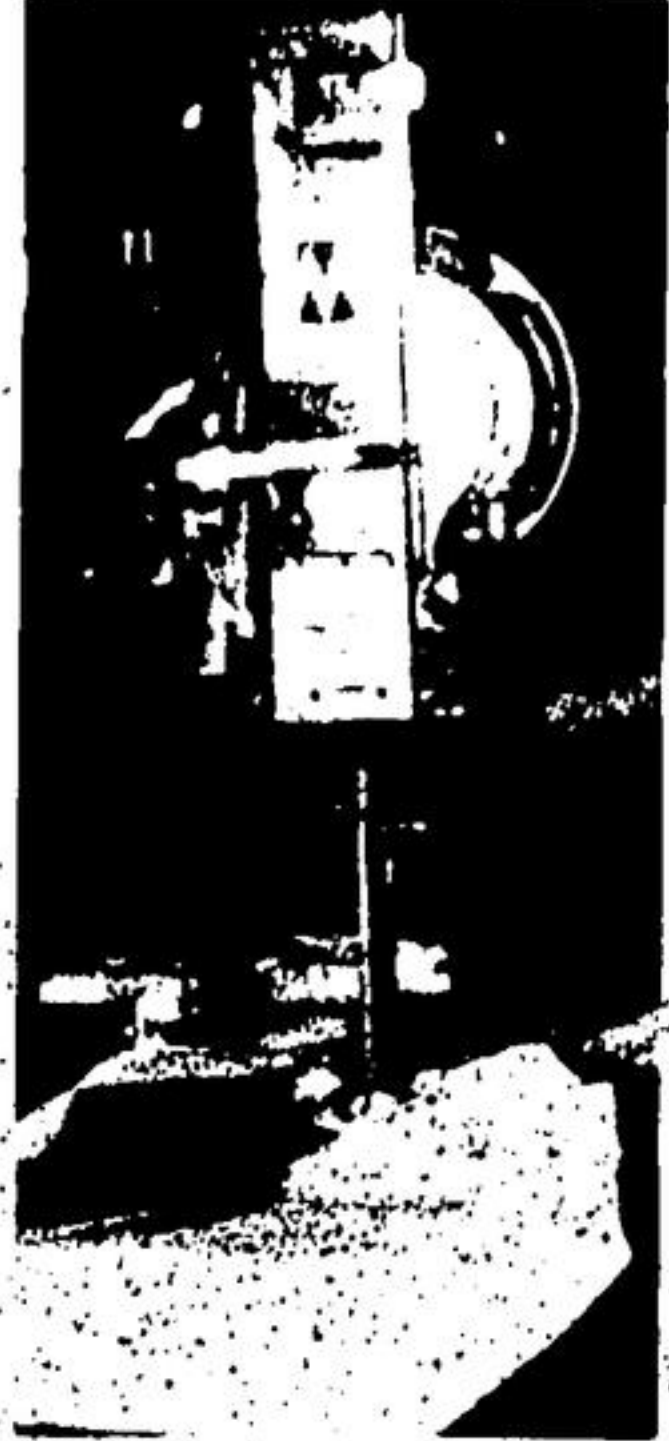


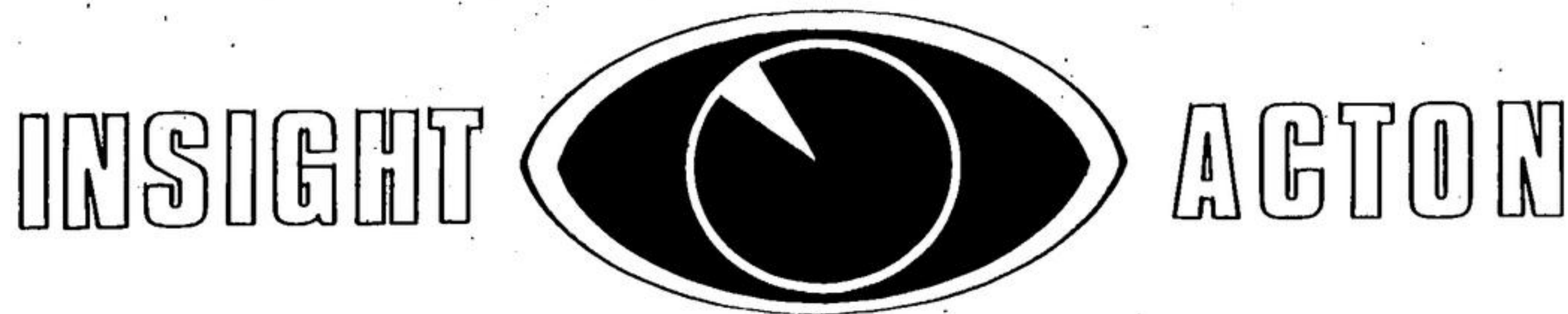


QUALITY IS IMPORTANT at Mason Knit, and all finished material is washed by James Sayers "just to get out the dirt", and then

loaded into giant bleaching machines. Before cutting, all material is inspected for uniform whiteness and width. (Staff Photo)



A CUT OFF PATTERN could ruin an entire batch of children's shirts. (Staff Photo)



New lines - expansion plan at Mason Knit

Every year, millions of Canadians start out in life wearing the products of Mason Knitting Company Limited.

Since the firm became the only Canadian company licensed to make the Carter line, the Mason mill puts out perhaps the finest quality of infant wear, baby's bedding and children's underwear in Canada.

The company began in a small way in 1922 when Mr. Mason

decided there was a need for specialization in children's underwear. The business grew and expanded into its present location at 49 Eastern Avenue.

On February 15 of this year, Mason sold to a new group headed by plant President Mr. Swan and became Mason Knitting Limited. About the same time, they acquired the licence to produce the Carter line, one of the biggest names in American children's wear.

According to Charles Kirkness, Carter had wanted to get a Canadian outlet and they needed a mill used to handling small garments.

Mason Knit functions independently but pays royalties to Carter's.

"Our two lines complement each other," claims Mr. Kirkness. "The Carter line is more expensive. I can't tell off hand how many different garments we

make, because it's just limitless what you can do."

In the Carter line are attractive little sleepers in various styles from stretchy terrycloth, to soft jersey knit with rubber soles, to the "jama blanket" made out of light weight blanket material. Carter's has been supplying the sleeper cloth up until now but the plant intends to produce it themselves. Mason cloth is used in shirts, crib sheets and underwear.

Recently the plant staff increased from 60 to 83 employees and it has more expansion plans for the future. The management can see no reason why production will not double in the next five years.

Garments are packaged in the plant and shipped out by truck to retail stores including Eatons, Simpsons and Woolworths.

One of the reasons Carter's chose Mason Knit as their outlet is its up-to-date equipment and facilities. Bleaching machines whiten materials without changing the strength or durability of the fabric. Another machine feeds the fabric onto rollers faster than it comes out, for shrinkage control.

All garments are carefully inspected and those that do not make the grade are sold at half price to discount houses.

"There is a million dollar market in children's wear," beams Mr. Kirkness.



THE PANTY LINE AT MASON KNIT produce high quality children's underwear that sell on the retail market for 79 cents and one dollar. (Staff Photo)




CHARLIE KIRKNESS and Mrs. Lillian Longstream organize the boxed baby-wear for shipment to retail outlets. (Staff Photo)

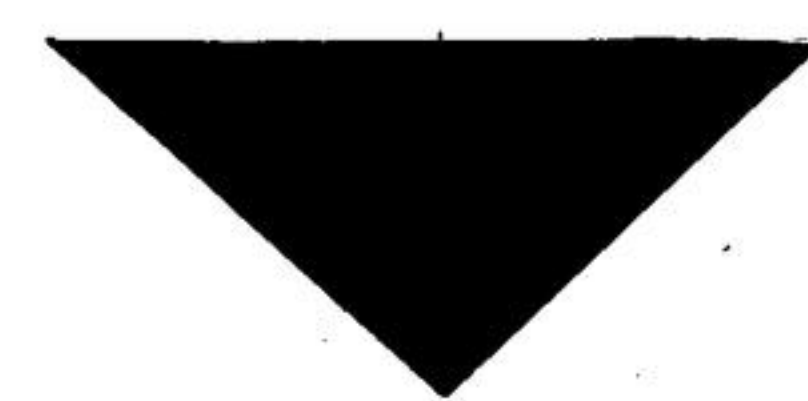


UNDER THE SKILLED EYE of Ruth Miller, rows of complicated looking knitters produce Mason Knit material for children's shirts and underwear. (Staff Photo)

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Infants Layette, Underwear,
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Family, with Many More
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TO ITS EMPLOYEES, BUSINESS
FRIENDS, SUPPLIERS AND ALL
WHO CONTRIBUTE TO OUR
SUCCESS FOR THE FUTURE

WE SAY

THANK YOU!

