST BLOCK HOUSE BUILT IN MONTREAL

CHATEAU DE RAMEZAY,  
MONTREAL





WINDSOR HOTEL, MONTREAL, QUEBEC  
THE HOTEL OF CONVENIENCE FOR CONVENTIONS



CANADIAN PACIFIC RAILWAY STATION, MONTREAL, QUEBEC



THE HEART OF MONTREAL'S BUSINESS SECTION  
WAREHOUSE OF THE CANADIAN FAIRBANKS-MORSE COMPANY AT RIGHT

One of Montreal's progressive manufacturing firms is the Canadian Fairbanks-Morse Company, under the presidency of Henry J. Fuller. A recital of its growth would be of interest to Gillette readers.

It has often been termed Canada's Departmental House for Mechanical Goods and is now celebrating its twenty-first birthday.

From a very small beginning this company has grown to be a big force in the material progress of Canadian Industry. While it is primarily a selling organization, a big departmental store of mechanical goods with twelve offices and warehouses stretched from post to post, it also owns and operates factories at Sherbrooke and Toronto.

The Canadian Fairbanks-Morse Company is a unique organization unequalled by anything in Canada or the United States, when compared on the population percentage basis.

Its excellent position is due in great part to the tireless effort of Mr. Fuller, who is also one of the Directors of the Gillette Safety Razor Company.

The development of Industrial Canada is a set policy with the company, and they have been very influential in starting a number of Canadian factories. Two of these factories, as already mentioned, are owned and operated by the Canadian Fairbanks-Morse Company; one the Fairbanks Scale and Valve Factory at Sherbrooke; the other a million dollar Engine and Pump Factory at Toronto, have ever since the beginning of the war been entirely devoted to the manufacture of munitions.

Still further impetus is given to the development of Canadian made goods by the purchase of all the Company's supplies from Canadian Factories, wherever this product con-



DEPUTY  
CHIEF MANN

MONTREAL'S  
FIRE  
DEPARTMENT  
HEADS



FORMER  
CHIEF TREMBLAY  
NOW DIRECTOR OF  
PUBLIC SAFETY



PACKING HOUSE FIRE IN  
MIDDLE OF WINTER

forms to the high standard of quality maintained by the Canadian Fairbanks-Morse Company.

The future possibilities of the company are beyond immediate comprehension. Canada has natural resources which are greater than any other country. As yet they are hardly touched. The Canadian Fairbanks-Morse Company coming in such intimate contact with every industry, mining, farming, fishing, manufacturing, is bound to play its part in the welfare of one of the most wonderful countries in the world.

MONTREAL'S FIRE DEPARTMENT

To guard the metropolis of Canada from the ravages of flame, Montreal has the most highly organized

and efficient fire department in America. The high efficiency of the department is due to Chief Tremblay and his Lieutenants. As a mark of appreciation of their efforts, Chief Tremblay has just been appointed Head of the Public Safety Department and Deputy Chief Mann as assistant director.

Montreal's most famous university is McGill, founded in 1811, while other institutions are: MacDonald College for teachers and Agricultural students, Montreal College, Mount St. Louis College, the Jesuit College, and a branch of the Laval University, Quebec.

MOUNT ROYAL PARK

Among Montreal's natural beauties is Mount Royal Park. When one



SKI-ING AT MT.  
ROYAL PARK



CANADIAN "POCKET  
EDITION," IN ACTION



TOBOGGAN SLIDE,  
MT. ROYAL PARK

#### MONTREAL'S POPULAR WINTER SPORTS

stands on the lookout of Montreal's famous Park, a scene of marvellous extent and beauty is unfolded, for stretching below lies the mighty city of Montreal, one of the fifteen largest cities of the world. You can see the business section, with its great skyscrapers; the towers of many Churches; the innumerable tree-lined avenues of the residential section; the great harbor, one thousand miles away from the sea, with ocean liners on their berths; the broad St. Lawrence, with its many islands; and the two-mile Victoria bridge which spans its broad bosom; the famous Lachine Rapids; and the western spurs of the Appalachian Mountain Range.

What a priceless heritage and a magnificent asset for a city to have a mountain park in the center of it, close upon 500 acres in extent—a mountain that is an extinct volcano,

and that now forms an epitome of all the loveliest in forest and mountain scenery in Canada.

#### MERCANTILE

There is an old saying that nothing shows the prosperity of a city so much as its bank clearings, an infallible barometer of progress. They show the prosperity of the present; they afford the best possible ground for optimism regarding the future. Montreal's bank clearings for 1917 were \$4,188,000,000. It is important to realize the real meaning of Montreal's huge bank clearings. One is apt to consider them merely as figures, but to take them in that sense is to lose their significance entirely. They must be considered as bushels of wheat, war munitions, raw materials, and manufactured goods. They must be taken for what they are, the financial expression of Canada's





THE BANK OF MONTREAL

THE ROYAL BANK OF CANADA  
(top center)THE CANADIAN BANK OF  
COMMERCESIR HERBERT S. HOLT  
President, Royal Bank of Canada

fields, farms and forests, fisheries and factories—evidence of the industry of her people, of her unrivalled geographical position, demanding her right as the chief port of the Dominion.

#### A TREMENDOUS MANUFACTURING CITY

Montreal is the greatest manufacturing centre in the Dominion; it is a bee-hive of industry, producing practically all the wants of twentieth century civilization from monster railroad locomotives to the lowliest kitchen utensil, including the indispensable Gillette Razor.

This is necessarily a very incomplete summary of the resources and

potentialities of Quebec, but it may serve to show how this Province has taken a long lease of its present abounding prosperity. It has potential wealth in its natural resources sufficient to keep two or three provinces busy and it is one of the most populous areas in the Dominion.

The past of Quebec Province is written in the pages of history, its present is a record of progress and prosperity, combined with a record of gallantry on the part of those who have gone overseas, equal to that of the regiments of any Province or district in the Empire. The future of this Province of Quebec is still in the making, but there is every assurance that it will be on the same level of achievement.

## Foremen's Notes

A young man who in less than a dozen years has raced up through the organization of a great corporation and out of it into one of the most responsible public positions in the country, says that he has always tried to figure out in advance what the boss was going to want so as to have it ready for him when he asked for it. Wouldn't you enjoy pushing ahead a man like that? A word to the "wise" is sufficient.

A. E. O'HARA,  
*Assistant Superintendent.*

At our last Monthly Foremen's Meeting we had the pleasure of the company of Lieut. Frank M. Tobin, recently commissioned a Pilot in the Royal Air Forces.

The chief subject of discussion at the meeting was that of building Gillette goodwill and exemplifying same by thoughtful actions whenever opportunity offered.

Lieut. Tobin said that he had seen an actual case of an act which showed the theory carried into practice by a Gillette representative a long ways from Montreal. Our good friend Mr. C. I. Prouty of Texas and elsewhere heard that a couple of Gillette boys from the Montreal plant were in training in a Texas air camp. He made it his business to look them up and arranged with them to go with him and visit places that he knew were of an entertaining nature to flying cadets. He returned the following day with an automobile and entertained Cadet Lawrence Watson of the office staff, Cadet Tobin being unable to accompany them due to urgent duties, but the invitation was as much appreciated as though he had gone along.

Cadet Watson has asked us to publicly announce his thanks for the generous act on the part of Mr. Prouty, and Lieut. Tobin assured us at the meeting that although Prouty was not aware of it, he received a tremendous amount of publicity in the camp as it was quite an unusual thing in the minds of the other cadets to find that a Southern representative of a United States firm would take the trouble or have the generous inclination to look up some of the staff of the Montreal factory and give them such a good time.

It was way back in 1907 when I finished my trade and I decided to gain more experience. I read in the *Star* that The Gil-

lette Safety Razor Company wanted a man who could do plating, burnishing and buffing, so I called at the office and saw Mr. Bittues, who was then Manager and Superintendent of the firm. "What can you do young man?" he asked. "I am just here in answer to your advertisement," I replied. "Well if you can do the three things mentioned as I want them done you can have the position. If you don't you won't last long enough here to keep yourself in cigarettes. Go ahead, there's a good chance for you if you suit me."

First I was put in the buffing room, then in the handle department. A month later I started to work as a second plater doing the plating, the lathe burnishing and also the hand burnishing. Three years later I was made foreman, remaining as such until 1913. Then I left the Gillette Safety Razor Company to gain more knowledge in plating.

I went to the Canadian Lamp & Stamping Company, Walkerville, Ont., where I installed a new plating room. Then after three years I left them and went on a visiting tour through the best plating plants in the United States. However, I finally came back and telephoned Mr. Petersen. He told me to call on him the next morning. I came down and he asked me if I wanted to work for the firm again, and I said "yes." Mr. Petersen appreciating my increased knowledge and experience asked me to put in a new plating room for him. I just drew a rough sketch of a plating room of my own ideas which apparently satisfied Mr. Petersen. We are working in it and we feel it is efficient and up-to-date.

I can now buy myself more than cigarettes, for besides, being the foreman of the plating and burnishing department, I am also a *Shareholder* of the Company.

EDWARD YOUNG,  
*Foreman, Plating and Burnishing Dept.*

About twelve years ago I had an opportunity of working for The Gillette Safety Razor Company of Canada, Limited, in Montreal. After I spent eight months with the Company I felt that I needed more experience in the polishing and buffing line, and I went to H. R. Ives Company, Montreal, and later to Cornwall.

In 1909 I came back to good "old Montreal" and joined the Northern Electric Company. When the war broke out I thought I would see Mr. Petersen for a job, and since

August, 1914, I have been with this Company, where I enjoy seeing my buffing department grow day by day.

In 1914 I was the only buffer while today I have twenty buffers in my charge, most of whom are good experienced men whom I can trust.

I am proud to say that from 100 razors to polishing and buffing in 1914, I saw it grow up to 1,000 razors per day.

I own outright eight shares of the Company stock and am proud of my department.

FRANK MONDOR,  
*Foreman, Buffing Department.*

This is just a little article about the Honing Department, of which I am in charge.

Everyone is on the jump here to make a record, and all who know the facts will agree that we are "going some."

When I was made Foreman of the Honing Department in March, 1917, the output was around 33,000 blades per day; now we hone around 100,000 daily. And we can't hone all we want.

New machines are being put up which, when running, will increase the output to 150,000 blades per day.

We are ambitious in the Honing Department, and we are looking forward to the time when our department will be larger than the one I saw at Boston on my last visit.

That same visit was a revelation to me and I very much appreciated the courtesies shown me by the "Boston Boys."

C. MORRISON,  
*Foreman, Honing Department.*

I am glad to do my little bit for our Canadian Edition of the GILLETTE BLADE.

Although we may be only a branch of the big Gillette Company, we are certainly moving along at a lively gait in the Brass Handle & Stock Department, for the production has increased from fifty to seventy per cent.

That means we must be on the job every minute if we are going to go ahead. And if you ask us whether we are on the job, we invite our American cousins to see us.

Every employee of the Canadian Company knows that we are going to grow, and in time we will be as large, if not larger than the plant at Boston. That's why I own stock in the Company.

S. F. MAJOR,  
*Foreman Brass Handle & Stock Dept.*

About three months ago, through the firm with which I was employed as Toolroom Foreman, having finished their munition contract, I was obliged to look for another position.

I applied to the Gillette Safety Razor Company, and as it happened their toolroom foreman had just sent in his resignation, after an interview with Mr. Petersen, the Superintendent, I secured the position.

On reporting for duty the following Monday morning, I found a nice, clean, bright toolroom, well equipped with modern machinery and tools, a palace compared with what I had in the last place I worked in; but found that most of the men were new men who had been with the firm a few months, and a lot of work on the benches that had been started by other men who had left.

The first week I spent with the Foreman getting an insight of the work which had to be done. The following week the Foreman left and naturally a few of his followers went after him. So I set to work to find out why, with the good shop conditions which I described above, the men were coming and going, and not staying long enough to be of any value to the Company. After inquiring among the men I found out that they had disagreements and did not have the interests of the firm at heart. The Departmental Foremen were therefore not getting their repairs done promptly nor properly and consequently they were complaining.

After talking the matter over with Mr. Bittues and Mr. Petersen, they agreed with my suggested changes and now everything seems to be going smoothly. A feeling of good fellowship exists, and with the cooperation of the staff I am sure things will go on better than before, and the men will stay long enough to be of some value to the firm and therefore the Company will benefit by it.

I too feel that being a shareholder as I am, I own three shares of stock, that my department will and must become efficient and one of marked use in the Canadian organization.

E. H. WILSON,  
*Foreman, Toolroom.*

#### OPPORTUNITY

A stranger knocked at a man's door and told him of a fortune to be made.

"Um!" said the man. "It appears that considerable effort will be involved."

"Oh, yes," said the stranger, "you will

pass many sleepless nights and toilsome days!"

"Um!" said the man. "And who are you?"

"I am called Opportunity."

"Um!" said the man. "You call yourself Opportunity, but you look like hard work to me."

And he slammed the door.

E. J. SMITH,  
*Shipping Department.*

#### AN ANTI-WORRY TONIC

These are days of worry. All of us worry too much.

Worry is temperamental. Thin men worry most. There is no sure cure for worry; but here is a suggestion for an anti-worry tonic.

Put down on a sheet of paper all the things you are worrying about. Put these down fairly and honestly.

If you worried this morning because your slippers were misplaced, put it down.

If you worried because Tommy spilled the marmalade on the table cloth, put it down.

If you worried because the telephone girl gave you the wrong number, put it down. What else did you expect?

Then, when the whole dark list of your troubles is on paper, take your pencil and strike out those that didn't matter. And then see how few there are left. Then, stop worrying.

G. P. SHORTREDE,  
*Traffic Department.*

## Tricks of the Noble Art of Fishing Described by a "Well Known Writer"

(Dedicated to "My Friends and Fellow Fishermen" Messrs.  
Thompson, Rebuck, Kirkland, Ashbrooke)

**F**ISHING is the leading American sport, next to the piano. It is carried on almost entirely in sporting papers, but can be done in streams and lakes.

The latter form of fishing is known as the empirical or experimental method.

Fishes are divided by science into two families, edible and non-edible. Edible fishes are those that are landed.

Edible fishes weigh from one to three ounces. Larger fish than this live in literature and do not take the bait.

To go fishing successfully it is necessary to have an outfit consisting of a day off, a hook and a piece of string.

There are innumerable varieties of bait, such as worms, grasshoppers, beetles and *toy torpedo boats*, known as casting baits.

Casting is done by hurling the torpedo boat violently into the water

and hauling it back till the fisher faints.

There are better baits such as lobster pots and dynamite.

The noblest fishing is fly fishing. It is the art of throwing a miniature feather duster on the water in the hope that it will look like a fly. Countless fishes instantly dart from all points of the horizon to look at it. Fly fishermen count these countless fishes and report the number minutely to the sporting editor.

Even the smallest fishes reach enormous weights. This is because the scales carried by the fishes are not sufficiently inspected.

The most disastrous mistake in fishing is patience. If a fish does not bite instantly, the fisher should try another place at once. After trying three places without success, the fisher will do best by bailing the place out with a bucket.

The bait for general fishing is the worm. This is a longitudinally elong-

ated tubular insect. It is enormously plentiful over the entire habitable globe except when it is wanted for bait. Worms then cost one cent per worm.

He is made into bait by being impaled on the hook.

This is not painful to the worm. He is prevented only by lack of speech from expressing his delight.

The worm should be lowered into the water kindly and firmly. A fish will snap it up immediately. This fish may be a salmon, bullhead, finnan haddie or tin can.

As soon as the fish bites he must be played. Playing a fish is a technical term for yanking him in before he can get away. If the fisher is using a pole, he should lay it down and play the fish hand over hand.

Some fishes are known as game fishes. This is not because of their flavor, but because they jump into the air when hooked. Many fishers refuse haughtily to fish for any except game fishes. The best way to get a game fish is to play him until he jumps and then stun him with a club.

The leading game fish of the United States is the speckled beauty. Uncultivated persons call this fish a trout. The speckled beauty is speckled with vermilion, green, purple and blue spots over a brown moire and watered silk effect. It ranges in size from two inches to monsters of three and four, and lives exclusively in babbling brooks not less than one inch deep. It is fished for with artificial flies and caught with worms.

Bullheads are more easily caught than trout. This gives them a much finer flavor. The bullhead can be identified by gripping him firmly. If it is a bullhead the fisher will find the fish nicely nailed to his hand by handsome spines.

The bullhead has the openest smile of any game fish, except the sperm whale. The sperm whale, however, is not a true game fish. He is an independent oil refiner, who was pushed into the sea when John D. Rockefeller was evolved.

One sperm whale is considered a fair catch for one day's fishing.

Fishers who would rather fish for numbers than quality usually devote themselves to the eel. The eel is exceedingly easy to catch, but not so easy to un-catch. A 10-inch eel swallows the hook and 60 feet of line in the moment of impact. The fisher must jerk violently as soon as the eel bites. He will then discover the eel looped handsomely around his neck and tied with a sailor's half-hitch.

A somewhat more aristocratic sport is salmon fishing.

The salmon is caught with a pole that has been sawed into three or more pieces and put together again at an expense of not less than \$100.00. The salmon fisher begins at dawn to cast into the salmon pool with his pieced pole and continues casting until sunset. A guide then wades into the pool and gets the salmon with a gaff-hook.

There is also salt water fishing.

Salt water fishing is not fishing for salt mackerel as many unscientific thinkers believe. Salt water fishers catch bluefish, blackfish, whitefish, pollocks and other nationalities.

The equipment for a salt water fisher is a strong pole, one mile of twine, a meat hook and a sidewheel steamer. The steamer is to get seasick on.

The very best way to fish is by trolling. It is the favorite method of fat men, who fish for exercise. Trolling is done by sitting in an easy chair in a boat and being rowed around by



THE CANADIAN  
BUSINESS MAN'S  
SUMMER SPORT

ONE OF THE MANY  
CURLING RINKS  
VISITED BY THE  
MONTREAL  
BUSINESS MEN  
WINTER EVENINGS



a friend. The troller holds a pole and line. At the end of this line is a piece of machinery that revolves swiftly if the rower is kept up to his work by judicious remarks from the troller.

The machine has a bouquet of colored feathers attached to it, together

with as many hooks as possible. Very often a rower will have rowed barely fifty miles before a fish is hooked. Enthusiastic trollers keep a supply of fresh friends on hand during the trolling season.

"Come again boys!"

A. A. BITTUES.

### AN APPRECIATION

The Staff of the Canadian Company in compiling the facts which go to make up this edition desire in a very earnest way to thank many of the friends of this Corporation who have loaned, or allowed us to use,

Mr. E. H. Adams,  
Canadian Fairbanks-Morse Co., Limited.

Mr. A. B. Chaffee,  
International Railway Publishing Co.  
Limited.

Mr. H. R. Charlton,  
Grand Trunk Railway System.

Mr. James Wilson,  
Shawinigan Water & Power Company.

many of the photographs which we have incorporated in this number.

It is our hope that the following individuals and corporations will feel that we duly appreciate their courtesy in the premises:—

Deputy Chief Arthur Mann,  
Fire Department, City.

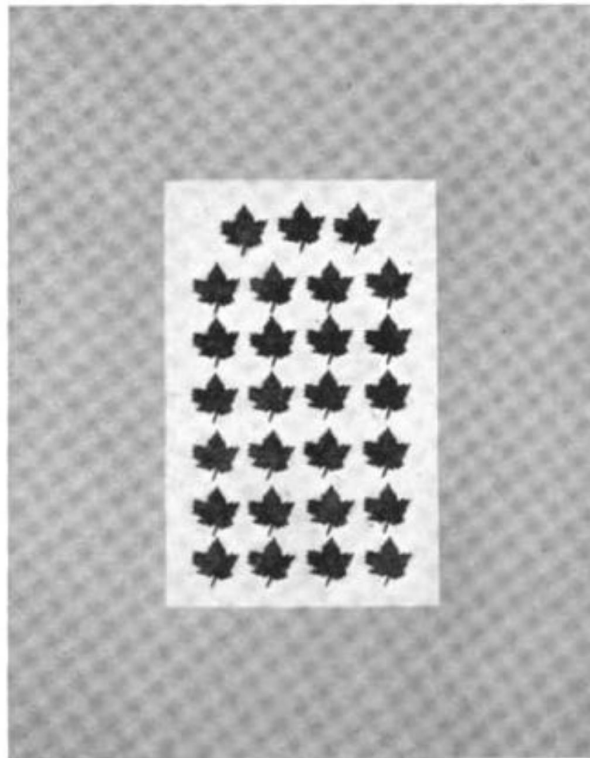
Mr. C. W. Stokes,  
Canadian Pacific Railway Company.

Mr. Gordon Tait,  
Royal Bank of Canada.



CANADA'S "MARCHING MEN"

H. R. H., THE DUKE OF CONNAUGHT REVIEWING ONE OF CANADA'S FINEST HIGHLAND BATTALIONS EN ROUTE TO TRANSPORT



SERVICE FLAG OF GILLETTE SAFETY RAZOR COMPANY OF CANADA, LIMITED

1920 MONTREAL 1920

## GREETING

THIS Canadian "Blade" seems a made-to-order opportunity for the Montreal Staff to extend to the Boston Staff the heartiest kind of an invitation to convene in January, 1920, at the foot of old Mount Royal. We'll admit right here that some of the talk on other pages is intended to back up this invitation, and rouse your eagerness for a nearer view of Canada and its Gillette factory.

For accommodation we have in mind an entire floor of the Windsor Hotel, with rooms for all our visitors and a spacious, airy Convention Hall on the same floor.

We'll be modestly proud to show you the Canadian Factory and make good our claim that it's right up to the mark and the minute. For the few moments that can be snatched from talking or doing business, the winter sports for which Montreal is world famous will, we feel sure, prove as enjoyable as they undoubtedly are bracing.

GILLETTE SAFETY RAZOR COMPANY  
OF CANADA, LIMITED

*A. A. Gillette*

Managing Director

MADE IN CANADA

TRADE MARK  
Gillette  
KNOWN THE WORLD OVER