

the mid-1960's a marked rise in the value of products manufactured has occurred and this trend has continued to the present. By 1974 there were 41 such firms engaged in the manufacture of electrical products (*Manitoba Trade Directory 1974*). These firms employed 1,795 people in 1970 and the value of shipments exceeded 30 million dollars (*Census of Manufactures, 1970*).

## Product Diversity

Electrical batteries were important prior to widespread electrification. There was one such firm in 1910. At one time or another since then the number of active firms rose to a high of 12; and at present there are only two. One manufactures a line of storage batteries and the other dry cells exclusively.

There appear to have been only several brief attempts to undertake the production of major domestic appliances. One firm as early as 1912 produced electric ranges, another organized in 1930 produced domestic electric refrigerators and another in 1943 put together electric washing machines.

The *Knox Report* which studied the industry in Canada compiled a list of the variety of products made in Canada during the period 1937 to 1952. Of the compiled list the following were produced in Winnipeg (Knox, 1955, p. 89): distribution transformers, industrial heating equipment, batteries, lamps, refrigerators, washing machines and other domestic heating and cooking apparatus.

Today the industry is engaged in producing a wide variety of products. According to the Standard Industrial Classification Index, the electrical industry is subdivided into 14 subcategories. Of the 14, 12 of the categories are represented in Winnipeg. The two which are not listed are major electrical appliances, and household radios and television receivers.

## One Winnipeg Success Story

Organized in 1947 as Pioneer Electric Limited, this firm is now an affiliate of Federal Pacific Electric Company of Newark, N.J. and operates throughout Canada under the name of Federal Pioneer Ltd.

When the firm began with a total production staff of 6, the entire plant was geared to produce a specially designed, low priced individual farm transformer. An order from the Manitoba Power Commission for transformers in 1946 ensured the company's success.