

Navy Veteran Has Built Business With 30 Workers By 16 Years of Hard Work

An ex-naval veteran who at the close of World War II almost passed up Belleville as a business location now has a dual-barrelled electrical contracting enterprise grossing close to a half million dollars annually.

One hot Sunday afternoon during the summer of 1945, Jack Belanger of Electric Motor Sales and Service of Cannifton Road was passing through the city. He stopped to assist a naval rating who had passed out from the heat and, asking where he could find a doctor, was told that they were all on holidays.

"I turned to my wife and told her Belleville was one place I did not want to locate," Mr. Belanger said "but as things turned out Belleville was where I did locate and I am not sorry."

Electric Motor Sales and Service which Mr. Belanger heads up was not a ready-made industry.

On the contrary, it started from nothing, or possibly less than nothing. At one time, shortly after the business was started up at Foxboro, a fire put Mr. Belanger \$20,000 in the red.

HARD WORK PAID OFF

"It hasn't been easy, but hard work has paid off," Mr. Belanger says.

Now Electric Motor Sales and Service, Belleville Ltd., with its subsidiary Belleville Acme Electric Ltd., has a payroll of approximately 30 persons. It does electrical contracting and motor servicing from Cobourg to Kingston and north to the Ottawa Valley.

"Aside from our material success, it gives a person considerable satisfaction to have 30 persons dependent on you for their livelihood," Mr. Belanger commented.

Acme Electric does mainly industrial and commercial wiring installations and has been responsible for many installations in district industrial plants and school and public buildings.

Electric Motor Sales and Service, Belleville Ltd., services electric motors ranging in size from tiny sewing machine motors up to mammoth 350 horsepower affairs weighing several tons. Biggest motors serviced at the Cannifton Road shop range up to 300 horsepower. Motors larger than this are serviced on the job, being too heavy to handle.

The Belleville firm is General Electric motor and control dealer for the Quinte district and represents every Canadian manufacturer for maintenance and repairs. It is the largest electric motor repair shop in the area offering a complete re-winding service.

33 YEARS' EXPERIENCE

Still on the bright side of 50, Mr. Belanger nevertheless has 33 years in the electric motor repair service. During the war he was an electrical artificer for the Navy.

Following the war he wanted to carry on in the same field and looked about Eastern Ontario for what seemed to be a suitable location. The Belleville area lacked a recognized motor repair and re-winding service, so he decided on the Belleville area.

He purchased the former Gardiner Garage at Foxboro and set up shop but just got the business underway when it was destroyed by fire.

He rebuilt the shop and remained in Foxboro until 1951, when he transferred operations to Belleville.

Since the transfer the business has boomed with the over \$400,000 turnover being reach-

ed last year.

The last year he was in Foxboro the entire year's receipts were but \$16,000.

FAMILY AFFAIR

The Foxboro operation started as a one-man effort, but now it is something of a family affair with three sons assisting in the business. For employees the local firm draws heavily on local schools but in the main trains its own personnel. Several thousands of dollars have been spent on training personnel in Toronto.

Mr. Belanger is the secretary of the Electrical Apparatus Service Association and is on the board of directors for Canmark Ltd., an association of dealers in the electrical marketing service.



SIGN OF THE BIG MOTOR — Jack Belanger, of Electric Motor Sales and Service, Cannifton Road, poses beside big outmoded 100 horsepower motor set in front of his shop. Motor at one time was used at Canada Cement.