

[Page 44 - The Steel Boom Comes to Sydney, 1899](#)

ISSUE : [Issue 39](#)

Published by Ronald Caplan on 1985/6/1

certain occupations in which the risk to human life is greater than average." There was the problem of entertaining the workmen. There were a great number of drinking establishments, especially at the Coke Ovens and the Pier--and temperance representatives were often at Town Council, demanding the Scott Act be summarily imposed. They insisted the streets of Sydney were no longer safe at night, Rosslyn Rink had opened and a variety of shows were offered, including Gilbert and Sullivan operettas. Still it was felt Sydney needed a real theatre, not a skating rink. "Mayor Crowe organized a series of lectures to popularize the study of sanitary science and domestic hygiene, as well as music, language, American literature and authors, world discoverers"--and these were apparently well enough attended. Mark Sullivan, writing for the Boston Transcript (quoted in Post), indicated that it was hard to hold onto skilled American workmen. "Sydney in its present state of development is about the most hideously ugly and unattractive place in America." It was 24 hours from Boston and "a hundred miles from the knowledge of God." It is small wonder the American workman is willing to come here, induced by free fare and the prospect of novelty; it is equally small wonder he is unwilling to stay when he knows work is plenty at home. A corporation founding a new plant must balance the difficulty and cost of collecting and maintaining 3000 workmen in a remote place far from the centres, against the advantages of cheap raw materials. There is no doubt the new steel company would have its entire plant in before this but for the homesick American workmen. Earnest stock promotion began with the plant's founding and the start of construction. Intentionally or not, the newspapers and magazines of the day played an important role in the success of the sale of stock. Politicians took turns prophesying how great Sydney one day would be. In August, 1900, Sir Wilfred Laurier said that Sydney "would become not only the Pittsburgh of Canada, but the Glasgow and Belfast of Canada." Fielding and Murray came through the next month with praise for the promoters and the plant. J. B. Longley (N. S. Legislature) in England said, "British capitalists should interest themselves in this great development." Sydney Post, April 27, 1901: "The number of people in Sydney and elsewhere in Cape Breton that are now investing in steel and coal stocks is surprisingly large and includes men in every walk of life, and it is said not a few women.... The craze appears to be prevalent here as well as it is in Montreal and Toronto, where speculators have simply gone wild over these stocks." While the act of incorporation had Americans in control, within a year the directorate had enlarged with substantial Canadian representation, and the bulk of the money from stock promotion was generated in Canada. As commercial and construction interests turned toward Sydney, the town and the island were featured in periodicals such as Canadian Trade Review, Canadian Mining Journal, and the Gripsack a travelling salesmen's publication. The Halifax Chronicle Herald's two-full-paged map of the island is entitled "Land of Boundless Wealth, ENTERTAINMENT CENTRE OF CAPE BRETON Joe's Vfeirehouse The Rxxl Brporium Cape Breton's Newest and Largest Restaurant SPECIALIZING IN AGED PRIME CUTS



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