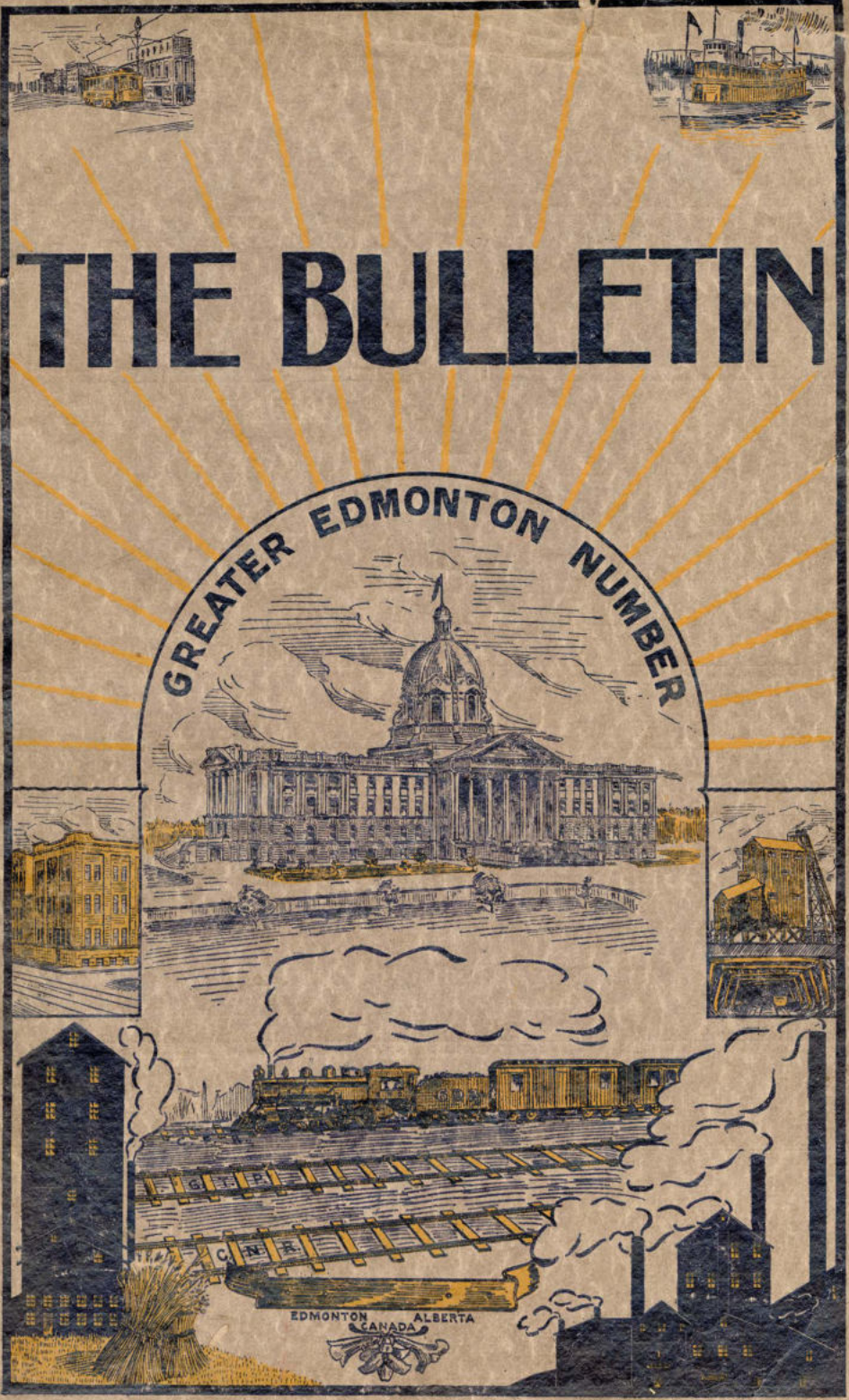


THE BULLETIN

GREATER EDMONTON NUMBER



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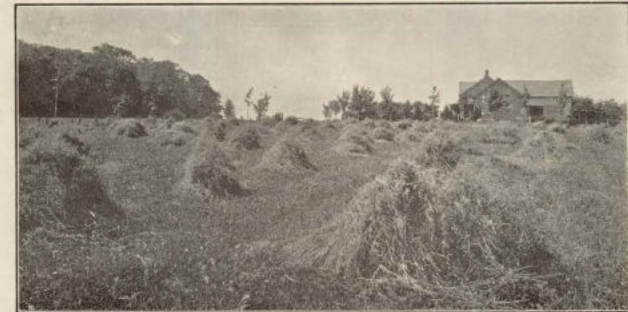


EB-26-51

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Cecil Rhodes on Mining

It was Cecil Rhodes, the Mining King of South Africa who said:

"The security of a good mining stock is the raw material of money itself; it is what we call in Africa the 'stuff'; it is the 'stuff' at whose feet governments, cities, railroads, banks, mortgages, land corporations and all forms of business kneel"

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IMPORTANT

Just before going to press we have secured an office on **FIRST STREET, No. 822**, our business has increased to such an extent that we were obliged to look around for a branch office, and we have secured the above. Open November 1st.

Call and inspect our Real Estate before buying elsewhere.

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City Stock Exchange

690 Jasper Avenue East

EDMONTON, ALBERTA

J. H. GARIEPY

One of Largest Real Estate Owners and Capitalists, was Pioneer Merchandise Man

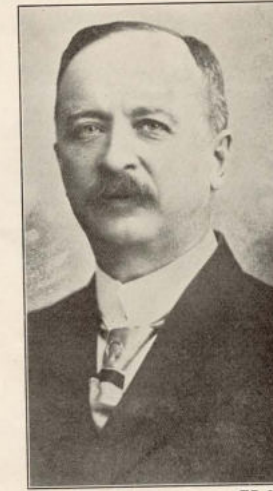
THE career of J. H. Gariepy may well be written with the history of Edmonton, for no record of this, the capital city of Alberta, would be complete without a mention and account of the enterprises in which Mr. Gariepy has been engaged, and the many movements he has promoted and encouraged that have been instrumental in developing this community and opening up new fields of resource and productivity. The achievements of Mr. Gariepy have been contemporaneous with Edmonton's growth for the small quarters he occupied when he became established in business here twenty years ago were as appropriate for that period as the Gariepy block wherein his offices are located at the present time.

Mr. Gariepy came to Edmonton in 1892 when the population was a little less than two hundred. But even at that time there was a district to the north of us that depended upon Edmonton for supplies and the trading volume was much larger than the town's own population could produce. Then as now, this locality was the gateway to the north and showed promise of the mercantile position it was to attain.

The general stock of merchandise in which Mr. Gariepy proposed to deal comprised all the commodities that were useful to settlers of those early days and was the foundation of the larger transactions which Gariepy & Lessard later conducted; for business and family was the first question that confronted Mr. Gariepy, and to supply both he erected a small building twenty-four by forty feet, the lower floor of which was utilized for warehouses and the second floor for a residence.

In 1898 Mr. Gariepy added to these premises by constructing the block at the corner of Jasper Avenue and McDougall, four years later extending the block by a seventy-five foot building on McDougall Avenue and again four years later constructing on the west end of the first site the building now occupied by the Grand Trunk Railroad headquarters.

In the meantime it is, of course known that merchandising transactions were being heavily increased and that facilities and stock were offered in proportion to the growth of this city and environs and the great demand that was being made upon the commercial capacity of this trading centre. The development of this concern may be judged from the fact that in



J. H. GARIEPY EB-26-1

career of the firm was one of uninterrupted advancement and success.

It might, indeed, be said that the success of the company induced its withdrawal from the field in which so much prestige had been won, for this company, foreseeing Edmonton's advantages in other than commercial lines, had made repeated and continued investments in real estate, until it became practically necessary that more time should be devoted to these holdings.

The company still continues a mercantile house at Morinville which has been long estab-

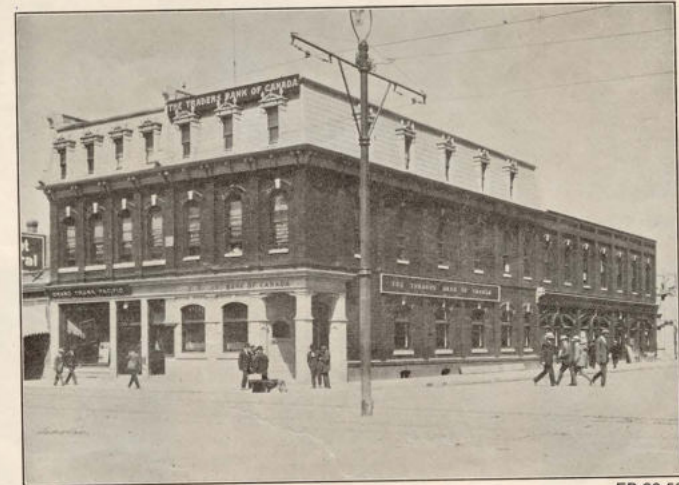
lished, but Mr. Gariepy's interests are supervised by him from his offices in Gariepy Block on McDougall Avenue. The Gariepy Block has from the first been his individual investment; while alone or in company with two or three others, of whom Hon. P. E. Lessard is generally one, Mr. Gariepy owns some of the most valuable real estate and property in this city.

The company owns the property next to the postoffice and sold the postoffice site to the government a few years ago. Exclusive of the Gariepy Block, Mr. Gariepy is sole or part owner of ten and a half lots on Jasper Avenue; nine lots on Athabasca Avenue between first street and the C.P.R. railroad tracks, six lots on Isabella Street, including the St. James Hotel, three lots on McDougall Avenue; Block 2 south of the Canadian Northern railroad; while a number of residential sites are owned in addition to the very beautiful home that is occupied by Mr. Gariepy at the corner of Fourth Street and Victoria Avenue.

The confidence of Mr. Gariepy in the remarkable resources and possibilities of this region has been demonstrated in other ways and some of the most promising organizations of the present time have been encouraged by him, financial support being given and his astute administrative and executive ability being devoted to the promotion and development of a number of enterprises that offer profit for promoters and exploitation of the natural advantages and resources of this part of the great west. Mr. Gariepy is President of the Fort McKay Oil & Asphalt Company, a corporation that is developing the oil wells and asphalt properties up the Mackenzie River. He is President of the Jasper Mining Co., President of the Arrow Lake Land Co., an organization that has thousands of acres of fruit lands under cultivation or in readiness for cultivation in British Columbia. He is also a director in the Northern Alberta Exploration Company, of which Lieutenant Governor Bulyea is President, and is a director of the Edmonton Bulletin, director of The Edmonton Portland Cement Co., besides being a shareholder in numerous other projects in which capital is invested and work going forward that will be beneficial to the entire community.

Before the city charter was obtained for Edmonton, Mr. Gariepy was one of the town councillors. He has been President of the Board of Trade twice, and has held other offices in which his public spirit and business acumen have been displayed.

Mr. Gariepy was born in St. Lin, a short distance from Montreal, and the birthplace also of Canada's Premier, Sir Wilfrid Laurier. He began merchandising in Montreal, and while still a young man came to the west and entered upon that career in Edmonton that has led to his present large fortune and eminence. He is one of the men who have done more than accumulate money and property. He has entered into many projects that could be forwarded or influenced by his substantial support and co-operation. He has been unselfish and wholehearted in giving encouragement to others, and always believing in the future of Edmonton.



GARIEPY BLOCK

EB-26-53

later years before the business of Gariepy & Lessard as general merchants were discontinued, the monthly turnover of stock amounted to fifteen thousand dollars and a large staff of salespeople was employed in one of the largest warehouses that was devoted to such an enterprise.

Mr. Gariepy, after the first two years of his venture, had one or two different partners, and some five years ago he had started, secured through a Montreal wholesaler, secured the services of P. E. Lessard as a salesman. In the fall of 1901, Mr. Gariepy bought out the interests of his partners, gave him (Mr. Lessard) an interest in the business, and from that date until the first of the year 1910, when general merchandising was brought to a close, the

lashed, but Mr. Gariepy's interests are supervised by him from his offices in Gariepy Block on McDougall Avenue. The Gariepy Block has from the first been his individual investment; while alone or in company with two or three others, of whom Hon. P. E. Lessard is generally one, Mr. Gariepy owns some of the most valuable real estate and property in this city.

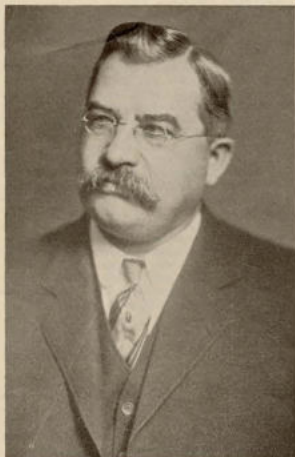
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has labored incessantly and productively to bring about the results that have now been attained.

However, the end has not even now been reached, and Mr. Gariepy is as sanguine of greater accomplishments in the future as he was when he first located here, and the spirit of progressiveness and penetration that were characteristic of him then are characteristics of him now, so that a helping hand is reached out, capital is invested and a good word spoken for any proposition that promises the welfare of our city, and liberal encouragement and endorsements are furnished by Mr. Gariepy when an appeal is made to him in behalf of any worthy project that is advantageous for this municipality or province.

THE MASTERS PIANO CO.

A Concern that Covers the Entire Province of Alberta. Hopes to Establish Manufacturing Plant



H. W. MASTERS EB-26-6

ness that has been built up through wide and extensive retail transactions, H. W. Masters, the head of this concern, looks forward to the manufacture of The Masters Piano in its own plant, established in this city. What this would mean to Edmonton may be easily realized, as it would give work to hundreds, and bring scores of skilled workmen to this City, and naturally help to give Edmonton prestige as a producing centre, for the Masters piano, already upon the market, has earned an enviable reputation as one of the very highest grade instruments manufactured in Canada, and equal to the standard makes in the United States. At this time the Masters piano is built in the Bell factory, at Guelph, Ontario, under a rigid contract. Only the finest materials known to the trade are used in its construction, and it embodies a number of special and important features found in no other piano. It has an individual scale, which is exceptionally even, and well balanced, and the tone is of that rich, mellow quality which is especially appreciated by master musicians.

Without taking the future too much into consideration, the Masters Piano Co., as it is now conducted, is one of the most important enterprises in our city, and has a far-reaching effect through the trade in all parts of the Province of Alberta. Established in this city since 1908, the company has been located at 423-425 Jasper Avenue West for the past two years. These premises were built especially for them, and comprise a floor space of five thousand square feet. They are fully modern, and up-to-date in every way, and are the most complete and extensive piano warehouses in



G. W. MASTERS EB-26-4

elevator is installed in this portion of the building, so that instruments may be handled up and down with the greatest convenience.

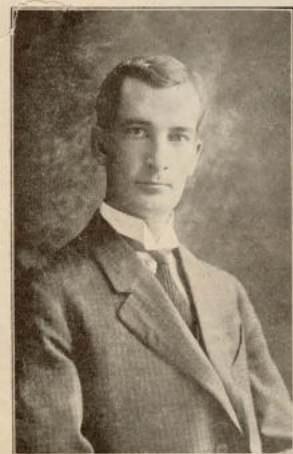
This concern also owns and operates a large branch store in Calgary, from which they supply the trade in the southern part of the Province.

H. W. Masters, the promoter of this successful enterprise, has the assistance of two sons, G. W. and J. C. Masters and a son-in-law, A. C. Orr, who are able co-adjutors, and also promoters of enterprising and vigorous business methods.

That present conditions give satisfaction to this progressive mercantile man does not by any means allow that he does not look forward to the future. On the contrary, he is one of the most sanguine residents, believing that a population of one hundred thousand is but a matter of a few years, and that there will be a continual advancement until fifty thousand more have been added. Such hopefulness and helpfulness as Mr. Masters discloses is certainly valuable and productive, and we may be assured we shall have the heartiest co-operation of The Masters Piano Company.



MASTERS PIANO, STYLE A



J. C. MASTERS EB-26-7

Canada west of Montreal. Two floors are occupied, and so arranged that every feature of the business can be transacted without interfering with the other. In the front part of the main floor are shown the Bell and Masters pianos, the two instruments to which the concern gives concentrated attention. A large and carefully selected stock of sheet music, and small musical merchandise, hand instruments, etc., are also carried in the front part of the store, while beautiful piano parlors, and player piano showrooms are arranged in the rear, and a commodious and well arranged office is a noticeable feature.

The lower floor which is underlaid with concrete and wholly dry proofed, contains a front showroom used for second hand instruments and pianos and organs of cheaper make. Beyond this is one of the most inviting and cozy rooms in the Dominion, arranged for gramophones, records, etc., and the demonstration of them. The comfort of the customers is attended to by the installation of divans and upholstered seats and the records are so placed and catalogued that there is no delay in finding one that may be wanted.

Here the Pollock Phonola is specially featured, and Mr. Masters intends this to be the largest and most complete phonograph department in this section of the country and in the near future a large and complete catalogue of records will be installed.

In the rear of this floor is the workroom; here pianos are overhauled, re-strung, re-cased, and refinished, with such skill and thoroughness that it is unlikely that a similar department can be found anywhere in Western Canada. An



A. C. ORR EB-26-5

"Edmonton Excels"

As a Railroad Centre. For Sound Investment. In Manufacturing Possibilities
In Tributary Farming Country. As a Wholesale Distributing Centre
In Brightest Future Prospects

Greater Edmonton Number of The Bulletin is published for the purpose of proclaiming to the World the Great Supremacy of Edmonton as a Financial, Industrial, Agricultural, Educational and Residential Centre, and to call attention to the immense future possibilities ahead of Alberta's Capital

A PROCLAMATION

Imperial Bank of Canada, McDougall & Secord Limited, The Semmerell & Co. Ltd., The Purvis Co. Limited, The SETON SMITH CO., MCGREGOR & CO., J. J. Fisher, Secretary EDMONTON BOARD OF TRADE, M. Madson, THE HOBSON'S BAY STORES, J. M. Morgan, International Harvester Company of America, W. H. Clark & Co. Limited, AMES HOLDEN MEATERY LIMITED, CHAS. MAY & CO., REAL ESTATE, Campbell Furniture Company, W. H. Williams, CANNELL & SPENCE CONSTRUCTION COMPANY LIMITED, GUYMAN, CLARKE & GIBNEY LIMITED, UNION BANK OF CANADA, J. M. Morgan, THE MASTERS PIANO CO., MODIFIED & GRIVES, LaRUE & PICARD, Yule Bros., Lyle & Company, The Windsor Hotel, YULE BROS., Northern Investment Agency Limited, The Great West Sashery Co. Ltd., The Alexander-Hilbert Fur Co. Ltd., P. Burns & Co. Limited, N. BULL TWIN CITY TRANSFER, The Dominion Hotel, THE BRUNSWICK HOTEL, J. N. Bannerman, THE DOMINION HOTEL, C. W. CAMPBELL, JOHN WALTER LIMITED, Alberta Hotel, The Landy McLeod Land Co., JOHN HALLER, Thomas Worries, Adams Bros. Hardware Mfg. Co. Ltd., D. B. FRASER & CO. LIMITED, J. W. McMillan, SWIFT CANADIAN CO., The Humboldt Coal Co., M. Rommalls & Co., La Fleche Bros., THE WESTERN REALTY CO. LTD., J. G. Tipton & Son, THE BRACKMAN-KEE MILLING CO. LTD., R. T. Harris, EDSON AND GRAND PRAIRIE STRAIGHTENING CO., HUFF GRADING CO. LTD., THE STRATHGAIL LAND CO., JAS. A. POWELL, R. W. MEYHEW & CO., J. B. MERCER, The Northern Hardware Co. Ltd., BYRON BAY COMPANY LIMITED, J. J. McLAUGHLIN Limited, FRED J. WHITE, WALKER & BARNES, J. N. Mitchell, Heavy & Watson, Royal George Hotel, Water Ramsay, Flower, ALBERTA HOTEL LTD., EDEN & COMPANY, The NEWMARKS CONSTRUCTION CO. LIMITED THE EDMONTON CLOTHING CO., SAVOY HOTEL, The EDMONTON ICE CO., P. M. Schubert, HOSKINS, POWELL & CO., WINDSOR HOTEL, HAMILTON & SON, International Finances Co., W. G. Martin, M. Hamilton, The Great West Sashery Co. Ltd., The EDMONTON OFFICE SUPPLY CO. LTD., A. E. SIMPSON, J. W. McMillan, Thomas Worries, L. ARBENKALL & CO.

The Edmonton Bulletin

Published by The Bulletin Company, Limited, at the Bulletin Building JASPER AVENUE EAST, EDMONTON, ALBERTA

C. F. HAYES, Business Manager

SWORN CIRCULATION The sworn circulation of the Daily Bulletin for the week ending November 18th, 1911, was 7226 Copies. The sworn circulation of the Semi-Weekly Bulletin for the month of October, 1911, was 4276 Copies.

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JOB PRINTING EMBOSHING BOOK BINDING In all these branches we operate the largest and most complete plant West of Winnipeg.

McDOUGALL & SECORD, Ltd.

A Concern that has had much to do with Upbuilding of Edmonton and has Large Holdings

In the cities of the great west, where cities will always be associated with transactions in this field. The natural resources of this country in other than fur-bearing products were not overlooked and even when engrossed in mercantile pursuits McDougall & Secord were impressed with the possibilities of this region and could foresee some of the advancements it must naturally make.

acquire it and it is those who remain and cast their fortunes in with the community where they earned it, who are the ones to promote its general welfare. At the present time McDougall & Secord, Limited, assist in the upbuilding of Edmonton, advancing money to home builders and business men and on desirable security, making advances that give people encouragement as well as sound backing.

The life story of John A. McDougall is familiar to most residents of this province. That he came to this country a penniless youth and by diligence and honesty has acquired a fortune are matters that have been related many times and have often been used to incite a later generation to similar intentions of foresight, energy and ambition.

Neither is Mr. Secord far behind in progressiveness and sagacity, though his entry into this province was under different conditions. Mr. Secord was the first public school teacher in Edmonton, but the wider advantages of trading appealed to him, so that his first step to better his fortunes was to take a tent and install it at Athabasca Landing and there begin his dealings in fur. One or two seasons were thus passed, and these transactions bringing him into contact with Mr. McDougall, the partnership in the mercantile business was formed, following which has come the many splendid investments and industries in which they have combined and pursued most successfully.

Mr. McDougall has through his administrative offices and public spirit been one of the greatest factors in the growth of Edmonton and its modern character. He has held a number of responsible positions and in each one has devoted that executive and progressive ability that has proved so productive of success in his many private affairs. In the year 1908 he was persuaded to accept the mayoralty of the City of Edmonton. Al- though he had many claims on his valuable time, he laid personal inclinations aside and accepted office. During the tenure of that high position he promoted the street railway organization as well as other utilities and gave a remarkable demonstration of his able powers of organization and administration, tackling the deepest problems of municipal government.

The progressiveness of our city was never more in evidence than in that year of Mr. McDougall's leadership and it was he who instituted directed and advanced municipal matters that were not only effective at the time but are bound to have a lasting influence.

The influence of Mr. Secord has been exerted for policies that would be beneficial to the community in general and the company as now composed is regarded as the most important in our city, with the hope and confidence held that when any movement for the welfare and advancement of our city is proposed McDougall & Secord as a corporation and individuals will always be found among the foremost to encourage and support it.

Among such enterprising and indomitable pioneers the name of John A. McDougall stands forth in Edmonton and vicinity while in the past twenty years the name of McDougall & Secord has come to the front, and from an eminence in the merchandising field it has passed to similar position in financial circles, with the result that no organization of its class has greater resources or more powerful influence in this portion of the Dominion.

Both of the principals of this company were among the settlers who saw the possibilities of fur trading and this step taken in the early period of the country's settlement was the means of bringing these two alert and foresighted business men together.

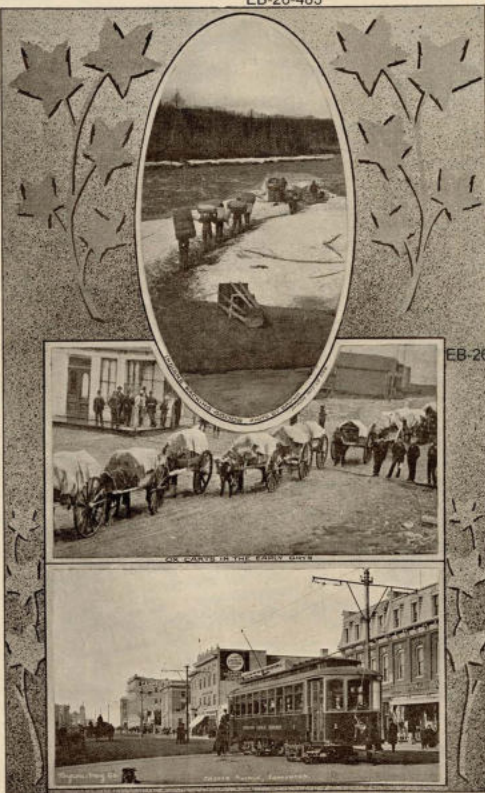
Though fur trading even at the present time is one of the branches of business which this corporation conducts, and it is in this industry that part of its fame was achieved, the early conditions of the country demanded facilities in merchandising that were paramount even to fur transactions and was in this field that McDougall & Secord became known through many parts of Alberta and in large territory to the north.

Though primarily its dealings were with traders who came from distances to secure large supplies, this led to trading with retailers, so that in conjunction with the retail merchandise business this firm had maintained in this city, it had for fifteen years the largest wholesale trade in Alberta.

Five years ago, the company retired from the mercantile business and shortly after it was incorporated, practically at present the company gives its attention to its extensive real estate holdings and to its loaning and financial interests.

The company as present incorporated has for its officers: John A. McDougall, Managing Director; Richard Secord, President; John C. McDougall, Secretary-treasurer, and James G. McDougall, a Director. The corporation maintains offices at 11 Jasper Avenue in its own building, and as the owners and supervisors of much real estate and the directors of important financial resources, it sustains now the leading position that has been accredited it since success was first won in the mercantile world by Messrs. McDougall & Secord.

Because other affairs of the company have assumed such immense proportions, fur dealings have by comparison become a minor matter. Nevertheless, this concern has comparatively extensive transactions in this industry and there are trappers and hunters in the great north who will enter into negotiations with no other firm



Canada—The Last Great West... 1 City Stock Exchange... 2 J. H. Gariepy... 3 The Masters Piano Co... 4 A. Frodin... 5 McDougall & Secord, Limited... 6 Index... 7 The Summerville Hardware Co., Limited... 8 Why There Must be a Greater Edmonton... 9 Crafts, Lee & Gallinger... 10 Some Greater Edmonton Churches... 11 Purvis Company, Limited... 12 Alfred Violette... 13 Walker & Barnes... 14 L. Arsenault & Company... 15 Edmonton Tent & Mattress Company... 16 Royal George Hotel... 17 Edmonton—A Centre of Commission Government... 18 The Tennis Company... 19 John Ross & Son... 20 Donnelly, Watson & Brown Company, Limited... 21 Costello & Ryan... 22 Swift Canadian Company, Limited... 23 Hotel Cecil... 24 Edmonton—As An Industrial and Commercial Centre... 25-26 Yale Hotel... 27 Hudson's Bay Company... 28 Athabasca Investments, Limited... 29 Brown Fruit Company... 30 Goeman, Chaney & Company, Limited... 31 Blowsy-Henry Company... 32 The Greater Edmonton... 33 Imposing Business Blocks... 34 Sample Shoe Store... 35 Charles May... 36 York & McNamara... 37 D. R. Fraser & Company, Limited... 38 Alberta Agencies, Limited... 39 Mechanics Construction Company... 40 Jasper House... 41 King Edward Hotel... 42 Edmonton—The City Beautiful... 43 Nobilt & Miller... 44 Alberta Loan & Investment Company... 45 Massey-Harris Company, Limited... 46 Revillon Brothers, Limited... 47 The University of Alberta... 48 Windsor Realty, Limited... 49 Campbell Furniture Company... 50 Alberta Capitol Building... 51 Jackson Bros... 52 Dolson & Little... 53 Braekman-Kay Milling Company... 54 Imperial Investment Company, Limited... 55 McEachern Bros... 56 Royal Fruit Company, Limited... 57 Educational Institutions of Greater Edmonton... 58 Greater Edmonton as an Educational Centre... 59 Northern Investment Agency, Limited... 60 International Finance Company, Limited... 61 Robert Tegler... 62 Windsor Hotel... 63 Bradburn Stationery Company... 64 Imperial Bank... 65 John Walters Company, Limited... 66 English Finance in Western Canada... 67 Bremner Electric Company... 68 Some of the Leading Blocks and Stores of Greater Edmonton... 69 Edmonton—A City of Churches... 70 Gilbert Benz... 71 Imperial Agencies... 72 Hamberstone Coal Company... 73 Theasy & Watson... 74 Alberta—Free Land for Settlers... 75 International Harvester Company... 76 Strathcona, The University City... 77 Wilkin & McKinnon... 78 Byron-May Company... 79 Crystal Palace Clothing Company... 80 Western Realty Company... 81 Northern Hardware Company... 82 Landy-McLeod Land Company... 83 Winslow Hotel, Strathcona... 77 Caledonian Store... 80 Edmonton, The Capital of Alberta... 81, 83, 85 Strathcona Hotel, Strathcona... 82 Richelieu Hotel... 84

INDEX

Yull Bros... 85 Diamond Hall—Ash Bros... 85 Hallier & Aldridge... 86 Dominion Hotel, Strathcona... 87 Boston Clothing and Shoe Store... 88 Metals Limited... 89 Ames-Holten-McCreedy, Limited... 90 Central Alberta Letters, Alberta's Capital City... 90, 91 Edmonton Locators, Limited... 92 Edmonton, a Centre of Municipal Enterprise... 93 Cassell & Spencer Construction Company... 94 Sandeman-Cope Company, Limited... 95 Wm. Sugarman... 96 Central Alberta Development League... 96 Edmonton—Come and Grow With Us... 96 Simpson & Hunter... 97 Superior Resorts and Camping Grounds... 97, 98 Felix R. Morneau... 98 Imperial Hotel... 99 Secord Smith Company... 101, 100 McNamara, Limited... 102 Miss Sarah M. Morrow... 103 F. J. White... 103 Edmonton Ice Company... 103 Aiken & Fulton... 103 Edmonton Howatals... 104 Douglas Bros. Company, Limited... 105 Frank Cowles... 105 Macdonald, Limited... 105 City Meat Market... 105 Edmonton Brewing and Malting Co. Limited... 106, 107 Edmonton, a Sports Centre... 108 Northern Clothing Company... 109 Edmonton Cigar Store... 109 Greater Edmonton, the Gateway of the Great West... 110, 111 Glimpses of Greater Edmonton in 1930... 112 T. S. Thompson... 113 A. G. Baslin Company, Limited... 113 Cassell Bros... 113 D. Morneau... 114 H. Milton Martin... 114 Lorne & Pender... 115 Edmonton, a Railroad Centre... 116 Edmonton Hotel and Annex... 117 J. G. Tipton & Son... 118 Edmonton as a Military Centre... 119, 125 Great West Garment Company, Limited... 120 Orrs Realty Company... 120 Brunswick Hotel... 121 Douglas Company, Limited... 122 King Edward Cigar Store... 123 A. E. Simpson... 123 P. Barnes & Company, Limited... 124 Edmonton Standard Coal Company, Limited... 125 International Agricultural Centre... 126, 127 James Gallagher & Company... 128 W. N. Bunting & Company... 129 Heintzman & Company... 129 Imperial Stables... 129 W. H. C. Stewart & Company, Limited... 129 J. S. McWithey... 130 The A. Macdonald Company... 130 Alberta Milling Company, Limited... 131 Savoy Hotel... 132 Western Carriage Company, Limited... 132 Edmonton Clothing Company... 133 Imperial Shoe Store... 134 Alberta Lumber Company... 134 Dreamland Theatre... 135 J. B. Mercer... 135 R. H. Graves & Company... 136 Bijou Theatre... 136 W. H. Parsons... 136 Western Mercantile Company... 137 Some Public Buildings of Greater Edmonton... 137 Huff Grading Company... 138 Alberta School Supply Company... 139 Canadian Investment Company... 139 Capital Mercantile Company... 140 S. F. Mayer... 140 James A. Powell... 141 C. W. Campbell... 142 M. Runnalls & Company... 142

Reed & Robinson... 143 Wilson, Limited... 144 Hegler & Sutcliffe... 144 Imposing Business Blocks and Apartments... 145, 146 Great West Land Company... 147 Alberta Investments, Limited... 147 Fabyer Bros., Larson & Company... 149 Station Upholstering Company... 150 Standard Clothing Company... 150 McNeill & Balfour... 151 Carruthers, Rountz & Company... 152 Western Vinegar Company, Limited... 152 The Capital Wine & Spirit Company... 153 Some Edmonton Industries... 154 Twin City Transfer... 155 W. F. (Donson) White... 156 Atlas Harness Manufacturing Company... 157 P. M. Schubert & Company... 158 McInnis Lumber Company... 159 J. M. Maguire... 160 Alberta Hotel... 160 Stuart & Company... 160 Handcous Residences of Greater Edmonton... 161, 162 W. H. Ferguson... 162 Castle Hotel... 163 McGeorge & Chauvin... 164 A. Quigley & Company, Strathcona... 164 Athabasca Land Company... 165 F. J. White... 165 Edmonton Ice Company... 166 Lyon Legion of Labor... 167 F. Fraser Tins... 167 Greater Edmonton Exhibition... 169, 170 Palm Cigar Store... 170 Walter Ramsey... 171 McPherson Fruit Company... 172 E. Harbottle... 173 Stanley & Jackson... 173 D. P. Muir... 173 Douglas & Company... 173 Great West Sundry Company... 174 Edmonton Lumber Company, Limited... 174 Queen Hotel... 175 E. N. Frith & Company... 176 Edmonton Garage... 176 High Level Bridge... 177 LaBee Bros... 178 Campbell & Ottewill... 178 Greater Edmonton's Fire Fighting System... 179 Northern Supply Company... 180 Kenrick & Company... 180 Dominion Cigar & News Stores Company... 181 A. J. Bales... 182 Edmonton City Dairy, Limited... 182 Cushing Bros. Company, Limited... 184 Banking and Financial Institutions... 185 Royal Bank of Canada... 186 Union Bank of Canada... 187 Edmonton Wine and Spirit Company... 188 J. McLaughlin Company, Limited... 189 Clegh & Case... 190 Watson & Company... 190 Aiken Bros... 190 D. G. Latta Company... 190 Burnham Frith Electric Company, Limited... 191 F. P. Macfie... 192 Penderis Hotel... 192 Edmonton Bottling Works... 192 Some of the Industries of Greater Edmonton... 193 Organized Labor in Edmonton... 194 D. B. Campbell... 195 Ontario Stables... 195 William Wenzel... 196 The Elk Cigar Company... 195 The Alexander Hignett Fur Co., Limited... 196 The Star Cask Store... 196 Chown Hardware Co... 196 Armstrong's Pharmacy... 197 B. F. Blackburn Company... 197 Western Coal Company... 197 W. J. Clegg & Co... 197 Smith, Davidson & Wright, Limited... 197 Hamilton & Son... 198 Bessie & McMillan... 198 McCarly... 198 Wolfe & Hine... 198 Beale, Hour & Beale... 199 Some Edmonton Banks, a glimpse of North Edmon- ton and other scenes... 200

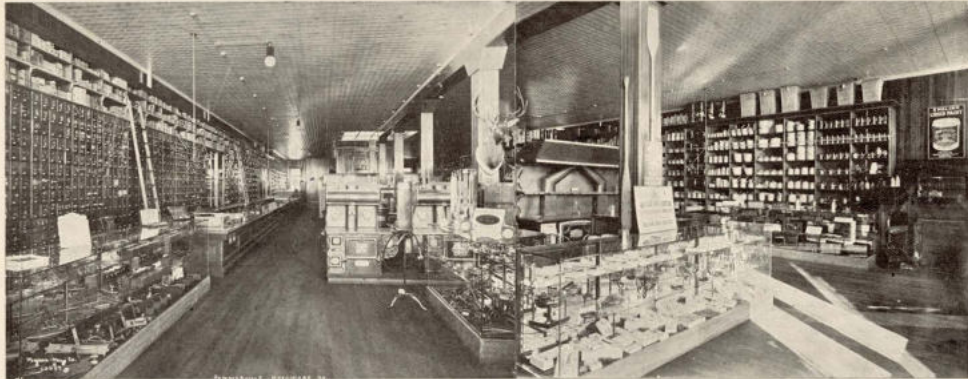
C. A. VIOLETTE OF BOSTON Advertising Specialist, Promoter of Industrial and Special Editions, who conducted the advertising campaign for this special issue of the Bulletin, and who has been engaged for years in similar work from Boston to San Francisco.



Mr. Violette has merited and received the most flattering references from twenty-five of the leading newspapers of the United States, and the Edmonton Bulletin, for the work he has done in promoting numbers similar to that of the Greater Edmonton issue.

The SOMMERVILLE HARDWARE Co.
LIMITED

One of the Most Progressive Concerns in Our City
has Gained Leading Place in its Field



INTERIOR VIEW OF THE SOMMERVILLE HARDWARE CO.'S STORE

EB-26-54

THE location of a number of business concerns in our city occurred through various fortunate circumstances which in a measure did not require judgment or foresight. In fact like some of the purchases that have been made in real estate where fortunes have been made, it was a case of the man "not being able to go wrong," as has been said of various people who have prospered through holdings in this city. Chance also decided others to start in business here while on the other hand mature judgment was what influenced others in favor of Edmonton.

It was judgment and a sane comparison of conditions that led members of the Somerville Hardware Company to become established here, nine years ago. Coming over from the State of Oregon, the Northwest was somewhat familiar ground to them, but inquiries and investigation showed them that of all promising communities Edmonton showed the greatest and most reliable qualities.

In July, 1902, the business then under the name of John Somerville & Sons was started on Jasper Ave., and it was continued there for several years, the increasing transactions of the concern and the sound standing it attained being convincing proof that the location selected had indeed been wisely chosen.

Five years ago the concern moved into its own building with entrance at 648 First Street and here, with unusual facilities and extraordinary capacities, the firm has prospered in proportion to the unexcelled service which it is able to give.

As dealers in builders' and shelf hardware, wholesale and retail, paints, glass, stoves, ranges, etc., such ample and embracing stocks are carried that an acre of floor space is required for showing and storing goods. Two floors in adjoining building are used, so that in the rear a length of one hundred and fifty feet is utilized and the main store has an attractive frontage of fifty feet.

Constructed especially for this business the interior is arranged so as to facilitate all transactions, and hardwood cases, drawers and other compartments are installed where invoices are correctly labelled and a minimum amount of labor only is used to attend to retail demand or

to prepare the consignments that are ordered by the wholesale.

Every line of hardware that is used by contractors, for household purposes or for tools, is carried in a variety of materials and all sizes and so complete is the stock that a large trade at distant points has been accommodated and satisfaction engendered.

Stoves, hot air furnaces and other heaters are dealt in and the best makes that have proved their merit through demonstration and use are the kinds handled and recommended. The Barnett refrigerator made in Renfrew, Can-



FRONT VIEW OF RETAIL STORE, FIRST ST.

EB-26-55

ada, is exclusively shown here and is sincerely recommended as the best refrigerator in the world. The special design of this refrigerator gives it hygienic qualities possessed by no other and while it uses a comparatively small amount of ice all odors are freely carried away and commodities are kept in perfect condition for any length of time.

The concern is also agent for Heath & Milligan's paints, stains and other similar products and this line was selected in preference to others for the lasting serviceability of these products. Sporting goods, silver and glassware, are prac-

tically distinct departments as they are conducted with as much completeness as though they were the only commodities handled.

Dealing in the vast quantities its trade allows, the Somerville Hardware Company is able to buy in such volume that its expenses for transportation and other overhead charges are reduced to a minimum, and these advantages are shared with customers who are given as low prices as are anywhere offered in the great Northwest. The trade covered goes as far south as Red Deer and to the boundary line of Alberta and Saskatchewan. Four travelling salesmen are kept on the road and orders have been filled for Fort Vermilion, seven hundred and fifty miles north.

This local industry now gives employment to seventy-five people, whereas in former years but two or three assistants were required in addition to the proprietors. Thus the development of this business means prosperity for many others, since the pay roll is a considerable one; its recipients are residents of our city, whose finances are expended here and practically enter every medium of commerce.

The concern originally consisting of John Somerville & Sons was made a limited company when the new site was taken on First Street, and the Marshall-Wells Company of Duluth are directors and stockholders. The officers of the company are: John Somerville, President; Frank Somerville, Secretary-Treasurer; John Somerville, Vice-President.

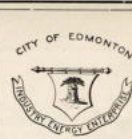
All are loyal and active Liberals, the two younger men being members of the executive committee and being promoters of party events and principles. Though not taking public office, they are members of the Board of Trade, are particularly imbued with public spirit and loyalty to Edmonton, and while satisfied with the progress they have made in the past nine years, are believers in Edmonton's greater future and confident of its expansion and advancement in which they will necessarily share.

To do this every citizen is called upon to make his greatest effort, and none are more ready to answer that call than the three members of the Somerville family—the officers of this Somerville Hardware Company.



WHY THERE MUST BE
A GREATER EDMONTON

By MAYOR ARMSTRONG



THE Edmonton Bulletin has done much in the past to further the development of Edmonton, and this latest effort to make known our resources to those outside will be very generally welcomed. Though a business man and therefore unaccustomed to such literary exercises, I will gladly do my part in this useful work and comply with your request for a brief statement of the ground for my faith in the future of Edmonton.

I would give as the first reason for my belief in the future of Edmonton its ideal situation in the heart of a great mixed farming country. The character of the country which is tributary to a city is, of course, a very great factor in its growth, and I think we may safely say that nowhere in the world is there a city which has tributary to it as rich and extensive a country as that which surrounds Edmonton. Nowhere is there a finer mixed farming district; yet we have scarcely begun to tap its resources. North and northwest in the great Peace River country are millions of acres of the most fertile land which in a few years will afford homes for hundreds of thousands of settlers. Edmonton is the logical distributing centre for the whole of this great district; therefore we must have a greater Edmonton.

In addition to this vast agricultural area there are other considerations which point to the establishment of a great industrial centre at Edmonton. We are situated at the heart of one of the greatest coal fields on the continent, the development of which is only at its initial stage. Recent government reports place the area of the Edmonton formation at 10,800 square miles, with an estimated coal content of no less than 60,000,000 tons. This coal lies comparatively near the surface and can be mined without difficulty and at small expense. Still another factor which affords special advantages to industrial enterprise is the fact that, having early determined upon a policy of municipal ownership, we are in a position to provide an ample supply of pure water, electric light and power at a minimum cost.

The supremacy of Edmonton throughout this great district is assured by its position as a great railway centre. Already Edmonton is the most important railway centre between Winnipeg and the Pacific coast. Three of the great transcontinental systems converge here. With the completion within the next few years of the Grand Trunk Pacific and the Canadian Northern main lines to the coast the growth of Edmonton will receive an impetus the ultimate result of which it is difficult to overestimate. The confidence of the Canadian Pacific Railway in the future of this city is shown by their expenditure of \$1,500,000 on the construction of a high level bridge over the Saskatchewan, and in addition to these great main arteries branch lines have been built or are under construction in every direction, north, south, east and west.

Looking at conditions here and in other places where great centres of population have been established, I can see nothing lacking which would be required to make Edmonton in a few years one of the great cities of the Dominion. The progress we have made in the past is something of which we may well be proud. Our population in 1901 was a little more than 2,000; in 1906, 11,400; in 1909 about 25,000, and when the returns were made for the census taken during the present year I think we learned that the population of Greater Edmonton exceeded 30,000.

Our growth in the past, however, is no criterion by which to estimate the possibilities of the future. With the development during the next few years of the transportation facilities to which I have already referred we may expect to move forward by leaps and bounds. I venture to predict that during the next few years the progress of Edmonton will be the outstanding feature in the development of the Dominion. We have every natural advantage of climate and surroundings; we have as capable and enterprising a body of business men as are to be found anywhere in the West, and our people are imbued with that sense of civic pride which is a never failing factor in the progress of any city. By nothing has this been more clearly demonstrated than by the recent overwhelming endorsement of the proposal to amalgamate the two cities of Edmonton and Strathcona into one Greater Edmonton. The people of both cities were quick to realize the advantages of union and the future progress of this city will be the more effectually assured as much by the spirit which prompted this union as by the strength which will be derived from it.

Leas Armstrong
Mayor.

CRAFTS, LEE & GALLINGER

One of the Oldest Real Estate Concerns in our City, Assist in the Development of the Province

THOUGH the comparatively recent growth of our city does not allow of the long career that is noticeable in the eastern part of the country, it does give us concerns that have been identified with the advancement of this city and such an existence is at once an asset and a sign of solidity, as it is only substantial and prosperous organizations that continue long in one location. This is particularly true of real estate concerns which are apt to seek promising localities and if they do not meet with the ready response they expected, will move further along in the hopes of better things.

That we have in Edmonton a number of real estate dealers that have been active in this field since the growth of the city warranted their operations speaks well for the character of the men who are engaged in such transactions, while it also proves the substantial openings of this community offered in this line.

Of such soundly established concerns, none is better or more widely known than Crafts, Lee & Gallinger, with office at 236 Jasper Avenue East, and with some ten years' experience as a guarantee of their reliability and permanency.

But even among real estate concerns there is a vast difference in the amount of influence they yield, for some men may take up a field that has already been largely developed and others may be the medium of making known the resources of our land and be the promoter of cultivation that is not only a profitable business matter but assists in the welfare of many people and much territory.

Here again Crafts, Lee & Gallinger may be included among the foremost, if not the actual leader, as this concern is constantly attracting to this province new settlers, thus adding to the population of Alberta, advertising its possibilities and stimulating its cultivation.

This company keeps a representative in Illinois and Nebraska and where the tillers of the soil there are finding less and less encouragement our Edmonton company is educating them to the fertility of this soil and the large crops that can be raised here. Incidentally railroad connections are naturally spoken of, trade conditions published, the modern conveniences that are at hand, proximity to commercial centres. Such a campaign affects not only the particular territory that is upon the market, but calls attention to the desirability of this part of the north-west as a place for residence and substantial prosperity.



EB-26-10

WILBER L. CRAFTS

For some time the firm of Crafts, Lee & Gallinger has had the Tofield townsite, and last year brought in to the south of Tofield some eighty or more Mennonites, a religious race largely composed of German people who are known as a thrifty, frugal and right living people who are an important addition to any community.

This concern, handling large quantities of land, deals in town sites and in acreages of farm lands. Its educational work is evident in this city at the local office, for information is gladly given and expert advice.

Maps that give the areas of certain localities are used and the bushels of oats or wheat that can be raised in these different sections are also listed. The company keeps at hand samples of the cereals that are raised about here and the prospector or settler need take nothing from hearsay as this firm has the evidences, facts and figures to substantiate the statement it makes.

The farm lands that are promoted by this concern are all within a radius of seventy-five miles about Edmonton and though this house deals but rarely in city property its industries have a larger influence upon our city than the mere handling of already developed land and values. The country that is settled within such a radius of seventy-five miles will have all sorts of communication with our city and must, for some time to come make it their headquarters for supply and demand, so that the settlement of such districts means new sources of trading for Edmonton and a consequent large field to contribute to our

mercantile, financial and industrial enterprises. This concern in its long career has acquired considerable inside property but at the present time is doing no trading in it, for the advancement that is predicted to its clients is the general belief and conviction held by this company who are sure that Edmonton's future development will be even greater than its past. The company has also invested in coal property near Tofield and is quite as confident of the richness of the natural products of this section as it is of the cultivated assets and capacities.

This confidence has been spread among the people with whom the concern has business transactions or among those who visit this city, looking for the most favorable situation where they may locate in the north-west. Undoubtedly, this company has influenced many to remain here and the remarkable increase of business which this house has had is proof that its trustworthy and liberal policy has been recommended and that those who have once had dealings with the firm have entrusted other affairs to it and have guaranteed its transactions to many others.

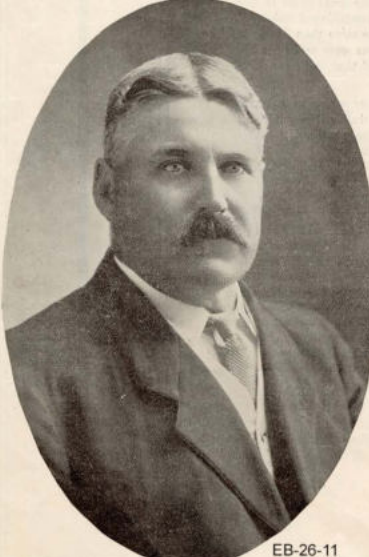
As at present constituted, the company is composed of Wilber L. Crafts, Robert Lee and Claude Gallinger.

Mr. Crafts and Mr. Lee were in the original firm and Mr. Gallinger has been associated with them for the past six years. All of the partners are identified through residence and mercantile affairs, with the best interests of our city and their familiarity with the city's earlier years and more recent ones give them an authority in real estate matters that is unquestioned. Mr. Crafts has been here ten years and Mr. Gallinger the same length of time, having been employed by Ross Bros. before entering partnership here.

Mr. Lee has been in Edmonton for thirteen years, and formerly an alderman was the mayor of the city in the years of 1909 and 1910.

His public services were as efficient and as broad gauged as his private enterprises and his administration reflected credit upon himself and the municipality.

All of the gentlemen, through business endeavors and integrity, are assisting in the up-building of our city and in propositions outside of their real estate field are most encouraging and co-operative when the progress and advancement of our city is promised.



EB-26-11

ROBERT LEE



EB-26-12

CLAUDE GALLINGER

EB-26-59

EB-26-57

EB-26-58

EB-26-23

EB-26-24

EB-26-25

EB-26-28

EB-26-29

EB-26-26

EB-26-27

THE PURVIS COMPANY, Limited
One of the Leading Department Stores in Edmonton
Offers High-class Service and Facilities



EB-26-30

EDMONTON as the leading city in the great north-west development has attained its present position not only through natural advantages and an unsurpassed position, but rather because wide-awake and progressive men and capitalists have recognized the opportunities it offers and have located and invested here with a confidence that has been justified by the results achieved.

In consequence our city has a retail centre that would be creditable to a community three or four times its size, for as the distributing point for a vast territory it enters to this field with an expansiveness and magnitude that secures its eminence in the future as well as at present.

Department stores are conducted with metropolitan completeness and enterprise, and these great mediums of commerce have prospered through facilities offered and by the executive ability with which they have been directed. The Purvis Company, Limited, corner of Jasper Avenue and First Street, has been most successfully developed in recent years, and has been a trading centre in dry goods for the past fifteen years. It is doubly well known from the fact that the site has been a trading place almost from pioneer days and has kept well in advance of the times through advancing and foresighted methods.

The store is one of the most conveniently and modernly arranged of any in our city and carrying complete lines of dry goods, boys' clothing, fancy goods, and all kinds of women's wear and men's garments; the quantity handled allows a satisfactory selection by people of the most diversified tastes and there is always the added assurance that the quality will be just what was recommended.

There is often the feeling among people who are coming into our newer settlements that merchandise is likely to be inferior to that found in older and longer established cities. But in Edmonton any such impression is speedily removed upon examination and at the Purvis Company store a stock is carried that dispels any suspicion and consequently attracts new customers constantly while maintaining the old patrons that long ago proved its reliability and square business methods.

The company has transactions with the greatest wholesale markets in the world and people trading here are not only secure in quality offered but may depend upon the style and fashion as being the current one of the great world.

In women's ready-to-wear goods, suits, garments, skirts or waists, the newest products of each season are promptly shown and novelties in neckwear, undergarments, fancy and art

goods are displayed here as early as in the eastern cities. Each department is given separate and skilful supervision and the economy of having many departments under one roof is illustrated by the reasonable prices that are always quoted here.

The company gives employment to some twenty-five people and with three floors and a basement 75 by 50 feet presents a capacity of fourteen thousand square feet. The officers of the corporation are: J. C. McDougall, president; R. H. Stewart, secretary-treasurer; W. Purvis, Managing-director.

This organization was formed in 1908 when the business at this stand was taken over by the present gentlemen and placed under the direction of Mr. Purvis. Mr. Purvis is a dry goods man of experience in the North-west and came here from Portage la Prairie. His efforts have been devoted to the enterprising conduct of this concern and he has been given the encouragement and support of other stockholders in the company.

The transactions of the corporation have been largely increased in the past two years, the reputation of the house thoroughly and favorably distributed, and the Purvis Company, Limited, is regarded as a leader in its own field, reflecting credit upon its management and our city, with which it is identified.

ALFRED VIOLETTE

Manager of Fort McKay Oil and Asphalt Company who has Explored Much of the Great North

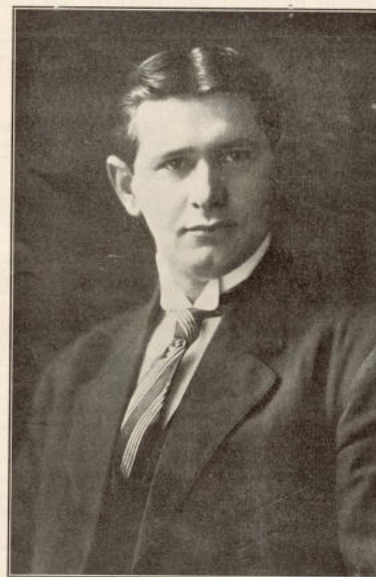
WHEN a corporation is exploited to the public and its stock is placed on sale or subscription, little thought is given to all the adventures, hard labors and perhaps dangerous difficulties that were encountered and overcome before this stage of the operations was reached. Were the public better informed they would realize that the capitalization of a company is a small part of the proceedings and that those who become holders of the stock are simply investing their money, while the promoters of the business have in a sense taken their very lives in their hands to attain this end.

Of the explorers and promoters in this section, probably none has gone further into the wilderness, has tracked over more virgin country or has taken more difficult journeys than Alfred Violette, the manager of the Fort McKay Oil and Asphalt Company. It is not that Fort McMurray is so remote or presents such great obstacles in reaching it, but rather that Mr. Violette had many experiences before he discovered the rich deposits in that northern country and it may be these experiences led him to the successful investigation of this property.

Born and brought up in a northern county of Maine, he left home when he was a boy of thirteen years. The west was his destination and he went into the woods of Minnesota. Pluck and determination were characteristics of him, then as now, and in a short time he had a large gang of men working for him, numbering among them sturdy woodsmen of twice his own age.

Continuing in this and relative industries, brought him into this new part of the world and cruising up the Athabasca for timber he discovered the asphalt and oil beds which are now being developed under his direction and with a

strong corporation back of him. The Alberta Oil and Asphalt Co. was the first organization which he promoted and last year the present company, Fort McKay Oil and Asphalt Co., was incorporated, having for its president J. H. Gariepy, while other prominent and astute business men in our city are stockholders.



ALFRED VIOLETTE

EB-26-13

Referring to Mr. Violette's venturesome trips, it is not amiss to say here that he has made a trip to the Arctic circle and had no companion on this perilous voyage. He has been up and down the Athabasca River thirteen times and is the first man to come down the river in a gasoline launch or a power boat of any kind for that matter.

The Ft. McKay Oil & Asphalt Co. this year installed fifty thousand dollars worth of machinery on its oil deposits this summer and it is intended to have boring done all winter. The asphalt deposit is believed to be one of the richest in the world and once railroad facilities make this country accessible it is felt that Fort McMurray will become one of the greatest resources of the Dominion. Exhibitions of the asphalt found there have been exhibited in this city and accurate and scientific tests have been made, disclosing the fact that this asphalt is the best composition that is known in this mineral.

Mr. Violette also states that timber is plentiful and of fine quality at Fort McMurray, salt is found in large quantities, fish are prolific, vegetation is luxuriant and hardy; lead, iron and other ores are found in some quantities, and there is hardly a product of mother earth that is not imbedded in the soil but easy for cultivation or development.

In his exploration of the north Mr. Violette has become familiar with waterways, water-power, townsites and localities that will eventually and even shortly be given transportation accommodations and acting on this belief he has taken the title for some of these properties.

Mr. Violette has an office in the Windsor Block, but in his exploitation of the properties now under development has travelled in many parts of the country and over a larger part of the United States. He always brings home with him impressions of these sections, yet never swerves in his loyalty and belief in this country acclaiming with sincerity and conviction that this is the richest part of the North American continent, with possibilities that will be demonstrated now and in the immediate future.

WALKER & BARNES

Manufacturers' Agents and Dealers in Builders' Supplies and Machinery Who have been Successful Past Two Years

A GREAT deal of credit is given to builders and contractors for the rapidity with which Edmonton has grown, for in spite of the fact that countless people have been attracted here by the natural resources of this country, it must be apparent

have invested here if they were not sure that conveniences and homes were going to be difficult to secure.

The fact that building has been done as promptly and efficiently as possible may be taken as a most creditable effort and reputation for Edmonton, but in congratulating the builders upon the facilities in this matter, it may also be remembered that these industrial men have been encouraged by the conveniences that have been afforded them.

Almost from the time there has been building operations, there have been dealers in builders' supplies, and as the city has grown and these transactions have increased, newer or larger companies have arisen to meet the expanding demands.

Of these newer companies, is Walker & Barnes, 562 Second Street, organized for the past two years and doing a constantly increasing business in that time.

This firm is manufacturers' agents and have direct communication with some of the largest producers in this country, and is able to give the lowest market prices on supplies and materials and to have them here whenever a contractor needs them.

The company handles pressed, enameled, oriental and tapestry brick, marble, metal doors and windows, structural and reinforced steel, cement, tiles for hearths, facings, flooring or partition, sewer pipe, plaster board, prism lights, roofing of various kinds, interior finish in wood, building paper, hardware, fireplace linings, fixtures and floor coverings.

It offers such modern appliances as coal chutes, dumb waiters, passenger and freight elevators, art and prismatic glass, also hoisting machinery, mining machinery, warehouse trucks, wire cable, vacuum cleaners, etc.



E. H. C. WALKER

EB-26-14

to any one that settlers would not have remained if they could not be sure of homes or accommodations, and capitalists would not

A local trade is not only supplied but the company has shipping facilities by which many towns in Alberta may be supplied and the outside as well as inside trade has been constantly augmented in the past two years.

E. H. C. Walker and Wilfred R. Barnes who compose this firm have been in this city a number of years. Mr. Walker having been a resident for nearly five years and formerly employed in the machinery supply industry. The present partnership means two young and aggressive business men, working together harmoniously and expertly and developing a patronage and



W. R. BARNES

EB-26-15

prestige that has not only given them immediate success but holds forth greater and brighter promises for the future.

A

L. ARSENAULT & CO.

Realty Firm that has had valuable experience in different fields of this part of Alberta

A

THOUGH almost countless real estate firms have sprung up in our city in the past few years, the public has not questioned the good intentions of any of them, nor has not doubted that good purposes will be accomplished. Nevertheless, in other lines of trade, the people want to know something about the persons with whom they have dealings, and it is rather negligent or careless of them to require any less of their realty brokers. It is not as if this class of operators was made up wholly of enterprising business men who had come to Edmonton on account of the fertile field offered. On the contrary, there are men in this line of industry who might be said to have grown up with the country and to the thinking and fair-minded person it would seem that these dealers would be the best informed and most reliable with whom to have transactions.

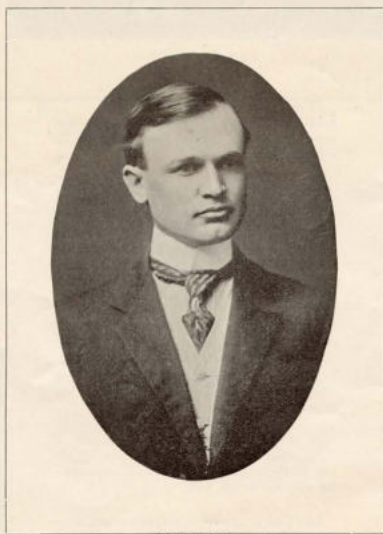
This concern for instance of L. Arsenault & Co., 136 Jasper Avenue West, though only organized since the first of this year, is composed of men who have been residents and business men in this section for many years.

It is giving particular attention to the Peace River country and is particularly well informed of conditions that obtain there and the possibilities of that fertile region.

This country is well known and almost unanimously believed will be the greatest agricultural district in the Northwest and as the advent of the railroad is only a matter of a short time, it can be readily understood that those who secure property there now will do so at a much lower price than they can obtain in a year or more from now.

Added to this fact is the important one, that A. C. LaRiviere of Arsenault & Co., has been in the Peace River district for five years and is particularly competent to select the best sites in that country and is well qualified to predict the future and opportunities of that district, and L. Arsenault himself has just returned from an extended trip to the Peace River, bringing back with him pictures, etc.

Coal and timber limits are handled by L. Arsenault & Co., and in this line of realty the concern is particularly well informed. In truth,



L. ARSENAULT EB-26-16

Not only that, but all of them were in a position to note conditions, to keep informed of the progress that is taking place about here and to enter the market at the most opportune time. Since the organization of the concern it has had an unusually large number of dealings, a fact that indicates that people do like to trade with men whom they know and realize are in a position to exercise sound and mature judgment.

The firm handles all kinds of listings but looking for favorable investments for its clients, prefers and secures inside property, dealing in mercantile and warehouse sites, also having lots in practically every residential district in the Twin Cities.

L. Arsenault was formerly in the Dominion Lands Office here for over four years, and through his experience there learned much about the resources and deposits in Alberta and adjacent territories.

A. T. Vendette of this organization, had been in the real estate business seven years, previously to entering partnership here. The firm then composed of Messrs. Arsenault, Vendette and LaRiviere, have in its partners men of unusual experience and reliable information. Added to which is their progressiveness and complete service in their field, so that the company stands among the foremost of similar ones in our city, and the gentlemen comprising it are numbered among our sound business men and public spirited citizens.

EDMONTON TENT & MATTRESS CO., Limited

Pioneer Industry that has been developed in proportion to our City's Opportunities and Expansion

Due credit must and should be given to men and concerns who in recent years have recognized Edmonton as a city of opportunities and in locating here have exerted their personal efforts and business ability for their own advancement and to cover the fields in which they have operations. Yet it must be confessed that the resources and possibilities of this land would never have been known or at least successfully exploited but for the discernment and foresight of those earlier settlers, who before the village gave any sign of its present accomplishments, selected this locality as the most promising in the whole Northwest.

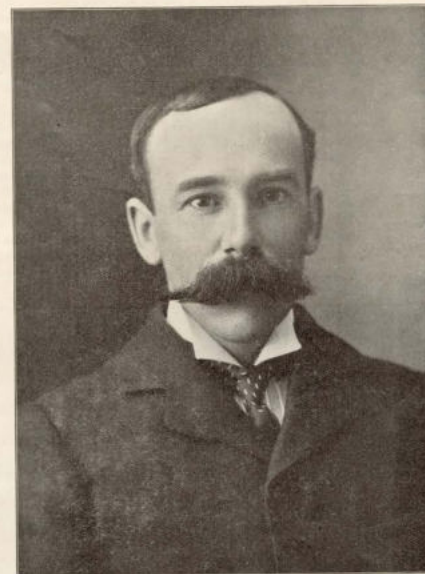
It was in 1895 that R. Kenneth, Manager of the Edmonton Tent & Mattress Company, first began operations here, and though his business was one that was especially needful when the country was in a raw state, it is a business today that covers a wide territory and is carried on with the same completeness, though more extensiveness, than that which marked its beginning.

Naturally, nothing is more necessary than coverings and sleeping accommodations for a new population, so that the manufacture of tents and mattresses was particularly suitable in the old days. Though the primitive conditions of fifteen years ago do not now exist, there is a similar need for protection and comfort as there was at any period. In fact as the Edmonton Tent & Mattress Co. does the larger share of its business with settlers and contractors, its services are quite as necessary now as at any time, while the larger number of people coming into this province gives it each succeeding year a wider market to cater to.

The company with office at 629 Second Street, has its own factory here, three floors being occupied and floor space of nearly fifty thousand square feet being utilized. Electric power is used and the most modern and improved machinery, for the company, though one of the oldest organized in this part of Alberta, has increased its business not only because of the heavier demands that are a result of a greater population, but has maintained its foremost position in this industrial field by its modern methods and its alert response to all demands of the trade.

Everything in canvas is manufactured and tents for every purpose are turned out. The city man who desires a sequestered place on his own lawn can purchase a tent here, the camper or locator who requires to be protected from heat or storm can get a suitable tent here, and the quality of goods that is used and the expert workmanship applied is assurance that each tent will give the satisfaction and service for which it is recommended.

Beds, stools, tables and other camp supplies are handled, so that the pro-



R. KENNETH, Manager EB-26-17

spector can get all his requisitions here, and for the city trade this concern has especial facilities in making awnings and installing them. Goods are not only made to order, but a considerable amount of stock is carried at hand and prompt deliveries made. As manufacturers the concern, through its own operations, shows what development has

considerable real estate, including the property on Second Street, and has been an active factor in many of the advancing steps which our city has taken.

Mr. Kenneth is regarded as one of the substantial industrial men of Edmonton and is numbered among our representative and public spirited citizens.



OFFICE AND FACTORY

EB-26-486

ROYAL GEORGE HOTEL

Newest Hotel in our City offers Conveniences of the Most Modern Kind

WITHOUT much doubt the conduct of a first class hotel is one of the most problematical businesses in which man may engage or invest his capital. Travellers or other patrons of a hotel are inclined to be fickle and where one hotel has had a patronage for many years, the slightest dislike or complaint may arise and these patrons seek other accommodations. The commercial site of a city may change, leaving one of the most popularly patronized hotels virtually on the outskirts, while the high price of food and labor must always be considered and counted generally as an obstacle for the very profitable conduct of a hotel.

In consequence the owners of the property and the lessees of it are both subject to these possibilities and must guard them.

In the direction of the Royal George hotel in our city it may be said that some of these

The building of five floors provides one hundred and one rooms, and the early success of the venture is evident when it is known that already some of the space that was allowed for sample rooms has been made over into chambers and that accommodations for the house's own help has had to be procured outside.

As the hotel was only opened on the 25th of last December, this influx of trade is a most successful augury for the future. Most sleeping rooms are equipped with hot and cold running water, the telephone system gives immediate communication with the office, and a passenger elevator is one of the many modern conveniences in effect.

The lobby of the hotel is especially inviting, and large comfortable upholstered chairs are arranged in profusion so that guests are made to feel at home at once. The dining room is at-

block occupied by the building gives it light and a circulation of air from all sides which is particularly desirable in the summer. A large and modern heating plant also is assurance of comfort in the coldest weather of winter.

There are more than forty people given employment in this hotel so that besides the accommodation it furnishes the public, it enters the list of industries that provide labor for a large number of our residents.

T. Malin and W. McKernan are both hotel men who have had practical experience in this business and in this part of the country, though Mr. Malin formerly came from Ontario. Mr. McKernan however lived in Stratheona, and his father was one of the pioneer hotel men in Alberta. Mr. Malin has been in this territory for quite a period and both were formerly proprietors of the Dominion Hotel in Stratheona.



ROYAL GEORGE HOTEL, FIRST STREET

EB-26-31

hindrances mentioned have been most fully guarded against. The Royal George hotel not only has one of the best locations in our city, but as most of the construction and improvements are going on in this part of the city, the future advantages of this situation need not be overlooked.

In the management of the hotel there is little need of anticipating anything but success as the lessees, Malin & McKernan, are among the most experienced hotel men in the northwest. Moreover in the construction of the building as well as in furnishing the interior, no expense was spared to make it one of the finest edifices of the kind in the province, and to install such conveniences and accommodations that would establish it in favor with the most exacting traveller and make him admit that here in a new country we offer as many modern conveniences as in the old established metropolis of the east.

tractively arranged, and from the lobby, the writing room or parlor is easily reached, while the periodical stand, barber shop and sample rooms are accommodations that are appreciated by the cosmopolitan class of people who come to our city and who demand high class service.

Particular pains are taken with the table and one of the most skillful chefs in the west is employed. The best and most seasonable commodities on the market are furnished and with skillful and thorough cooking, beautiful linen, napery and silver, it is a pleasure to be served in this dining room. It has a seating capacity for ninety and this could be increased for banquets or public occasions.

The furniture is all new and of the most up-to-date styles. The decorating of the rooms was done tastefully and effectively; while the

The many friends they had made in the twin city across the river have of course followed them here, while the greater patronage that naturally makes Edmonton headquarters has quickly learned of the hospitality of this house and have given it its custom and goodwill.

The disposition of courtesy, promptness and ability that is shown by the proprietors is also followed in a large measure by every employee, making for a readiness and willingness that is most appreciated by that portion of the public that is dependent upon such services for its home comfort and satisfaction.

The Royal George is a fitting emblem of Edmonton's progressiveness and high class service in this field and Messrs. Malin and McKernan are particularly well fitted to uphold and constantly add to the high reputation it has already attained.

Edmonton as a Centre of Commission Government

IT would be difficult to find a more effective illustration of the courage and resourcefulness of the West than that which is afforded by the successful attempt to grapple with the problems of municipal government, embodied in the Charter of the City of Edmonton. Drafted by a committee composed of ex-Mayor Short, Mr. Justice Beck, then city solicitor, and Mr. J. G. Kinnaird, assisted

for their splendid equipment, are owned by the city. A municipal hospital is also conducted by the health department of the city. A municipal market has been in operation for

extending over six years was devised by ex-Mayor Short and his associates.

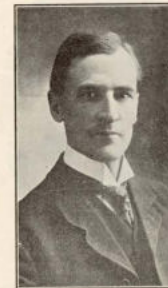
While it has much in common with the commission system, it retains certain features of the government by council which make it a combination of the two systems. On the one hand it provides the protection of the public interest afforded by the commission system, and on the other hand retains the principle



Alderman Chas. Gowen

EB-26-141

by Mr. W. H. Biggar, an expert in municipal law, the charter became law in 1904, thus establishing Edmonton as the first city to be incorporated between Winnipeg and Vancouver. This committee was not content slavishly to copy any one of the systems established elsewhere. The peculiar needs of the city were con-



Alderman J. D. Hyneman

EB-26-22

sidered, and a form of government devised which stands as a monument to the foresight and ingenuity of the men to whom it owes its origin. Its merits will be best appreciated when it is remembered that from the beginning of its life as a city Edmonton has occupied a position almost unique among Canadian municipalities



Alderman J. W. Moodie

EB-26-21

by reason of its unvarying adherence to a policy of municipal ownership. All public utilities are owned and operated by the city. A cheap and efficient telephone service is supplied. All electric light and power used within the city is generated and distributed by the corporation. The street railway, and water-works are municipal undertakings. Extensive exhibition grounds, famous throughout the West

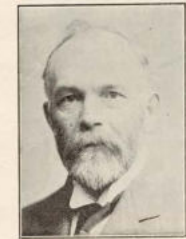


Mayor G. S. Armstrong

EB-26-19

many years, and recently it has been decided to purchase two hundred and thirty acres of land for the purpose of establishing a union stockyard, to be operated under the supervision of the corporation.

In view of the fact that Edmonton had committed herself to the policy of municipal ownership it was recognized from the first that the old system of government by committees of an elected council would not suffice. While this system was, and is, still found satisfactory in Great Britain, indications of its failure were already to be seen in the different circumstances to be found in the United States. Several years before Edmonton became a city, govern-



Alderman Dr. McInnes

EB-26-18

ment by a commission had been first inaugurated in Galveston, Texas. The problems to be solved in the cities of the United States, however, were different from those which faced the cities of the Dominion. In the United States the primary object of the reformers was to wrest the civic administration from the control of the political machine. In Canada, where the municipality is autonomous, no influence so sinister threatens the purity of its administration. Where, however, as in Edmonton, public utilities are owned by the city, it is desirable that no loophole should be left open for the exercise by the council of the corrupting in-



Alderman J. E. Leady

EB-26-20

fluence of patronage, and other similar abuses too well known to need enumeration. With this end in view the system of government which has successfully survived the test of a trial



Alderman Theo. Bellamy

EB-26-140

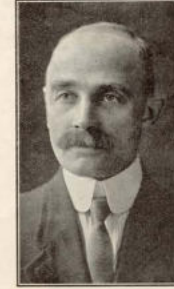
of democracy which was the distinguishing characteristic of the government by an elected council. The fundamental principle is to be found in the separation of the legislative and executive functions. Under the old system these two sets of functions were exercised by the one body, the elected council with its self-



Alderman J. H. Miller

EB-26-121

appointed committees. Under the system as established by the Edmonton charter, the executive and administrative functions are exercised by the appointed commissioners, and the legislative functions by the elected council. The council, which is elected by the people, is composed of a mayor, and of a certain number of



Alderman T. M. Grindley

EB-26-122

aldermen, not less than eight nor more than twenty. The council determines by by-law the number of aldermen to be elected, limited at the present time to eight. The mayor is elected for one year, and the aldermen for two years, one half of the latter retiring at the end of each year, thus preserving the continuity of administration. As there are no wards both mayor and aldermen are elected by the city at large.

The municipal elections are held in November of each year. The persons entitled to vote at these elections are those who hold property assessed at \$200 or upwards, those who are not assessed for business tax but hold a license and have paid fees to the amount of \$5. or upwards, and also occupants of houses not otherwise qualified, who have actually resided in the city for one month prior to the first of November in the year of the election at which

quired. His dismissal can be effected by a two-thirds vote. The administration of all the public service departments is under the control of the board of commissioners. At the head of each department is a superintendent, who is appointed, not by the council, but by the board of commissioners, and who is liable to dismissal at their pleasure. The appointment of minor officials in each of these departments is made by the super-

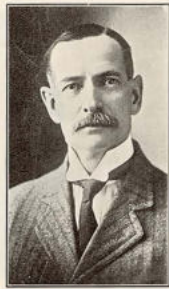
visioner. This can be accomplished, however, only by conformity with procedure stipulated or implied in the provisions of the charter. The commissioners are not the employees of the council as are, for instance, the city solicitor or assessor. They are members of a body to whom are delegated powers no less important than those exercised by the council. They are appointed by the council and subject to dismissal by the council only because it is deemed



A. W. Ormsby, Electric Light Supt.
EB-26-432



C. L. Richardson, City Auditor
EB-26-421



J. C. F. Brown, City Solicitor
EB-26-423



F. T. Fisher, Secretary Board of Trade
EB-26-424

they desire to vote. The latter class of persons must notify the assessor of their desire to vote before the final revision of the voters list is made. The franchise was extended to tenants by an amendment to the charter sanctioned by the provincial legislature during the session of 1910.

The commissioners are permanent officials appointed by the council. The number that

intend, subject to the approval of the commissioners. The solicitor, the assessor, the secretary-treasurer and the auditor are alone appointed by the council. In the administration of the remaining departments the board of commissioners is practically supreme. They are not, however, as might appear, a securely established oligarchy with unlimited powers. Their powers are great, but they are subject to

advisable that the executive board should be of a more permanent and stable character than would be possible if its members were subject to all the changes and chances of an annual election. While therefore the charter provides that "for cause satisfactory to the council," a commissioner may be dismissed by that body, it provides also that the citizens, to whom the council are responsible, must be given an op-



Dr. T. H. Whitehead, Medical Health Officer
EB-26-426

may be appointed is not restricted by the charter, as in the case of the aldermen, but the council may appoint as many commissioners as it may deem necessary. Up to the present time only two have been appointed, one of whom is an expert and receives \$10,000 per annum. The Mayor is ex-officio member of the board of commissioners and acts as chairman at the meetings which are held three times each week. The commissioners are not elected, as under the Des Moines plan, to a specific office, as, for instance, superintendent of police. The intention of the charter is to place them in



A. C. Lantsey, Chief of Police
EB-26-422

certain checks exercised by the council. The board of commissioners is the supreme executive body, but the council is the supreme legislative body, and by virtue of this power retains control of the purse. Expenditures from current revenue authorized by the commissioners must be approved by the council before payment is made. Expenditures for improvements of a permanent character necessitate the submission of a by-law to the ratepayers, who thus control both council and commissioners. When an expenditure is contemplated the commissioners embody their recommendations in a report sub-



W. B. Griffith, Supt. of Telephone Dept.
EB-26-425

portunity to judge of the sufficiency of the cause. Before a commissioner can be dismissed by the council definite charges must be laid, an opportunity for reply given and a public investigation held. Having complied with these requirements, the council may dismiss this official for any cause satisfactory to itself, a two-thirds vote of the whole body being necessary to make the action effective. The publicity of the investigation is intended to impose a check upon hasty or ill-advised action. The citizens are thus placed in a position from which



A. McLean, Waterworks Superintendent
EB-26-430

a position like that of the Dominion council, where responsibility for any act is assumed by the whole body and not by the individual member. For the appointment of commissioner a three fourths vote of the whole council is re-



A. J. Latourel, City Engineer
EB-26-427

mitted to the council for their approval. If the council disapproves of the expenditure it may refuse to pass the necessary money by-law. In addition to the control of the purse the council has also the power to dismiss a commis-



D. M. McMillan, City Assessor
EB-26-428

sioner. They can form an estimate of the justice or expediency of the dismissal and give expression to their approval or disapproval when subsequently the aldermen appeal to them for re-election.



J. C. Hoffman, Supt. of Power Plant
EB-26-429

THE ACME COMPANY

Highest Grade Department Store in Alberta has the Large Trade that Appreciates Quality

No matter what city or town a person may enter, he will always find that if there are over two business houses in one field, that there is always one that attracts the better grade of trade and another that can only secure the patronage that demands cheaper goods and perhaps less efficient service, for quality in goods is very apt to be followed by quality in other departments that will include service, reliability and promptness. Even in communities where there is strong competition among a number of similar enterprises, there is an almost invariable rule of superiority attached to one concern that cannot be weakened by the claims of others. Our city is no exception to this general state of affairs and though Edmonton has a larger number of up-to-date mercantile houses than is usually found in a city of its size, in all lines there are undisputed leaders, and in the department store

the contrary, the belief is held that Edmonton wants the best and every means is exhausted by the Acme Co. to secure it.

When the word "quality" occurs again, it is demonstrated in many ways. In the cheaper stores one will find stock thrown together haphazardly, divisions in departments are not sharply drawn, and the merchant dealing in cheaper goods is likely to have inferior methods in vogue and salesmanship is reduced to the same level.

Quality means stock of the highest grade, displays that give the customer the greatest freedom in selections, an arrangement of each line so that it will not intrude upon another. It particularly means that carrying high class goods a merchant has an estimable opinion of the trading public and this feeling is communicated to every one about the establishment, so

exclusive or extensive stock than this corporation. It is by these departments a concern is often judged, and investigating the seasonal and up-to-date styles shown, metropolitan fashions displayed, the conviction is arrived at that the Acme Co. is undoubtedly the leader in this section. Furs are a most important showing in the season and the guarantee of the firm accompanying these purchases is a matter of great comfort to most people who largely rely upon the word of their dealer as to the genuine worth and value of skins, either in their natural or manufactured state.

Carpets, rugs, linoleums, hammocks, trunks, and leather goods are lines handled, and a dress-making department is one of the important institutions of this business.

The business, occupying a three-storied building at the corner of Jasper Avenue and Second Street presents, with basement utilized, an area

Fall and Winter Catalogue now ready



Send in your address for a copy



THE ACME CO.'S STORES, CORNER JASPER AVE. AND SECOND ST.

EB-26-32

Our mail order department is replete with a stock of merchandise bought especially for our out of town customers

field the Acme Company easily takes precedence.

The reason is that one word "quality," which is very elastic, and yet is sustained in all its definitions by this house. Primarily it stands for a stock that is expertly chosen and is high grade both in essentials and details. That is, for instance, garments are displayed which fundamentally are of the best materials obtainable for the price, while secondarily they are made by skillful workmen in the newest and most reasonable fashions, and any customer here has that assurance that goods and manufacturing processes are correct.

Garments are used for an illustration, and every department is administered on this same standard. Nothing is cheapened, and no false idea is held that because Edmonton is some distance from the cities that initiate the fashions that anything may be good enough for it. On

that a willing, courteous disposition is always shown, and the salesman is well informed about the goods he handles.

This is the feeling that traders of Edmonton and vicinity have for the Acme Company, and so generally has this reputation been circulated that it is known as the highest grade store in the Province of Alberta.

Every department contributes to this prestige and in all dry and fancy goods stock that will maintain this reputation is dealt in. The grocery department is one of the most complete in the city, not excepting those that are carried on as individual enterprises, and in fancy groceries, imported delicacies and bottled goods many are carried here that are not to be found elsewhere in this city. The hardware line is as complete as if it were the only enterprise conducted, and as men and women's outfitters, there is no concern which handles a more ex-

of thirty-four thousand square feet, and some sixty people are employed, facts and figures that show "quality" is appreciated here as elsewhere.

The business formerly owned and conducted by Revillon Bros., the world's greatest fur dealers, was incorporated as at present January 1, 1907, and the officers are: A. E. Ludwig, President and Manager; F. T. Adams, Secretary-Treasurer. Mr. Ludwig has been here for four years, and Mr. Adams has been connected with this business five years. The old policy of the Revillon concern has been followed in completeness of stock carried and efficiency of service given. Added to this is the keen and expert supervision of these two gentlemen in the offices they occupy, and their administration of affairs has resulted in increasing credit and renown for themselves as well as for the business and corporation which they represent.

JOHN ROSS & SON

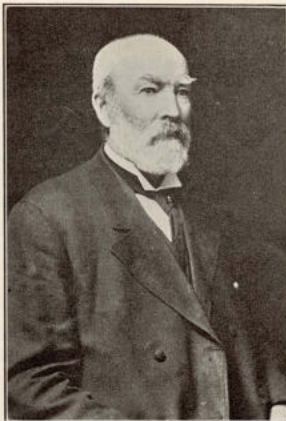
Operations in Real Estate begun by Senior Fifteen Year Ago
Continued by Junior Partner

It is probable that a number of men in our city, realizing the growth that Edmonton was bound to have began investing in property about here soon after they took up their residence. A few of them became convinced of the possibilities of this enterprise and continued and progressed in it while others regarded it as a side issue and never really probed to the bottom.

John Ross was one of the men who came to Edmonton in its early days, that is 1886, which in some places would not be early, but in this particular instance was at a period when living here was practically pioneering. Until 1896 he was Indian Agent, at this time he retired from Government service, and went into business on his own account, buying a lot on Jasper Avenue, on which to erect a warehouse and office, and thus began his dealings in real estate. Primarily his business was in grain, but to this was added insurance, real estate, loans and also dealings in cattle.

Buying and selling on commission engaged the attention of this pioneer, and at the present time handling all kinds of real estate is the operation of this concern, for the past five years under the sole proprietorship of Mr. Ross' son, H. W. Ross. Though the Ross concern in its former organization took many of the bargains that were then offered, even this experienced house could not realize the vast opportunities

As the development of the town became more assured, Mr. Ross became one of the best judges of values in this section and this ability has always been attributed to this real estate concern and is now one of its assets in which the public has much confidence.



JOHN ROSS EB-26-123

The company has at present some of the best subdivisions that are upon the market and while at the present time they are not being particularly advertised the firm holds them with the knowledge that they will sooner or later be required for the greater population that Edmonton hopes for, and that they will be most desirable for residential purposes, gardening or manufacturing.

Ross & Son also hold lots in the best portions of the city, such as Fifth, Sixth, Seventh, Ninth, Eleventh, Twelfth Streets and Victoria Avenue, and the judgment that induced them to acquire and hold this property has been one of their dispositions in business, placed at the disposal of their clients as well practised for the benefit of the concern itself.

Land is also held by this company on Seventh Street both north and south of the railroad, and on Jasper Avenue, and wherever there has been growth and expansion it will be found that Ross & Son have seen the movement in advance and have acquired property either for themselves or patrons in that section.

Loans on real estate are made by this company and in this field it facilitates trade by aiding purchasers to get the capital they require, and by putting out money for lenders on sound security.

Fire, life and accident insurance is handled here and four of the best known companies in this country are represented.

Policies at a reasonable rate are written by these organizations, and protection for their holders is assured, through the long establishment of these institutions and the great amount of assets with which they are provided.

Farm lands are quite extensively operated in by this firm and in exploiting the value of these properties and often being the means of getting settlers for them, this firm not only adds to its reputation and volume of business transactions but virtually performs a public spirited action in exploiting the soil and fertility of these regions and attracting new residents to our province. They also own considerable tracts of farm lands in Northern Alberta and the Peace River District.

H. W. Ross has been in the real estate business for the past eleven years and since 1906 has been the sole promoter of its affairs. He was an active worker in the firm while his father was in it and this experience has been of particular value to him in these later years. The reputation for staunchness and reliability that was associated with the original company has been maintained through the present proprietor's trustworthiness and integrity, and the name of Ross is eminent in this field.

The insurance department is under the special supervision of Mr. J. C. McCaig, an experienced insurance man, who came here



J. C. MCCAIG EB-26-125

from Montreal about a year ago to take charge of this branch of the business.

Mr. Ross is a member of the Board of Trade and other representative organizations and takes a public spirited interest in any movement that promises the welfare of our community.



H. W. ROSS EB-26-124

that were then available, and as almost any site on Jasper Avenue could then be secured for fifty dollars or some such sum, it is not strange that Mr. Ross refused to take the corner lot where the Bank of Montreal is now for seventy-five dollars.

DONNELLY WATSON & BROWN CO., LTD.

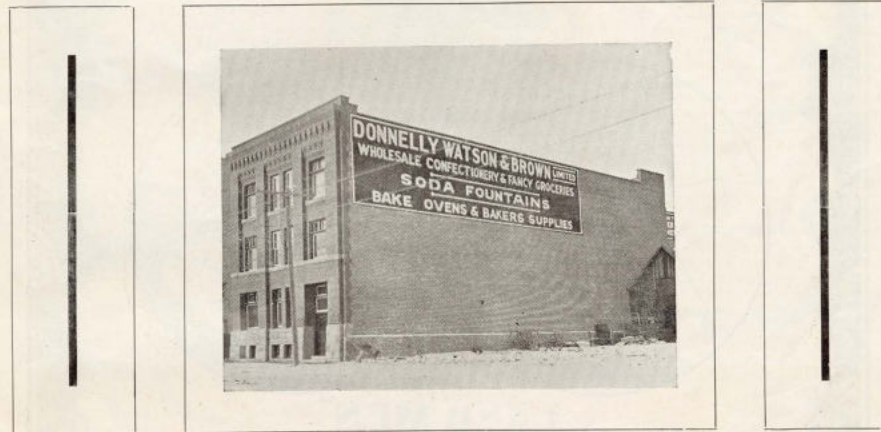
Wholesale Grocers' and Confectioners' Specialties, Bake Ovens, Soda Fountains and Supplies. The Pioneers and also the largest house of the kind in the West

THE prevailing idea that very soon in the future Edmonton will be the metropolis of the Northwest is held by more than one class of people. Such optimism is sometimes maintained by people who do nothing but hope and consequently have no reasons to back up their expectations. In our city the Micawbers who are waiting for something to turn up are few, and those who have the greatest faith in Ed-

The Company, with office at 640 Third Street, has particular and expansive resources in the grocery and confectionery trade, and through such is able to offer our retailers prompt shipments and the lowest possible prices, its large dealings in conjunction with its two other houses enabling it to buy in large quantities and get the low prices that are allowed in transportation where cargoes are shipped directly from one destination to another. Our retailers

been steadily increased in the years that have followed the establishment of the concern in the West.

Four travelling salesmen are employed in the Edmonton branch to cover that part of the Province of Alberta north of Lacombe, and are opening new territory as transportation service increases. Every movement though carefully planned shows the progressiveness



EB-26-33

monton's future are those who are pushing forward so that they themselves as well as the community may realize those promises that are made.

The commercial and industrial concerns that are taking up or seeking locations in this city are not doing it from philanthropic motives, they are doing it because their foresight and wisdom convince them that this is the best field for operations and presents the widest and most profitable market.

Among these concerns that have weighed the advantages of location in Edmonton and have decided accordingly, is Donnelly, Watson & Brown, and as this Company has already been established for some time in Calgary and Vancouver it had ample knowledge to judge and compare conditions and select the location that offered the greatest opportunity and development.

Edmonton then may congratulate itself, since the establishment of this business here the middle of last February adds to the importance and reputation of our city as a merchandising centre, and allows it the extensive facilities which this concern maintains.

benefit by having such resources practically at their doors and the consumer is correspondingly benefitted.

This Company, dealing in grocers' specialties, confectionery and a large range of manufactured goods, have exclusive agency for most of the commodities which it handles and among the nationally known commodities are Ridgway's teas and coffees, Litster's spices, extracts, etc., "Kootenay Brand" jams and jellies, McVittie & Prices', also Huntley & Palmer's biscuits, Cadbury's and Moir's chocolates, "H.P." sauce and pickles and in delicacies for the table, this Company imports some of the most expertly prepared goods that are manufactured on the other side.

As jobbers, the Company has the agency for the manufacturers of soda fountains of modern design and utility, also bake ovens that have shown their serviceability and excellence by demonstration and use. Fancy as well as staple groceries are handled and the quality that is always maintained as well as the prices the Company is able to quote has given it from the start a discriminating patronage that has

of the Company, which composed of young men, is well fitted through vitality and helpfulness to become identified thoroughly with our active and bustling Greater Edmonton.

The officers of the corporation are: F. C. Watson, President; C. A. Campbell, Vice-President; F. C. Brown, Secretary and Manager. Fred W. Harper and D. C. Cameron are in charge of the Company's local affairs and having had many years' experience in their business in the West are equipped to give customers of the firm the best of service. A site right in the centre of our wholesale district is owned by the Company, and the accompanying cut illustrates the warehouse and office building (which is a replica of one of their other houses), they intend erecting in the near future.

All in all, the Company gives impetus to the reputation we hope for as the great supply and distributing point in the Northwest and in advancing its own interests and affairs, this Company will correspondingly benefit our city while it shares its creditable reputation with the community where its transactions take place.

COSTELLO & RYAN

Real Estate Company now Handling Listed Property will enter Market for Itself

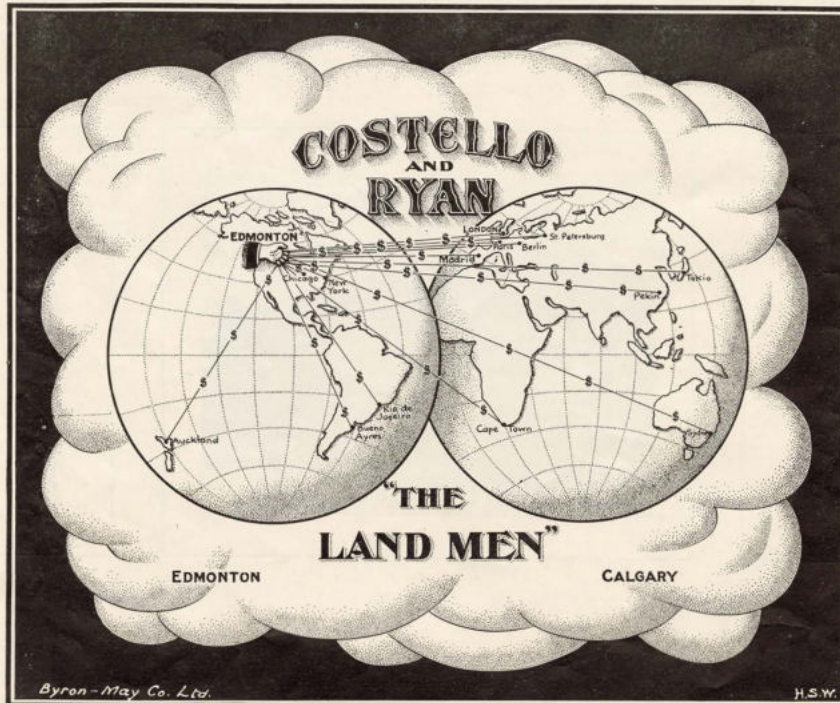
THE development of Edmonton for which we confidently and hopefully look forward, will be effected largely by the new residents that are attracted here and the capital that will be invested. Also it very often happens that new people are more enterprising and enthused than some of the older settlers; such dispositions often help in the up-building of a place quite as much as more tangible materials. The good and admiring word that is spoken for a city often has a far greater influence than a dollar invested ever

prices promoted and financed. Only a short time ago this enterprising firm sold one of the largest ranches, if not the largest, in Alberta, when they sold the celebrated "44" Ranch, comprising 32,000 acres, for MacKenzie & Mann, and others to Thomas Moore of St. Clair, Michigan, the famous horseman, for a figure in the neighborhood of \$250,000.00.

That this company should take an office in this city, with a view to extending the same facilities to customers in this section, not only

of inside property, this company has advised its clients accordingly and has secured for them such central sites as those that are still available from Eighth to Twelfth Streets, as well as several fine sites on First Street.

Mr. James Ryan, one of the members of the firm, and who now resides permanently here, is well known to the Edmonton public, having been connected with the fur department of Revillon Freres here for some years. Mr. Ryan's experience in the real estate business has not



EB-26-34

would have; so that people favorably impressed with our city may mean much more than appears on the surface.

Actions, it is said, speak louder than words, and the establishment of the real estate concern, Costello & Ryan, in our city since early this spring, makes it plain that these partners are among those business men who appreciate the opportunities of our city, and in availing themselves of them they are paying Edmonton a compliment that must be appreciated by all who observe it.

They are The Land Men in Calgary where they have been located for a number of years at 127 8th Avenue West, where Mr. Costello is in charge with a capable and active corps of ten assistants, and where they have extensive transactions in coal and timber lands, farm or city property, and where loans are negotiated on such improved property. Estates are managed from the Calgary headquarters and enter-

adds a new and active force to the commercial enterprises in our city, but also adds to the service and resources of the field in which it is engaged.

The office at 118 Jasper Avenue, East, has been open for the past six months and is under the management of Hugh McGill, and though the company intends to handle in the future property of its own purchase, the days while such property is being investigated and selected have not been idle ones.

Considerable city and farm property has been listed with this concern and in buying and selling on commission its services have been called upon with sufficient regularity to denote the confidence the public has in the firm's enterprise and sagacity and also its entire reliability.

Some of the most desirable lots in Inglewood and Glenora have passed through the hands of Costello & Ryan recently, and realizing the value

been confined to Edmonton, having been for about seven years estate agent and secretary to one of the largest realty operators in New York City, and his knowledge and advice on inside property developments, rentals, etc., has been no small factor in the upbuilding of the firm's standing in this branch of the business.

The company as well as its manager is now convinced that Edmonton offers a better field for operations than any other city in the west and with this idea in mind will exert all legitimate and trustworthy efforts to build up their business accordingly and to take a deserved place among the leading concerns of this kind in this community.

Manager McGill, devoting experience and ability to the administration of the business, is winning regards for his acumen and progressiveness and achieving credit for himself and the principals whom he represents.

SWIFT CANADIAN COMPANY, LTD.

Largest and Most Modern Packing Plant in West Operated by this Concern in Edmonton

NO business nor industry that has ever been established in Central Alberta gave a greater impetus to the community in general than the organization of the Swift Canadian Company, Limited, whose immense plant at the north end of our city has meant activities in many circles, beside the field which this concern itself covers.

The anticipations that were held when the founding of the business was first assured have been more than realized and the fact that the Company has found the field a favorable and profitable one in which to do business has assisted in spreading the reputation of Edmonton as an industrial site, more than any other enterprise or firm has done for it.

The remarkable development of the business has been more important, too, than in gaining credit for the city in outside circles. The increase of transactions has meant a most notable increase in the number of people employed; it has meant extensive transportation facilities, building operations and continual administration expenses, all of which means money expended in this city and a distribution of finances that practically enters every channel of commerce and has an influential result on the same.

The building of the plant, in the far north end of the city, opened up new territory for resi-

This makes the largest pay roll that is carried in the Twin Cities, and for this reason alone the Swift Company is of primary importance and an industry that should be encouraged from all points of view.

In another way it affects favorably Central Alberta, as a major part of its live stock is drawn from this territory one hundred and fifty miles in circuit and all of this stock is purchased within a radius of two hundred miles, thus assuring the breeder of live stock of an immediate and profitable market.

The plant is the largest and most modern in Western Canada, operates on the extensive scale that such a reputation guarantees, and every part of the traffic that is performed at any packing plant is performed here.

Live stock in quantities is butchered, and each part is selected for the use and market for which they are adapted. Fresh beef, veal, pork and lamb, etc., are produced from the animals and are kept in cold storage until shipments are desired. Hams are cooked and cured, and beef is also made ready for the table through the processes this company maintains.

Halves and quarters are hung in refrigerators and as each animal is butchered a government inspector examines the organs and passes them on for the purposes to which they are put.

wholesomeness in the products offered, the rules operation and discipline of the Company are even greater recommendations, as it has rules rigidly maintained that any one using unclean implements, handling or dropping commodities will be discharged. Moreover, cleanliness is observed in every department of the great plant and its sanitary condition is a source of wonder to those who visit here and a matter of pride to those in charge.

The practically perfect condition of the plant is attested from the fact that visitors are admitted with proper permission from the office at any hour.

While this Company has given Edmonton prestige in selecting a location here, it must not be assumed that local trade could allow the development that has taken place. On the contrary, the local trade forms hardly twenty per cent. of the Company's business and its transactions continue to the coast and to the east until it meets another Swift Canadian house. The size of its contracts may be somewhat judged by one of its shipments this summer, fourteen cars being sent on a special train to Vancouver where it was loaded for the Klondike.

This shipment was in accordance with a contract the Swift Canadian Company has with the Pacific Cold Storage Co., which has a chain



SWIFT CANADIAN CO.'S PACKING PLANT, EDMONTON

EB-26-35

dences, and the trade enterprises that naturally followed originated a movement in the real estate market that has not yet subsided.

Though all this has been accomplished through the Swift Canadian's career up to date, the end has by no means been reached, for the growing traffic of this organization calls for repeated improvements and extensions and excavating is now taking place for a new reinforced concrete structure to be used for freezers and cold storage. The building is 65 by 120 feet and eight stories high.

The plant as the individual industry of this section of the city is conspicuous in the immense amount of ground occupied and the several buildings utilized are grouped together so that all the operations of slaughtering, curing, pickling, packing and shipping may be done most economically and promptly. The industry through space occupied would attract attention in the most populous fields but standing apart in a neighborhood of its own, it forms the most striking set of buildings in our city.

The business was only instituted in September, 1908, when the General Manager, C. H. Bradley, with two employees, were the force in charge. Today the office crew numbers thirty-five people and the army of employees amounts to the round figures of three hundred.

Sausages of various kinds are manufactured here, Swift's Silver Leaf Lard, and the old expression that everything about the pig is utilized except its squeal is here illustrated. The same is true of calves, cows and steers, and the residue of these animals is used for a fertilizer that is manufactured in one of the departments of this plant.

Eggs and butter are also dealt in, and the boxes and wrappings for these commodities are manufactured on the upper floor of the main building. An ice plant is also used and the company has its own pond where the ice is cut. The cold storage system is, however, the artificial process which allows a much greater fridity than ice and is one of the most modern conveniences and utilities of the present day, the ice cut being used mostly for the cooling of cars that are sent out.

The stock yards are adjacent to the main building, and the animals are driven from here to the pen where they are slaughtered in the most scientific way known to the trade. The conveniences for sorting the animals and for getting them into the pens are up-to-date, and the separating of the organs, cleaning the body and skinning the beast are performed in the most skillful manner.

The presence of the government inspector while killing is being done is assurance of

of stores in the Klondike. A similar order was filled last year. The Company's operations cover an even wider territory than this, however, and its fertilizer is sent not only to the fruit districts of British Columbia, California and Honolulu, but to Japan as well.

It would take indeed many pages to give in detail the volume of transactions that are executed by the packing plant and the width of territory it covers. It is its connection with our municipality that it interests the citizens of Edmonton and the benefits that have resulted through the organization of the Company here have been too solid and manifold to have escaped the attention of the most unobservant person. The very fact that its payroll amounts to five thousand dollars weekly speaks for itself.

All of the Company's growth and out-spreading has taken place under the management of Charles H. Bradley, whose accumulating responsibilities have been borne judiciously and discreetly. Mr. Bradley has been with the Swift people for many years and though formerly in the States has identified himself with the Canadian corporation and attended to its affairs with a vigor and experience that has caused its local development and the highly successful results that have been achieved, Mr. Bradley being an astute organizer; as well as executive.

THE HOTEL CECIL

Remodelled and Enlarged Building presents one of the Most Attractive and Modern Houses in the City



C. H. BELANGER, Managing Director
EB-26-126

THOUGH the standard may not be altogether a fair one, it is a fact, nevertheless, that a community to a large extent is judged by the sort of hotel accommodations that it offers. Everyone's judgment is more or less biased and if a person goes out and looks over a new town, after a capital night's rest and a good breakfast, anyone will readily see that the town or city will look much more desirable and attractive than if the same person viewed it after being restless all night and eating a breakfast that was neither palatable nor satisfying. So that it would not be wholly out of place to class hotels, especially in newly developed countries, as public utilities.

But as private enterprises Edmonton has greater facilities and higher class service in the hotel field than any other city in the North-west and recent activities in this field has added greatly to the former facilities and extended the accommodations in this line.

We refer here to the addition that was made last fall to the Hotel Cecil, the modern improvements that were effected at that time and the doubling of the capacity which placed the house among the list of first class hosteries in this city, comparable with any from Winnipeg to Vancouver.

The Cecil has been one of the popular hotels of our city for the past five years, but where there were formerly thirty-seven rooms there are now sixty-five. The capacity of the dining room greatly increased, will accommodate without any planning from one hundred to one hundred and twenty-five people, while last winter space

was used in the office and lobby to accommodate some four hundred diners who were present at the Curlers' banquet. Allowing for the space that can be used for banqueting purposes the largest dining hall in our city can be utilized.

The new part of the building, running back on Fourth Street, is a three storied brick structure as is the front part, and in all the chambers contained in it is hot and cold running water, numerous private baths, as well as an unusual number of public bath rooms being one of the features of this up-to-date hostelry.

The lobby of the Cecil, with its charming lounge room for ladies on the street floor, are both furnished with heavy framed chairs deeply upholstered, also tables and other furnishings that offer convenience and comfort to the many patrons of the house.

Writing and reception rooms are well arranged, and since the addition to the hotel was completed there has been a sample room maintained, so that commercial travellers with trunks as well as those with grips can now be accommodated.

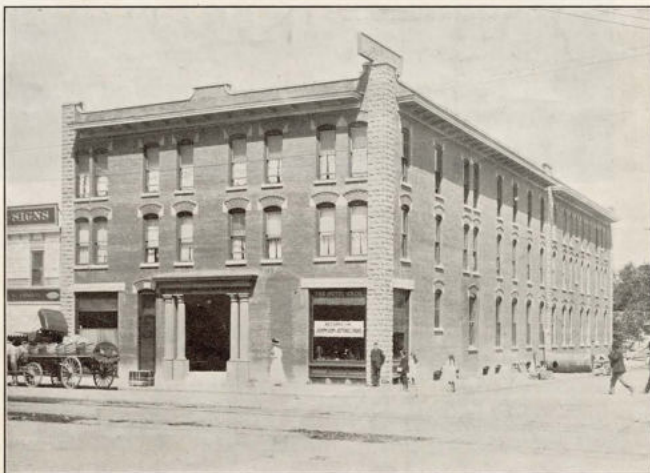
Open plumbing, electric lights, telephone communication with the office from each room, are some of the modern utilities installed, while the efficient management of the house always insuring the greatest comfort and satisfaction has made the reputation of the Cecil particularly well known and wide spread, and causes

Everything that the market affords is offered on the daily menu and with the service of skillful chefs, there is always a notable variety. First class materials are used, and these are expertly mixed, flavored and thoroughly cooked. The service in the dining room is particularly attentive and capable, so that there is no feature lacking to provide the best comforts of home and the many luxuries which a first class hotel provides additionally.

That every operation of the house may be attended to promptly and that each department has its own skilled assistants may be assumed from the fact that more than thirty-five people are employed, whereas half that number was not used when the smaller hotel was in operation. The upbuilding of this business then means not only wider and better service for hotel patrons but in the employment of wage earners, whose financial returns are distributed in this city, it practically assists every mercantile establishment in this section.

C. H. Belanger, the managing director, was the founder of the Cecil, and brings to its direction an experienced and enterprising ability. He has been responsible for the high reputation it has achieved and the increasing business that has been effected.

As a property holder and hotel man, Mr. Belanger is regarded as one of the influential and progressive citizens of this municipality, whose efforts and interests are identified with



THE HOTEL CECIL

EB-26-487

it to be patronized by a particularly desirable class of travellers. In addition to this, there is quite a local trade, as the table here is one of the most noted in our city.

all our public spirited men, whose aim is a better and greater Edmonton.

Mr. Belanger is President of the Licensed Victuallers' Association of Alberta.

Edmonton—As an Industrial and Commercial Centre

FROM its foundation in the year 1798, as Fort Augustus—a trading post of the Hudson's Bay Company—Edmonton has been a centre for the distribution of manufactured wealth throughout central and northern Alberta and the vast region of the Mackenzie River with its tributaries, the Peace and Athabasca. For long years, while the Great Monopoly ruled the western plains, Indians, a few adventurers and servants of the Company were the sole consumers of the products of the factories of the Old World, freighted across more than half a continent to be bartered for furs. When the Indians, in the spring of the year, came by thousands with their fur catch and set up their tepees on the river flats, the primitive commercial activity of which the Chief Factor was then the presiding genius, was the forerunner of Edmonton's wholesale trade. The old fort of the Company which still stands surrounded by its palisade, was Edmonton's first wholesale warehouse.

With the passing of the buffalo and the heaver from the stretches of the Saskatchewan valley, a settlement grew up about the old seat of the company. The ground was tilled. Trees were felled for lumber. Grist mills and saw mills were established and Edmonton began to be a manufacturing centre. Long before the advent of a railway, distribution was effected by pack and river boats. Trade was brisk when money was not to be found in the community. As coppers are not used in Edmonton today, so in the early eighties, business was carried on without the aid of coins of the realm. Merchants issued stamped and signed pieces of pasteboard and these were the medium of exchange. Each store-keeper had his own mint and, there was no counterfeiting.

But goods were no longer bartered; they were sold, and Edmonton's commercial evolution had advanced another stage. Avenues of trade were gradually opened up in all directions. The volume of business was not heavy as customers were few, but such as it was it made Edmonton the distributing centre of a vast inland Empire of untold wealth and laid the foundation for the future development of the city. To this inland Empire, the road to the north was the Appian Way. On the improvement of the trail to the Athabasca Landing, one hundred miles north of Edmonton, the Hudson's Bay Company spent thousands of dollars. But all roads led to Edmonton and traders came in from as far as Jasper Pass on the west and Battleford on the east, as well as unknown distances from the north. With Battleford, a flourishing trade in lumber, grain and potatoes was carried on, these commodities being floated down the river from Edmonton in flat bottomed scows.

Without a railway Edmonton grew to be a good sized town. Great things had been accomplished by its hardy pioneers, but the day of miracles was yet to come. Trade conditions were not materially affected by the construction and operation of the two hundred mile Calgary and Edmonton branch of the Canadian Pacific Railway. Ten years ago, a mixed train made tri-weekly trips between Calgary and South Edmonton, as Strathcona was then called, crawling along at a snail's pace over light and ill-ballasted steel rails. Exorbitant freight rates were charged, which made it unprofitable for Edmonton merchants to ship back over the line and primitive modes of transportation consequently remained in vogue. Edmonton, for a time, had little trade with points to the south. Only with the near approach of the Canadian Northern Railway, five years ago, did the Canadian Pacific Railway, under force of circumstances, put into effect a new tariff, equalizing rates to Edmonton and Calgary. Emancipation from these excessive charges resulted in the opening up to Edmonton merchants of a new field in which a large trade had grown up, and in which they might now compete on equal footing with the merchants of Calgary.

Growth of trade depends on growth of population and the chief factor in the settlement of a new country is the railway. When the Canadian Northern Railway, in 1906, had spanned with steel the prairies between Edmon-

ton and Winnipeg the first rush of settlement into the rich agricultural land east of Edmonton began. As if by magic, a score of new towns sprang into existence all of them looking to Edmonton as their wholesale centre. The trade of the city advanced by leaps and bounds. From this time may be dated the rise of Edmonton from an obscure town to a position in the front rank of the cities of Canada. As phenomenal as the development of the city, has been the expansion of its wholesale trade in these five years. The distinction between wholesale and retail dealers was not clearly marked in 1905, though conditions were beginning to change. A few wholesale houses had been established, and merchants were beginning to

stamps, confectionery, aerated waters, pickles and vinegar, cigars and liquors. Many of the wholesale houses occupy fine buildings and others, lodged till now in temporary quarters, are this year erecting large structures for the accommodation of their expanding business.

Tenfold has been the increase of Edmonton's distributing trade in five years. At the close of 1905 the annual volume of trade was estimated at three million dollars. It is now estimated at from twenty-five to thirty millions a year. The increase of trade in 1910 over 1909 was 52 per cent., not taking into consideration the wholesale houses and manufacturing establishments which started business during the year. As a result of this great expansion of business, which as yet shows no signs of diminution, Edmonton has for nearly a year led all the cities of Canada in percentage increase of bank clearings. The total clearings for 1910 were 71 millions, as against 51 millions in 1909 and 38 millions in 1908, an increase over the clearings of 1909 of 39 per cent., and an increase of 86 per cent. over the clearings of 1908. The increase so far this year has been in even greater proportion, the clearings for the month of March exceeding by a quarter of a million dollars the combined clearings for the months of February and March of 1910. In the territory commercially tributary to Edmonton there were in operation five years ago 250 miles of railway; this mileage has now increased to 1000. An additional 450 miles is now in course of construction and during the past season work has been started on another 600 miles, bringing the grand total up to 2,050 miles.

Year by year the old trails of the trapper are being replaced by highways of steel, and the silent places made to resound with the whistle

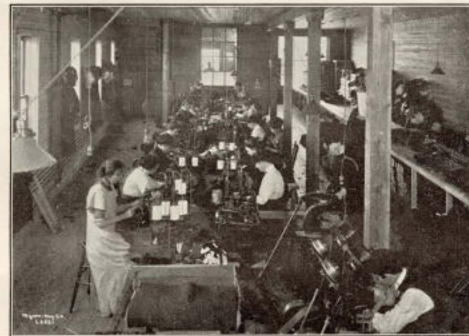
confine their attention to the retail trade. It was the boast of Edmonton five years ago that it had five wholesale houses and that two large eastern manufacturing concerns were arranging for the establishment of wholesale depots. Today there are in Edmonton nearly fifty wholesale houses and fully two hundred eastern factories carry wholesale stocks in the hands of agencies. In manufacturing progress has been made, and there are now in the city fifty industrial concerns which find a market for their products in the surrounding country. One of the largest industries, a packing plant in which a million dollars has been invested, employs 300 hands and has a weekly pay roll of \$3,000. In iron foundries, steel and iron of all dimensions is cut and prepared for building purposes; castings of all kinds and sizes are made. Brick of fine quality, made from native clay, is turned out by half a dozen brick yards. There are four sash and door factories. Two large flour mills convert wheat grown in the

Edmonton district into flour of the finest grade, equal to the best imported flour and sold at a lower price. There are manufactories of paving supplies, cement products, boxes and baskets, mattresses, garments, brooms, jewelry, rubber



EDMONTON IRON WORKS

EB-26-36



GREAT WESTERN GARMENT CO'S FACTORY

EB-26-37

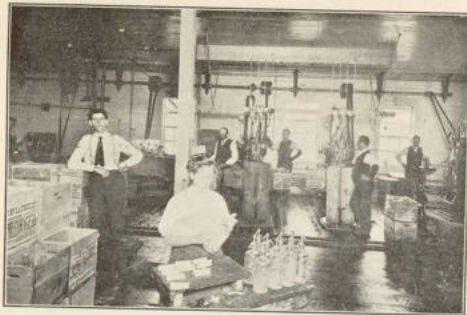


EDMONTON CONCRETE WORKS

EB-26-38

of the locomotive. Three transcontinental railroads have reached the city from the Atlantic and are now stretching out towards the Pacific. Attendant on these great arteries of commerce is a network of branch lines of which Edmonton is the point of origin, and these are being added

to year by year. In an immense area of fertile country Edmonton is commercially supreme. It controls the wholesale trade of a kingdom greater in extent than Great Britain. On



J. J. McLAUGHLIN'S

EB-26-39

the south it divides trade with its Calgary competitors. On the east, on the line of the Canadian Northern, it knows no rival but Winnipeg, on the line of the Grand Trunk Pacific, no rival but Saskatoon. On the west, somewhere in the Rockies, it meets the coast trade of Prince Rupert. To the north its dominion extends to the Arctic Ocean.

Greater Edmonton will be the metropolis of the north country, the Winnipeg of the far north-west. The city now occupies a position of commercial pre-eminence in the largest area tributary to any city of Canada, for the Mackenzie River basin embraces one-sixth of the entire area of the Dominion. The development of the immeasurable resources of this region means the upbuilding of the city which stands as the "Gateway of the North." Addressing the Canadian Club in April last, the Hon. Frank Oliver, Minister of the Interior who last year made a trip down the Mackenzie River to the Arctic Ocean, declared that there was room in the country to the north of Edmonton for as many people as are living between Edmonton and Winnipeg. He had been convinced by his observation that the country was capable of sustaining millions of people. Going north down the Mackenzie River he had found that vegetation and the conditions of

for in the near future, there is no telling to what giant stature these natural resources may cause Edmonton's infant industries to grow. The asphalt of the Fort McMurray region, three hundred miles north of Edmonton on the Athabasca River has been submitted to tests by great having concerns of the United States and gives, on analysis, a greater percentage of pure bitumen than the asphalt of Trinidad. It is claimed by experts to have, in the very highest degree, all the qualities which should make it suitable for paving purposes. The supply is unlimited.

Edmonton is the centre of great coal fields, development of which has only begun. The whole of the district is underlaid with coal. The extent of the coal measures of

the Edmonton formation has been estimated in a recent report to the Dominion Government by the Department of Mines, at 10,800 square miles with an estimated coal content of at least 60,000 millions of tons. The coal lies comparatively near the surface and is mined at a low cost, as impediments to its extraction are few. Underlying the city of Edmonton there are several seams of coal, the lowest so far discovered being at a depth of 250 feet. Coal is now supplied to the plants of the various civic utilities for \$2.65 per ton delivered. Though affording the cities of Edmonton and

project of deepening the river channel to provide a navigable course all the way from Edmonton to Winnipeg has been taken up by the Dominion Government. Surveys started last year by Government engineers will be completed this summer and a careful estimate will be compiled of the cost of the work. When a thousand miles of the river have been cleared of obstructions to



INTERIOR OF ASH BROS. MANUFACTURING JEWELLERS

EB-26-142

navigation, Edmonton will stand at the head of one of the great inland waterways of the world, a second and even greater waterway, that of the Mackenzie river basin, will be tapped on the Athabasca river a hundred miles north of the city. On this river there are rapids which provide immense possibilities of power development.



WESTERN VINEGAR CO.

EB-26-40

Strathcona and neighboring towns a plentiful supply of cheap fuel, these coal deposits have as yet been little exploited. Only a small amount of coal, less than 200,000 tons per year has been shipped to points on the prairies farther east. In the last year, however, six or seven companies of great financial strength have become interested in the Edmonton coal areas, and two of these have already commenced development with a view to production on a large scale in the near future. In the St. Albert collieries, but ten miles northwest of Edmonton, a Montreal syndicate

Together with these great industrial advantages, the City of Edmonton offers to prospective manufacturing concerns special inducements in the form of electric power, water and light at a minimum cost and a system of taxation under which the land only is taxed, not the value of plant or improvements. Application has been made to the legislature for permission to grant to manufacturers a fixed assessment for a number of years. This may now be granted from year to year or for a term of years by a special bylaw approved by the ratifiers.

With immigration into the Edmonton district breaking all records during the present season, and homestead entries more numerous than ever before, the outlook for the future could scarcely be brighter. The settlers are, with few exceptions, of the most desirable class. The tide of settlement in the Canadian North-West is undoubtedly beginning to move towards the last great tract of free homestead land in the Dominion, and when the flood of population breaks over the fertile plains of the Peace River country, a new chapter in the history of the commercial and industrial development of Edmonton will need to be written.



W. R. BARTLEY'S

EB-26-42



SHAW'S CIGAR FACTORY

EB-26-41

life as far as Fort Simpson, 600 miles north of Edmonton did not vary materially. The Peace River country alone, in its estimation, was big enough to make Edmonton as large a city as Winnipeg now is. Of the agricultural possibilities of this part of the Mackenzie River basin there could not be a doubt. It was announced by the Minister of the Interior at a subsequent meeting that the Dominion Government was endeavoring to secure the construction of a railway into the Peace River district, and that there was hope for its construction being undertaken within reasonable time.

On the development of the resources of the north country, Edmonton's future greatness as an industrial centre to a large measure depends. Apart from its agricultural and stock raising possibilities this great area contains gold, iron, galena, salt, asphaltum, oil and coal. The greatest unfinished fresh water lakes in the world are there, and teem with fish of the highest commercial value—trout and whitefish. The timber consists mostly of spruce and poplar, the former running to about two feet in diameter. The timber area of the Athabasca is the most valuable in Alberta. When made accessible by railway communication, looked

will invest a half million dollars. The major developments however will take place in the Brazeau coal fields to which a branch line of the Grand Trunk Pacific is being built south-west from a point 17 miles west of the McLeod river. Industrial development in Edmonton is favored by many other conditions. From the Saskatchewan River is drawn an abundant supply of pure water. A New York engineering expert has estimated that the flow of water in the river is sufficient to supply all the needs of a city of a million people. The

THE YALE

Centrally Located Hotel that has been Extensively Improved and is Most Modern in Our City

THE road to a Greater Edmonton must to a large extent be constructed by the men established here and who realizing the opportunities of this part of Alberta present not only take advantage of them for their own benefit, but exploit them in such a way that other people are equally impressed with the facilities and resources of this territory. Mercantile and hotel men should not only cater for the trade of the present time, but be fitted to care for the increased traffic that the next few years will bring. Upon them and our financial institutions a great responsibility rests, for settlers, investors or promoters must be given a due appreciation of the possibilities of our city, while they may be considering the location they will take up permanently.

In this particular instance the hotels of our city have a great influence for the good that places it among the most efficiently and completely managed houses in this section is the Yale, most centrally located on Jasper Avenue, and being accessible to every part of the city's mercantile and financial establishments.

Prominent among the hotels that have looked to the future and give a service that places it among the most efficiently and completely managed houses in this section is the Yale, most centrally located on Jasper Avenue, and being accessible to every part of the city's mercantile and financial establishments.

Moreover, the Yale represents the greatest progress in hotel management that is now evident; last year its volume of business was trebled, while the facilities that have led to this great increase warrant the extra patronage and the satisfaction that every guest has.

Not only has a great deal of floor space been added to the original hotel, but the most up-to-date improvements have been installed and for comfort, and high class service, no facility or detail is lacking.

The lobby of the hotel has been fitted up with large chairs, deeply upholstered, and a handsomely and conveniently furnished writing room is maintained on the second floor. A ladies' parlor is equipped daintily and usefully, and each of the chambers has attractive furniture, and being always in the most cleanly condition, offer hospitality and home comforts to those discriminating travellers who desire such attractive surroundings and excellent service.

The dining room with a general capacity for eighty, is one of the best arranged in our city,

and the interior decorations, substantial and high grade chairs, with beautiful napery and silver, is one that pleases particular people. The food served adds to the general satisfaction, as particular pains is taken with the daily menu, so that every delicacy the market affords is served there in season, while the thorough and skilful cooking at all times insures a delightful meal at all times. Such recommendation has been given to this department that more than three hundred people are served here every day, and a special ticket for home people, by which twenty-one meals may be had for eight dollars, has been an inducement that

The clusters in which the electric globes are held are of handsome design and workmanship and harmonize with the air of elegance and refinement that is otherwise maintained in this hotel. The Yale is also the first hotel in this city to be equipped with electric cash registers, and five of them, in position in different parts of the house, gives an idea of the volume of business transacted.

An innovation that will shortly be put into effect is a cafe at the rear of the bar, and here lunches or meals will be served at any time and the privilege of smoking will make this part of the establishment one of the first and best Rathskellers in this part of the West.

A news-stand is conducted in the front part of the office and other accommodations in cloak rooms, bar, etc., allow guests here every convenience the transient or permanent boarder may desire. The plumbing is of the most modern and desirable character and every service that a first class hotel is expected to give is furnished here immediately, as prompt and courteous service is an example that is set by the proprietor and is followed by the thirty people who are here employed.

The improvements made in the past year and the extension of business gained, have been under the direction of Proprietor Robert McDonald, who bought out this business in April, 1910, after the house had been opened some two years before that, and had catered to a small trade.

Mr. McDonald being an experienced hotel man, and realizing the opportunities of this location, at once put in operation plans to extend the business and give the Yale patrons the best that any first class hotel could offer. His intentions have been most successfully carried out, and the result is one of the largest businesses in this city, taking places at one of the most popular hosteries.

Mr. McDonald has been in this city for some nine years and has been in the west nearly twenty. He has always engaged in the hotel business, and his splendid experience as well as his enterprise has induced him to assume heavier and wider responsibilities, with succeeding years and in each venture he has accomplished the result he intended.

He is known as one of the most efficient and capable hotel men in our city, has made hundreds of friends in his career and is typical of that aggressive and hustling spirit which has made Edmonton what it is, and which is to lead our city and its business men on to greater fame and opulence.



THE YALE CHAIR DIVAN

EB-26-43



THE YALE DINING ROOM

EB-26-44

has gained the patronage of some of the best people in our city.

In some other features also the Yale is ahead of the times, having been the first in this city to install the eye comfort system of electric lighting. This system, by which the electric globe is placed in a metal cup in which there is a reflector, throws the light upon the ceiling and then upon the lower position of the room, so that the glare of direct illumination is lost and a soft and mellow light comforting to the eyes and nerves is provided.

HUDSON'S BAY COMPANY

The Commercial Eminence of this Remarkable Organization Illustrated Here

PROBABLY in lands where the true significance of the title is not known, the name of the Hudson's Bay Company is heard. Though at first this seems truly remarkable, upon investigation it is not wholly surprising for there are few organizations in the world to-day that have been continuously in operation the length of time the Hudson's Bay has been active and in existence.

In truth in these days of mushroom growth, transitory governments and fleeting propositions, an organization that has endured for two hundred and forty years must indeed stand apart and hold a conspicuous position that few can duplicate and none can rival. Many a story has been centered around the Hudson's Bay Company, and its career has been deemed of sufficient importance to be the subject of historical reviews by several talented writers.

In brief, however, the Hudson's Bay Company as it is related to the Dominion of Canada may be said to be the pioneer. It was the first organization to appreciate the resources of this country, and hundreds and thousands of miles from civilization it was the first locator to plant the Canadian or English ensign.

Promoting the enterprise for which it was formed, that of trading in furs, this the principal motive of the company naturally caused other issues and they may be said to have over-

ing it occupies, and the old wooden building which formerly allowed it sufficient capacity and is located on Third Street, rear of Jasper Avenue building, is headquarters for the fur commission for the Edmonton district.

The Hudson's Bay department store is a natural evolution, keeping pace with the growth of this community for the trend of the times was followed more than twenty years ago when the business was removed from the old fort to Jasper Avenue East, corner of Fraser Avenue, after which the property on Jasper Avenue West, corner of Third Street, was purchased.

The wooden building that was used for some time was moved back, and eight years ago the present three-storied brick building was constructed on two lots that presented a capacity of one hundred by one hundred feet.

Being a leader in pioneer days, this company through its chain of stores in Canada, still maintains the prestige of early days, in all communities where it has stores such high class and complete service being given that almost invariably the business is the foremost one of these localities.

Such in any event has been its reputation in Edmonton, and the company through modern and progressive methods does its part to sustain this reputation and to win and retain the favor of the purchasing public through its

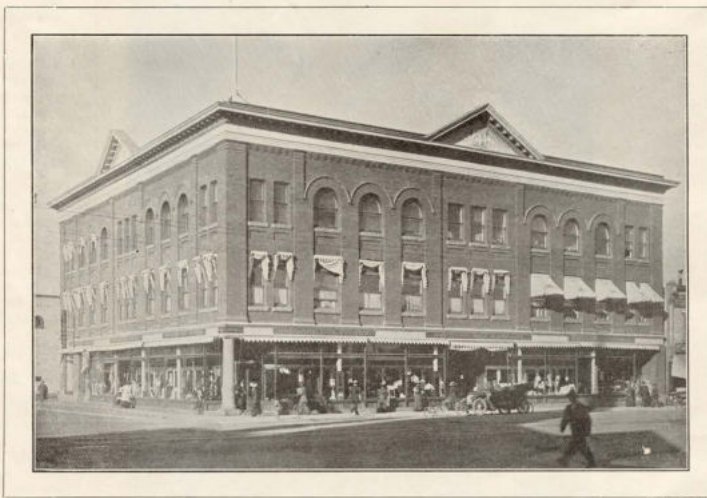
goods every fermented product that has any demand in this locality.

The Hudson's Bay Company now as in early days, brings people to this section of the Dominion of Canada by offering employment to them. Though store employees as a rule are not brought in from other cities or provinces, the wage list upon which there are some sixty-five names, is beneficial to the city, for whether such employees were attracted to this city by the Hudson's Bay Company or whether they were residents here before they were employees, the fact remains that their expenses are incurred here and their earnings are distributed in our city.

New directors have recently been elected to the Board, and new department stores are likely to be opened.

M. S. Booth, the manager of the Edmonton store, has been with the company less than a year and came here from Seattle, the company's policy to have efficient heads of stores being followed to the exclusion of boundary lines. Mr. Booth was considered one of the most capable and advanced merchandising men in the States, and through application of such methods here is justifying his selection by this great organization.

The fur trade of the Hudson's Bay Company as supervised from the Third Street offices, com-



THE HUDSON'S BAY STORES, CORNER OF JASPER AVENUE AND THIRD STREET

EB-26-45

spread to such an extent that the present population of Canada may be traced back to its true source, the Hudson's Bay Company. The traffic in furs caused the establishment of trading posts, from the trading posts came word of the topography of that and adjoining country. The places easiest of access were made supply and distributing depots and the advantages of such locations were so many and desirable that they have often been the starting point of a large settlement.

The first trading post of the Hudson's Bay Company was established in Edmonton very nearly one hundred years ago, and though the original fort was washed away the second fort built still occupies its early location on the river. As this and other sections of this country advanced in population the commercial facilities of the Hudson's Bay Company increased to such proportions that separate attention had to be given them, and today the company has three distinct commissions, directing the fur trade, land holdings and the merchandise or sales traffic.

In two of these fields the Hudson's Bay Company is represented in our city, for of its chain of stores that reach from coast to coast there is none finer or more complete than the one conducted in this city. In accordance with the usual custom, the Company owns the build-

ing it occupies, and the old wooden building which formerly allowed it sufficient capacity and is located on Third Street, rear of Jasper Avenue building, is headquarters for the fur commission for the Edmonton district.

Recent improvements have been effected in the local mercantile house, and where the store had been convenient and well arranged before, partitions have been removed, new fixtures installed, departments relatively placed, so that the public without realizing it had been inconvenienced before, is appreciative of the advantages and expediency that are now apparent in trading here.

Under this roof nine separate departments are maintained, and these are conducted with as much concentration and exclusiveness as though they were individual enterprises, dependent upon the receipts and reputation of their own single transactions.

Dry goods are of course a principal part of the stock, and in this inventory there are many sub-divisions that in some communities are numbered as distinct departments, domestics, linens, dress goods, fancy and art goods and all kinds of table-wear, bed-room furnishings, etc., also women's and children's wear.

Ready-to-wear suits and garments for men and women, boots and shoes, carpets, china and millinery are particular lines, while the grocery department is one of the most extensively stocked in this section, and the liquor department on Third Street offers in bottled

prizes what was formerly three districts, numbering Edmonton, Peace River and Athabasca districts, and this territory extending north to Fort Smith and west into the mountains, covers an area of from twenty-five to thirty thousand square miles. Through it, thirteen posts are established with three or four outposts connected with each one. Bear, beaver, fisher, emine, martin, lynx, otter, wolves and wolverines, skunk and other skins are obtained by trappers and are shipped to London where the Hudson's Bay traffic in furs makes it the largest dealer of its kind in the world.

A. F. Fugl, a man who has been over all parts of the north and west, who is an expert in judging furs, and who has had a wide experience in dealings with trappers, is the manager in Edmonton.

Commercially the Hudson's Bay stores continue the great distributors of supplies even in territories where it has no posts and the local establishment has in recent years constantly increased its traffic in the north, selling at wholesale supplies to construction camps, prospectors and other promoters who are blazing a trail into a new land that may soon be followed by others, to all of whom Edmonton and the Hudson's Bay Company may hope to give service.

ATHABASCA INVESTMENTS, LTD.

Inside Property in Most Promising Country to the North handled by Concern That Knows its Resources

WHEN a person goes about Edmonton, he hears under discussion Athabasca Landing and the opportunities that are opening to it and the future that lies before. Real estate men are looking it up and endeavoring to obtain sub-divisions, mercantile concerns are making preparations to cover that field more thoroughly and extensively than ever before, and capitalists are making comparisons by which they are convinced that more profitable investments can be made here than in any part of Alberta province.

Athabasca Landing is itself on the alert to meet the changing conditions and to push forward and develop the unusual opportunities that will be presented to it when its long looked for railroad transportation facilities are afforded this fall. Now is the time to get in on the ground floor, and the one company that is in a position to assist the investor and give him full information concerning the situation of this country, the reasons why its advancement will be steady and sure, is the Athabasca Investments Co., Limited, realty dealers who are identified with this town, and the only one whose officers have been residents of Athabasca Landing for any length of time and are in a position to speak authoritatively of land values, and to select with confidence and judgment the sites that will be most quickly desired and which are the most advantageous locations for mercantile or industrial purposes, and consequently good investments for the man who intends to do business here, or for the one who is seeking a market where he will get the best return for the money invested.

Nothing has held back Athabasca Landing to the present time but its lack of transportation facilities, and this great handicap will be overcome this fall when the Canadian Northern will complete construction to this point and give Athabasca Landing communication by rail with all parts of this continent. Then indeed will the future of this town be assured, for always its notable position as the gateway to the north has been admitted and only lack of transportation facilities has impeded Athabasca Landing in attaining an eminent position as a supply and distributing centre.

In the past three or four months since the Athabasca Investments Co., Ltd., has been formed, it has handled an immense amount of business. Properties have changed hands with great rapidity and outside capitalists have visited here, making investigations, assuring themselves of present conditions and future prospects and have entrusted to this investment company many thousands of dollars which the corporation has handled with such discretion and wisdom that a profit has at all times been recorded for the concern's clients.

It might be well to say that the townspeople are the most enthusiastic and hopeful investors and each one is illustrating his faith in his community by placing all the funds they have in property about here, in consequence of which they are devoting their energies to making the town the populous and substantial community that everyone anticipates.

The Athabasca Investments, Ltd., being the first one on the ground and having a manager

who has resided at the Landing for the past seven years, has had the preference in choosing the land that will be most speedily taken up. It is buying and selling with a regularity and persistency that denotes confidence in investors and ability of the concern. This company is aware of the fact that about the railroad will be grouped wholesale warehouses, mercantile establishments, hotels, etc., and this is the land it has purchased on its own account and for its patron. Large profits have already been returned to early buyers, but the market is now in the most favorable condition, and it is easy to foresee that it will be a steadily rising one, most profitable for those who now enter it.

Though Edmonton looks forward to greatly increased business when the country to the north



R. C. FARRELL EB-26-127

of us is accessible, it must be allowed that Athabasca Landing must be benefited, before Edmonton is touched. One hundred miles to the north of us, Athabasca Landing is just that distance nearer the Peace River and Fort McMurray-territories, thousands of square miles of land whose deposits and products are to a very large extent uncovered.

As development proceeds in this great tract to the north, supplies must necessarily be secured at the railroad terminus, which is Athabasca Landing, and furs and other commodities that are secured in the wilds will be sent to manufacturing markets from this point of transportation. Other industries must thrive in proportion as the country is opened, and Athabasca Landing should be the central point for new

occupations, while the industries now in operation will be enlarged to meet the increased demand.

Three to five hundred acres are made here each year, to be sent to the north, it is easy to figure that twice that number will be needed when traders or trappers can arrive here expeditiously. Lumbering and milling must take place. Land is fertile and suitable for wheat raising or mixed farming, and Athabasca Landing will be headquarters for supplies in this industry; natural gas has been found here, and preparations are now under way for the exploitation and promotion for every one of these industries.

The divisional point of the great north-west, it must move with the trend of the times, and the disposition of the people and of this period is to penetrate farther and farther into this part of the Dominion and to gather the wonderful fruits which nature has produced and which man is facilitating.

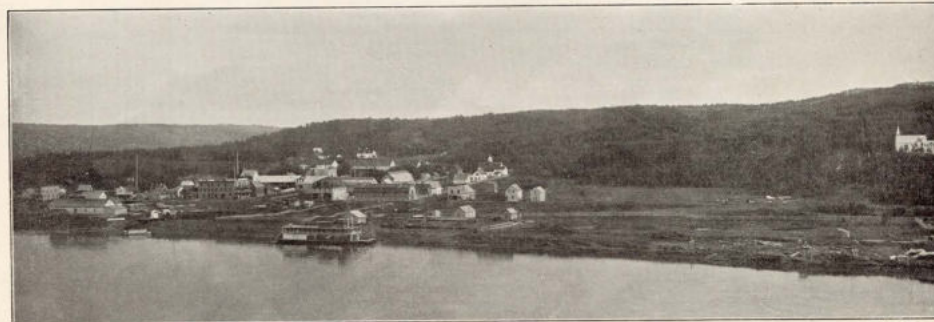
Athabasca Landing is now a town of some seven hundred people, and predictions are made that within a year it will be the residing place of five thousand. A beautiful location on bluffs that overlook the river is one of its charms, a healthful climate another, and the aggressive spirit of its people is another, and perhaps its most productive one, for once in communication with the outer world through the Canadian Northern, no time will be lost to install those utilities that characterize bustling western cities and make them the marvel of the civilized world by the rapid transformation that ensues when they are bent on becoming modern and up-to-date communities.

One could find in no part of the west a more fitting or better qualified man to handle the real estate operations in this town than R. C. Farrell, president and manager of the Athabasca Investments, Ltd.

Born in Van Buren, Maine, twenty-five years ago, this young man at the age of two was brought to this part of the country by his parents and has been a resident of Alberta in the subsequent twenty-three years. He was educated at St. Albert institute and seven years ago located in Athabasca Landing, having been in general merchandising until this realty corporation was formed.

To the easterner the youth of Mr. Farrell engaged in such responsible transactions might appear inappropriate. But the west is the land of opportunities for young men, and it is the alertness, the ambition and the virility of young men in a young country that is affecting the progress that we see on every side. Young blood, like Alexander of old, cries for new fields to conquer and it is blazing paths and making headway where courage, confidence and penetration is called for.

In many cases they are young heads on old shoulders; their ambitions being tempered by their own judgment, their courage equalled by their discretion, and their enterprise balanced by their integrity. Mr. Farrell is a composition of these many excellent qualities and personally and commercially he is a most admirable and trustworthy representative of the Athabasca Investments, Ltd.



ATHABASCA LANDING, FROM THE NORTH BANK OF THE RIVER

EB-26-46

BROWN FRUIT CO., LTD.

Wholesalers in Fruit and Vegetables. Edmonton, Canada

STOCK LIST

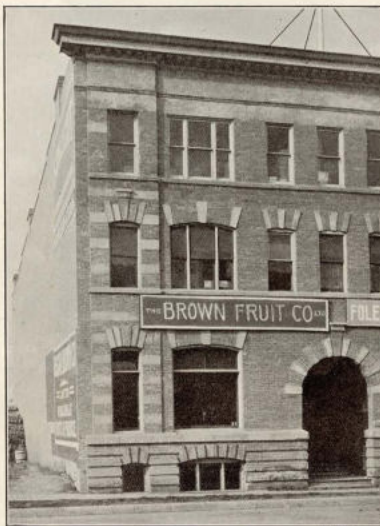
*
FRUIT

Apples
Apricots
African Pears
Bananas
Black Berries
Black Caps
Black Currants
California Grapes
Cantaloupes
Casaba Melons
Cherries
Crab Apples
Cranberries
Dew Berries
Dill Berries
English (hot-house) Grapes
Flageolets
Grape Fruit
Huckleberries
Ground Cherries
Japanese Oranges
Limes
Linden Berries
Lemons
Nectarines
Ontario Grapes
Oranges
Peaches
Pears
Persimmons
Pine Apples
Plums
Pomegranates
Prickly Pears
Prunes
Red Currants
Red Raspberries
Salmon Berries
Strawberries
Tangerines
Thimble Berries
Water Melons
Wild Cranberries
White Blackberries

*
NUTS

Almonds
Black Walnuts
Brazil
Butternuts
Chestnuts
Cocoanuts
Filberts
Hickory Nuts
Peanuts
Pecans
Pine Nuts
Salted Peanuts
Walnuts

CONSIDERING that most of the North-west has been very recently settled and that it is thousands of miles distant from the old established markets, it is not particularly strange that people who get their information by hearsay have the impression that residents here have to endure a number of hardships and are denied the luxuries and some of the necessities that can be easily procured in older established communities. Edmonton and the Province of Alberta through many educational methods have tried to present this province as it really is and no way could be more convincing than a description of this city's mercantile and wholesale houses. The number engaged in business and the many different lines that are conducted should be proof that no wants are held and there is no desire or demand that cannot be met there. Though this part of Canada is not a fruit raising district, thus far no centre of commerce or civilization could be better provided for in this respect. Our wholesalers take no notice of distance, and dainties



EB-26-47

and necessities are shipped in here daily, from the most perishable tropical fruit to the hardiest growth of the temperate zone.

The Brown Fruit Company, Ltd., successors to the Oscar Brown Co., which was one of the old established ones in this city, has its office and warehouse located at 654 Third Street.

This Company buys many hundreds of cars of fruit and vegetables annually, besides daily express shipments.

During the winter months and early spring, cars of oranges, lemons and grape fruit arrive almost daily from California, Florida and Japan. With the advancement of spring, tropical fruits and vegetables, such as strawberries, tomatoes, celery, cucumbers, etc., begin to arrive. The early summer months bring cars of pineapples from the West Indies and Florida. Cars of bananas, of which this Company are heavy importers, then begin to arrive every few days from Central America by boat to New Orleans and rail to the Company's ripening rooms.

They are in the market early with strawberries from Florida, Louisiana and Tennessee. It is about June they start

their really heavy shipments of strawberries from Oregon, Washington and British Columbia. Several thousand cases are handled annually. This leads up to preserving season, during which cars of apricots, peaches, plums, pears, crabapples, etc., are arriving daily and several cars can be found on their private spur track at any time during this season.

As the small fruits depart the apple season begins in earnest. This Company makes a specialty of British Columbia and Washington boxed apples. Besides box apples many cars of barrelled Ontario Spies, Snows and Nova Scotia Gravensteins are handled. They specialize in these three varieties.

In root vegetables, onions predominate. These come from Australia, Texas, California, Spain, Washington and British Columbia.

Many cars of potatoes are shipped out of the province. These are purchased from the growers in the vicinity of Edmonton. The management being of the opinion that a great deal more vege-

tables could be profitably raised in this part of Canada.

The company own some fine teams besides engaging several others during the busy season and are now contemplating a motor delivery system.

They have a large permanent office and warehouse staff and extra service is provided during the summer months. A staff of four salesmen cover all the territory tributary to Edmonton.

The Company occupy a fine warehouse with a spur track in the rear but are rapidly out-growing their present quarters and expect before long to erect a larger and more modern warehouse.

H. W. Morgan, manager and director, has been the representative of the Brown Fruit Company since it was established here. Mr. Morgan is a young man who has had a great deal of experience in the fruit trade and has been engaged in this line of commerce in many different markets. Naturally he is devoting his greatest application and ability to the upbuilding of this concern and the success that has already been achieved augurs well for the future and from being a leading wholesale concern in Edmonton, the prediction is made that it will be one of the leaders in Canada.

STOCK LIST

*
VEGETABLES

Artichokes (French)
Artichokes (Jerusalem)
Beets
Broad Beans
Brussels Sprouts
Cabbage
Carrots
Cauliflower
Chives
Citron
Cow-horn Turnips
Cucumbers
Celery
Dill
Egg Plant
Endive
English Cucumbers
Garlic
Green Beans
Green Corn
Green Onions
Green Peas
Green Peppers
Head Lettuce
Hothouse Lettuce
Japanese Radishes
Kale
Kola Rabi
Leeks
Mangoes
Mint
Morrels
Mushrooms
Mustard Greens
New Potatoes
Onions
Parsley
Parsnips
Pickling Cucumbers
Pickling Onions
Potatoes
Pumpkin
Red Cabbage
Red Peppers
Rhubarb
Sage
Salsify
Summer Squash
Sugar Beet
Radishes
Rutabagas
Spinach
Squash
Sweet Potatoes
Sweet Turnips
Tomatoes
Turnips
Vegetable Marrow
Water Cross
Wax Beans
Yams

GORMAN, CLANCEY & GRINDLEY

Supply House with Extensive Stock, Provides Equipment for Every Industry in this Section

IF diamonds were to be discovered in some part of Alberta tomorrow, within two days some of the enterprising firms in our city would be offering the equipment to work the mines and the necessary tools for the miners. Such is the opinion of men who have seen how quickly Edmonton does respond to any calls and such is the belief of dealers who would be the ones most likely to supply any such demand.

The remarkable resources of Alberta does not however admit of the possibility of diamond mines, but it is a province of remarkable advantages in natural resources in the developing of which our city has been most alert in furnishing the conveniences and equipment suitable for the different operations carried on.

There are few cities of its size that could duplicate such an establishment as Gorman, Clancey & Grindley, Limited, dealers in mining,

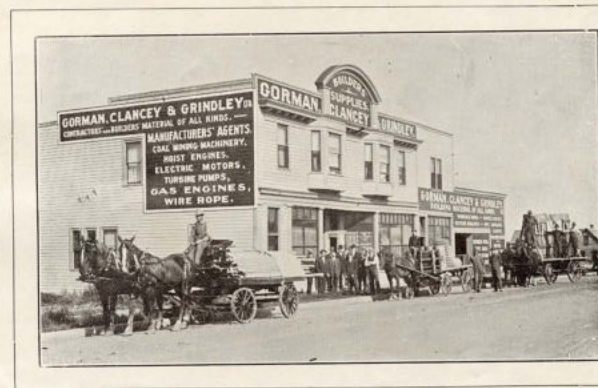
be expeditiously investigated by the means at hand, and this company recently sold to the Fort McKay Oil & Asphalt Co. its modern machinery by which its oil wells at Fort McMurray are being developed. The Fort McMurray Oil Company also secured its equipment from the Gorman, Clancey & Grindley Company, and it may be truthfully said that no operations of this kind, no matter on what scale of magnitude they are conducted has ever been interrupted or delayed by lack of facilities or machinery in which this corporation deals.

This condition is a remarkable illustration of the advancement that has taken place in recent years and the important position our city has assumed in such extensive dealings. Though this company has been formed only five years, when it was first established in our city there was not a hoisting machine in use, unless it was in the construction of the piers and bridge at

today, having the confidence and patronage of all those with whom it has had dealings, and being recommended more and more widely by these same appreciative customers.

This Edmonton concern in fact has a trade that extends even to Rocky Mountains, and where coal mines are in operation it has largely furnished the machinery that is installed. This is true also of the coal mines that are being operated in the Edmonton district and every utility that is suitable for the disposition of the ground where coal deposits are handled by this company.

The many mechanical adjuncts that are now used where business blocks, bridges or stone work is being done are carried by this house, while sewer pipe, drainage systems as well as contractors' and builders' supplies are handled in large quantities. The company occupies its own plant on Fourth Street, where an acre of



EB-26-48

electrical and steam machinery, boilers, engines, derricks and hoists, wire rope, steel rail, also cement, plaster and other builders' supplies.

It would naturally be assumed that this company has more than local transactions, and such prediction would at once be verified. Yet locally the trade is of immense proportions, and the declaration that Edmonton is the gateway to the north is most convincingly demonstrated by this company.

That great north and west, so much of which remains unexplored, shows natural resources, the extent of which can even now be only surmised. Operations, however, are going along in various lines, and the work has been facilitated and proceeded through the equipment that could be secured so conveniently in our own city of this concern, Gorman, Clancey & Grindley. Whatever has given promise could

Clover Bar. Contractors were virtually confined to hand implements, and no sort of artificial motor power was utilized. It must not be surmised that builders and contractors did not know the value of such methods, but they were not conveniently at hand and none of the newer time-saving inventions had been exploited here.

The advent of these men and the founding of the business of Gorman, Clancey & Grindley effected many changes. Not only were mechanical equipment placed in stock, but the economy of utilizing them was demonstrated, so that only this concern experimented and customers were sure of practical results before they became purchasers. Having, however, found satisfaction with the first offerings and transactions of this corporation, they have looked upon it as headquarters for machinery ever since, and this is the position it holds here

floor space and grounds are utilized, and within a very short time will be convenience by a spur track from the Canadian Northern Railroad. Some twenty-two people are employed and a similar business is conducted in Calgary, where S. A. Clancey is in charge. The officers of the corporation are: Sam. J. Gorman, President; S. A. Clancey, Secretary; T. M. Grindley, Treasurer.

All are men of administrative and executive calibre, who came from different parts of the country, yet were united in selecting Edmonton and Calgary as promising and desirable places for industrial enterprises. They have proved the soundness of their judgment and their extensive business establishments and connections have assisted greatly in the exploitation of these two cities as mercantile and industrial supply centres.

BLOWEY-HENRY CO.

House Furnishing Concern that has one of Largest and Finest Establishments in the West

It may be admitted that Edmonton not only desires commercial establishments that may cater completely to the wants of this city and vicinity, but also this, the capital of Alberta, desires to see business organizations that through capacity and facilities, have a superiority and eminence that makes them known through the entire west. Where a concern has the reputation of carrying the largest stock in the Northwest and having one of the finest and most modern buildings, Edmonton shares in the prestige that is gained by such a company.

Thus the Blowey-Henry Co. is not only creditable to the owners of the business but also reflects credit upon this community where it is maintained and where it has been developed.

The Blowey-Henry Company, occupying its own building on Jasper Avenue East, has one of the largest emporiums used for such retail

in here, and it is scarcely too much to say that no demand could be made that could not be immediately supplied. Kitchens and dining room furniture of all grades are shown and the newest designs are displayed in wood, finish and workmanship. The same is true of chamber, hall and library furnishings, and that Alberta is a most prosperous country is evidenced anew by the luxurious furnishings that are shown for such apartments. As there is a constant replenishment of stock, it will be seen that such goods are not kept for show or advertisement, but because there is a demand for them.

Upholstered goods of all kinds, showing the newest durable and modern patterns in upholstery are carried, while carpets, curtains, draperies, pictures, etc., are handled, so that the occupant of a new home or the resident who is adding to his house furnishings may be suited here and practically a residence may be fur-

resemble the present capital and stock now utilized. J. T. Blowey was the founder of the business, and though we now view with admiration and some envy its great success, we may be sure such results were not achieved without the expenditure of the greatest energy, application and industry that few of us would have the courage or persistency to devote.

In the fall of 1904, the present combination took place, and W. T. Henry was admitted to partnership, after which business developed so rapidly that much larger premises were required and in 1906 the present building was erected and occupied. Today the firm is having constructed a large five storey warehouse in which to conduct a wholesale business, a recent acquisition of the firm.

Mr. Blowey, who has retired from an active participation in the business, resides in Vancouver, and the management of affairs rests



BLOWEY-HENRY CO.'S HOUSE FURNISHING ESTABLISHMENT

EB-26-49

transactions any place in the Dominion. The structure comprises five stories and a basement and the dimensions of the building, 66 by 120 feet, gives it a floor area of forty-seven thousand five hundred and twenty feet.

In a measure the building is so constructed that from the upper floor gives a view of the greater part of the premises, as a central opening is one of the attractive features of architecture and assists in making the interior one of the best naturally lighted business houses in our city.

The extensive floor space gives it unusual facilities for carrying stock and every part of the space is utilized, in consequence of which it may be easily seen house furnishings of every class may be carried and each line of goods being given sufficient space where the best and most conspicuous display can be made.

Every line of furniture that is manufactured in high class or medium grade goods are dealt

nished from top to bottom. Picture framing is also a trade that is given experienced attention.

In addition to the service this concern gives through the stock carried and the transactions that take place, it must be considered as an important factor in our municipality through the number of people that is employed. A payroll of thirty people is not an inconsiderable one, in a community largely given to agriculture, real estate and commerce, and the wages thus paid have an influence on every circle in our city, since their recipients are residents of the city and their expenditures may be said to be wholly within the city limits. Two or three teams are also operated.

This employment of labor is in itself significant of the growth of the business for like many another of our pioneer industries the company was started in an unassuming and modest manner, with investment and stock that little

entirely with Mr. Henry. Naturally they are in capable hands, for Mr. Henry has been in merchandising enterprises in our city for twenty years and had retired from the clothing trade for a year before he was induced to return to mercantile life and take an interest in this concern.

Mr. Henry then, as well as Mr. Blowey, are among the early settlers of this great Northwest, and from the start both were convinced of the opportunities this field presented and with sagacity and enterprise they promoted their investments and enterprises with a view to participating in the accumulations they were so confident would result.

That their company has gained a leading position in the mercantile world is only a just reward for their industry and energy and the city of Edmonton shares in the prestige which they have acquired.

THE GREATER EDMONTON



View of Edmonton from the Corner of Fourth Street and McKay Avenue



Another View of Edmonton taken from the same location with the camera pointing in another direction.

EB-26-440

DWELLERS in the effete east declare that of all liars the westerner is the most picturesque. Under cover of this doubtful compliment they do him a gross injustice. What if it be true that he falls at times before the temptation to exaggerate when speaking of the town or city of his adoption? Send the easterner west and within a year he will be dabbling with the brightest rose tint of his imagination the picture which before he condemned as highly colored. He will discover in the westerner no liar, but one who lives in a land where imagination again and again falls behind breathless in the race with fact, a land where the lies of today are the half truths of tomorrow. Before he can be dragged to the bar of judgment for a lie he has incurred the danger of condemnation for under-statement of a truth.

The climate of the West, exhilarating though it be, cannot account for the optimism of the West. The springs of that optimism lie in the past. The faith of the West in its own future derives its inspiration from that which has been, and is being accomplished. Yesterday the haunt of the buffalo and red man; today the home of peoples of every race and clime who are fast breaking into the quiet of its prairies with the hum of busy life. This is its history and this the source of its boundless hope for the future.

What better illustration could be found of this miracle of growth than that which is afforded by the expansion of the City of Edmonton, capital of the Province of Alberta, and fairest city of the West! Its population today is 28,000, and with that of the sister city of Strathcona, with which it will soon be united, approximately 34,000. Yet one may meet on its streets men, not old but in the full vigor of life, who remember the days when the city of Edmonton was Fort Edmonton, a mere trading post established by "The Gentlemen Adventurers of England Trading into the Hudson's Bay." There are men who today ride upon its street cars between handsome business blocks facing sidewalks thronged with the hurrying crowds of a modern city, who remember a time when, as dwellers upon the site of this same city, they feared an attack of the Red Indian; and, who, when they came here to make their homes, travelled by trail nearly one thousand miles from Winnipeg, then the nearest point connected by railway with the outside world.

Even so late as the year 1901, some three or four years after the Canadian Pacific Railway had made its entrance into the City of Strathcona, on the south bank of the Saskatchewan, Edmonton was no larger than several of the towns which are now to be found along the line between Calgary and Strathcona. The population of Edmonton at that time was 2,652, as compared with 28,000 today. The pupils in attendance at the three schools which

sufficed for the needs of that time numbered less than five hundred, and only eight teachers were employed. There are now 4,000 pupils and more than seventy teachers.

It was not until the year 1904 that the town of Edmonton cast aside its swaddling clothes and was clothed by the legislature with all the responsibilities of civic government. At that time the population of Edmonton numbered less than 7,000. It is, however, from the following year that the beginning of real growth must be marked. Up till that time no railway entered the city proper, and Edmonton was dependent for communication with the outside world upon the railway which had established its terminal station in Strathcona, separated from this city by the broad valley and swiftly-flowing waters of the Saskatchewan. There had been those in Edmonton who asserted that the day would come when this city would be established as one of the great railroad centres of the northern half of the North American continent. They received the first tangible assurance that their hopes might be fulfilled when, in the year 1905, the Canadian Northern Railway entered the city, establishing for the first time direct communication between Edmonton and Eastern Canada. So far from being a city of one railway, however, Edmonton has now become a centre from which railroads, either in operation or under construction, branch out in thirteen different directions. The year 1910 was marked by the entrance of the Grand Trunk Pacific Railway and by the commencement of work on the high level bridge which, at a cost of one million and a half dollars, will bring the Canadian Pacific Railway across the valley of the Saskatchewan into the City of Edmonton. Already, despite difficulty in securing labor, the steel of the Grand Trunk Pacific has been thrust westward to a point within appreciable distance of the mountains, and from Prince Rupert, the terminal on the Pacific coast, the work is being pushed rapidly westward towards the point of contact. With the completion during the next two years of two transcontinental lines, the Canadian Northern and the Grand Trunk Pacific, and with branches opening up the vast areas of country north, south, east and west, who will venture to set a limit to the growth of Edmonton during the next decade?

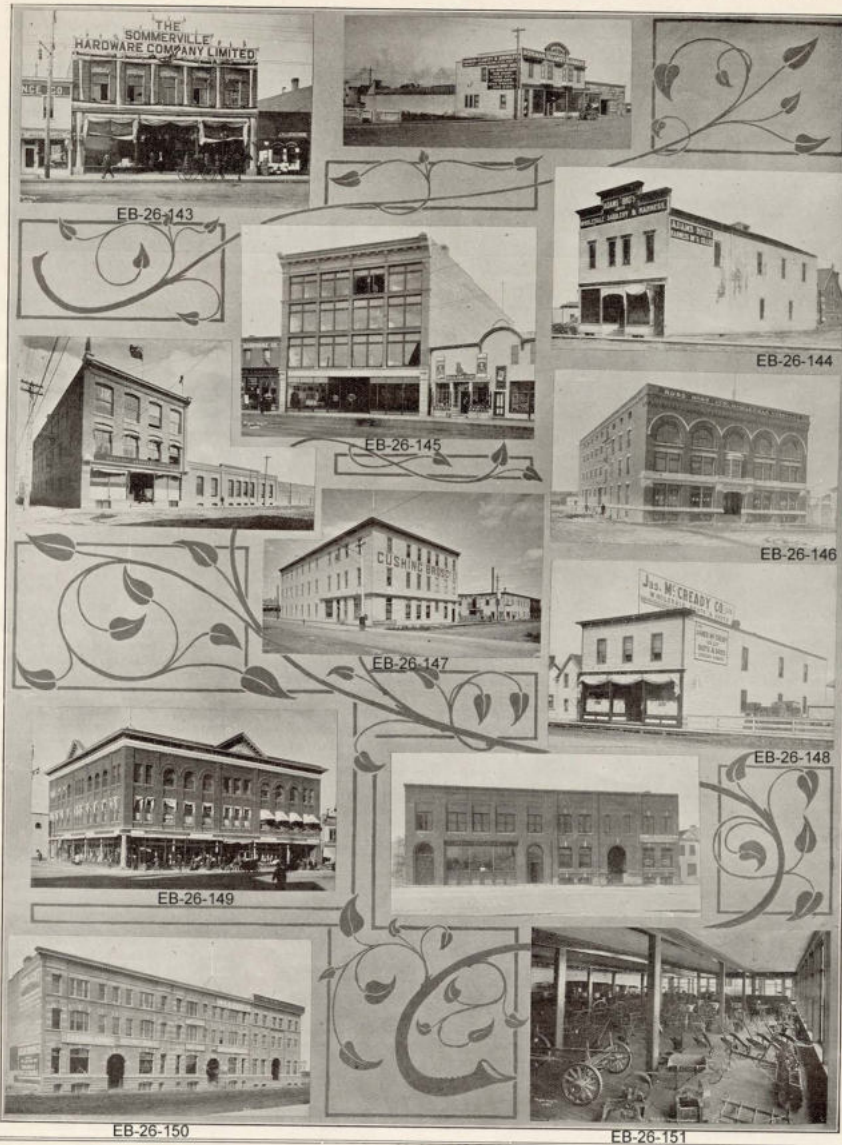
To the business man there is no more reliable criterion by which to estimate the growth of a city than that to be found in the records of the bank clearing house. Judged by this standard, Edmonton becomes conspicuous among the most prosperous of the cities of the Dominion, having shown record the larger percentage of increase in any bank clearings of any city in Canada. The total clearings for the year 1906 were \$20,063,184. In 1908 the clearings amounted to \$38,486,496, in the year 1909 to \$51,-

\$61,018 and in the year 1910 to \$71,633,115. This rapid increase, which continues during the present year and will beyond doubt break all records, is due largely to the remarkable expansion of Edmonton's wholesale and manufacturing business.

A similar story is told by the records of the city assessor's office. As in the City of Edmonton the land is made to bear the major part of the burden of taxation, the increase in the amount of assessable property is a fair indication of the development of the city. The net assessment in 1909 was \$1,244,731. In 1904, the net assessment was \$3,939,648. In 1907 it was \$21,985,700; in 1909 \$25,884,990, and in 1910 \$30,105,110. It is estimated that the value of assessable property in 1911 will be \$35,000,000.

No matter into what department of activity enquiry is directed the result is invariably the same. Everywhere is found the record of remarkable growth, together with the assurance of greater achievements. No one familiar with the facts can fail to realize that, great though the progress made in the past has been, it is but the beginning of a triumphal march which must, at no distant date, establish Edmonton as one of the four or five greatest cities of the Dominion. Never before has it occupied so large a place in the interest of the outside world. During the past year enquiries concerning the resources of the district have poured daily into the offices of the Board of Trade. Never in any previous year have so many British and American capitalists visited Edmonton. Almost daily during the summer and fall of 1910 some person or persons representing important moneyed interests in Great Britain came with the express purpose of verifying for themselves the reports which had reached them of the extent and value of this district as a field for profitable investment. All agreed in admitting that what they saw far exceeded their most sanguine expectations. British capital has awakened to a knowledge of the opportunities offered by Western Canada. The investments of British capital in Western Canada during last year were larger than ever before. During the present year their volume will increase. Men and money are the first needs of this district. Nature has done her part. Beneath the soil she has laid extensive beds of coal, and away off to the west and north rich deposits of minerals. Everywhere are vast stretches of the most fertile soil in the world, waiting only the touch of the farmer to transform its green fields into an undulating sea of golden grain. Opportunity issues her clarion call, thousands respond but ever the cry goes up "There is room for more." For the settler there is the assurance of rich reward for labour, for the investor the assurance of profitable returns for capital invested.

Imposing Business Blocks and Apartments in Greater Edmonton



THE IMPERIAL SHOE STORE

Distinct enterprise, different from others, has been successful in year and half

THERE is a certain generosity and lack of economy in all new countries which is shown in the prices that are asked and the quality of goods that are carried. It is a time when every one is prosperous and some other people never ask the price and others never expect any change back. However, this condition passes and people begin to question if they are getting full value for their money or if there is any reason they should not get a bargain. And the business man who sees this change coming and prepares for it is the one that profits correspondingly.

The Sample Shoe Store, 215 Jasper Avenue West, established in May, 1910, is one of the signs of the times for this concern is one that believes every person should be entitled to full value for his money and should have the priv-

ilege of making as economical purchases as if he were in the east. The business, as its title indicates, is devoted exclusively to salesmen or sample shoes that are used for display or exhibition purposes or are made up in odd sizes and consequently have no place in the manufacturers' regular stock. They are consequently closed out at much lower prices than the regular lines and go to the consumer at that proportionately small cost.

That such a policy is appreciated in Edmonton is shown in the volume of trade that has been built up by the Sample Shoe Store in less than a year and a half.

Beside the price, however, there are other considerations as some of the most novel designs are thus made in samples and some of the

most costly materials are put into them. At all times a fine grade of leather is used and at the local store every seasonable last and material is shown in men's, women's and youths' wear. Prompt and courteous service is given and as much attention is given to fitting and measuring the feet as in the most exclusive footwear establishment.

Colin Case, the proprietor, has been in Edmonton for seven years, and was aware of the changing conditions that would warrant the founding of this particular business. He had also been in charge of a shoe department for three years and this experience coupled with his enterprising and foresighted ability has brought him a sound success which is but an indication of what the future with its many opportunities will bring him.



EB-26-128

CHARLES MAY

Contractor who had Thorough Experience in this field, is Giving Exclusive Attention to Realty

THERE are many dealers in this city who are ready to supply the most modest or most extensive demand for real estate. The prospective buyer has but to declare his intention when he is offered anything that the market affords. All of which facilitates and enlivens operations in this field in which so many substantial men are engaged. Still there are people who have engaged in this enterprise who have not the qualifications that one would like to see in a business man, whose assets should be reliability and the confidence of the public. The reputation of our city is in many instances at stake when real estate is being moved, and it is most essential for the good of the community that such transactions should be conducted in an entirely honorable and trustworthy manner.

It is always gratifying then to have among these operators men who really know the city, who have given evidence of their ability and integrity in other lines and who have upon entering the real estate field devoted to it the same painstaking methods and trustworthiness that gained them prestige in other industries.

Though Charles May, with office at 553 First Street, has been exclusively established in real estate only for the past five months, he has been a resident of Edmonton for nine years and his former enterprise, that of contracting, was such as to give him a thorough insight into the property and land values, so that he was fitted for his present enterprise much more thoroughly than most of those who are in this competitive field.

Taking hold of Cromdale, which through Mr. May's office is being rapidly disposed of, his judgment was at once shown by patting upon the market this plot of ground that is available for immediate occupancy. The division comprises three hundred and sixty lots and is west of the Exhibition ground, adjoining City Park. In consequence it even now has the facilities that two car lines afford, and will shortly have all the modern conveniences and utilities which our city offers.

The property ultimately must be the residential place of some of the better class workmen who will be employed in this vicinity, and as such offers a bargain either as an investment or for a permanent holding.

Mr. May confines his operations to no one particular branch of real estate dealings. He holds the opinion that all buying is good buying in Edmonton, that can look forward to a population of a round hundred thousand, and is an active factor in this field both in purchases and sales.

The reputation held by Mr. May before he entered the real estate business was such as to gain him the confidence of patrons in this market, and his judgment is relied upon by the many buyers who hear from all quarters the superiority of certain lands and must finally accept the decision of the man in whose experience and trustworthiness he has the greatest reliance.

Mr. May has in consequence built up a volume of business in a short time that would be most surprising if it were not for the career and record that he had acquired previously.

As a contractor he had most of the large buildings that have been erected here in recent years under his supervision and was the builder of a number of the bank and mercantile blocks on Jasper Avenue and First Street. He was the contractor for the Post Office, Hudson's Bay Co. building, and laid the heavy and solid piers for the bridge of the Grand Trunk Pacific Railroad between Clover Bar and Edmonton.

Mr. May was the Mayor of Edmonton in 1906, he is an active worker in the Edmonton Exhibition Association, and a factor in the membership of the Board of Trade. The up-building of our city has been with him a primary consideration, and industrially he has assisted in its development, while personally and as a public spirited citizen he gives a hearty support and encouragement to any movement that promises the welfare and progress of this country.

YORK & McNAMARA

One of the Leading Real Estate Concerns whose Foresight has been Demonstrated in its Investments

THOUGH the real estate market is one of the most attractive propositions that appeal to discerning men in this section of Alberta, it does not always mean that the men who enter it are always well qualified for successful operation in this field. In consequence, it is dealers who have shown their capability, who have shown progress and who have achieved the reputation and reward that their abilities and application should bring.

It is also well for the investor to regard the standing of the real estate concern with whom he has transactions, since the judgment and

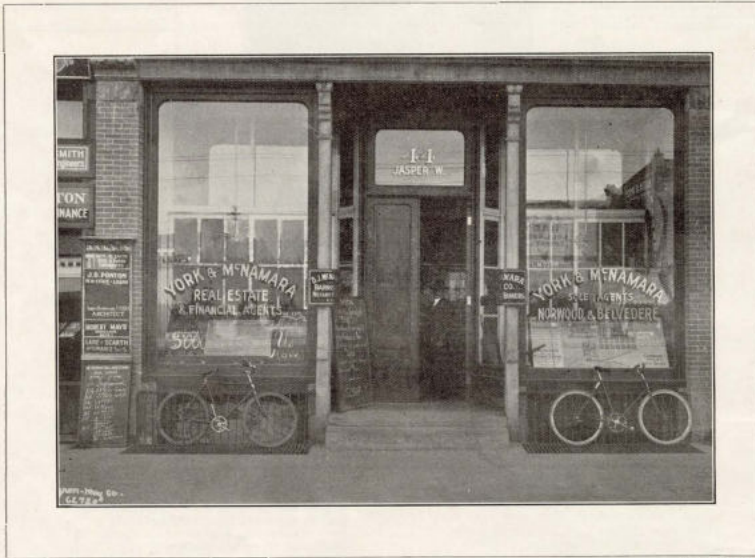
for Norwood, a high class residential neighborhood, opposite the boulevard, they practically disposed of all the lots within a year after putting it upon the market. This firm was the first promoter of Belvedere and sold the acreage that remained in one large transaction.

Though these are matters that are now past, they are illustrations of the ability and enterprise of the old firm, and show the experience that was inherited by the present one. In fact, such accounts are hardly necessary as in the past two years the firm of York & McNamara has continually advanced in the volume of business done and the discriminating

standing that it enjoys leads many people to list saleable property with them, so that some of the "best buys" in the community may be secured through this firm.

The company's experience also comes into effect here, for it knows when prices are staple or inflated, and can govern themselves and prospective buyers accordingly. Also they protect those who are to sell, by demonstrating to them the time to hold and the time to come upon the market.

Like most of the sound real estate companies in our city, the company has property of its



OFFICES, JASPER AVENUE WEST

EB-26-152

experience of real estate men is naturally called upon when purchases are to be made, and men who have had experience, who are familiar with the country and conditions are those who are best fitted to advise or guide in the purchase of available property.

The firm of York & McNamara, 44 Jasper Avenue West, is not only one of the best known and enterprising real estate concerns in our city, but the earlier experience of the partners has particularly qualified them as experts in this work and has given the confidence of a large and increasing patronage.

It is a direct successor of the Edmonton Real Estate Company which was composed of A. York & Sons, and when the senior member of the house withdrew two years ago to become the president of a securities company in Vancouver, T. J. McNamara entered into partnership with L. M. York and as such the firm is now constituted.

The Edmonton Real Estate Company, with Archibald York and L. M. York, was one of the most active promoters of property in this city five years ago, and having the sole agency

class of patrons they have attracted and satisfied.

In buying and selling, this company shows an exact knowledge of past and present conditions, by which they may definitely predict the future, so that clients looking to them to secure property that will increase in value are given reliable information and are advised trustworthily as to what course to pursue.

At the present time this company has upon the market Alberta Park, and this land is in Section 10, west of the city, is a property that is bound to develop and in the future to be one of the best residential neighborhoods in our city. A mile and a half from the car line, the ready sale that lots have had promises an early settlement of this district, and the consequent improvements that are soon effected when a sufficient population is assured.

The park contains 640 acres, and much of it is now being suggested as useful for small vegetable raising, an industry that could easily be made most profitable.

The company handles all kinds of property on commission and the confidence and high

own and its confidence in the future of our city is shown in the fact that at present these possessions are not for sale.

Mr. York has been in Edmonton for the past seven years, coming here with his father, who had been engaged in live stock trading and combining with him when the advantages of real estate transactions appealed to them.

Mr. McNamara has been here for sixteen years and finished his education in this city, entering the real estate business through successive steps that were induced by his interests and knowledge of property and conditions. Both young men have devoted energetic and thorough methods to the foundation and advancement of their affairs and a straightforward policy in addition to an advancing one, has always been pursued by them.

Both members of the firm are members of the Board of Trade and other representative organizations, and in pursuing their own enterprises are not oblivious to the advancement of our community, and lend their efforts and influence to any project that promises its welfare.

D. R. FRASER & CO., Ltd.

Was Founded by a Man whose Enterprises have been Beneficial to City.
Pioneer Lumber Concern

THOUGH the natural resources of Edmonton and vicinity were a hundred fold more than what they are, their value would never have been demonstrated but for the foresight and wisdom of some of its early settlers and the facilities for building up our city would never have been produced but for their energies and enterprise. Raw materials while showing the fertility and productivity of country will never populate it until the pioneer of courage and perspicacity develops them to a useful state.

In this line of endeavor there have been a few men who have largely been responsible for the growth of this city and have influenced the settlement of Central Alberta. Among these hardy and sagacious old timers who had to endure hardships and privations before present conditions could be realized must be mentioned D. R. Fraser, founder of the Fraser Lumber and Flour Mills, and at present the senior member of the lumber concern of D. R. Fraser & Co., and also President of the Alberta Milling Co., Ltd.

It was in 1881 that the first Fraser's flour and saw mill was established on Fraser's Flats and in thirty years the operations of the business have increased not only in proportion to

lumber dealers in Edmonton this concern enjoys a patronage, consistent with its long establishment and the reputation it has always had for trustworthy and straightforward dealings.

Handling rough and dressed spruce, laths, etc., an immense traffic in British Columbia fir and cedar, finishing lumber, mouldings, casings, turnings, sash, doors, shingles and other builders' materials are dealt in; while lime, ready roofings and other contractors' supplies are carried in such large quantities that no matter what extent a building boom might be developed, this concern would be able to furnish the supplies at short notice. Its buildings on Namayo avenue covering several acres, give an idea of the stock that is carried and as each line is constantly replenished there is no chance that any builder may be hindered in his work through lack of material.

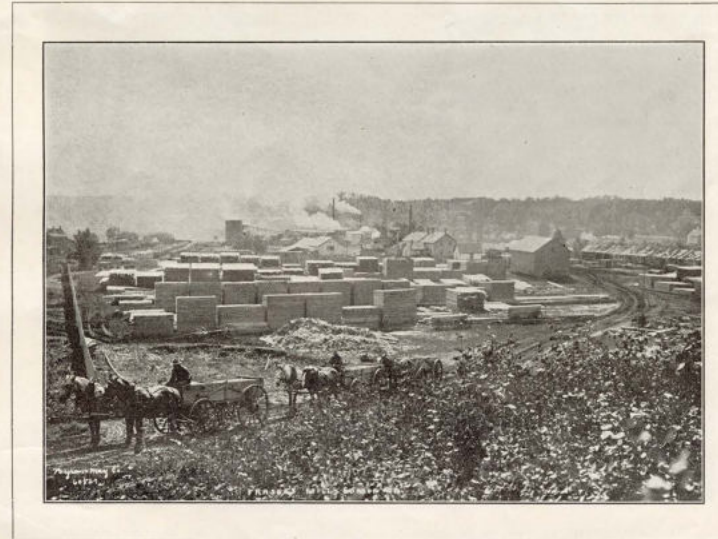
D. R. Fraser & Co. is sole agent in Edmonton and vicinity for Paroid and Naponset roofings, these specially prepared products being known on this as well as the other side of the border as being the most durable, long lasting and economic compositions that can be used for this purpose.

The manufacture of spruce lumber which is the chief occupation of the company's own mill,

influence upon the prosperity and upbuilding of every one of them.

Twenty teams are used for transportation and deliveries and the expense of maintaining this establishment, taking fuel, lighting and other administration disbursements, are of such volume as to be a direct asset of the community.

All of which may be directly attributed to D. R. Fraser, who in the early days of western settlement left the Red River district, Manitoba, and decided upon locating in this part of Alberta. That was in 1879, two years previous to his establishing flour and saw mills. Since then the influence of this old timer has always been in evidence and has always been exerted for the community's welfare. Apart from the enterprises that have won Mr. Fraser commercial and industrial eminence, his public spirit has ever been displayed and he has been an investor in enterprises, a supporter of public utilities and an advocate of civic improvements, through which the betterment of Edmonton has been sought and accomplished. Mr. Fraser has held a number of public offices and in his services for the whole people, has shown the progressiveness, responsiveness and resourcefulness that have been characteristic of him in private affairs.



FRASER MILLS, EDMONTON

EB-26-153

the population of this locality, but in proportion to the energies and ability that have been devoted to them.

Such has been the volume of transactions that a division of the business was indispensable and with concentrated and experienced attention being given to each line, there has been an advancement and expansion that gives each enterprise a leading position in their different fields.

The old sawmills have been replaced by more modern buildings and with machinery and equipment to care for the increased demands. Expert mechanics are employed and the lumber that is taken from the company's own timber districts is turned into finished material at the mills at the rate of from sixty to sixty-five thousand feet a day. The timber districts owned are on the North Saskatchewan so that in addition to offering a finished product to carpenters and builders the company is exploiting the forest regions of this section and demonstrating the natural resources of this locality.

The yards of D. R. Fraser & Co. on Namayo Avenue, occupy half a block to Kinistino Avenue, and as the most reliable as well as the oldest

has always been directed with such skill and thoroughness that it has come to be depended upon more than any similar product in the market. The company, though having an enormous traffic, is one of those who has consideration for the individual builder as well as the one whose contracts demand very large amounts and the rule is that no order is too large or none too small for prompt and expert attention.

In connection with this treatment of fairness and justice to all, the firm may be said to act in other matters with the same discretion and liberality, and even in times when the demand was greater than the supply there was no disposition to crowd customers or to make them pay excessively for such a condition.

The operation of such a company means much more to the city than the production and distribution of the commodities in which it deals. On the contrary, employing more than seventy-five people, it has a payroll as large as any industry in this city with one or two exceptions and the employees of the company being all residents of the twin cities, distribute their wages in all channels of the cities' mercantile and financial institutions and have considerable

Very rightly he is considered one of our most influential citizens and is esteemed to a high degree by all residents of the city.

In the conduct of the D. R. Fraser & Co., Ltd., he has been assisted by Alexander Fraser, a junior member of the concern, and John Macdonald, manager. Alexander Fraser came to Edmonton three years after his brother located here and became associated with him in his mills. After residing here a number of years he took the direct supervision of the lumbering interests which obliged him to spend most of his time in camps and timber districts, such personal direction of this part of the operations, enhancing the reliability of the firm's production and methods and gaining for Mr. Fraser distinction as a particularly expert lumberman.

Mr. Macdonald, for years associated with the largest coal dealers and shippers in South Wales, came to this country and to the Fraser Company in 1903 and his executive and highly trained ability has been applied to the work he has in hand, by which he has furthered the interests of the Fraser Company, and in this new country has gained the recognition that such skill and integrity demands and merits.

ALBERTA AGENCIES, Ltd.

Underwriters have one of the Largest Insurance Offices in the West

THE accumulation of property is probably the first and most important ambition of all enterprising people and the industry of the residents of Edmonton is shown in the number of comfortable and modern homes that are occupied here by their owners. Second, however, to the acquisition of the home or business is its protection from the ravages of fire; here again the wisdom of our citizens has been manifested in concrete manner in their generous patronage of reputable fire insurance companies.

Through the agencies established here, the owners of property are offered the greatest security. Insurance has not only been provided but the great sound companies represented give assurance that in the event of loss the indemnities will be justly and promptly met.

In the office of Alberta Agencies, Ltd., 126 McDougall Avenue, policies are written and placed with some of the strongest insurance organizations in the world.

Alberta Agencies, Ltd., represent the Hartford Fire Insurance Company, the Phoenix

Transportation Company, Ltd., and are always ready to give authentic information as to transportation facilities in the last west.

Alberta Agencies, Ltd., dating back to the incorporation of the company in 1900 is one of the oldest insurance organizations in the city, having every facility and backing for the successful promotion of a general insurance business; this combined with the enterprise and reliability with which its affairs have been conducted has given the firm the well deserved reputation of the leading insurance office in the city.

A real estate business under the management of F. R. Coutant is part of the operations of the Agencies, and for several years this concern has been active in the handling of inside, business and residential property. New subdivisions have not been exploited, and no properties of doubtful value have ever been supported by the recommendation of this Company. Many people do not feel that they are sufficiently well informed to invest their capital wisely, so as to secure a good profit with the maximum of safety.



OFFICES OF ALBERTA AGENCIES, LTD., 126 McDOUGALL AVE.

EB-26-154

Insurance Company of Hartford, the Scottish Union and National Insurance Company of Edinburgh, the German American Insurance Company of New York, the Manitoba Fire Assurance Company (guaranteed by the Liverpool & London & Globe Insurance Company), and the American Central Fire Insurance Company of St. Louis—a list of fire companies whose reputation for stability and integrity is world wide.

They also represent Loyde's Plate Glass Insurance Company of New York, and are General Agents for Northern Alberta for the Employers' Liability Assurance Company, Ltd., of London, England. On two continents this Company is a synonym for reliability; by virtue of its contracts thousands of Edmonton's wage earners are assured of compensation in the event of accident or death.

Alberta Agencies, Ltd., are agents for the most important Atlantic Steamship Companies where tickets to and from Europe can be purchased at the lowest cost and least inconvenience. They also represent the Northern Trans-

portation Company, Ltd., and are always ready to give authentic information as to transportation facilities in the last west.

To assist buyers of this class the Alberta Agencies, Ltd., undertake the handling of trust accounts, and many letters on file from satisfied clients both local and at a distance, testify to the absolute integrity and good judgment of most people.

The officers of the company are: J. St. Clair Blackett, President and Managing Director, and Walter E. Blackett, Secretary. Mr. Blackett, Senior, who has been identified with Alberta Agencies, Ltd., since the incorporation of the Company, formerly conducted a similar office in Victoria, British Columbia. His son, W. E. Blackett, the secretary of the Company, has been connected with the firm for the past three years. Mr. Blackett has had a wide experience in the conditions in Western Canada and he considers Edmonton offers equal if not superior advantages and possibilities to any other city in the Canadian West.

In any movement for the betterment of the community in general and the city of Edmonton in particular the influence and support of Alberta Agencies, Ltd., and its individual members can always be relied upon.

THE MECHANICS' CONSTRUCTION CO.

Corporation that Invests for Shareholders and Handles Inside Property and Farm Lands

THERE is an opportunity for every person residing or visiting Edmonton to partake of the profits that are constantly occurring here, in real estate transactions. The larger capital one has to invest the heavier profits he will naturally receive, but nevertheless, there is no disposition to crowd the smaller investor, and such terms are arranged that even a laboring man with habits of frugality may make an investment that will eventually give him greater profits than could possibly be had from any other source.

Also a number of concerns have as shareholders people of moderate means, and the co-operation gives them particular chance to know of good opportunities, or through corporation officers have their capital placed in sound and certain productive channels.

The Mechanics' Construction Co., with office at 542 First Street, was incorporated in 1906, but has had its present headquarters since the first of April. The company has a number of shareholders, whose capital is invested through this company which also keeps them in touch with attractive propositions.

More than that the very fact that this company buys for itself and is at present holding on to some of its purchases, is proof that it thinks well of such investments and that it believes land in this section has by no means risen to its greatest value. Though many concerns, in fact all of them, make this statement, that the future will show greater increases than the present, some of them do not substantiate this remark by holding on to property or acquiring it, so that the greatest confidence is naturally felt in those corporations that practise what they preach.

Consequently the facilities and services of this company is called upon by more than shareholders and it has in a few months built up a patronage that speaks well for the reputation of the corporation and its representatives. Inside city property and farm lands are two of the lines to which this concern largely devotes its facilities and energies, and care is taken that the locations are those that will be most rapidly settled and which are assured of railroad facilities and other modern utilities, for future values depend upon the settlement of these districts.

Queen's Park is one of the subdivisions that is handled by this concern, and as this property is a mile north of the city limits it is in the direction where settlement is assured and ultimately must prove one of the best neighborhoods for working people. Industries are most likely to be located in this district and consequently employees of such will need to reside there. It presents in high and dry land one of the best sites now on the market and has met with the approval of all those who know the conditions of this city and the direction in which it is bound to grow.

The Mechanics' Construction Co. also appear as general contractors, and will attend to the insurance of properties, these offices being performed in relation to the development of real estate rather than as a distinct industry, and the effort being made to give complete service to all clients who are interested in real estate and in improving their property in this city.

P. C. Foley, the secretary-treasurer of the corporation, was formerly a carpenter, and in ten years' residence in the Northwest has been in many parts of it and knows the conditions that obtain and the superior advantages ED.



EB-26-130

P. C. FOLEY

THE JASPER HOUSE

Remodelled Hotel that is now Thoroughly Up-to-Date and Finely Arranged

FROM time immemorial there has been a saying that you can't tell what you can do until you try. Some people do try and then again some people don't, but Proprietor W. G. Girvin has certainly shown what one man can do when he tries, in consequence of which he was surprised and almost he has made at the Jasper House. For years this hotel has had a splendid location on Jasper Avenue East, and has been a most popularly patronized house. Yet its appearance was against it, and its capacity was not nearly so great as was demanded. All this has been remedied by a proprietor who was willing to try and see what he could do and who has succeeded beyond the anticipations of most people.

The Jasper formerly consisted of a main brick building with a number of small wooden buildings adjoining. On the front and west end these old wooden structures were removed and brick additions erected. Similar wooden buildings in the rear will be removed this fall and brick work take their places, but what has already been accomplished has made a remarkable change and advanced the hotel into a class ahead of what the old hotel stood for.

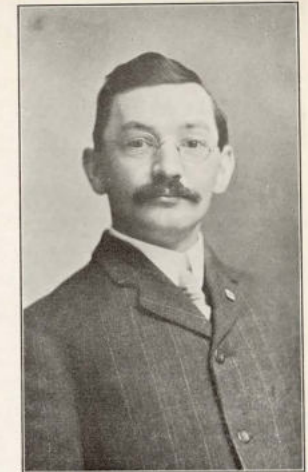
From the street the office is one of the most attractive in our city. Formerly very little space was allowed for this apartment, but an old part of the building that had comprised a suite of three rooms were thrown into one apartment, with office in one end and a commodious lobby occupying the remainder of the space.

A stairway that leads to the upper floor, prettily decorated and made of cherry adds to the architecture and finishings. Office fixtures are also in cherry and comfortably upholstered chairs add to the appearance of this part of the house and are most inviting to guests. The bar has now got extra space through the additions made and with bevelled

edged mirrors extending the entire length behind mahogany counters and fixtures, it is one of the handsomest as well as one of the largest bars in the city.

The improvements made as well as those that are under way will give a considerable increase in different parts of the house, so that some fifty-five chambers will be comprised, and an enlarged seating capacity in the dining room allowed.

Though an average rate of \$1.50 a day is charged, the hotel has always had a reputation for the excellent food served, and one often hears the table of the Jasper House mentioned in conjunction with the highest priced hotels in



W. A. DEYL

EB-26-129

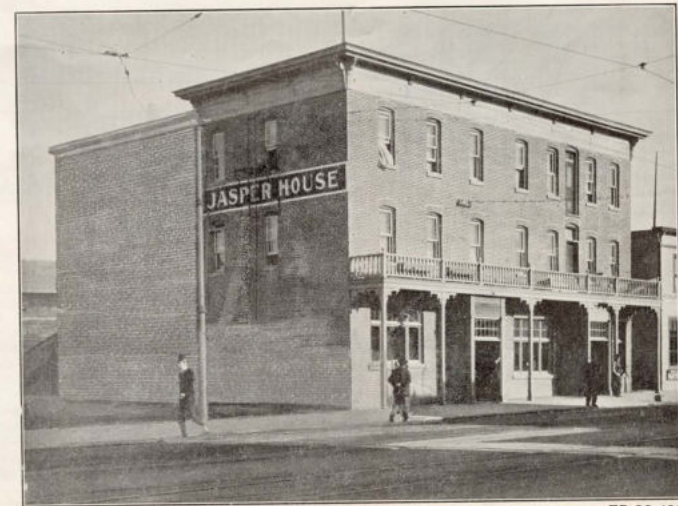
Edmonton offers, both in the realty market and as a place that is bound to make rapid advancement in every field.

W. A. Deyl, the President of the Company, has been in this part of the country nearly fourteen years, and has been in positions to note the character of the country in various parts of the Dominion and to determine that our city offers the greatest possibilities. He was for a number of years a provincial license inspector.

The company is one that is founded on a good understanding of the real estate field, with sufficient capital to make progressive stride. Its two officers are foresighted and trustworthy men, who in developing the business of the company give thorough and reliable service that reacts for the credit of the corporation as well as for these officers themselves.

Edmonton. The best in the market is secured—a skilful chef attends to the preparation, flavoring and cooking and prompt and capable service in the dining room is assurance that every dish will be served hot or cold or at whatever temperature that it is most desirable. Some eighteen people are employed.

The Jasper House, so greatly improved, adds not only to the value of this property, but benefits this part of Jasper Avenue and assists in the metropolitan appearance of our principal street. Executing such a movement, Mr. Girvin merits the approval of all our community and such a demonstration of up-to-date business methods gives him a standing among our responsible property holders.



THE JASPER HOUSE, JASPER AVE. E.

EB-26-436

KING EDWARD HOTEL

Is as Finely and Modernly Equipped as any in the North-West
Leading hotel in Edmonton

THOUGH it may not be a fair standard by which to make comparisons, the fact remains nevertheless that the reputation of a city is often determined by the character of its hotels. The travelling man making his rounds through the country speaks slightly or admiringly of a city according to the service or accommodation that he received at the hotel there. The public man or honorary guest remembers his visit to a city with pleasure or distaste according to the entertainment he received and which generally takes place in a hotel. The visitor or investor shortens or prolongs his stay according to his satisfaction with the hotel, so that such business institutions have more influence on many things than the ordinary enterprise.

Since the King Edward Hotel was opened, at least, Edmonton has been prepared to make the

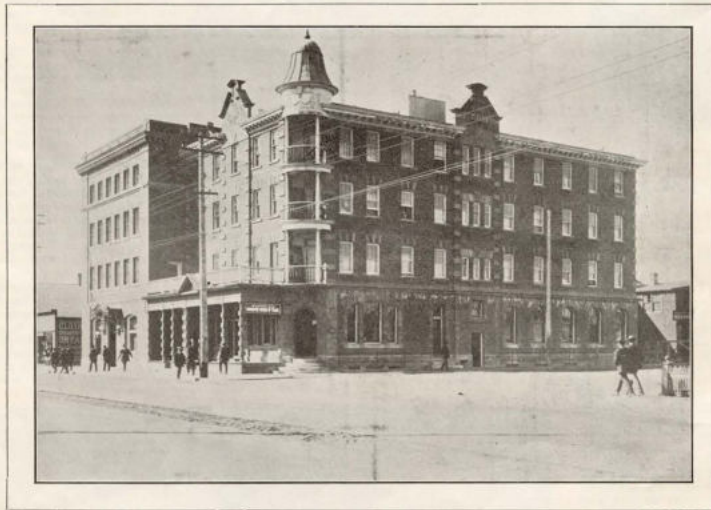
The dining room which has a regular seating capacity of one hundred and twenty, can be so arranged that two hundred may be accommodated, and the most notable public affairs and banquets that have taken place in this city in the past few years have been most successfully managed at this house. Political men of prominence, capitalists from many sections of the globe, musical and dramatic artists have all been registered here and where Edmonton is mentioned among cultivated travellers the memories of the King Edward occur and are regarded pleasantly.

Not only in the equipment of the hotel, which is modern throughout, does the King Edward excel, but in discipline, smooth and exact management and courteous service, there is no hostelry in the Dominion that can boast of better. The one aim of the business is to

The hotel gives employment to some seventy to seventy-five people and the monthly payroll, which is an exceedingly large one for an industry of this kind, is of importance to every mercantile and financial organization in this city, as such wages earned here are distributed through our city and have an influence on every enterprise depending upon the support of our working people.

The hotel also demanding first-class help, assists in giving desirable young people a thorough training and also induces first class and skilful workers to locate here.

For the past three years the management of the house has been held by J. B. McCulla, who is the owner of all but the land, and whose experience and progressiveness has been responsible for the additions and improvements that



KING EDWARD HOTEL, FIRST STREET

EB-26-155

stranger within its gates feel welcome, comfortable and desirous of prolonging his visit, and this has been especially true since, enlarged, the King Edward was opened to the public in February, 1910. At that time an addition on First Street was made by which sixty rooms were added, a dining room and kitchen also built, while the office and lobby now in use are part of the addition and show the up-to-date character of the hotel, in general.

The old hotel which had the corner site has been practically eclipsed by the newer portion, yet it has a most definite purpose as there are fifty rooms in that portion, and when added to the new apartments making one hundred and ten rooms, there is not too much space and the chances are that some methods for adding to this capacity will have to be devised before long.

attend to the comfort and content of its guests and this is done not only by providing attractive and luxurious sleeping apartments, but by being alert to all their wants and supplying them with a promptness and willingness that meets with grateful approval.

A telephone exchange is maintained with the house's own operator on duty. Every room in the house is connected with it and can use it to any part of the city. Sixty rooms have hot and cold running water, a number have shower baths and thirty-five have private tubs. Reception, writing rooms and parlors are, of course, among the conventional conveniences offered, while sample rooms are also maintained, periodical counters, bar, etc., and in each of these apartments comfortable chairs, tables, etc., are installed so that a guest may feel at his or her ease and have the comforts of a luxurious home.

have been effected, and also for the increased patronage that made these extensions a necessity.

Mr. McCulla had formerly been in charge of other hotels in our city, and is one of the best known landlords in the Northwest.

Knowing from long experience what the cosmopolitan and experienced traveller demands, he has sought to anticipate those demands by giving a service and facilities that would meet every requirement of the most critical and exacting guest. By such efforts and ability, Mr. McCulla has made his own reputation as a hotel man; has made the King Edward known almost, if not quite, from coast to coast, and in establishing the eminence of this hotel he has brought a desirable reputation to our city which shares in the credit that is won and deserved by the King Edward.

Edmonton—the City Beautiful

"A city that is set on an hill cannot be hid."

MANY of the greatest of the world's cities have been situated on the hill tops. Jerusalem, the Holy City of the Jews; Athens, the Eye of Greece and focus of the world's culture; Rome, the Eternal City, whose sway was felt to the ends of the known world; Edinburgh, "Auld Scotia's darling seat," which has given so much to history and romance—all these had their feet upon the mountains. If Edmonton—whose destiny (we know not) may be greater than the destiny of any of these—cannot be said to be "set on an hill," it at least has a site far above the plain, and breathes the serene air of lofty regions. Located as it is one hundred and fifty feet above the North Saskatchewan River and two thousand one hundred and fifty-eight feet above the level of the sea, it certainly cannot be styled a "prairie city."

In its location on the rugged and picturesque banks of the swift flowing Saskatchewan, Edmonton has two of the possessions which lend charm to a city. It has its fine elevation, with the inevitable purity of atmosphere that is found in high altitudes. Secondly, it has the presence of a rippling, winding river to give that touch of poetry to a civilization which is in danger of becoming all too prosaic. The living, ceaseless flow of a river, pushing its insistent way through the busy centres of the town is an ever present rebuke to a spirit of commercialism and materialism, reminding men of the eternal while surrounded by the temporary and mundane. Its delivitous banks, here wooded with poplar and pine, there worn bare in picturesque ruggedness, offer the irregularity of outline and the freshness of color that the eye craves after the stiff parallelisms of the town. In the dark flow of water, sweeping on, silent and

On the right bank of the river, the University Buildings and Alberta College make a red patch among the trees. Between the two banks the handsome concrete pieces of the high-level bridge stem the river's current and shoulder the traffic that passes to and fro across the steel superstructure. At the spectator stands clasping the gnarled branches of an old pine that juts out over the precipice and contemplates in the pervading sunshine this calm and beautiful scene, he is constrained to acknowledge that God has been good to Edmonton in the matter of location.

The residents have improved the natural advantages of their city by a wise system of conservation and beautification. As much as possible, ugliness are eliminated in the civic planning. Believing in the effect of natural surroundings on civic life, public parks have been set apart as recreation grounds where city workers may find a sanctuary from streets and



VICTORIA AVE. W., FROM FOURTH ST.

EB-26-488

buildings and absorb some of the balm that nature brings. Laurier Park, several city parks on both sides of the river, Exhibition Park in the east end and a number of small parks in the Hudson's Bay Reserve in the northern part of the city, have paved the way for a liberal park policy. A fine public park is being laid around the Parliament Buildings on the river bank at the foot of Eighth Street. A bridge across the Saskatchewan Avenue at Seventh Street will form the approach to a fine driveway encircling the beautiful stone buildings and surrounded by terraced lawns and spreading

future. There are many beautiful roadways along the river at present; the connecting of these and the welding of them into a single continuous route would give to Edmonton one of the finest river boulevards on the continent. A system of small parks and breathing spots along the sloping banks of the Saskatchewan would be a part of this attractive plan.

A feature which has added much to the beauty of the surroundings is the golf links belonging to the Edmonton Golf and Country Club, extending along the river flats for some distance on the north side of the river. The course, which was leased from the Hudson's Bay Company, is kept in flawless condition, and its green expanse of velvety lawn, besides being the delight of golfers, is one of the scenic beauties of the flats. The whole round in a game can be followed from the summit of the banks, which form as it were a natural spectators' gallery.

With such an array of parks and recreation grounds, it can be seen that Edmontonians have no cause to complain of a crudity or bareness in their surroundings. Great pride is taken in the artistic appearance of the city, in the perfecting of which individual citizens and the governing body join hands. A systematic scheme of outlay and development has been laid down. The streets are wide, with ample sidewalks and well made roads. Not all are paved, but the paved area is being rapidly extended, and careful supervision and cleaning keep the roads in good condition. Jasper Avenue is a fine broad thoroughfare, and has its counterpart in Whyte Avenue across the Saskatchewan. Each is the business artery on its own side of the river, designed with a view both to convenience and beauty. Handsome blocks and buildings give a metropolitan air to these busy thoroughfares. Some of the bank buildings are especially imposing, while numerous retail establishments are among the finest in the West, tasteful window displays being a point with the merchants. First Street, also, is rapidly becoming a business street; it boasts many fine buildings, notably a skyscraper, the Tepler building, which is the tallest building between Winnipeg and Vancouver.

As a promenade, Jasper Avenue compares



VICTORIA AVE. W., FROM FOURTEENTH ST.

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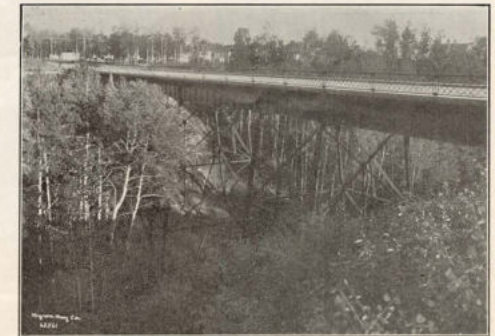
mysterious, or dappled with sparkling submeans, one gets that glimpse of wild nature, the desire of which comes upon us all at those times when we turn our backs in loathing revulsion against a man-made environment.

Some of the prospects that may be obtained from the river banks have a spaciousness and beauty that are entrancing. For instance, the view which meets the eye on a sunny day looking eastward over the city from Capital Heights is something that comes as a surprise to the visitor to the West. Where is the treeless waste of rolling prairie, broken only by clumps of sage brush and parched by a burning sun, that he has heard vague reports of in the East? Can this smiling expanse of greenery with its tender blue distances and its dimpling, winding river, over-arched with a bright blue sky that bathes the whole scene in intoxicating sunlight—can this be the West he has read of? He imagined the West to be a great bare field of wheat, unrelieved by a touch of verdant foliage; a good place to work in, but a crude, unattractive place to live in. He has found it—or, at least, this part of it—a verdant valley, full of harmonious colors, soft vistas and varied outlines, winding river and towering trees,—a land that the East with all its treasures cannot shame.

On the right, the broad Saskatchewan sweeps majestically down from the hills that roll in green and blue undulations far away to the horizon. At the spectator's feet it takes a great bend, curving around a thickly-wooded promontory to glide on with gathering momentum to the town. At a distance, the stately outlines of the Parliament Buildings are sharply defined against the background, and the roofs and towers of the city stretch away beyond.

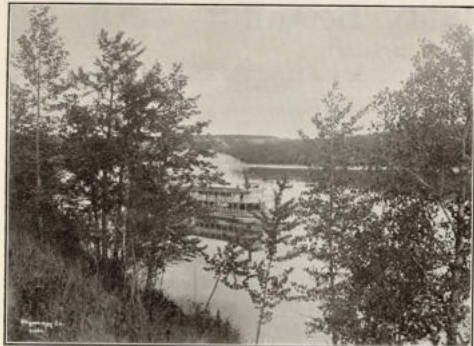
This commanding eminence with its beautiful park and broad outlook over the river valley will be one of the finest Parliament sites in Canada. Other natural beauty spots of this kind are plentiful, and are being cultivated as fast as possible by the public authorities. The new residence of the Lieutenant Governor of Alberta in the west end of the city will be surrounded by extensive grounds. Farther to the west, the Capital Hill district is approached by roads winding through delightful little groves of birch and poplar, dipping in to or bridging small ravines and affording glimpses of the river and valley through the tangled branches. A system of supervised playgrounds for children is at present under consideration by the civic authorities.

A fine driveway, skirting the river bank and circling the entire city on both sides of the river has been proposed and is a possibility of the near



GREAT RAVINE BRIDGE

EB-26-156



VIEW OF THE SASKATCHEWAN RIVER

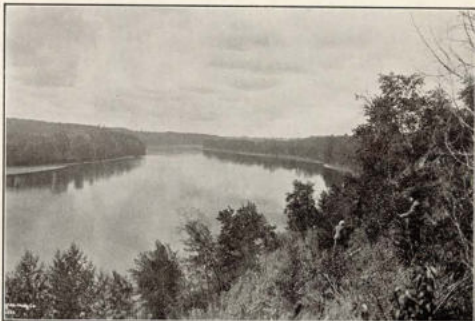
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favorably with many of the great "society rows" in older cities. It might almost be classed with Princess Street, Edinburgh's famous main highway, for in width and in situation on the brow of the river banks, it has latent qualities that may enable it to vie with that superb avenue whose gardens, monuments and stately buildings are the pride of Scotchmen. At night it is well lighted, and no busier or happier scene could be imagined than Jasper Avenue on a Saturday evening, with its crowds of promenading citizens. The varied composition of the streams of humanity that flow along its sidewalks gives a touch of picturesqueness to the scene.

The Stetson and the stiff hat of civilization keep company with the English "bowler" and the southern Panama. The smart, well-tailored clothes of the city jostle against the cow puncher's blue shirt and goatskin "shape." The olive complexion of the Galician and the Chinaman is almost as much in evidence as the ruddy sun-tan of the English speaking Westerner. The modern street car and automobile are seen side by side with the ox cart and the mule team, while at any moment a dashing cow-puncher with bandanna neck cloth flying may clatter down the street at a gallop on his branded broncho. There is all the glamor, the color, the sharp contrast of the West to delight the eye. The modern and business-life rubs shoulders with the old fashioned and leisurely. Yet all is pervaded by an atmosphere of western

wide-awakeness and camaraderie. But, busy and bustling as it is, Edmonton is the city of beautiful homes. Fine residence districts are scattered through the whole town and give it a domestic and comfortable air that is most pleasing. The residential streets have wide grass boulevards and graceful shade trees. The street lawns are cared for by the civic authorities and a large staff of men is kept constantly at work cutting, trimming and repairing the wide grass areas that border the sidewalks. Private residents take great

pride in keeping their front gardens in trim and tastefully arranged lawns and flower plots are to be found on every street. Prizes are offered by the Horticultural Society for the best lawns, flower gardens and vegetable gardens, and the competition is keen. A lady of wide experience in landscape gardening remarked, during a recent visit to Edmonton, on the great beauty of the gardens, and referred to one residence in particular as possessing the finest home garden of its size that she had ever seen. This same lady's husband, who is an expert in city planning, said that he considered Edmonton's natural advantages and possibilities of beautification from a landscape artist's viewpoint to be superior to those of any other Canadian



RIVER VIEW

EB-26-158

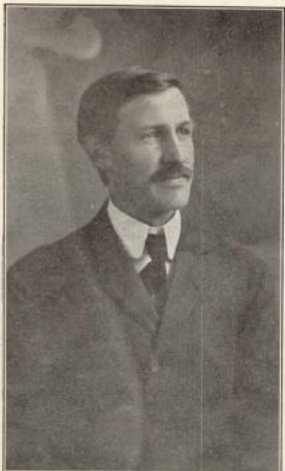
city save Ottawa. This but confirms the opinion expressed frequently by visitors to the city.

Edmonton's architectural achievements enhance the fine setting which nature has provided. The substantial business buildings and the attractive dwellings have been referred to. The public buildings are spacious and dignified, and in many cases unsurpassed in their respective styles throughout the whole of Canada. The new Government Buildings now nearing completion are a splendid example of the architect's skill, and have scarcely a rival outside the Dominion's Capitol at Ottawa. Their commanding site on the bank of the river has already been mentioned. The Post Office building, the new Court House, the University buildings, the new Alexandra Hospital, the High and Public School buildings, and other public edifices are of a piece with this crowning structure. Other fine buildings, such as the proposed City Hall and Carnegie library, are planned for erection in the near future. Domestic architecture has received much attention, and the city, though primarily a city of individual homes, is also provided with large apartment houses.

With all these achievements of nature and art to recommend it, what wonder is it that this city should be thought a most desirable place in which to live? The fact is, that one may search the wide Dominion over and fail to find a place more generally home-like and aesthetically satisfying than the city of Edmonton.

NESBITT & MILLER

Building Contractors



E. M. NESBITT EB-26-131

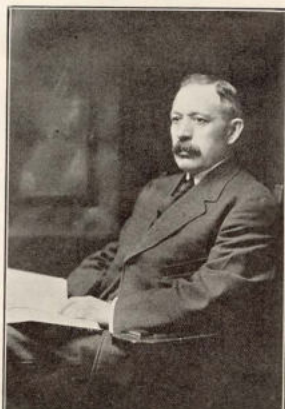
THOUGH the firm of Nesbitt & Miller has been formed only since last April, it does not mean that the concern is one that needs an introduction to Edmonton, or that it is just stepping into the contracting field. On the contrary, both members of this firm are experienced and capable contractors and formerly pursued their vocations with different organizations or individuals.

That the members of the concern have already acquired a leading position among the contractors may be at once understood when it is known the important and extensive contracts they are now engaged upon. They are the builders of the Cushing Bros. Co. two-story brick factory and power house, the Massey-Harris Co.'s two-story pressed brick office and warehouse building, the three-story pressed brick Northern Hotel, and the Goodridge three-story block, corner of Jasper and Nainayto Ave.

Their offices are in the Archibald building, 315 Jasper Avenue East.

The company has all the modern equipment and facilities for construction purposes, and contracts that are taken by this firm are fulfilled according to specifications in every particular, and which the reliability of the concern assures and as attested to by the confidence shown by the firms and individuals who have commissioned them to execute the above named contracts.

As at present constituted this firm is numbered among the leading contractors and industries of our city, and Messrs. Nesbitt and Miller are counted among our representative and influential citizens.



T. H. MILLER EB-26-132

ALBERTA LOAN & INVESTMENT CO.

Concern Whose Building Operations with Real Estate Transactions Assist in Development

THE rapidity with which real estate and financial offices have been established in our city indicates the wonderful prosperity we are enjoying and the almost innumerable transactions that are taking place. These men assist in giving publicity to our city as a desirable place in which to do business or to make investment, but without discrediting any of them it may be admitted that many of them

This Company has an office on First Street. That is, however, only temporary, as it is erecting north of it a three-story business block where it will have headquarters. The block is planned as a six-storied building of which but three floors will be finished at the present time, though there is not the slightest doubt that the full capacity will be realized within a very short period.

It represents several loan companies, and also has a large amount of private funds at its disposal, so that it can meet the wishes of applicants for loans in regard to amount, interest and time. The client's interests are safeguarded by the thoroughness with which securities are investigated and the firm's knowledge of true and prospective values.

This corporation has for its managing director,



EB-26-162

do not add to the assets of the community or assist in its permanent foundation of future success.

With such a concern as the Alberta Loan and Investment Co., Ltd., the matter is entirely different, for though this company has all kinds of realty dealings, it has funds of its own to invest and the plans that are to be immediately fulfilled show that this organization has the permanency of its own business in view and is confident of our city's future.

Moreover this Company, with head office in Calgary and branches in Lethbridge, Macleod and Camrose, has resources surpassing most similar organizations doing business in this city, and the facilities it brings to its operations here, not only show the strength of the Company, but creates confidence among investors who naturally desire to have some security before entrusting commissions to an agent.

The present office will also be succeeded by a modern business block for which the plans have not yet been determined, but preparations that are under way indicate that the Company will be a most important factor in improving that quarter of our city which is destined shortly to be the most active commercial neighborhood in Edmonton.

The Company is expending this year two hundred thousand dollars for construction in this city and Calgary and Lethbridge, and these disbursements for building operations will be continued in the future.

Though entering a briskly competitive field six to eight months ago this concern has handled a great volume of business. All kinds of city and farm property is dealt in, but a specialty is made of investments in inside property.

This organization handles fire insurance, makes loans and has the most thorough facilities for conducting all these operations.

George J. Bryan, and for local manager, Wm. J. Yeo. Mr. Bryan though he has his office in Calgary, is an old resident of Edmonton, and spends much of his time in this city. His thorough acquaintance with all parts of the province is a great asset for the firm as well as for investing clients. Mr. Yeo, who was formerly in business in Calgary, is a most aggressive co-operator with Mr. Bryan in the movements that are now taking place and in local transactions in the realty field has taken the initiative and been most progressive in the methods he has inaugurated and the results he has achieved. He has since locating here informed himself thoroughly of values and tendencies and is thorough and experienced enough to give most reliable service in any transaction in which his concern is associated.

The Company is one that gives strength and stability to the real estate and financial market, and Mr. Bryan and Mr. Yeo have gained the respect of all with whom they have had dealing.

MASSEY-HARRIS COMPANY, Limited

Headquarters for Northern Alberta
Established in our City with New Office Buildings of its own

IN all parts of the country or in all parts of the world, one might as correctly say, there are always signs that attract and even force attention. Sometimes the traveller is impressed with old buildings, beautiful architecture in churches, monuments or other works that have been erected by the hands of men. In the older countries there are many picturesque and notable cities. On the North American continent places with historical associations are lacking and the signs that meet the eye here are signs of an up-to-date character that calls attention to the industries that are going on and the development that is taking place, and with all due respect for the older countries that are living on past achievements, there is no envy for them and no competition.

It is a far cry from crumbling ruins and the decay of mansions and old architecture to Massey-Harris Co. Ltd., but this is one of the most conspicuous and oft repeated signs that is found in Canada and it is much more welcomed than any other one could possibly be for it indicates at once that here are the mediums and facilities by which our land may be opened and cultivated and the work of

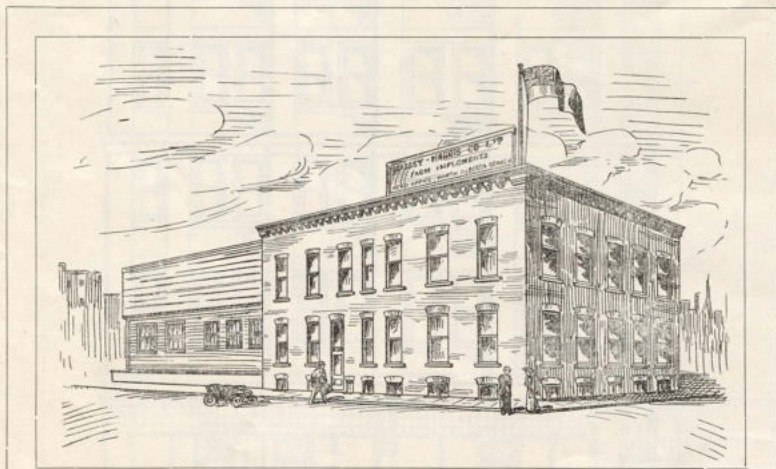
also a most conspicuous showing in the new settlements.

The largest makers of farm implements under the British flag, this corporation has now invaded the American States and has a plant in Batavia, N.Y. However, what it may accomplish across the border will never lessen its significance in this country, for the remarkable enterprise which this concern demonstrates in being first on the ground has not only resulted in its own prosperity and eminence, but has been of untold benefit to those pioneers who are able to begin necessary work as soon as they locate, through the nearby agency of Massey-Harris which is sure to be close at hand.

This corporation not only manufactures an extensive number of implements and operates factories in Toronto and Brantford, but it has the sole agency for the Verity Plow Works of Brantford, and Bain wagons and sleighs manufactured at Woodstock, Ont. The output from these four factories includes binders, reapers, mowers, rakes, drills of all kinds, cultivators, manure spreaders, cream separators, plows, land packers, wagons and sleighs and the celebrated "Oids" gasoline engines.

hundred agencies directed from the Edmonton office and railroad construction is closely followed so that every hamlet given transportation facilities will have Massey-Harris Co.'s privileges also, and if a community precedes the railroad this organization will trek its commodities to it if necessary.

The company locally has a commodious warehouse on the Canadian Northern and before the year is ended will have moved from its temporary offices in McDougall Court to its own building on Howard Street. Here a substantial two storied brick building is planned with dimensions sixty-nine by fifty feet. The street floor will be used for carrying samples of the many implements and vehicles the company handles and offices for salesmen, and the basement the largest assortment of extra parts for repairs, while the second floor will be most attractively and suitably arranged to accommodate the accounting, book-keeping, collection and shipping departments with separate apartments for stenographers, also a lobby or reception room for those who have transactions with the concern. Extra space of four thousand



EB-26-161

populating and developing this property go on.

In 1889, two great firms in Canada were amalgamated and the present Massey-Harris Company has been in operation since. Through this corporation every means of cultivating the soil may be secured and a new territory is no more than opened before this vast organization is on the ground, facilitating and expediting affairs and giving the agriculturist every modern equipment for cultivating, sowing and harvesting.

The Edmonton district has never been neglected by this corporation, which in its earliest years had its own representative here, for not only Edmonton but a vast area about here offered opportunities that this Company was prompt to recognize. Its policy is the same as in the early days, for the growing importance of Edmonton as a supply and distributing centre has resulted in it being made the head office for Northern Alberta, while the care and attention that Massey-Harris devotes to all parts of this country is shown by the signs displayed in every hamlet through which one may pass, while machines that bear their trade mark have

The Company is now exploiting with considerable satisfaction and pride the Verity engine gang which in the acme of present day perfection and utility and a long distance in advance of the old time plow that turned up one furrow; this newest Verity engine gang on the market turning over at once as many as twelve furrows and for efficiency and capability receiving the highest praise from judges and congratulations from competitors at a plow test held under the auspices of the recent exposition in Winnipeg.

After years of operation in this city, the present headquarters for Northern Alberta was established here last December and the trade of the Province was divided between Edmonton and Calgary, with the Edmonton district reaching to Lacombe, the provincial boundary line on the east and as far west and north as settlements will occur, for this company, a most astutely and penetratingly administered one, is always alert to the many new settlements that are being established nowadays, and is ready to accommodate them as in the past.

In fact there are now something like one

square feet is held in the rear of the building and the old warehouse will also be utilized for storage purposes.

This company has its agents and travelling salesmen that report to Edmonton direct and the number of people on the payroll here number forty to fifty, a demonstration of the extensive transactions that occur here and an illustration also of this corporation's importance as an employer of labor and different communities as well as in its manufacturing operations.

Herbert Baker, manager of the Edmonton branch, has been with this business since he was a boy, and the favor with which our city is regarded as a leading supply centre may be seen in the very fact that Mr. Baker after many years of service with this Company was given this office here. His experience as well as his enterprise have been shown in his capable administration of affairs and he has accepted and pursued the responsibilities of this position with an efficiency that has gained credit for himself as well as for the corporation which he represents.

REVILLON BROTHERS, Limited

Largest Fur Trading Concern in the World has Immense Wholesale Business Here

IN connection with the leading cities of the world the name of Edmonton is associated, for of the firm names known through the four quarters of the globe, none has greater distinction or wider recognition than that of Revillon Brothers, and the fact that this concern has an immense wholesale establishment here gives Edmonton a prominence which it could hardly attain in any other way.

With one or two exceptions the mercantile houses that are identified with the great Northwest are those that have earned their reputa-

lines are listed and each one covers a broad field, for except furniture there is scarcely a manufactured product that is not dealt in by this company. The building on Second Street running back a full block is arranged in convenient forms so that the stock may be kept in such separate states that practically the distinct departments make wholesale emporiums that are as complete as many that give attention to but one line of goods.

The retail trade of Edmonton in having supplies in such quantities at hand has the same facilities as the cities that are near the eastern markets and are saved those freight and express charges that are often necessary expenses among commercial houses whose markets are far away.

While the stocks of Revillon Bros. are shipped here from many destinations, the consignments are in such large quantities that the expenses are kept at a minimum and in the total shared by so many departments, the amount is small.

Such are the transactions of this great house that orders voluntarily come to it from the farthest regions north as well as from all parts of Alberta. Shipments are made into the Yukon, and up to the Arctic Ocean, while the company's own ships travel through Hudsons Bay.



GRANITE AND HARDWARE DEPARTMENT EB-26-159

tions in this section. Fortunes and reputations have been developed here and it is only in rare instances that houses of already established fame have become located here. Yet the instances that are in evidence demonstrate the fact that there is a wonderful field hereabouts for soundly organized companies as well as for those that are taking their initial steps in the commercial world.

The extraordinary volume of business that Revillon Bros. have developed in a little more than ten years is proof of the purchasing capacity of this territory, and that this European concern of long standing should think it worth while to cultivate this field is evidence more than any statement of facts of the fruitfulness of this territory and the results that can be produced.

Organized in 1723 in Paris, and having stores in London, Montreal, Moscow and three in New York City, it is the largest fur dealer and manufacturer in the world, giving employment in Paris to 5,000 people, and throughout its various branches having ten thousand people on its payroll.

For its traffic in furs, the company has trading posts in all parts of the world, among which are ninety-six in Canada. It was in pursuit of furs that the location in Edmonton was sought and from dealing in them and having merchandise for sale that was needed by trappers and hunters that a retail business was naturally entered into, and from this an even greater wholesale business was developed.

Regardless of the international reputation which Revillon Brothers enjoy, the enterprise conducted by them locally is of such proportions as to give the city where it is conducted eminence in mercantile circles. The building occupied on Second Street, part of which is three stories high, gives a floor area of 75,000 square feet, and the tons of merchandise that is carried there-in would almost stock several cities the size of our own.

Dry goods, clothing, furs, groceries and hardware are the general names under which the

From the Canadian trappers such valuables are secured as seal, beaver, otter, mink, marten, wolves' skin, ermine, muskrat, and skunk, and from independent hunters as well as the trappers under contract to this organization, a majority of the skins used by Revillon Brothers come from the Dominion.

Practically this business has been built up in the past fifteen years, and formerly the greatest field of production was in Siberia, a land that is still explored for the animals and skins needed.

The company first located in Edmonton in

1900, and the block occupied was erected in 1903, when Second Street was at the end of the business district and to the west of it trees and unimproved land abounded. In 1905 the block occupied by the Acme Company was erected; soon after, however, the Revillon Brothers relinquishing the retail trade to give entire attention to wholesale dealings.

The growth of this end of the business warranted special management and exclusive attention for every facility has been adopted so that the largest possible stock can be kept on hand and in such a form that shipments may promptly follow the acceptance of any order. In the wholesale organization a hundred people are employed and at the trading posts, supervised from this office, two or three people are generally employed. Through this operation of labor and the money expended in wages as well as through other mediums, the Revillon Brothers Company, Limited, forms one of the most important and influential concerns in our city. It is a large taxpayer and property holder and has at heart the interests and welfare of our city as wholeheartedly and sincerely as the most initiative pioneer, whose entire prosperity might depend upon the outcome of his venture in this section.

The Revillon Bros., famed in the greatest metropolis of the world, has been a family institution since it was founded nearly two hundred years ago and the present officers are: Leon Revillon, President; Victor Revillon, Vice-President; Albert Revillon, Secretary; two brothers of the President having recently retired.

A son of the President, Jean Revillon, is in charge of the Edmonton business, and six years ago succeeded his brother, Theodore. Manager Revillon came here from Paris, having had a youthful training in the original establishment, following which has been a rounder experience



DRY GOODS AND BOOT DEPARTMENT EB-26-160

through the responsibilities that he has held here.

As the representative of the Revillon family, and the business of the concern here, Mr. Revillon acts not only for the benefit of his own concern but taking a loyal interest in Edmonton and this district he identifies himself with our people and our ambitions and personally as well as for the house of Revillon, encourages and co-operates in any movement that promises the betterment and advancement of this community.

The University of Alberta

HIGHER education in the Province of Alberta finds its centre in the Capital City. Greater Edmonton is the seat of the provincial university as of the provincial government.

The University of Alberta was established by an Act of the legislature of the province passed at the first session after provincial autonomy had been granted (1906). By this Act, the University which then consisted of the Chancellor, Vice-Chancellor, the Senate and the Convocation, was empowered to undertake the organization and development of the teaching facilities to affiliate colleges, and,

on March 30th, 1908, it took all the necessary steps to organize the first Faculty, to be known as the Faculty of Arts and Sciences, and to open the University of Alberta for classes in this Faculty in September, 1908. At the second meeting of the Senate, held in Calgary, July 6th, 1908, the first faculty appointments were made, four professors being named to co-operate with the President in the work of commencing instruction.

The first session of the University opened on September 23rd, 1908. The total registration for the session was forty-five, four of whom were students taking graduate courses in the Department of Physics. The second session opened on September 28th, 1909. The total registration was one hundred and three, including eleven graduate students. The third session opened on September 28th, 1910, with a total registration of one hundred and twenty-five students, including seven graduates. The fourth session opened on September 28th, 1911, and the total registration of the Fall term was 175 students.

At the second session of the second legislature, November, 1910, a comprehensive measure reorganizing in large part the Government of the University was introduced and passed into law. By the new Act, a Board of Governors was constituted, to consist of the Chancellor and the President of the University ex-officio, together with nine members to be appointed by the Lieutenant-Governor-in-Council; the functions of this board are those of business management and administration, including the making of appointments to the teaching and office staff of the University, the handling of all

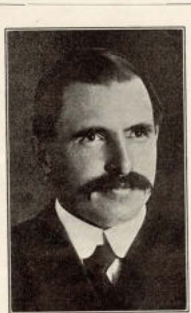
The governing body of the University as at present constituted is as follows:

VISITOR.
Hon. George Hedley Vickers Bulyea, B.A., LL.D., Lieutenant Governor of Alberta.

CHANCELLOR.
Hon. Mr. Justice Stuart, B.A., LL.D.

THE BOARD OF GOVERNORS.
Appointed Members.

Edwin Charles Pardee, Esq., Chairman.
Oliver Mowat Biggar, B.A., LL.B.



ADOLPH LEHMANN, B.S.A., Ph.D.
Professor of Chemistry

EB-26-135

generally, to undertake all work relating to an institution of higher learning. An amendment to the Act, passed during the Session of the Legislature in 1907, authorized the Lieutenant-Governor-in-Council as a preliminary step to the organization of the University, to appoint the first President, to whom was to be given the responsibility, in conjunction with the Senate, of organizing and developing the University scheme. Acting upon this authority, the Government selected the first President, Henry Marshall Tory, M.A., D.Sc., LL.D., McGill F.R.S.C., who entered upon his duties on January 1st, 1908.

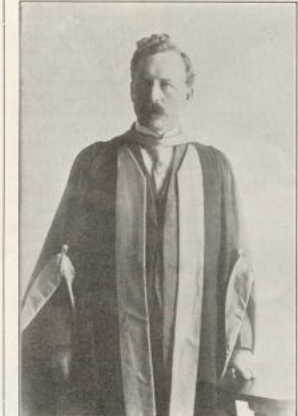
Under the Act, all resident graduates of British and Canadian Universities were entitled to become members of the Convocation of the University of Alberta by registering before a fixed date. Three hundred and sixty-four graduates, representing all the Canadian and many of the British Universities, registered, so that a large and representative body constituted the first Convocation. The Act had also provided that the Senate should consist of fifteen members, ten to be appointed by the Government, five to be elected by the members of Convocation



ERNEST WILSON SHELDON, M.A., Ph.D.
Assistant Professor of Mathematics

EB-26-134

from among themselves. The Chancellor likewise was to be chosen by a ballot of Convocation. The voting for the first Senate election closed on March 18th, 1908, and immediately thereafter the Government nominated its ten representatives. The University which then consisted of the Chancellor, Vice-Chancellor, the Senate and the Convocation, was empowered to undertake the organization and development of the teaching facilities to affiliate colleges, and,



HENRY MARSHALL TORY, M.A., D.Sc., LL.D., F.R.S.C.
President

EB-26-133

University moneys and investments, and the supervision of buildings and grounds. The Senate, by this same Act, was continued as a body entrusted with the general supervision of the University's educational work. It is defined by the Statute to consist of the Chancellor, the Chairman of the Board of Governors, the President, the heads of affiliated colleges, the Deans of the University Faculties, all ex-Chancellors or ex-Vice-Chancellors of the University, the Principal of the Provincial Normal School, and the Superintendent of Education for the province, ex-officio; of faculty representatives; of representatives of all societies whose examinations for status are conducted by the University; and of ten members elected by Convocation from among its members. The prerogatives of the Senate include the field of student regulation and discipline, the approval of all educational schedules or programmes, and the establishing and conferring of degrees.

Conformably with the provisions of this Act, late in December, 1910, the Lieutenant-Governor-in-Council appointed nine members of the Board of Governors, who met early in January, 1911, and organized by electing Governor E. C. Pardee, of Edmonton, Chairman. An election for members of the Senate, in accordance with the terms of the Act, was ordered. By March 8th, the elective members of the Senate had been chosen, and the new Senate held its first meeting for the transaction of business on March 31st, 1911, completing among other items arrangements for the first graduation exercises of the University to take place on May 16th, 1911.



WILLIAM ALEXANDER ROBB KEER, M.A., Ph.D.
Professor of Modern Languages

EB-26-136

George Henry Winter Ryan, M.D., C.M.
Euston Sisley, B.A., M.B.
George Allan Kennedy, M.D.
Lewis Martin Johnstone, LL.B.
Ralph Eugene Starks, Esq.
Arthur Leslie Cameron, Esq.
A. G. Harrison, B.A.

Ex-Officio Members.
Hon. Mr. Justice Stuart, B.A., LL.B., Chancellor.
Henry Marshall Tory, M.A., D.Sc., LL.D., F.R.S.C., President of the University.
Duncan Stuart Mackenzie, Deputy Minister of Education.
Rev. John Henry Riddell, B.A., D.D., Principal of Alberta College.

SENATE.
Ex-Officio Members.
Hon. Mr. Justice Stuart, B.A., LL.B., Chancellor.
Edwin Charles Pardee, Esq., Chairman of Board.
Henry Marshall Tory, M.A., D.Sc., LL.D., F.R.S.C., President of the University.
Hon. Mr. Justice Beck, LL.B., Vice-Chancellor.
Duncan Stuart Mackenzie, Deputy Minister of Education.
Rev. John Henry Riddell, B.A., D.D., Principal of Alberta College.



WILLIAM MUIR EDWARDS, M.Sc.
Professor of Civil and Municipal Engineering

EB-26-137

Rev. S. W. Dyde, M.A., D.Sc., D.D., LL.D., Principal Robertson Presbyterian College.
The Principal of the Provincial Normal School.

Elected Members to Retire
March 8th, 1915.
Hon. Alexander C. Rutherford, M.A., LL.D.
Edward T. Bishop, B.A., LL.B.
Hon. Hedley C. Taylor, M.A.
Patrick J. Nolan, B.A., K.C.
Oliver Boyd, M.D., C.M.

Elected Members to Retire
March 8th, 1913.

George Harcourt, B.S.A.
Walter S. Galbraith, M.D., C.M.
James McCaig, M.A., LL.B.
Frederick A. Morrison, B.A.
Trenholme Dickson, B.A., B.C.L.

Representative of Faculty to Retire
March 8th, 1913.

William Hardy Alexander, M.A., Ph.D.

Representative of Affiliated Associations.
Richard H. Knight, B.A., Sc

For the first three sessions, the work of the University was carried on in temporary quarters provided in the Collegiate Institute building of Strathcona. This fall, classes were held for the first time in the now completed residence building on the University grounds. This building has been erected at a cost of



WILLIAM HARDY ALEXANDER, M.A., Ph.D.
Professor of Classics

EB-26-61

\$160,000 and is the first of a number of like residences designed to be built one each year to provide accommodation for the growing student body. The second residence is now in course of construction and will be ready for occupation in September, 1912. The foundations of the building of the Faculties of Arts and Science have already been laid. The estimate of the cost of this building is \$500,000. When it is completed, the residences will be used exclusively as residing places. One half the residence now in use is taken up with class rooms and laboratories. Rooming accommodation is provided for sixty-five students. One section of the building has been set aside for women in charge of a directress of the household.



JOHN MALCOLM MAC EACHERN, M.A., Ph.D.
Professor of Philosophy

EB-26-60

The building is a very handsome one. The entrance hall and ground floor are finely finished in oak and the entire equipment is thoroughly modern. At the rear of the building there is a large dining hall, with kitchen attached, which will accommodate seventy-five persons at one time. A charge is made by the University of six dollars per month for room and four dollars per week for board.

The present building contains, in addition to seven class rooms, a laboratory for chemistry, one for physics and one for geometrical drawing, all three equipped in a thoroughly modern way. In the second residence, laboratories will be provided for biology and geology, mineralogy and mining, and also additional accommodation for the departments of chemistry and physics.

The University site is an admirable one, immediately across the Saskatchewan river from the legislative buildings and but three blocks removed from the Strathcona end of the high level bridge. It consists of two hundred and fifty-eight acres of land with a frontage on the river of twenty-one hundred feet and an ele-

vation above the valley of about two hundred feet. Under the old University Act power was given the Senate to bring into the University scheme affiliated colleges. Alberta College, the theological training school of the Methodist church, promptly availed itself of this privilege and was assigned a building site on the University grounds, whereon, at a cost of \$130,000 has been erected a fine residence, with accommodation for one hundred and thirty students. The Presbyterian College which started work this autumn with the Rev. S. W. Dyde, M.A., D.Sc., D.D., LL.D., as principal, has been assigned a similar building site and, it is expected, will make like provision for its students.

Forty-seven distinct courses, graduate and undergraduate were given in the University last term to a total of five hundred and fifty-eight registrations, an average of rather less than twelve registrations per course, a number not so large as to preclude successful instruction. There were one hundred and twenty-nine students to ten professors and lecturers, an average of thirteen students per instructor, which is very little above the ideal ten students per instructor of the Carnegie Foundation reports. The maintenance of the ratio in that neighbourhood means great efficiency.

The University maintains strictly an attendance rule, requiring the presence of a student at not less than seven-eighths of the lectures in any course in order to be permitted to write upon the final examinations in that course. Very rarely has it been found necessary to exclude any student under this rule. The statistics in the classical department are representative:

Total number of possible hours of student attendance.....	890
Total absences.....	26
Percentage of absence.....	3%
Percentage of possible legal absence	12 1/2%

In some important respects, the handling of the work in the University of Alberta is different from that prevailing generally in the Universities of Canada. The work is divided for each year into two terms. There are thus final examinations in January and May. The term assignments in any subject for a given term are divided in the ratio of thirty-three and a third per cent. for term work and sixty-six and two thirds per cent. for final examinations. The term work credits are determined in the first and second years by tests during each term, in the third and fourth years by a single mid-term test. Under this system it is all but impossible for a man to loaf during the term and yet pass by a brilliant final examination, while on the other hand the chances of failure for the steady and faithful student who does his assignments day by day are materially reduced. The plan is endorsed by the faculty and a very large proportion of the students. The rating in any subject by classes is as follows:

Class I.....	85% and over
Class II.....	65% and over to 84%
Class III.....	50% and over to 64%

All students falling below 50% in a subject are accounted as having failed, and must either make good by a supplemental examination in the following autumn or repeat the course. The ranking of Class I, 85% and over, is unusually high, but this grade has come to signify a very special kind of work. That it is by no means impossible of attainment is shown, however, by the fact that in the first term of 1909-10, which may be taken as an average term, there were awarded 52 Class I's, 119 Class II's, and 178 Class III's, in other words fifteen per cent. of the standings awarded were of the first rank.

In athletics, the University of Alberta has come rapidly to the front, for so young an institution. A Rugby football team appeared last autumn for the first time under the Evergreen and Gold, and played home-and-home matches with Western Canada College, tying the score on the round. A senior hockey team was entered in the northern section of the Alberta Hockey League; though unsuccessful in capturing even the district championship, it made an excellent showing. The University of Alberta's senior team also made a trip to Saskatoon, and annihilated the representative of the University of Saskatchewan. A junior team was entered in the local intercollegiate league, and gave a good account of itself. Last spring baseball was organized. The general spirit of the students in regard to athletics is clean and sound.

In the organization and advancement of the University of Alberta, the President, Dr. Henry M. Tory, has taken the leading part. The University was fortunate in securing as its first administrative head a man of the scholastic attainment and executive ability of Dr. Tory. To his important work he brings a mind of sound practical judgment, a sure estimate of men, and a true perception of academic aim, coupled with a fine mastery of academic detail; qualities which have won their possessor recognition as a foremost leader in the educational world of the country in which he was born.

President Tory is distinctively Canadian. He was born in Guysboro County, Nova Scotia, where his great-grandfather settled after the revolutionary war of 1873, of the fourth Canadian generation of Scotch lineage. He was educated at Guysboro Academy, McGill Uni-

versity, Montreal, and Cambridge University, England. From McGill he was graduated gold medalist in Mathematics and Physics in 1890. He assisted in the organization of the McDonald Physical Laboratories at that University; was appointed lecturer at his alma mater in 1891, and professor of mathematics in 1901. He took his M.A. degree in 1895; D.Sc. for research in 1903; LL.D. in 1907 and received the degree F.R.C.S. in 1909.

Dr. Tory has published a text book on Physics which is used today in McGill and many other eastern universities and colleges. He has published a number of papers, appearing in scientific journals, besides a number of papers on general educational problems. He represented the Board of Governors of McGill University on the University Corporation as Governors' Fellow from 1905 until he severed his connection with McGill in 1908. He was elected Graduate Fellow of McGill University in 1909



EDMUND KEMPER BROADUS, M.A., Ph.D.
Professor of English Language and Literature

EB-26-63

and again in 1911. Dr. Tory was entrusted by his alma mater with the task of organizing the McGill University College in British Columbia at Vancouver, a mission which he successfully performed just prior to coming to Alberta in 1908.

THE UNIVERSITY STAFF.
Faculty of Arts and Sciences.
Henry Marshall Tory, M.A., D.Sc., LL.D., (McGill), F.R.S.C., President.
William Hardy Alexander, M.A. (Toronto), Ph.D. (California), Professor of Classics.
Edmund Kemper Broadus, M.A. (Chicago), Ph.D. (Harvard), Professor of English Language and Literature.



CECIL RACE, B.A.
Registrar and Librarian

EB-26-62

William Muir Edwards, M.Sc. (McGill), Professor of Civil and Municipal Engineering.

William Alexander Robb Keer, M.A. (Toronto), Ph.D. (Harvard), Professor of Modern Languages.

John Malcolm MacEachern, M.A. (Queen's), Ph.D. (Leipzig), Professor of Philosophy.

Adolph Lehmann, B.S.A. (Guelph), Ph.D. (Leipzig), Professor of Chemistry.

Ernest Wilson Sheldon, M.A. (McGill), Ph.D. (Yale), Assistant Professor of Mathematics.

Barker Fairley, M.A. (Leeds), Ph.D. (Jena), Lecturer in Modern Languages.

Allan Chester Johnson, M.A. (Dal.), Ph.D. (Johns Hopkins), Lecturer in Classics.

C. C. Pomeroy, M.A. (Queen's), Lecturer in English and History.

Cecil Race, B.A. (Toronto), Registrar and Librarian.

WINDSOR REALTY, LIMITED

Dealers who have Knowledge of City's Conditions Show Experience in Transactions

It will be admitted by any resident of this city that there are quantities of good land for sale, many people assert that a person could not make a "bad buy" and money invested here is sure to bring a good return as though the profits were already in one's hands. No one doubts these statements, for the investor coming to our city and remaining for a few days while he invests his money is as convinced of their truth as the person who has lived here for years and has seen the advancement of values and the settlement of the country that has led to this condition.

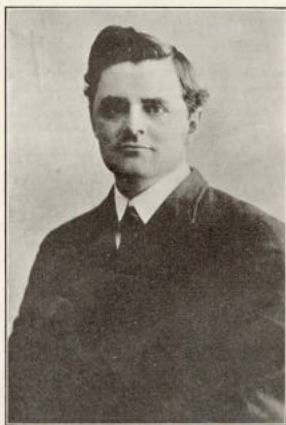
Yet there must be some better bargains than others in spite of the fact that all are good and there are real estate concerns who are much better constituted to select or advise these good bargains than others. The enterprise and progressiveness of some of the concerns that have come here from other parts of the Dominion or from other countries must be commended, yet an experience that dates back a few years should be a valuable asset of any real estate concern, since the values of the future must in measure be gauged by the values of the past. And it is such men who have witnessed the growth of the past who can judge the direction that present and future developments will take.

Though among the newer concerns in this field, the Windsor Realty, Limited, is composed of men who have been residents here for a considerable period and have become familiar through such residence with the conditions, resources and opportunities of this section. Consequently, in handling property for others or buying and selling for itself, this corporation has solid and substantial reasons for any undertaking it pursues, and the wisdom of its transactions has commended itself to many customers in the past six or eight months.

The company, with offices south of Windsor Hotel, was incorporated in February, this year, and has for its officers: President, J. H. McKinley; Vice-President, M. T. Watt; Secretary, Treasurer, W. McKinley. President McKinley who has been for a number of years a resident

and business man in our city, has been a member of the board of aldermen and through public offices as well as private enterprises, has had the facilities to learn of Edmonton's most promising opportunities.

Secretary McKinley has also been associated with his senior in public and private affairs, and is conversant with conditions that have made our present city the up-to-date metropolis that it is. Vice-President Watt has been here for the past three years and in that time



J. H. MCKINLEY, PRESIDENT EB-26-64

CAMPBELL FURNITURE CO.

One of Finest Establishments in Edmonton, is also One of Best in Canada

THE Province of Alberta is one of surprises and in the capital city of Edmonton the surprises are most frequent and amazing. Many residents are not yet accustomed to the radical and progressive changes that have taken place here in recent

years and visitors find so many unlooked for features that they are in a constant state of ejaculation. There are, of course, certain enterprising characteristics that have given great publicity but there are others that have to be personally known to be appreciated.

For instance, although a foremost place. Occupying a statement is made that Edmonton has some of the best retail stores in the country, one naturally accepts the statement with a reservation, thinking that "doubtless they are good stores for this part of the country."

Investigation, however, forces the conclusion that the broad statement is true that our city with a population of thirty to thirty-five thousand has mercantile establishments that excel any others in the Northwest and compare favorably with the best in the wealthy and old established cities in the east.

Of these, the Campbell Furniture Company undoubtedly takes a foremost place. Occupying four floors with entrance at 11 Jasper Avenue East, the concern has floor space of 25,000

square feet, every bit of which is compactly and economically used. Each floor has been separately and conveniently laid out so that the stock can be shown to the best advantage, and each line of goods can be displayed without loss of effort or of



EB-26-178

time. If one is looking for parlor furniture, one is not conducted through piles of chamber goods, and if one wants fittings for a library or den they are not distracted by running against dining or kitchen goods. Yet all are kept in stock in proportionate quantities.

This however is not the surprising feature of this establishment, for it is admitted that our business houses are complete. The remarkable feature of the Campbell Furniture House is the quantity of high grade goods carried. The

heaviest and most expensive woods are shown in all the newest and most desirable finish. Unique as well as ordinary designs are carried and the stock dealt in indicates that Edmonton people are not only ready to purchase the very finest goods that the markets afford but demand the very finest workmanship, patterns and products that are appreciated by cultured and cosmopolitan people.

Mahogany furniture is given special preference at the present time, and there is scarcely an ornamental or useful design turned out by manufacturers this side of the Atlantic or in the Old Country either that is not shown here. Carpets, rugs, linoleums, curtains, draperies, etc., are imported exclusively by this firm and it is through such extensive and discriminate buying that the amazing success of this business has been achieved.

High grade furniture may be occasionally purchased at other places, but high grade furniture is always bought at Campbell's, for it is the only kind carried. Hall, library, reception and tea room furniture as well as the furnishings for every other part of the luxurious home are

shown in variety and there is no discussion over the assertion that this is the largest furniture concern in the Northwest with as large a stock of high grade goods as can be found outside of Montreal and Quebec.

The business is one of the old ones in Edmonton and was founded thirteen years ago by McIntosh & Campbell, after which it was organized some six years ago. W. W. Campbell became sole proprietor. Eighteen people are employed and several teams left going.

This company then is one that admits that all land is good buying but there are some locations that are surer of an early and rising value than others. Its purpose is to choose such sites and to offer them to their customers, an intention it has so far carried out, that the company is regarded as one of the best informed and trustworthy concerns in the real estate field. Its reference is the Canadian Bank of Commerce, and the corporation upholds by all its recommendation.

The members of the corporation are interested personally and commercially in the development of our city and exert their energies for its welfare and advancement.

STATELIEST of all public edifices in Alberta is the Capitol Building at Edmonton. It stands on a commanding site in the heart of the city, overlooking the Saskatchewan Valley. Its location is historic, too, for it has been built on the ground which surrounded the first building erected in Edmonton, the Fort of the Hudson's Bay Company. The old Fort, an assemblage of whitewashed wooden buildings, still stands, in the shadow of the great legislative pile, providing the material of a striking contrast between Fort Edmonton of yesterday and Greater Edmonton of today.

The mammoth, new building of stone, steel and marble, now nearing completion, stands with its main entrance directly opposite the centre line of Eighth Street, facing north. One block to the west, the high level bridge spans the river valley. On the opposite bank of the Saskatchewan are the buildings of the University of Alberta. A few rods to the south-east of the new Capitol Building are the old legislative buildings in which the first legislative assemblies of the province were held.

Seventh Street is carried across Saskatchewan Avenue by a masonry viaduct to form the main approach to the Capitol. Access is also had

to and two hundred feet south of Saskatchewan Avenue, and the main entrance directly opposite the center line of Eighth Street. The building is designed on strictly classical lines and is of the Corinthian order of architecture.

The main entrance or center pavilion is eighty-three feet wide, flanked on the east and west sides with administrative wings, each wing being one hundred and thirty feet long, exclusive of the entrance steps which extend on either side for a distance of forty-two feet. The main entrance pavilion, including entrance steps, extends north from the main facade a distance of seventy-five feet. On its north and south axis, from the front of the steps, the building measures two hundred and ninety feet. The building is fifty-eight feet high from the ground line to the top of the main cornice, and from the entrance line to the base of the dome is eighty-eight feet. In general, the building occupies a plot of ground four hundred and twenty-seven feet by two hundred and ninety feet, and from the ground to the top of the dome is a distance of one hundred and seventy-eight feet.

With broad concrete footings and foundation walls up to the ground line, the building is of strictly fire-proof construction. Above ground

and decorative oil or water color paintings.

The administrative wings have their ends facing east on Seventh Street and west toward Ninth Street. They will be approached by neatly laid-out paths and carriage drives. Two entrances are provided at each of the wing buildings, one for the basement entrance at the ground level, and the other up a flight of stone steps, which are forty-five feet wide at the start and gradually close to a width of thirty feet. Inside the arcade entrance and vestibule of the wing building there is a central corridor, flanked on one side with service elevator and on the other side with service stairs, both of which are enclosed in separate fire-proof walls, continuous for the whole height of the building. The wing corridor leads past the administrative offices to the corridor surrounding the rotunda.

The approach to the building by way of Seventh Street will be across a masonry viaduct now in course of construction. This bridge spans the Saskatchewan Avenue, which is below the ground line of the building at its crossing of Seventh Street. There is a choice of two entrances at the front of the building, one a masonry entrance beneath the steps, the other up the steps, flanked on either side by



THE CAPITOL BUILDING OF ALBERTA

EB-26-163

from Ninth Street, and a circling drive will sweep past the majestic pillars of the main entrance to join Ninth and Seventh Streets. The ground around the Capitol will be terraced and planted with trees; driveways and walks will be laid out, and the whole area converted into a beautiful public park on plans prepared by a landscape artist. The Capitol building with its surrounding park, the high level bridge spanning the valley of the great Saskatchewan, the river itself, the stretching along either bank, and the University buildings on the south side; all these together will constitute the site of the Capitol building one of the beauty spots of Canada.

The corner stone of the Capitol building, which in dignity and grace need take second place to no public building in the entire Dominion, was laid by His Excellency Earl Grey, on October 2nd, 1909, before a great concourse of citizens. The first session of the legislative assembly will be held in the new building this November, the construction of the legislative chamber in the south wing having been completed first for this purpose.

The first sod in the work of construction was turned in August, 1907, by a steam shovel, without ceremony of any kind. The work of excavations and basement foundations followed soon after and continued to October, 1908, when the steel construction commenced; May 15th, 1909, the laying of granite blocks for the basement work was begun.

The building has been constructed in the form of a "T," having the main facade parallel

the exterior walls are faced with stone masonry, backed with brick work and furrowed on the inside faces, with hollow porous terra cotta blocks for the purpose of providing air spaces to prevent warping and to make a soft background for plastering work. The interior is of steel construction, consisting of steel columns supported on concrete footings and steel floor beams and roof trusses. The steel work is a unit in itself, and is not dependent on interior partitions for support. The walls of the rotunda and vaults are built of the best brick masonry. All other interior walls are built of hollow, porous, terra cotta blocks and so designed that at any time any partition or set of partitions on any floor may be removed without interfering with the construction of the building, and with a minimum interference with the business operation of any department. The floors are of reinforced steel concrete construction, and the protected steel beams will have marble and tile floor finishes.

From its external appearance the building would be judged to have but four stories, but there is in reality, a sub-basement and an attic story, in addition to those disclosed in a glance at the front elevation. The sub-basement, as its name implies, is below the ground level, and the attic is on the roof above the cornice and behind the balustrade.

The general offices of the administrative wings are being plainly finished with plaster. The main entrance, rotunda dome, and all public and private rooms in the legislative wing will be finished in marble and decorative plaster,

massive buttresses which have a clear opening of 60 feet between them. The buttresses are ornamental in structure with moulded cap stones and surmounted by bronze lamps. At the top of the entrance steps are six Corinthian columns, each column four feet in diameter and forty-eight feet in height. Across the porch is the main entrance consisting of three large circular masonry openings in which are placed ornamental bronze doors. The doors open into a spacious vestibule which leads to the main corridor surrounding the rotunda.

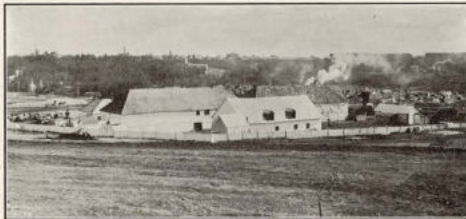
The corridor surrounding the rotunda is from ten to twelve feet wide. In the two angles nearest the main entrance there are niches for statuary, and the other two angles will contain elevators which will run from the basement to the attic floor. This corridor will have plaster walls, and beamed ceilings in decorative plaster and marble.

The rotunda is forty-six feet square with a circular well at the centre, for the purpose of lighting the basement story, having octagonal corners, and extending upwards from the first floor to the third floor with a gradual change from the octagonal to circular form. This circle is carried up with circular top windows, and ornamental pilasters and cornices to the elliptical beamed and panelled ceilings of the dome. There are openings all around the rotunda at every floor level, having square or circular tops as best suit the design. These openings are finished with ornamental marble columns and balustrades. The pedatives which spring from the octagon corners are panelled

and the circular friezes over will bear oil or water color paintings of suitable design, representing scenes historical, or otherwise typical of the province. The general finish of the rotunda will be in marble and ornamental and decorative plaster work.

From the rotunda a grand staircase leads to the entrance to the legislative chamber on the second floor. The sides of this case will have ornamental columns finished with a moulded cornice, and above this cornice is a barrel-vaulted ceiling, beamed and panelled and with ornamental glass skylight. The general finish of the grand staircase hall will be in keeping with that of the rotunda.

The legislative chamber is a room fifty-six feet square, extending in height through the second and third stories. In its design, the Ionic order has been followed, there being two detached columns on each of the four sides, and angle pilasters at the corners. These columns are brought together with a moulded cornice around the four sides of the chamber. Above the cornice will be a large barrel vault having panelled beams and ceiling and ornamental glass skylight. In the north and south ends will be large elliptical lunettes bearing pictured historical scenes. The sides of the chamber will have solid partitions separating the speaker's room, members' and general retiring room from the chamber. The speaker's and members' rooms will have fireplaces and toilet ac-



OLD FORT OF HUDSON'S BAY COMPANY

cessories and conveniences. Over the rooms surrounding the legislative chamber on the third floor will be the various galleries given over to the use of the public, members' and speaker's friends and the press. In addition to the press gallery there will be a room given over to the use of the members of the press for the purpose of making up their reports.

The rotunda will have two public elevators, access being gained to them through arched

stairs to the galleries for the public.

The building will be heated and ventilated by a modern system of steam, hot water and warm air. The plumbing is of the very best and fixtures have been installed for hot as well as cold water. The heating, ventilating and pneumatic plants will be installed in the sub-basement story, but the main steam and electric plant is being installed in a separate power house built at the foot of the river bank several hundred feet away. Access from the power station to the building is by tunnel, connected with the sub-basement of the building.

This tunnel will also be used for transmission purposes for main steam and vacuum pipes and electrical wires.

The library room, on the ground floor of the south wing, beneath the legislative chamber, was the first apartment in the new building to be completely finished. This room will provide space for stacks accommodating 50,000 books. The library, consisting at present of 15,000 volumes, will be moved from its present quarters in the old building and installed in the spacious new room before the sitting of the legislative assembly.

Offices in the east wing of the new building are now being finished and will be ready for occupation early in the new year. In a few months' time the Capitol Building will stand completed from steps to dome, the architectural pride of Alberta.

EB-26-173

JACKSON BROS., JEWELERS

Whose New Building and Extensive Transactions are Creditable to Firm and City

AS Edmonton has by no means reached that metropolitan standard and population to which she aspires, every movement that leads to greater eminence, whether promoted as business enterprise or a public utility, is a step in the path that is before us of promoting a Greater Edmonton that will eventually become the metropolis of the West.

Expansion of mercantile enterprises, new buildings and the improvement of property, undertaken by individuals or the government, all tend toward this result, are gratifying evidence of the progressive spirit of these times and are an indication of what the future must bring.

Therefore, the new block that will be ready for Jackson Bros., the jewelers, about the first of October, is not only a sign of the remarkable development of this house and of the immense capacities that it demands, but the improvement of the property on Jasper Avenue, which they own, gives a notable aspect to this part of our commercial centre, while the appearance and solid construction of the building make it a striking addition to the number of modern business edifices, and demonstrates that permanency and progress are two of the features that are illustrated in this fine building.

It is particularly fitting that a concern of this kind should mark the development of this city, for going back to the original founding of this jewelry establishment it is learned that it is the oldest one in Alberta, and was established some twenty-five years ago. The site that has been occupied by Jackson Bros., 303 Jasper Avenue East, corner of Queens, has been used in the past over twenty years, and no concern has been more identified with the growth of this city than this one.

It may naturally be assumed that in its earliest period the transactions were of small amount compared to those of recent days. Yet there was always a disposition to give the best possible service and to offer the goods that were then called for. This policy has been pursued with such completeness that in its present organization the company is regarded as one of the largest and most expert in the province, with facilities and abilities that are not usually presented, except in the very oldest and wealthiest cities.

The firm are retail and manufacturing jewelers and their services are in demand when it is desired to have precious gems set in original or novel designs. In our city such rare workmanship is more often called upon in the designing of trophies, loving cups, medals, trawels, etc., and some of the most notable occasions in this part of the province have been commemorated by the emblems that have been furnished by Jackson Bros. and have been presented to distinguished people.

Notable sporting events where trophies are the premiums have been appropriately rewarded by the designs furnished by this firm and in heavy silver pieces that have largely been given figures, scroll work, dates, names, and reproductions of the events that gave rise to the awards, are accurately engraved and designed, the beauty of the emblem not being excelled by the workmanship, since both have received the highest praise.

One of the manufactured pieces which this concern turned out was the rich and elegant

that illimitable variety that may be expected of a firm of its size and consequence. The stock has a reputation quite equal to the wide and well known reputation of the concern, and in quantity and quality is not surpassed this side of Winnipeg.

In the new building this standard will, of course, be maintained while a number of improvements will allow a more advantageous display to be made, and more space will be allowed for some of the operations that have had to be restricted in the old premises.

The block, a four storied structure, attractively planned, has a thirty foot front and one hundred and thirty foot depth. Sixty-nine feet will be used as the depth of the salesrooms for Jackson Bros. on the ground floor and the remainder of that area will be used for a workshop and for the manufacturing end, where the most modern equipment for silver and metal working will be installed, and other conveniences afforded for designing and producing.

The optical department will also be enlarged and the most improved optical appliances utilized. All guaranteed stock for the use of the eye, testing and remedying the organ of vision will be maintained, while expert attention as usual will be devoted to watch and clock work and jewelry repairing. This company are the watch inspectors for the G.T.P. railroad, a fact that corroborates the general opinion held that this firm is one of the most thorough and experienced watch concerns in this part of the country.

Twelve people have been employed in the past few years by Jackson Bros., but this large number will be increased when the full capacity of the new store is reached.

The business, owned by J. H. W. J., and H. A. Jackson, was purchased by them some five years ago and they were the successors of E. Raymer, who established the business in 1886. These proprietors came here from Toronto and all had been jewelers in the east. Their training, ability and enterprise made their choice of our city as a most promising field for their operations, at the time gratifying to Edmonton, while the progressiveness and reliability since demonstrated has deepened their earlier impression and caused widespread congratulations.

It is good to know that the company has prospered in proportion to their soundness and sagacity, for in offering the immense facilities they do in their line of trade, they augment the reputation of our city as a supply and distributing centre. In erecting a substantial block, they assist in the good impression that a modern and well constructed commercial centre gives, and their steady advancement means that Edmonton can give adequate return to those who will cater to its demands with a complete and comprehensive understanding of them.



EB-26-174

casquet that was presented to John A. McDougall, M.P.P., at the expiration of his last term as mayor, while the trawels used at the laying of some of our public buildings such as the Parliament Buildings, and the hospital, were the products of Jackson Bros.' artistic and skillful workmanship and were presented to the distinguished men who made use of them in the laying of corner stones.

Watches, clocks, rings, charms, chains, silver and glassware and those innumerable ornamental and useful designs, appropriate for dressing, toilet and dining tables, also for personal adornment, are shown by Jackson Bros., in

Telephone No. 1337

Bank References

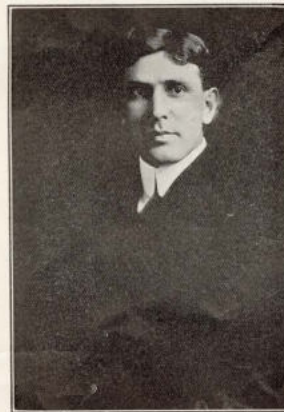
Money to Lend at
Lowest Current Rates

DOBSON & LITTLE

REAL ESTATE

City Property Farm Lands Insurance

119 JASPER AVE. WEST - - - EDMONTON, CANADA



Geo. F. DOBSON EB-26-66

DEAR READER,— We are too busy to write, and you ought to be to read, our family history, or a resume of our past poverty and present prosperity, detailed accounts of virtues we may never have possessed, or our charitable intentions to you ward.

We are just a plain honest business firm who make a point of seeing that you get what you pay for, and not a philanthropic institution engaged in giving away something for nothing.

As a proof of our reliability we will be glad to refer you to satisfied clients and our past business records.

We are not quoting prices on any property in this issue, but will be pleased to have you call at the office or enquire by mail, telegram, telephone, or cablegram, and your enquiry will receive our prompt attention.



J. A. LITTLE EB-26-65

BUY A HOME

Tell me not in mournful numbers
Life is but an empty dream,
For the soul is dead that slumbers,
And only live fish swim upstream.

Life is real, life is earnest,
And the man who wins the goal,
Owns the dust with a house upon it,
And to a landlord pays no toll.

If enjoyment, and not sorrow,
Is to be your end or way,
You must wake and save the dollars
That you're squandering for rent to-day.

In this world's broad field of battle,
Life is not an idle dream,
For the renter feeds the cattle,
While the landlord gets the cream.

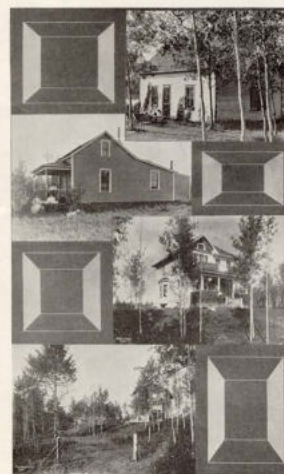
Life is short and time is fleeting,
And though you work like a galley slave,
Unless you invest your money wisely,
You'll own no home this side the grave.

Lives of great men all remind us
We can make our lives sublime,
By buying a home with golden dollars
Ere they float away on the tides of time.

Dollars that perhaps another,
Sailing o'er life's solem main,
Dearer far than any brother,
Seeing may take heart again.

Better then be up and doing,
Buy a home that is up to date,
Use your backbone—not your wishbone,
You're the architect of fate.

—B. A. HOMEOWNER.



SOME EDMONTON HOMES OWNED, NOT RENTED
EB-26-176



SOME EDMONTON HOMES OWNED, NOT RENTED
EB-26-175

Trackage Property and Business Sites a Specialty

BRACKMAN-KER MILLING CO.

LIMITED

Manufacturers of B. & K. Cereals who have Large Plant Across the River in City



BRACKMAN-KER MILLS, EDMONTON

EB-26-177

NOTHING can give a community a greater feeling of confidence and security than to know that besides its raw material products, it also has manufactories where finished goods are produced, particularly when such an output is in the food line. The world today, fast advancing in every industrial pursuit, is yet dependent upon what earth produces, and every market is strengthened or weakened according to the reports and crops in agricultural districts.

Alberta now and in the future will have its influence upon such conditions and while many industries at great distances from here will be affected, it is well to know that we have home industries that will be affected, too. For the last sixteen years we have had in Strathcona a mill that has given encouragement to local growers and is an important market for oats, wheat and barley and other products of this soil.

The Brackman-Ker Milling Co., Ltd., is the concern to which we refer and this corporation with headquarters in Victoria, has a mill across the river where its well-known trade mark of B. & K. is registered on many high grade products, such as oat meal, barley of the potted and pearl varieties, wheat flakes, rolled oats and other cereals. Not only in this plant but in others that are controlled by this company are the best raw materials used for the most improved processes of manufacturing are operated, so that the products of this company entering competitive markets sustain a high reputation and are in demand in every market where their merits have been made known.

The business is carried on with complete attention to its operation and merchandising facilities, and so that from year to year its capacity and equipment have been improved

and it is one of the best managed and modern plants of its kind in this part of the country. One of its facilities is a concrete tank which holds a hundred thousand bushels, and the storage capacity entire is for two hundred thousand bushels.

The premises occupied are a short distance from the Canadian Pacific depot and on the main line of its tracks, so that its shipping advantages are paramount.

The company owning a block of land in the east end of the city, has recently cut it into lots and offered it for sale, the location making it an excellent investment or a most desirable site for either industrial or residential purposes.

Mr. D. R. Ker, one of its founders, and a mill man of wide experience, and sound ability, is the president and general manager of the company, and R. T. Purvis local manager.

Mr. Purvis was one of the first employees of the Strathcona mill and was at hand when it was first operated. Three years ago after being engaged in business for himself for four years, he returned to this city and upon the retirement of Mr. J. W. Lines last fall was appointed local manager.

The company gives employment to some twenty men, covers a wide territory in securing its supplies and marketing its product and is essentially one of the concerns that has aided largely in making this known as a mill and manufacturing district, while its financial operations as before related are an important and exclusive volume that give prestige to the house of Brackman-Ker Milling Company, and reflects credit upon this community where considerable part of its business is so progressively conducted.



IMPERIAL INVESTMENT CO., Limited

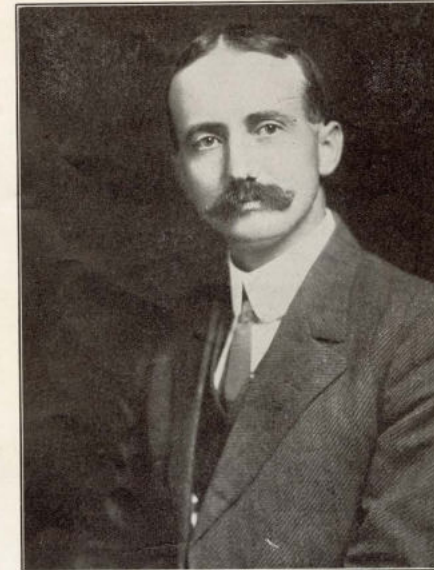
One of more recently established Real Estate Concerns has progressed auspiciously

THOUGH there has been such activity in real estate in our city in the past few years that to some people it appeared that this enterprise needed little cultivation, it is evident that no soil shows its greatest fertility without being planted, cared for, encouraged and harvested. And to a very large extent our real estate field has yielded only an indifferent crop such as would come from the natural opportunities and resources that this community provides.

But there is cultivation going on and among the younger business houses in this city to conduct a campaign on modern and scientific lines is the Imperial Investment Co., with office at 64 Jasper Avenue East. Though this corporation has only been in existence since last February, the thorough and experienced manner in which they mapped out their work was effective from the start. Haphazard methods were not experimented with, nor were loose ends allowed to unravel. Conditions were studied and the purpose of the company fixed before action was begun, in consequence of which their path in the past eight months has been one steadily pursued course by which they have given expert service in real estate operations and won the commendation as well as the patronage of an increasing number of clients.

Though the company has property of its own, it is not in the market to hold land. Its business of dealing in real estate keeps it in close touch with all the opportunities this part of Alberta affords. If a desirable section of land is offered for sale and there is no customer at that time the company secures it if it is a good investment. But this judgment of good values is not confined to one section, so if the chance comes to sell this acquired property the corporation parts with it and finds a similarly good proposition in which to turn over its money.

The erroneous impression that exists in some people's minds that a real estate concern would not sell property if it was as valuable as they



T. B. WEBB, President.

EB-26-67

say it is would be removed if they knew of the scores of good opportunities the real estate dealer has and of the immense amount of available cash that would be needed to take advantage of any number of them.

The Imperial Investment Co. practically makes no effort in this field, but is in the market as buyers and sellers, takes the best property that is offered and through its systematic way

of conducting business very promptly finds a purchaser. Some of the best property in the city has been listed with this young concern; for the application that has been devoted to the upbuilding of its business has been effective for those who had dealings with it.

As the money is promptly turned over, the wise investor can always find good use for it, and this corporation assists its patrons in this feature, for it not only handles good values but keeps well informed of existing conditions, of the trend of the money market and of the direction that the growth of our city is taking. All this information and experiencedly acquired facts are placed at the disposal of clients of this house, while the advancement and success of this corporation gives people who deal with it a great deal of confidence in their aggressiveness and sound judgment.

The Imperial Investment Co. has for its present officers: T. B. Webb, President; J. H. Treble, Vice-President; R. W. McKinnell, Secretary-treasurer.

Mr. Treble has been in this locality only about eighteen months, but quickly familiarized himself with the resources and opportunities of this province and has applied himself with energy and perception to real estate affairs.

Mr. McKinnell has been in the west for the past thirteen years and knows the possibilities of this ground and the enterprises that appeal to the progressive people who have become located here.

President Webb was formerly circulation manager of the Bulletin, and through business relations and a six years' residence has a more intimate knowledge of our city than many men would gain in twice that time.

These officers agree in the progressive methods adopted, and each one devoting insight and application to his work has combined to make the company one of the leaders in this field, while as a company and individuals they exert their influence for the development and welfare of this community in general.



J. H. TREBLE, Vice-President.

EB-26-69



R. W. McKinnell, Secretary-Treasurer.

EB-26-68

McEACHERN BROS.

Valuable City Property handled by Concern that looks after Homesteads in Peace River District

THOSE who are looking forward to Edmonton's greater development within the next few years, are aware that much of our city's prosperity must come through the opening of lands about us to the north and west. It is the new towns and the new agricultural districts that will demand wider and more extensive trading capacity in this metropolis; and even should Edmonton become an important manufacturing city, a great deal of its prosperity would still be dependent upon its location as a railroad centre and as the supply and distributing centre for a large part of the Northwest.

Where the development of these countries is undertaken, our city as well as the persons who promote such movements will profit and credit must be given to such concerns as are exploiting

future years when titles have been taken up, crops harvested, and money in circulation, can hardly be estimated at the present time.

This firm has the contract for carrying mail from Edson to Grand Prairie, and this very government facility gives the company an opportunity for intimate investigation and the gathering of facts such as no other business house in this section can possess. Also this partnership comprises in addition to Arthur and Neil McEachern, J. B. Taft, the government land guide, and this experienced man's exploration into many parts of the north and west gives him an insight into conditions and possibilities that can only be gained through such wide and hard earned experience.

British Columbia timber lands are also promoted by this company, and through earlier

and investors are looking; and as this division is high and dry with an attractive outlook, its advantages appealed to many people both as an investment and as a property to hold for residential purposes.

The company dealing in city and farm lands, timber limits, etc., has holdings of its own in these different properties, and shows confidence in property about here by investing for themselves. Such proceedings naturally beget the confidence of customers who are likely to remain sceptical when a dealer describes certain investments very enthusiastically; and yet never puts a cent into them himself. This firm practises what it preaches, and one of its most earnest lessons is the future of the great Northwest.

The McEachern brothers were both formerly located in British Columbia and were engaged



EB-26-179

the possibilities and resources of these vast regions that are placed in communication with Edmonton.

McEachern Bros., the real estate dealers at 324 Jasper Avenue, East, have given considerable attention to these wide areas of fertile prairie land since they became established in our city in February, 1910. Homesteaders to the Peace River district and to Grand Prairie have been attracted in large numbers, and this company, sending out literature, making sound suggestions as to the desirability of such locations, have been instrumental in attracting settlers from many parts of this continent to these favored regions. Such settlers passing through our city have a direct influence on trade channels, while the benefit they will confer in

dealings in this property and through residence in this province, this company is especially qualified to speak authoritatively of the value of these lands and the cost of operations there.

Though this concern has been organized in Edmonton only since February, 1910, its local transactions have assumed high importance and exclusive of its homesteading development the company has a trade that would be sufficient for many dealers.

It was through this office that North Jasper Place was entered upon the market and had such quick sales. The property contained over twelve hundred lots and was disposed of within a remarkably short time. The location of this property is at the west end and it is in that direction toward which the better class of citizens

in timbering there; they know the condition of our neighboring province as well as of Alberta. Mr. Taft, it is natural to assume, is familiar with more than one of our western provinces. Yet the decision to make Edmonton the headquarters for business transactions must lead to the belief that of all communities this offered the most favorable and promising opportunities and is the city that is destined to make the greatest progress in the next ten years or less.

This company through its exploitation and operations is certainly assisting to a greater Edmonton that is to be the supply and distributing centre of the Northwest, and each of these gentlemen confident in this realization are active and encouraging in all movements that will assist promptly to this ultimate end.

ROYAL FRUIT CO., Ltd.

Wholesalers' Own Building that is Headquarters for their heavy Transactions

THE ever increasing population of Edmonton and the opening of new country for which our city will be the supply and distributing point, makes necessary added and increased mercantile facilities that our city may maintain its position in the commercial world. With this end in view any sound business concern is welcomed to this section, though in this as in any other matter it is natural to have a preference. And so Edmonton prefers companies of men of experience and business capacity and particularly men who do not regard our city as a side issue but rather a place to permanently locate, where they may develop their business to the highest capacity and assist in our mercantile

one hundred and fifty, a total capacity of twenty-two thousand five hundred square feet is afforded and as various cars are kept on the track until their cargoes are called for, it will be seen that a great deal of space is required, with conclusion to follow that an enormous amount of business is done.

This concern as its name would imply, is a dealer in all kinds of fruits and goes to every country where different fruits are raised, buying in car load quantities, which insures shipments direct subject to no delay and which also induces the low cost of transportation that is given on carload consignments going to one destination.

profitably done, for according to experts our soil would be productive and similarly our wholesale men would be glad to take the products.

This company covers a wide section outside of our city, going to the boundary line east, to Ponoka south, and as far north and west as transportation facilities will admit. Three travelling salesmen cover outside territory and one attends to the trade in this city. In all this firm gives employment to some twenty people, not an inconsiderable number by any means in a community where manufacturing on a large scale is not yet conducted.

Its warehouse is supplied with an elevator, a spur track allows cars to be hauled right up



ROYAL FRUIT CO'S WAREHOUSE, EDMONTON

EB-26-180

reputation as well as their own. The erection or ownership of property here insures this stability and identification with our community, and among the firms that have shown this interest in its own prospects and our city is the Royal Fruit Co., Ltd., with office and warerooms at 636 Third Street.

The company has been established here since November, 1908, and the following September took possession of its modern brick building which, allowing the concern a very large floor area, is at the present time very largely taxed through the voluminous stock carried and the extensive transactions that take place.

Two floors and a basement being occupied and the dimensions of the building being fifty by

All the small fruits from California are put on the market here by this company as soon as the crop is gathered; many carloads of bananas are handled annually and the fruits of the tropical country to the south of us are imported readily, so that Edmonton has service in this market as promptly as any city in the country, taking into consideration, of course, the number of days that must elapse to get shipments from the growers' country to our city. Vegetables are also dealt in, and the completeness with which this company covers the fruit field is not surpassed by its dealings in vegetables. The agriculturists of this section are encouraged by being given an immediate market here, and if truck gardening were tried upon a larger scale in this section it could be

to the merchandise receiving door, and every equipment of modern utility in this business is utilized for the prompt and economic administration of affairs.

H. C. Stockton, Managing Director, came to this city from Regina, and the founding of the business here, the purchase of land and construction of a building, have been promoted by him. The reputation of the concern is vested in him, and its remarkable expansion and success may also be attributed to him.

The company occupies a foremost place among wholesale houses and its reputation for reliability and progressiveness reflects credit upon our city as well as upon those who have brought it to this standing and prestige.

THE EDUCATIONAL INSTITUTIONS OF GREATER EDMONTON

- Alexander Taylor School** (EB-26-490)
- Norwood School** (EB-26-491)
- Queens Avenue School** (EB-26-492)
- McKay Avenue School** (EB-26-493)
- High School** (EB-26-494)
- University of Alberta** (EB-26-182)
- Collegiate Institute** (EB-26-495)
- Alberta College** (EB-26-496)
- Duggan Street School** (EB-26-497)
- Oliver School** (EB-26-498)

Greater Edmonton—As An Educational Centre

EDMONTON, while growing great in things material, has not neglected the school training of its children. Wealth acquired has been liberally applied to provide the best teachers available, erect the best school buildings of modern architecture and place the administration on a thoroughly efficient basis. In public school, collegiate or institutions of higher learning, educational opportunities are afforded which can be duplicated in few cities of Canada. It was the testimony of the Royal Commission on Technical and Industrial Training, after visiting 76 Canadian centres, that Edmonton's school system and school buildings ranked with the first in the Dominion. Educational facilities such as these are bound to prove of the highest importance in attracting immigration of the best kind into the city and surrounding district, and in the establishment on a right basis of the future citizenship of Greater Edmonton.

In a mission school attached to the old Hudson's Bay Company's post, Edmonton's educational system finds its humble origin. As the trading post grew to be a town, educational work was taken up by the citizens and passed largely out of the hands of the missionaries who had hitherto directed it. The town grew to be a city and provision for school training kept pace with its growth. Changes in administration were effected; additions were made to the teaching staff and new buildings were erected until the present status of the city's public school system was attained.

In the year 1881, the first steps were taken towards the establishment of educational work in Edmonton on a non-sectarian basis. What training the children of the settlement had received prior to this time had been given under mission auspices. From 1881 to 1885, school work was carried on as a town enterprise on a purely voluntary basis. In the latter year, the organization of the board was brought into relation with the school law of the North-West Territories.

Three trustees were chosen at an initial meeting in the fall of 1881, and a few weeks later a meeting was called to consider the building of a school. As a site the Hudson's Bay Company donated four lots where the McKay Avenue Public School now stands. On condition that subscriptions to cover the cost of erection could be raised, it was decided to proceed with the building. A contract was let to Messrs. Oliver and McDonald, the building to cost \$968, and the trustees were authorized to secure a loan of \$500. Work was proceeded with, and in the Bulletin of December 10th, 1881, appears the item: "The school building will be ready for occupation on Monday." The same issue contains an account of an important meeting presided over by R. Hardisty, Trustee McCauley explained that the purpose of the meeting was to engage a teacher or to empower the trustees to employ one. The Rev. A. B. Baird and R. Hardisty, with the three trustees, were named a committee to act. Enquiry as to how the teacher's salary would be paid was made by Donald Ross and a guarantee list for \$500 was produced by the chairman of the board signed by seven citizens. The question of securing a government grant was discussed, and a proposal was made to tax the pupils for the amount necessary if the grant was not forthcoming. The proposal, however, was voted down, the feeling of the meeting being strongly

in favor of free schools. J. Harris was engaged as the first teacher of the new school. By an energetic campaign funds were raised for the school work, which for a time was carried on in one room. In 1885 legal organization under the North-West Territories Ordinance was carried out. Richard Secord, of the firm of McDougall and Secord, was the first teacher under the new organization. In 1895 the brick building on College Avenue, until April last used for high school purposes, was erected. The policy of building this structure, which provided for four classes was strongly opposed by some of the ratepayers who thought it extravagantly large and favored smaller ward schools. To supplement this school it was however found necessary a year or two later to rent rooms on Fraser Avenue for school purposes. The Queen's Avenue school, providing accommodation for ten classes, was built in 1902 and on its occupation the College

necessitated further school accommodation, and in 1908 the Norwood School was built. This is a ten-room building, in construction and equipment, of the most modern type. It is of the Renaissance style of architecture, built of red brick on a rough stone foundation and trimmed with white stone facings. The building has a beautiful centre stone arch, lobby entrance at front, and spacious class rooms and corridors. The interior is handsomely furnished and decorated, and well lighted.

The Oliver School, named after the Hon. Frank Oliver, which was opened on March 31st of this year by the Hon. C. R. Mitchell, Minister of Education of the Province of Alberta, is the latest addition to the public school buildings of Edmonton. It stands on a site of a full block, west of Seventeenth Street and north of Athabasca Avenue. It is a twelve-room school, containing in addition an auditorium, library, office and teachers' rooms. The cost of construction was \$100,000.

Another large public school building to be known as the McCauley school is now being erected in the east end of the city. It is located on a block of property between McCauley and Heimbeck Streets, and Syndicate and Kinistino Avenues. The school will have twelve rooms and will cost \$100,000. It will be so constructed that when additional accommodation is needed it will be possible to add four class rooms of regulation size by extending the third story to cover the entire structure. Each of the twelve rooms of the building will furnish accommodation for fifty pupils.

The new high school building, which first opened its doors to classes on April 24th last, is the crowning piece of work of all the buildings. It stands on the north side of Churchill Avenue, just west of First Street. The cost of the building was \$150,000. It will accommodate five hundred pupils. The site includes two full blocks, each five hundred feet long and three hundred and twenty feet wide together with the street between them. The building is modern, collegiate Renaissance in type and stands for all that the Renaissance type means with the best adaptation to present ideas of utility and safety. Superior equipment has been provided throughout the building, particularly in the science department. The building is equipped with large laboratories and a demonstration room in amphitheatre style suited for lantern work. There is likewise a dark room, balance room and suitable storage rooms for the care of supplies and apparatus. With the inauguration of a new provincial course of studies for High Schools, it is expected that provision will be made for a useful as well as broad commercial training course. The provision of a well equipped household science department is part of the plan of work.

The school board have already recognized the importance of training the girls by instituting sewing courses in the large public schools together with short courses in home-keeping and home nursing. The household science of the high school will make a suitable rounding out of this work.

The necessary accommodation of the school is most complete. A fine library room occupies the east center of the building. There is adequate provision for teachers' retiring rooms. A large auditorium is placed in the centre of the school capable of accommodating five hundred



THE BOARD OF EDUCATION FOR 1911
 H. A. GORDON, HARRIS
 W. H. CHASE
 P. E. BETHUNE, Chairman
 WALTER HANBY
 A. T. CURRIE

EB-26-70



EXECUTIVE STAFF OF BOARD OF EDUCATION
 DR. D. J. DUNN, Medical Inspector
 J. A. McCAB, Superintendent
 G. E. TRENDS, Building Commissioner
 W. D. BRADY, Secretary-Treasurer and Supply Commissioner

EB-26-71

venue school was devoted to high school purposes. The McKay Avenue School was built in 1905 and occupied immediately upon its completion. The site of what is now known as the Alexander Taylor school, overlooking Fraser's flats in the Saskatchewan valley, was purchased in 1905, and in 1907 a fine eight-roomed school was built on the property. The building was named after the then chairman of the school board, Alex. Taylor, who retired from the board in 1909, having held the chairmanship for a period of ten years. Development of the city in a northerly direction

people. It is suitably equipped with stage and dressing rooms. Immediately below it, and reaching into a sub-basement, is the gymnasium, walled with white brick and thoroughly equipped. It is available for boys and girls alternately. In the wings of the basement individual lockers are provided for pupils. The plumbing is of the best obtainable and shower baths are provided for both sexes.

In the past the Edmonton High School has served for other than local ends. It has educated free of cost one-third of its enrolment, belonging to the country or to small places outside of the municipality of Edmonton and it is not unlikely that the proportion will be even greater in the future.

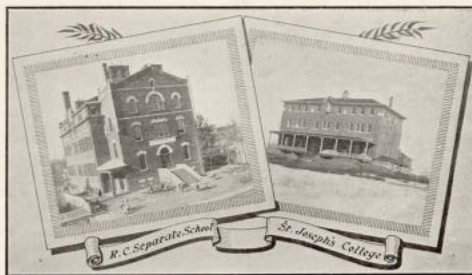
The attendance of pupils in the public schools of the city has greatly increased from year to year. The enrolment in all the schools is 3,269. During 1910 the average attendance was 1,987.5.

The advancement in the number of pupils attending the schools is shown by the enrolments of the last ten years. They were as follows:

Year	No.	Average	Staff
1901	498	264	9
1902	577	314	10
1903	887	476	16
1904	1,081	654	20
1905	1,248	734	23
1906	1,644	856	30
1907	2,283	1,184	38
1908	2,531	1,325	48
1909	2,848	1,511	58
1910	3,269	1,987	66

The rapid development of the city necessitated the appointment, in 1904, of a superintendent of schools. The position was taken by James McCaig, then principal of the Calgary Normal School, and previously inspector in the Edmonton District. The administrative work of the board has grown at a rapid rate since 1904. The officials of the board now include a superintendent, a building commissioner and a supply commissioner, who is at present secretary-treasurer. G. E. Turner, a skilled architect who has been in the employ of the board for the last two years, is building commissioner, and W. D. Bradey is secretary-treasurer and supply commissioner.

In addition to the ordinary school studies, provision has been made for suitable work in a number of special subjects, such as physical culture, domestic science, manual training, art and music. C. K. Flint is the director of work in physical culture and has succeeded in bringing this department to a high state of efficiency.



EB-26-183

The course includes class tactics, marching, elementary drill, fire drill, stationary apparatus work, track and field athletic sports, basketball, hockey and other league sports, squad drill, skirmishing, rifle drill and company drill. The work among the school boys culminates in a good cadet organization which has increased in strength from 96, organized in three companies at the last inspection, to 258, organized in nine companies. The other supervisors are: A. H. Webb, of the Manual Training department; Miss C. A. Bligh, domestic science; W. Thompson, art; and E. Butterworth, music. Good work has been done for the children of the schools in all these departments.

Many prominent citizens have served on the board of trustees since the year 1885, when legal organization of the schools was effected, and the interests of education have been advanced by men well fitted for this office. Fifteen years of service on the public school board stands to the credit of M. McCauley, the present warden of the Alberta Penitentiary. Mr. McCauley was made chairman of the board in 1885 and held this position for four years. He was a member of the board continuously from 1885 to 1902, again filling the position

of chairman in 1895. J. Cameron was a member of the board continuously from 1886 to 1896. He filled the position of chairman in 1890, 1891, 1892, 1894 and 1896. Alexander Taylor was elected to the school board for the first time in the year 1898. The following year he became chairman and filled that position until 1909. H. C. Taylor, now judge of the District Court of the District of Edmonton, was a member of the board from 1897 to 1905. The Rev. H. A. Gray was a member from 1903 to 1909. John McDougall was chairman of the board in 1893, and a member from 1890 to 1894. The Hon. Frank Oliver was a member of the board in 1894, 1895 and 1896.

The members of the present board are: P. E. Butchart, chairman; S. A. Gordon Barnes, A. T. Cushing, W. H. Clark and Walter Ramsay. The various committees are constituted as follows:

Finance—Messrs. Cushing, Clark and Barnes.

School Management—Messrs. Ramsay, Cushing and Barnes.

Buildings and Grounds—Messrs. Clark, Cushing and Ramsay.

Supply—Messrs. Barnes, Clark and Ramsay. The first named in each committee is the chairman. The chairman of the board is *ex officio* member of each committee. The members of the board are elected for a term of two years.

Besides the public schools there are two large Roman Catholic Separate schools in Edmonton. The west end school on Third Street, built in 1905, and the east end school, on Kinistino Avenue, built in 1909. These schools have an attendance of 500 pupils. Sixteen teachers are in charge of the classes. A site for a third school on Twenty-first Street was purchased last spring. The Separate school board consists of five members, J. H. Picard chairman; J. H. Gairney, H. M. Martin, J. T. J. Collison and J. J. Cashman. There are also a number of private and semi-public educational institutions, such as Alberta College, which is affiliated with the university and provides instruction in art, music and commercial courses; the Grand Trunk Business College, Westward Ho school for boys, and the Edmonton School of Music.

THE INTERNATIONAL FINANCE CO., Limited

Edmonton's Popular Real Estate Promoters

ONE of the advantages of being a growing and progressive city is that it attracts men of wide and ambitious interests, who finding a favorable field not only exploit it with the efficiency that comes from experience, but through extensive acquaintance and business relations spread the name of the locality in which they are operating to many different parts of the country. The old city having business men who may have been born right in that vicinity and have never gone out into the world to any extent draw no attention to themselves or their community and a sober humdrum and sluggish life ensues.

Undoubtedly it will be many years before any part of the west will sink into this unprogressive state and certainly we of this generation will never see such a condition in Edmonton, so that we welcome new business concerns and men and feel confident that in their successful operations they will spread the advantages of our city as a place in which to do business or to take up a residence.

This work The International Finance Co., Ltd., with office at 138 Jasper East, is performing, for this company having headquarters in Vancouver, has interested considerable capital in British Columbia in our city and has made investments for clients in Winnipeg and the

The Company are real estate dealers, also dealers in loans, mortgages, insurance, etc., every line relative to real estate being conducted so as to facilitate operations in realty and relieve the customers of any unnecessary transactions or intermediaries. The fact that it has people in many parts of the country who have acquaintance and confidence in it, has brought

to select those sites that will be populated first, so that a permanent investment is a wise one, or for those who would turn their money over in a short time there are equal attractions.

Houses and rentals are handled by this company which in every part of realty operations gives reliable and expert service. The business is managed by Thomas B. Strain while the president of the company, J. B. Carlson, visits here frequently and has a direct oversight. Both know the field thoroughly. Mr. Strain recently operating in Prince Rupert property while Mr. Carlson has investigated the entire west. Both are convinced of the future development of Edmonton and satisfied with its present, are content to continue progressively and enterprisingly keeping pace with our upward strides toward a Greater Edmonton.

T. B. Strain and J. B. Carlson have recently acquired 1000 acres of coal lands 140 miles north west of the city, situated close to the Canadian Northern Railway Peace River line. The property has a 20 foot seam of high grade bituminous coal, and from engineers' tests should prove to be one of the biggest propositions ever discovered in the entire north west.

A company has been incorporated under the name of the Peace River Collieries, Limited. It



J. B. CARLSON, PRESIDENT
EB-26-72

to our city finances that would otherwise never been invested here, as it is on the recommendation of this company that such dealings have been put through, the fact that this concern made money for its clients in other locations giving the same clients confidence that as much will be done for them through operations in our city.

The International Finance Co., Ltd., have the record of selling a certain section in the shortest time that has ever been done in this city, the reasons for this being the particular value of the land offered and the many clients the firm has listed who are glad to enter into any proposition this company offers.

Stanley Park was the portion of the subdivision that was so expeditiously moved on the market and the section promoted contained some 2000 lots. The property is in the Northeast part of our city and as this part of the town will be most quickly populated by people who are employed in the industries here, it is not altogether surprising that it was sold inside of two months.

Other city property is handled by this company and its experience in the west enables it



THOMAS B. STRAIN, MANAGER
EB-26-73

is the intention of the company to open up the property immediately, and have the mine in operation and ready to ship as soon as the Canadian Northern Railway reaches that point. A limited amount of shares will be placed on the market within the next thirty days.



W. H. HALIBURTON, VICE-PRESIDENT.
EB-26-74

United States. In this manner the facilities and success of this company are demonstrated, while it is quite as plain that the name and reputation of Edmonton is enhanced wherever this Company has interested people in property or propositions here.

P. O. DWYER, President

A. H. STELTER, Vice-Pres.

To our readers we are pleased to recommend

The Northern Investment Agency, Limited

as one of the most responsible firms engaged in Realty and General Financial business in the city of Edmonton. A corporation that covers numerous fields and is promoted by men of experience and judgment. : : : : :

As a business always reflects the standing of the men directly connected with it, we think that, in order to show that this firm is established upon a foundation of stability and financial responsibility, it is only necessary to mention the names of the men who were the promoters and who are still as actively engaged in the furtherance of its welfare and prosperity as they were at the beginning.

In the month of May, 1910, Mr. Theodore Revillon (of the firm of Revillon Bros.), and Mr. P. O. Dwyer (who established the Swift Canadian Company's plant in Edmonton), promoted the Northern Investment Agency, Limited, in order to carry on the business of realty brokers and financial agents, their first and foremost aim being to establish a business based upon straightforwardness and square dealing. With such men as its promoters, men whose individual record is one of success, the Northern Investment Agency, Limited, was launched under the most promising auspices, a wide and valuable connection being already

assured. From its inception, therefore, this firm has handled some of the most important realty deals in the city, catering to a large and influential clientele.

To the man of small means, also, this office offers a medium for negotiating safe investments.

In addition to real estate, rentals, loans and fire insurance receive careful attention at the hands of this firm, and at all times their unbiased opinion is at the service of vendor and purchaser, landlord and tenant, lender and borrower.

We invite all our readers to call on the Northern Investment Agency; we are pleased to recommend them; we can vouch for their honesty and straightforwardness; they merit the patronage of all investors; their business methods will bear the closest investigation; their references will assure you of their financial responsibility.

Phone 2666

21 Jasper Ave. West

ROBERT TEGLER

Owner of Finest Mercantile Block in this City, is Reliable Real Estate Dealer

DIFFERENT opinions are held by various real estate dealers as to whether the public has greater confidence in their transactions when it is known the property on the market is owned by the real estate man, or that he is handling it for someone else. One claim is made that people feel that if the property was valuable the real estate men would hold it themselves, while another deems that if the real estate man has picked out one good location he probably knows of another, and when he gets his money back on the first he knows where to make a similarly good investment.

Undoubtedly there is logic in both sides of the question, but one fact stands out most prominently at this time, and that is when a real estate man backs his judgment by erecting the most costly and modern mercantile block constructed in the north-west, one can confidently take his word and judgment pertaining to future as well as present conditions, as a block of this character would not be erected if the future were not regarded hopefully and soundly.

Robert Tegler, who is the owner of the seven-story reinforced concrete building that is nearly completed on First Street, sets a wonderful example for those who may have any doubt of the wisdom of investing in this city. The very fact that such buildings of metropolitan appearance and utility are going up will attract concerns and capital to our city. That such capacities are needed at the present time is an indication that the future is bright and the safety of such investment is guaranteed by the present status of our city and the resources that she may count upon.

Mr. Tegler has been in the real estate business for the past nine years and the readiness with which he grasped the situation at that period may be shown in the fact that formerly he was a hotel man and came here to the Alberta where

he remained for two years. The greater growth of Edmonton could not be impressed upon a great many people at that time, but Mr. Tegler saw it and was convinced.

In beginning transactions in this field, Mr. Tegler not only bought and sold on accounts for other people, but his judgment and foresight encouraged him to take hold of attractive parcels of land for himself. He has accordingly bought and sold as much of the principal part of the business centre as any dealer here and in the period he has engaged in business.



THE TEGLER BLOCK, FIRST STREET, LOFTIEST IN EDMONTON EB-26-184

He has been the dealer through whom many of the warehouse sites in our city have been purchased and it may be said in this connection that Mr. Tegler's judgment was often depended upon and he could point unerringly to the locations that would be most desirable at the time and also in the future when the city had spread in all directions.

He has always had a large listing of property, for those who were in the market to sell realized that Mr. Tegler always had a large number who

wanted to buy and the reliability of his transactions assisted both parties to the deal, the seller realizing that his land had been valued properly and the buyer having this same confidence in the valuation named by Mr. Tegler. Much Jasper Avenue land has also passed through the hands of this dealer and his predictions as to the increased favorableness of this location has often been the means by which some of the greatest improvements have been brought about. He has had the securing of locations for several schools in our city and his knowledge of land values, also his foresight concerning the direction, the growth of our city would take have been of immense value in these transactions.

For the past two years Mr. Tegler has maintained an office at 318 Jasper, next to the Bulletin, and from these headquarters he supervises his real estate transactions and attends to the many features attendant upon the construction of such an imposing and metropolitan building as he is having erected on First Street.

Such an ambitious movement shows Mr. Tegler's courage and judiciousness. His experience and knowledge of this city and conditions must warrant him to make this enterprising project and such a manifestation of his confidence in this community is bound to have an influence upon others, not only upon men who are already established here, but upon men who are almost daily visiting the north-west looking for a profitable place to locate or invest.

Mr. Tegler is one of those commercial spirits that like to hold the foremost position, in the development of our city, and the Tegler Block challenges emulation.

This building demonstrates to a great extent the wonderful advancement that Edmonton has had in recent years, and if no other action of Mr. Tegler's were known, he would have to be considered as one of our influential and public spirited men. As he is, however, always doing his share for the development and betterment of this community his reputation is well spread and he is held in esteem in all sections of this municipality, both for his business and social qualities.

BRADBURN STATIONERY CO.

Wholesale and Retail Dealers in Office Supplies Offer Complete Service in Such Transactions

MEASURED by any and all standards, Edmonton is admittedly one of the greatest cities of the west, with a future that is to give it even greater prominence and population than it now has. Primarily, the natural conditions of this part of the Province is responsible for the remarkable growth which our city has accomplished but to the men of courage and resource due the credit of realizing these opportunities and of effecting the present development.

Known now as a mercantile city of extensive transactions there is hardly a field that has not been successfully promoted, and while the pursuit of these different enterprises has resulted in profit and reputation for the men at the head of them, it must not be forgotten that every establishment, successfully conducted adds to our city's greatness as a supply and distributing centre.

Consequently it is creditable to this community, as well as to its promoters to have such an establishment as the Bradburn Stationery Company, 631 First Street, and the fact that this concern supplies demands in considerable adjoining territory as well as in the city proper, attests to the importance of this institution.

The business, however, was begun in a modest way scarcely more than four years ago, and a room adjoining the present establishment was occupied but hardly a tenth of the present space used. Today the company occupies salesroom with a capacity of twenty-five hundred square feet and a similar area underneath is utilized by the Bradburn Printing Co. under the same management.

The Bradburn Stationery Company, dealing wholesale and retail in office supplies, handles one of the largest and most complete stocks of this side of Winnipeg. Desks and tables of all kinds that are useful in mercantile or industrial plants are shown in various designs and materials; chairs, stools, cabinets, catalogue systems are dealt in, while every line of stationery, day books, ledgers, etc. are most complete; pencils, pens and inks and all other commodities that are used in accounting are shown in such variety that the largest or smallest business organization finds here everything to meet its requirements.

Six people are employed, including one or two travelling salesmen, the transactions of the Company extending as far south as Red Deer, north to Athabasca Landing, west to Edson and to North Battleford.

The Bradburn Printing Co. gives employment to five men and the most improved presses, operated by electric power, are installed. Job printing of all kinds is done in the most approved manner, mercantile printing, loose leaf and binding and for all these operations a complete stock is kept at hand, the newest faces of type used and the most skilled workmanship applied. Legal forms are a specialty and in connection with its office supply business the Bradburn Company is able to take any sort of order for stationery and supply each customer with specially designed stationery or books, so that distinctive printing and high grade production has come to be considered features of the business of the Bradburn Company.

These two enterprises have been developed through the ability and progressiveness of W. C. Bradburn. Mr. Bradburn came to this city after he had gained experience in that field, through his services with Winnipeg concern. The foresight which directed him in locating here has been in evidence in the past four years; since he has always been on the alert to the demands of the times and has been ready and trustworthy in filling them.

The concern has a reputation for its straight-forward dealings and the impartiality and fairness with which it treats all customers. Traders here not only come back again but recommend the house to others, and the confidence thus expressed has assisted in the concern's steady advancement and success. Mr. Bradburn is regarded as one of the most enterprising business men in our city. He is a member of the Board of Trade and a loyal adherent and supporter of the Liberal party and in any movement for the good of this city or the success of his country he furnishes his cordial encouragement and support.



BRADBURN STATIONERY CO.'S STORE, 631 FIRST STREET EB-24-37

Windsor Hotel

Most Centrally Located Hotel in City, has Largest Transient Patronage and is Most Popular

THE person who considers a hotel is simply a place to eat and sleep has no conception of such a business and has no idea of how much a hotel's reputation affects the city. People who are constantly travelling and must depend upon a hotel for home comforts and conveniences are very apt to judge a city by the hotel where they stop. Moreover, when it comes to a question of remaining in a locality for a few days, or transacting business for some headquarters, they naturally choose a situation where they are satisfied with their hotel accommodation. It is evident that such people spend a great deal more money than on their hotel bills and so the community in general is benefited where its hotels have a good reputation and attract a discriminating and prosperous class of patronage.

Edmonton has always been fortunate in offering hospitality to strangers through its hotel service, and the Windsor for many years has been one of the hostilities which has spread its own reputation and Edmonton has by a considerable territory and has been the inducement for travellers to make their headquarters here.

Not only has the Windsor the most central location in our city, but its guests are people of means who are here to invest or locate and the busy appearance this corner presents is likely to have an influence on the observers and give them an adequate idea of the enterprise and activity of our community.

The many guests that are always in evidence in the corridors and lobby of this house is proof of the volume of business it does, and it is not to be disputed that it is one of the most popular houses in the Northwest. In its career, many notable guests have been registered, including political personages of high rank, visitors of eminence from the Dominion and the States, actors, authors and singers, and these widely separated classes of guests have each gone away satisfied with the entertainment and hospitality received and

filled with good impressions of Edmonton.

Under the management of Joseph A. Beauchamp since November, last year, the Windsor has not only maintained its reputation of early days but the enterprise and ability of Mr. Beauchamp is being displayed, so as to bring even greater credit upon the house.

The Windsor at the present time comprises some sixty rooms, and it is not unlikely that if this capacity were doubled it could be used. Unquestionably some plans must be made to increase the capacity of the house for on many occasions guests have to be turned away. Steam heat and electric lights are some of the conveniences offered, while the kitchen is managed most efficiently and the best foods on the market are here prepared, and are served expeditiously and capably in the dining room, where eighty guests may be seated.

Mr. Beauchamp is particularly qualified to

uphold and enhance the reputation and patronage of this house. He is one most experienced and one of the best known hotelmen in the west and has been in this part of the country for eighteen years, the larger part of which he has been in the hotel business. He is the owner of the Strathcona House, in the twin city across the river, and is proprietor of a smaller hotel on this side as well as the lessee of the Windsor.

Mr. Beauchamp numbers his friends by the score as those who have been his guests for any length of time always claim and regard him with companionable and congenial friendship, while he in turn gives them a sincere liking.

Mr. Beauchamp is a member of a number of the representative organizations in our city, is always interested in public spirited movements, and in his capacity as a business man and citizen has the esteem of many who value his enterprising ability and his genial disposition.



THE WINDSOR HOTEL EB-26-186

IMPERIAL BANK

First Financial Institution to be Established Here has Always Occupied Foremost Position

THOUGH pioneer blood and enterprise is necessary before any new country can be opened or developed, these characteristics are not generally expected in solid and sound financial institutions such as the Imperial Bank of Canada. One rather expects the prospector, the adventurer, the explorer and the fortune-hunter to make up the majority of the population of any new territory. Yet the fortunes of a territory with such settlers would be fleeting and it is doubtful if such a community would ever realize any lasting importance.

But when the prospector and explorer are followed by the solid signs of civilization, then one may count on the permanency of that community and its consistent development. Certainly in the settlement of early Edmonton there were signs of substance and solidity and none represented permanence and future prospects more than the Imperial Bank of Canada which may be said to be one of the foundation corners of this capital of Alberta.

The Imperial Bank of Canada, opened September 4, 1891, was the first financial institution in this section, and well it might be, for the second train that came into Strathcona over the Canadian Pacific bore upon it the manager of the Edmonton branch, George R. F. Kirkpatrick, and as soon as this enterprising young manager could look around and get located, business was begun.

The history of the Imperial Bank of Canada is perhaps as well known as any incidents or experiences that have taken place in this lively and energetic section of Alberta. This province has attracted people who could do things, who had a definite purpose in view and knew this was the place to accomplish it; who believed in the opportunities and fortunes that could be secured here and have acted upon such assumptions with conviction. Men of this stamp would have a new and sound regard for a bank that would determine upon a branch practically in the wilderness, and in this mutual understanding and sympathy that has made Edmonton and the Imperial Bank close and mutual

friends with relations that have never been severed in the days of later and modern competition.

The first site secured was on Second Street in a small frame building, and then at the outposts of the settlement as it were. The staff consisted of Mr. Kirkpatrick and one assistant, though this was not an inconsiderable staff, considering the fact that there were not altogether at that time more than four banks together in what is now the Province of Alberta.

The value of banking facilities such as was offered by this institution were of the utmost value to this new community and the transactions of the Imperial grew with unusual rapidity. In 1892 a building on Jasper Avenue was erected for the bank and the lot and structure which was a two-story one was purchased in 1898 for \$10,000.00. This same site valued at ten times that amount is still used, but a new building which was commenced in 1906 has been occupied since 1908.

The structure is the most conspicuous and most sightly in our city. Occupying one if not the most central position in the commercial portion of our city, the beautiful and substantial design attracts attention from visitors and even evokes words of admiration from those who are accustomed to it.

The interior of the bank is in keeping with its exterior, the most modern equipment in banking facilities being installed while conveniences are afforded all clients. Steel lined vaults are used and the protection of finances and accounts is absolutely assured. Time locks and other devices that are safeguards are utilized and a woman's room, centre desks and materials for accounting are among the conveniences that are offered all clients.

Even with these facilities and the bank's premises afford more space than is generally seen in our large cities, the bank's services have been extended by the organization of two other branches one at the west end, established about two years ago, and one at North Edmonton, opened last year. Both these branches are under the supervision of Mr. Kirkpatrick under whose management this unusual development and success has taken place.

The Imperial Bank of Canada which was the first to regard Edmonton as a productive place for financial transactions has its head office in Toronto and of the thirty-sixth annual balance sheet issued in April of this year gives its assets as \$63,710,026.45, of which there are immediate available assets of \$18,315,914.74, provincial

and Dominion government securities of \$1,381,920.02. The calls and short loans on stocks and bonds in Canada amount to \$3,576,126.71, and call loans on stocks and bonds elsewhere than in Canada, \$1,502,885.39.

In liabilities the total to the public is \$51,052,453.53, and the capital stock paid up of \$5,769,559.25, and reserve loans and undivided profits of \$6,888,013.67. In these immense resources and credits, our city of Edmonton has shared through the organization of the Imperial Bank in this city, while every courtesy, consideration and accommodation that could be rationally afforded has been allowed by the bank's representative in Edmonton, Manager Kirkpatrick.

From the start Mr. Kirkpatrick has allied himself with the interests of the west in general and the interests of Edmonton in particular. Trained thoroughly in banking matters and efficiency, numerous accountants who had their experience under him in Edmonton have gone forth to fill positions of great responsibility and importance. Though not yet forty-three years of age, Mr. Kirkpatrick is one of the senior bank managers in the west; one in Winnipeg and one in Vancouver surpassing him in years of service.

He has been with the Imperial Bank of Canada for twenty-six years and previous to entering the Toronto office had been in both the loan and insurance business, commencing his commercial and financial career before he had reached his seventeenth birthday. He was with the Imperial Bank in Winnipeg a year and was accountant in Calgary two years and it was from this point his promotion came and his entrance into Edmonton financial circles occurred.

In subsequent years Mr. Kirkpatrick has seen and been responsible for many changes and advancements. Instead of himself and one assistant as the original staff, he has promoted transactions until the present force numbers twenty, with extra service at the other two branches where two and three people respectively are employed.

Mr. Kirkpatrick was the first treasurer of the town of Edmonton, a position he filled for a number of years. He has been a councillor and president of the Board of Trade and was the first president of the Edmonton Club, succeeding himself for two other terms. In fact he has been a promoter of movements that would advance our city commercially, financially and socially and is regarded as one of our most influential citizens.

THE JOHN WALTER'S CO. LTD.

Edmonton and Strathcona Mills Operated by one of Largest Concerns in the West

MORE than any other commodity is the need of lumber felt, in a new and growing country and where the supply of material is short, the development of that country is hindered. If the supply has to come from distant markets, that is also a great

Company, and though a primitive condition existed, the opportunities were foreseen by this pioneer.

Carriage making and smithing was his trade and in this industry he made his start, while at the present time heavy building of boats and

in the succeeding years. The need of greater facilities and a plant that would give quicker convenience to Edmonton was apparent so that four years ago the erection of a mill on this side of the river was begun and the extensive plant at the foot of First Street has been operated since.

This mill, equipped with the best machinery for lumber manufacturing and having the newest and best improvements in this industry, has a capacity of 75,000 feet a day, and with the Strathcona mill, the company can cut between 135 and 140,000 feet of lumber daily, giving it the greatest output of similar industry in this section.

The company owns its own timber districts, about 125 miles west of this city, and through scores of contractors has a force of men in the woods in the winter that taken with the people that it employs in the two mills here, makes it one of the largest employers of labor in the twin cities. Thus a country providing its own raw material acts beneficially in many ways: providing the commodity promptly, being able to sell at a lower price than as if transportation charges were added and giving employment to many people whose wages are distributed in the market where it is earned.

The timber cut and manufactured is largely spruce, which is a hardy durable cut, as selected from the timber limits here. Tamarac is also lumbered to some extent and jack pine. At the Edmonton mill, the logs are turned into lumber of all lengths and thickness, and sheathing, lath and railroad ties, are manufactured. The concern probably provides more builders' and contractors' materials than any other west of Winnipeg.

At Strathcona scows and boats, in connection with the mill and carriage and sleigh work, are built, and the largest number of boats that go up the river are constructed here, anything that may be navigated upon these waters being designed and built by this concern.

Doors, blinds and sash are dealt in and the solid materials and exterior finish of a house or business block can be secured from this company without loss of time and at a price that will com-

spur track on its grounds at the foot of First Street, and this direct connection with the Canadian Northern would give it a facility in handling its product that would be beneficial to customers as well as to the company, and is a utility that it is hoped may be granted this concern.

As there are seventy men employed at the Edmonton mill, it is an industry that should be given encouragement and co-operation com-

mensurate with the important position that it occupies in this community.

Mr. Walters has been here forty years and remained with the Hudson's Bay Company a long period. In beginning business for himself he took a homestead in Strathcona and from the time of his residence here and his subsequent industrial operations he has been one of this city's most loyal and progressive citizens.

He has been an advocate for education and civic improvements, and his arguments for growth and betterment have been upheld by the material support that he has given.

The Walter's Company stands among the leading industries of Alberta, and the founder and head of the business, John Walters, has that regard and esteem of the community that is earned and retained by industry, initiative and a lively public spirit.



The steamer City of Edmonton, owned by the John Walter's Co., Ltd.

EB-26-191

handicap, since much time is consumed in the shipment of goods and the cost is relatively high for the mileage that takes place.

Central Alberta has been relieved of these disadvantages and the natural resources of the country combined with the energetic and sagacious men who have worked them, has resulted in the quick upgrowth that has made this district the astonishment of this continent.

Of the concerns that have done much to bring about this desirable condition may be mentioned, John Walter's Company, Limited, a concern that has not only catered to this demand, since building processes assumed any volume, but has kept pace with the remarkable development through expanding facilities and increasing operations.

As has been said this part of the province provides almost every necessity that is required for either ordinary or luxurious living, and that it is endowed with fine timber lands gives it advantages over most of the towns that have had a good start in other provinces but have been held back by their restricted sources of supply.

The Walter's Company, first organized in Strathcona some eighteen years ago, virtually preceded the demand, for neither of the twin cities at that early day, showed indications of becoming the largely populated and metropolitan cities that they are now. A few of our early settlers understanding the desirable condition of this section and realizing the trade stronghold they might be were prepared for the great changes that have followed, but in general the pioneers were content to pursue the one industry that brought them here without giving thought to the wonderful wide possibilities this region offered.

But among these early settlers was John Walter, who came here with the Hudson's Bay

vehicles remains one of the operations of his plant at Strathcona and this company was the builder of our handsome steamer, the City of Edmonton.



Taking out Logs in Winter on Timber Berths, on the Saskatchewan River, owned by John Walter's Co., Ltd.

EB-26-190

The lumber traffic and the many needs which it would supply was an uppermost consideration and the mill across the river in what is now known as Walthersdale was organized eighteen years ago, and has been successfully operated

pare favorably with any offered in any part of the Dominion.

Fifteen teams are used and deliveries are made on either side of the bridge. The company has endeavored at different times to secure a



Walter's Mill on Strathcona Side of River



EB-26-189

EB-26-187



The Mills and Yards of the John Walter's Co., Ltd.

EB-26-188

ENGLISH FINANCE IN WESTERN CANADA

The Canadian Agency, Ltd., Provides the True Link Between London and the West

IN a country so excellently endowed and possessing such resources and opportunities as the Province of Alberta, the chief thing that might hamper development would be lack of capital. Abundant supplies of money are needed for the establishment and carrying on of the business of the country. Western Canada as a whole is at the stage of requiring financial assistance from outside and a degree of security and a rate of return not equalled in any other part of the world.

American enterprise and capital, profiting by the knowledge of similar conditions in the United States, have taken the leading part in certain lines of activity, but the main source of supplies has been and will be the accumulated savings of Great Britain. The money for all governmental and municipal undertakings, the railways and to an increasing extent the large industrials, comes from London.

In order that British gold may flow freely and safely into this country, proper channels must be provided. The ideal is an organization in London enjoying the full confidence of the British investor and an organization in this country competent to handle the actual investments. For continuity of policy and ease and rapidity of working these two should be the component parts of one and the same organization. Neither a Canadian enterprise paying occasional visits to London to market its securities, nor an English house making investment expeditions into Canada, is accomplishing the desired object without unnecessary loss of time and effort. The most successful attempt so far made to solve the problem on right lines has been by the Canadian Agency, Limited.

On the English side this Company is in close affiliation with the old established English banking firm of Chapman, Milne, Grenfell & Company, Limited, and in addition to its own funds, has, by its many successful operations, secured a firm hold on the investing public. It is already extending its branches to the continent in order thus to collect still further supplies of capital. At the present time it has several branches in England outside of London and branches in France and Germany. On this side of the ocean it has opened up in New York, Montreal, Winnipeg, Edmonton,

Calgary and just recently in Saskatoon. Its operations from the office in Edmonton are those that are of present interest. The Edmonton office is a direct branch of the London house with salaried officers in charge.

The Canadian Agency has taken a leading part in buying corporation issues in Western Canada for subsequent issue for the British investing public. During last year, the Edmonton office alone expended over \$2,200,000 in this way. Just recently the Agency has been appointed the fiscal agents for the City of Saskatoon and has also entered into an agreement with the city for developing water power and building a street railway system. The Agency conducts a general financial and investment business with a city real estate department, fire insurance agencies, etc., etc.

In order to handle the separate branches of its activity other companies have been formed from time to time in which the same financial group have the controlling interests and for which the Agency acts as the Canadian representative. Of these the Western Canada Land Company, Limited, with a paid up capital of \$2,500,000 and an additional capital raised by debenture issues of \$1,500,000, purchased some years ago 500,000 acres of land in Northern Alberta. This land has been steadily settled up and sold off and at the present time the Company now has for sale some 360,000 acres. In order to help on the development of one of its districts a first class model farm has been established north of Lake Wabamun. In the district north of Morinville the Company is now engaged in preparing some 5,000 acres of land in the form of ready-made farms. This work is being undertaken on behalf of a very prominent British land owner who will send out settlers in the spring of 1912. Forty acres are being broken on each farm and comfortable houses and stables are being erected, wells put down, etc. In order to discourage speculation in land as distinguished from colonization of it, the Western Canada Land Company sells only to those who intend to cultivate.

The Western Canada Mortgage Company, another affiliated concern for which the Canadian Agency, Limited, is responsible, has, in the few months of its existence put out over \$800,000 on mortgage loans. The Managing

Director of this Company is Mr. A. R. Scoble, late inspector of the Canada Permanent, and recognized as one of the best loan men in the West. The record of the new Company here given will show his ability to get business.

The Western Homebuilders, Limited, formerly the Edmonton Homebuilders, Limited, is another enterprise promoted and fostered by the Canadian Agency, Ltd. This Company is designed to meet the case of that large class of our citizens who, while not having sufficient ready money to buy and build, would prefer not to be paying rent all their lives. Lots are purchased as desired by the customer, houses built to his plans and specifications. He pays ten per cent. of the total cost as a cash payment, but is given ten years to pay for the balance by monthly instalments. Starting in a very small way in the end of last season this Company has not been able to keep up with the demand for its work. A fully equipped lumber yard, a sash and door factory and other subsidiary enterprises have become necessary in connection with it and it bids fair to develop into a very large industrial aggregation. Mr. J. F. Eskine is the Managing Director of the Western Homebuilders, Limited, and its growth is due to his energy and enterprise.

More recently the Canadian Agency, Limited, has become interested in the development of the great Peace River country and is now forming plans for an extensive investment in that locality. It will be seen that the activities of the Canadian Agency, Limited, in Edmonton, are very great. A constant stream of English capital is pouring into Edmonton through this channel and the volume of business is steadily on the increase. In Mr. H. M. E. Evans, the manager and attorney for the Company, the Canadian Agency, Limited, has a representative who has the advantage of being thoroughly in touch with English conditions. It is by no means an easy task to manage such a number of varied interests but Mr. Evans has shown what can be done in the course of a year. The Company, which occupied three rooms in a business block with a staff of four in July last year, now now employs a staff of nearly twenty and utilizes the whole of the first floor of a modern business block.

BREMNER ELECTRIC CO.

Largest Contracts given out in this City Executed by this Well-known Concern

WE may say the kindest words or most flattering phrases about a man or an organization, but nowadays the only satisfaction one will get to all this, is the reply, "Show me." In every part of the world people are calling for demonstration, not words, promises or promises, but just plain every day facts that those who run may read. The Bremner Electric Co. is not given to making fancy statements, in fact it has hardly time to stop and attend to facts, but in demonstration this Company certainly has any similar organization in this section quite subdued. By just keeping along on the work on which it is now engaged, it "shows" most convincingly that its operations are demanded by the heaviest contractors and that its present success and demand has been won through a career in our city that has proved its ability and enterprise.

This Company is now doing the electrical work on the Royal Alexandra Hospital, and this job includes the installation of numerous wirings, bells, signal systems and the most improved inventions and utilities that recent electrical designing has offered.

The Tegler Block on First Street, that concrete mercantile building that is the last word in modern construction in Edmonton, is being equipped by the Bremner Electric Co. which will install all the conveniences that are needed where so many tenants from different parts of the world will be assembled. Electric bells, tubes, fans and private telephone systems will be arranged in this building.

The Brown Block, being erected on Jasper Avenue East by Photographer Brown, will be equipped by this concern, so that these three contracts, the greater part of the building now going on here outside of residences, have been entrusted to this one concern.

The Company as now organized is the oldest electrical organization in our city, and as the successor of the Alberta Electric Co. has the longest career of any similar industry, as the Alberta Co. was undoubtedly the first of its kind in this section.

As the Bremner Company for the past five years, this institution has had the important contracts that its present day engagements disclose, and all the big jobs in this city have been handled by it, most of the hotels, with telephone systems, electric bells, switches, private call or telephone boards, fans, blowers, etc., have been equipped by this Company

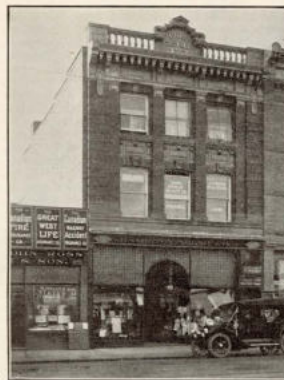
which has every facility to attend to any requirement where electricity is used for a motive, illuminating or transmission power. Many of our fine residences also have been equipped by this Company, and at its warehouses, 115 Jasper Avenue West, supplies of all kinds are shown in stock. Chandeliers, globes of different sizes and designs, many ornamental affairs that are used in offices or residences are shown and supplies of all kinds are kept at hand, so that each job may be promptly attended to. Some twenty-five men are employed and this staff, most of whom are skilled workmen, are another demonstration of the volume of work that is executed by this concern to the entire satisfaction of the customer.

John W. Bremner, the proprietor of the business, came here from Vancouver and was for a number of years the foreman of the largest electrical company on the coast, a position which he filled with much acceptance by his employers and to those for whom he executed work.

His brother, Charles M. Bremner, is manager of the business, and he, too, in British Columbia served his apprenticeship in this industry and is a most capable coadjutor to his senior and principal. Added to the training and experience of these two young men, is their natural enterprise and application so that every energy and effort is expended not only in attending to their business but in directing it thoroughly and skillfully, carrying out contracts literally and promptly and displaying in every transaction straightforwardness and trustworthiness.

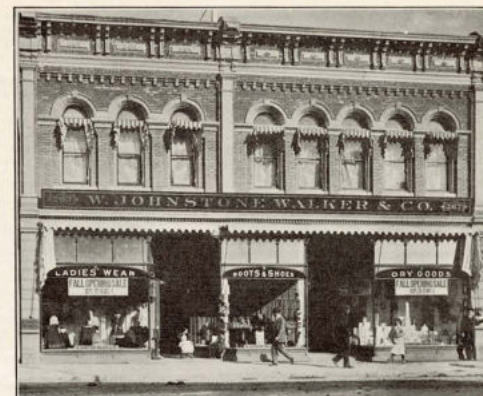
No concern has a higher or more desirable standing in our city than the Bremner Electric Company, and as the integrity of the young men is on a par with their ability, they have the warm esteem of the many with whom they come in contact.

Some of the Leading Blocks and Stores of Greater Edmonton



EB-26-166

THE CRISTALL BLOCK, JASPER AVE. WEST



EB-26-193

W. JOHNSTONE WALKER & COMPANY'S STORE, JASPER AVE.



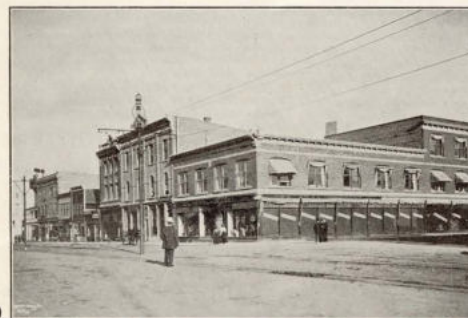
EB-26-499

JAS. RAMSAY'S DEPARTMENTAL STORE IN THE TEGLER BLOCK, FIRST STREET



EB-26-165

SANDISON'S BLOCK, JASPER AVE.



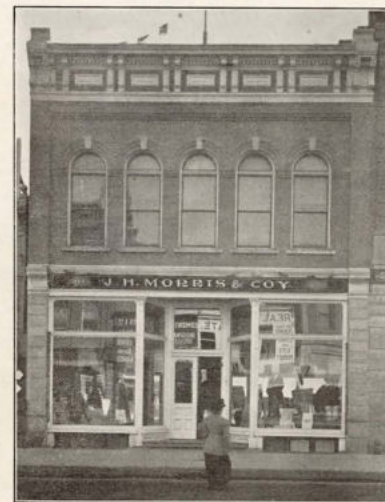
EB-26-500

THE ACME COMPANY'S STORE, COR. JASPER AVE. AND SECOND ST.



EB-26-203

CALEDONIAN STORE, NAMAYO AVENUE



EB-26-167

J. H. MORRIS & COMPANY'S STORE, JASPER AVE.



BREMNER ELECTRIC CO.'S WAREHOUSE, 115 JASPER AVE. W.

EB-26-192

EDMONTON, A CITY OF CHURCHES

If one may judge the moral and spiritual soundness of a city by the number and size of its churches, Edmonton must be ranked at once among the soundest. The handsome church edifices which ornament its streets at least bear witness to the number and prosperity of its church members. All the principal Christian denominations are represented, while there are several prominent here that do not figure at all in Eastern Canada. The Jewish church, also, as well as numerous societies, religious in spirit but not distinctively Christian, have places of worship here.

In Edmonton, as in most other parts of Canada, the Church of Rome was the first Christian body to establish itself. In 1841 Father Thebaault, sent out by the church from St. Boniface, founded a mission at what was then Fort Edmonton. From here, and from another mission station at Lac Ste. Anne, Father Thebaault and his companion, Father Bourassa, evangelized the whole of the surrounding country. Jasper House, the Peace River Posts, and Lac la Biche. The work was taken up in 1852 by Father Lacombe, for whom the chief factor of the Hudson's Bay Company built a neat chapel and residence at Edmonton House in the early sixties. In the early eighties a small white population drifted into Edmonton, and the priests had to care for the whites as well as the Indians. A new church was built on the St. Albert trail, and some time later the present site of St. Joachim's Church on Tenth Street was bought from the Company.

In 1881 several members of the order of the Faithful Companions of Jesus came to Edmonton and founded a log convent in the woods where Tenth Street now is, and in 1885 a party of Grey Nuns were brought out from Montreal by Father Lacombe to take charge of a hospital. Four years later a brick church was built—the present St. Joachim's of which Father Cosset is the rector.

Edmonton had begun to grow as the rush of '98 set in, and had dropped the prefix "Fort." When the south bank of the river became the terminus of the C.P.R., a mission church was erected there, and this was supplemented by a brick church in 1906—St. Anthony's. In 1907 a new church was opened in East Edmonton, the Church of the Immaculate Conception, of which Father Roch is now rector. From the first day the church was overcrowded, and the building will soon have to be enlarged. All the Roman Catholic churches are handsome structures and add much to the beauty of the city. A fine rectory with a large experimental garden is one of the features of the principal church. In addition to these Roman Catholic places of worship, Edmonton has a handsome three-story brick, separate school, and two large convents. One of these latter (the successor of the little log convent on Tenth Street) is a boarding school, the pupils attending the Separate school in the heart of the town.

Of the Protestant denominations, the Methodists and Anglicans were the first to establish themselves in Edmonton. The former now have five churches in Edmonton and Strathcona. The largest is McDougall Methodist church on McDougall Avenue, south of Jasper, overlooking the river valley (on the site of the first Methodist church founded by the pioneer

preacher, Rev. David McDougall). This handsome brick building was erected in 1910 at a cost of \$90,000. It has a fine organ and an auditorium capable of seating twelve hundred people. Its pastor is the Rev. J. E. Hughson, who succeeded the late Edison E. Marshall in the spring of 1910. Grace Methodist church, in the east end, at the corner of Sutherland and Kinistino, has a Sunday School of six hundred scholars, the largest in the city. It was until recently in charge of the Rev. Robert Pearson, now of Red Deer, widely known as Alberta's "athletic pastor." Norwood Methodist church, a fine brick building with an auditorium seating one thousand, is in charge of the Rev. W. A. Lewis. There is also a large Methodist church in Strathcona, and one on Sixteenth Street. The Methodists have erected a fine College, Alberta College, in affiliation with the University of Alberta, with accommodation for one hundred and sixty students.

The foundations of the work of the Anglican church in Edmonton were laid by the Rev. Canon Newton who was sent here by the Bishop of Saskatchewan in the late seventies, and who ministered to the scattered settlers as far south as the site of the present town of Red Deer. In 1890 the townsite of Edmonton was taken from Canon Newton's oversight and placed in charge of the Rev. Chas. Cunningham. During the incumbency of the Rev. Alfred Stander, who succeeded to the charge in 1893, the east end of the present All Saints' church was built. In 1897 Archdeacon Gray, the present rector of All Saints' parish, succeeded to the charge. The growth of the Anglican church in Edmonton has kept pace with the increase in the population, and at the present time there are within the city no less than seven Anglican churches, while the total number of clergy working in the district supervised by Canon Newton is more than thirty. In the work of All Saints' parish, Archdeacon Gray is assisted by the Rev. Canon Webb. Christ church is in charge of the Rev. Robert Jefferson. The Rev. G. J. Howcroft is rector of St. Paul's. The Rev. J. Robinson, until recently Dean of Belfast, Ireland, is rector of St. Andrew's and the Rev. W. G. Boyd rector of St. Faith's.

Presbyterianism in Edmonton, and indeed in the whole of the West, dates from 1881; when the Rev. A. B. Baird (now Prof. Baird, D.D., Principal of Manitoba College), was sent out by the General Assembly to organize a church in this city. The first service was held on Sunday, November 6th, in the Methodist church. For a while, services were held in John A. McDougall's hall on Jasper Avenue, till in 1882 a church was erected. This was the mother church of the Presbyterian denomination in Alberta and Saskatchewan. In 1887 the Rev. D. G. McQueen succeeded Dr. Baird, and has been pastor of First Presbyterian church ever since. As the population of Edmonton grew, and the advent of the railway resulted in the birth of a new town on the south bank of the river, an off-shoot was established in Strathcona. This was in 1892. By 1903, First Presbyterian church became overcrowded, and Westminster church on Queens Avenue was built. Its present pastor is the Rev. Charles A. Myers. In January, 1908, a third congregation was organized, and the Erskine church opened in the Norwood district. This church is now in

charge of the Rev. John E. Duolos. Robertson church in the West end was built in 1905 and placed in charge of the Rev. R. G. Stewart. Meanwhile, the mother church had been expanding, and its original quarters becoming too small, in 1901 the old frame building was vacated for the present brick edifice on the corner of Jasper Avenue and Third Street. This is shortly to be vacated for a handsome new edifice now being erected on Fifth Street, at a cost of \$90,000. It is designed in Gothic style, the materials being red pressed brick and Bedford stone. It is lighted by beautiful stone-traceried windows. The main auditorium seats thirteen hundred people, and there is a large lecture hall and a commodious Sunday School apartment. The corner stone was laid by Dr. McQueen, for twenty-five years pastor of First Church, in August. The church now has a membership of six hundred and fifty and a Sunday school enrolment of one hundred and sixty. The Rev. John L. Nichol, Ph.D., of Queen's University, was recently appointed assistant minister. The church has a handsome manse on Third Street. A Presbyterian theological college is also to be built at an early date, the students at present being housed at temporary quarters. Prof. S. W. Dyle, formerly of Queen's University, was made principal a short time ago, and there is a strong teaching staff. Recently a Ruthenian Presbyterian church was established, with a native Ruthenian pastor, the Rev. Maxim Zaluziak.

The Baptists have five churches, four in Edmonton and one in Strathcona. First Baptist church, at the corner of Second Street and Athabasca Avenue, is in charge of Rev. F. W. Patterson, an able preacher and lecturer. Syndicate Avenue Baptist church is under the pastorate of the Rev. J. A. Dafeo, and there is also a Baptist church for colored people on Clark Street; and a Scandinavian Baptist congregation meets in the Y.M.C.A. lecture room under the pastorate of N. J. L. Bergen.

There are twenty thousand Ruthenians in Alberta, most of them belonging to the Greek Catholic church. They have a pretty wooden church built in Byzantine style, on Grierson street, and a convent, also used as a school and orphanage. Many Ruthenians attend the Latin Catholic churches, as there are only two of their own priests in Alberta.

Besides these numerous places of worship, there is a Jewish synagogue and a Lutheran college, the first in Western Canada. Various other religious organizations, such as the Theosophical Society, the Holiness Movement Church, and the Y.M.C.A. Bible classes, meet in halls and assembly rooms.

All of the principal churches have well organized and conducted choirs and pipe-organs, and pay considerable attention to the musical side of their services.

Edmonton has had several large religious conventions here. Last summer the Alberta Presbyterian Assembly convened in this city, and the Alberta Methodist Conference and Presbyterian General Assembly will hold their sessions here in 1912.

After hearing such an enumeration as this, the reader will surely grant that Greater Edmonton deserves the appellation "A City of Churches."

Calgary, and employed by one concern for nine years, and thinking it time to venture forth on his own account he came to Edmonton eighteen years ago. It was difficult to get a place to live or do business in at that time, but Mr. Berg finally



INTERIOR VIEW OF STORE EB-26-168

GILBERT BERG

Grocer and Fruiterer Who Has Made Progress With Edmonton's Own Development

THE men who settled in Edmonton when it was in its raw and youthful state are the ones who know about pioneering and who have won through hardships and privations the advancements and profits which most of them happily have now accumulated. Even the pioneers that go into the new country to the north or west of us do not have to encounter the handicaps and obstacles that beset these men of fifteen or twenty years ago, for in a measure the climate has changed, depots of supplies are more convenient and extensive, and provisions are made for new settlers that were not then thought of.

Of the sturdy tradesmen who sought an opening for their skill and ability and who were ready to endure the hardships of the times, may be mentioned the grocer and fruiterer, Gilbert Berg, now located at 330 Jasper Avenue East. Mr. Berg had been in

secured a small shack that after it was thoroughly cleaned and hastily repaired, was made fit to live in.

Up to this time he had been a cook and baker and his first efforts here were in the baking line and after getting bread ready, he made his own sales from door to door. Confectionery and a little fruit were added to the lines of stock carried, and away at the east end where he was located he had a store that was ten feet square. When he built on his own account he had a one-storey frame building eighteen by twenty-two feet, which was divided into four departments for the baking, store and living accommodations.

At the present time the business is one of the highest grade grocery and fruit concerns in our city, gradually side lines having been eliminated so that special attention could be paid to these principal commodities. Staple and fancy groceries are handled that appeals and satisfies the most discriminate trade in the city. Fancy biscuits, canned and tinned table condiments, sauces and delicacies are handled and kept free from dust or other accumulations and those who appreciate high class service, sanitary conditions and guaranteed food stuffs are those who patronize this concern.

IMPERIAL AGENCIES

General Brokerage House that through Facilities and Incorporators Offers Unusual Service

EDMONTON has so long been used so industries that have grown with our city from a raw to a cultivated state, that it hardly expects to find in any mercantile or financial field men who have been trained for their present positions and have been fitted for them in other ways than in just growing with them. Not that any reflection must be cast upon those pioneers or courageous men who east their lots with Edmonton and its prospects, but rather that we may congratulate ourselves upon having reached a position where experienced and trained ability finds a field.

In the early days it will be admitted that those who undertook real estate dealings had little or more knowledge of values or prospects than those who entrusted the trade with them. Today this is different. The older real estate concerns have learned by experience and the newer concerns entering this field must also be qualified for this special line of commerce. It is the same in other industrial activities and no haphazard venture is likely to succeed nowadays.

In the organization of the Imperial Agencies last September the thorough ability that is given to this field was illustrated in the personality of the partners who were prominent enough citizens and business men to make a notable combination even in these exacting days, and the organization it may be said inspired confidence from the first. In consequence the transactions of the Agencies have increased out of all proportion for the time



Hon. F. E. LESSARD, M.P.P., President

EB-26-77

select sites that are bound to increase in value and population. An intimate knowledge of this section of Alberta allows the firm opportunities to always invest or re-invest its money so that having acquired a subdivision it can offer acreage or lots at a reasonable price and a small increase over the first cost, having other profitable opportunities to turn over its money.

Of the property now in the hands of this corporation, high and dry land, accessible to the city and convenient for all its utilities, is offered.

This concern as general brokers are in a position to promote any venture that gives promise of stability and soundness and also numbers among its operations stock underwriting, also accepting for investment bonds, debentures, etc. It has particularly advanced its transactions in the loan business and has unusual facilities in this field, having the handling of private funds and being entrusted with much money for investment by clients in France and Belgium.

The company thus uses its own discretion concerning investments and its increasing number of foreign clients indicates the satisfactory methods that have been pursued. In fact the confidence of the public is one of this company's assets, and its reputation for reliability and trustworthiness has been a means by which its operations have been extended and developed.

Beside city property dealt in, this concern handles farm lands, coal areas, timber limits, fruit lands, and handles on commission any sort of real estate, making rent collections among other things and managing estates.

Safeguarding property also comes within its province and in this connection the Agencies represent the London Guarantee and Accident Co., and is sole agent for the British Crown Assurance Corporation, Ltd., of London.

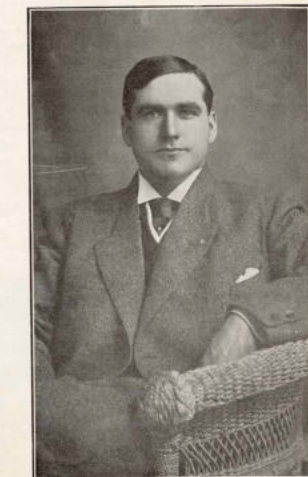
Offices are maintained in the Imperial Bank Building, and the partners of the company are: Hon. P. E. Lessard, M.P.P., President; Leo Savard, J.P., Secretary-Treasurer; A. Boileau, Managing Director.

A recital of the names is sufficient to show the standing of these men in the community, Mr. Lessard being the Liberal representative of Paken in the Provincial House of Parliament, and being a constructive factor in his party and for this province.

As a mercantile man, Mr. Lessard is scarcely less well known, having for years been a member of the firm of Gariepy & Lessard, and one of the leaders in general merchandising enterprises. At the present time he is the head of different establishments of this kind in Alberta.

Specific information in real estate conditions and possibilities of Alberta may rightly be expected of Treasurer Savard who was formerly assistant to the Dominion Lands agent and was in a position to acquire facts and figures that can only be obtained by thorough investigation and deep delving.

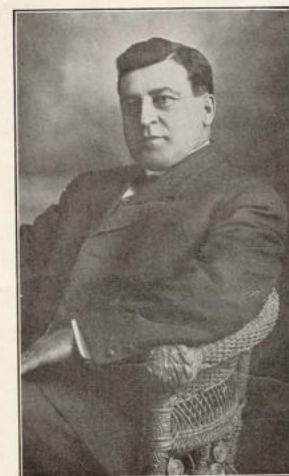
Mr. Boileau, who came from Quebec five years ago, had been engaged in law and newspaper fields and for three and a half years conducted a French newspaper here, and in every proposition sees advancement for the Golden West and corresponding acumen for those who cast their lots with it.



A. BOILEAU, Managing Director

EB-26-76

In short, this Agencies, promoted by men sincerely attached to this country and its institutions, fitted for responsible positions through ability and trustworthiness, is one of the most creditable organizations in Edmonton, reflecting credit upon its promoters and upon our community, where it is progressing and prospering.



LEO SAVARD, J.P., Secretary-Treasurer

EB-26-75

it has been in existence and undoubtedly is one of the foremost concerns of its kind today in this section of the Dominion.

As real estate dealers, the Agencies handle property which it owns, and through the ability and experience before mentioned, it has particular knowledge of conditions and is able to

THE HUMBERSTONE COAL CO.

Miners, Wholesale and Retail Coal Dealers, who are Investing Large Sums in Equipping their Plant

THOUGH the resources of Edmonton and vicinity are often set forth, it must be allowed that their extent cannot be correctly gauged, nor can the value of the properties already known and exploited be properly inventoried as a general thing. It is admitted, however, that this province is rich in natural products and this has been demonstrated in the coal mines that have thus far been opened.



WILLIAM HUMBERSTONE
EB-26-78

While primitive methods have to a large extent prevailed in all workings underground, the Humberstone Coal Co. this year has made marked progress and is showing its confidence in the richness of its holdings by investing large sums of money in its equipment and in the accommodation that has been made for the large force of men it will presently have need of. The mine, some six miles from the centre of the city, produces a high grade lignite coal which is suitable for either domestic or steam purposes.

New machinery has been installed this season and the compressor, coal cutters and boilers that have been recently put in place will greatly expedite the operation of the mine.

The new equipment not only allows a larger quantity of coal to be mined but it also assists

in the economy of operation and allows the company to enter competitive fields and to take contracts for large consignments at a lower price than firms with fewer modern conveniences can give.

The transportation facilities of this organization also places it in an advantageous position. Last winter a spur track was laid to the mines from the Grand Trunk Pacific and this accommodation not only gives the concern an opportunity to make shipments throughout the province but enables it also to handle its local trade more expeditiously.

Cars are loaded at the mines and brought to the track in the centre of the city, so that orders are promptly supplied.

The company's output for a number of years past has been from one hundred and eighty tons to two hundred tons a day and this it is expected will be tripled this coming winter. A crew of fifty men has been employed and last winter two shifts a day were utilized. It is expected that three crews may be employed this season and that as high as six hundred tons will be taken from the mines.

The Humberstone mines have been worked for the past thirty years and the Humberstone Coal Company has in that time been one of the chief industries of this city. It was founded by William Humberstone who has been one of our earliest residents, who has at all times been alert to the richness of this soil and the industrial opportunities that natural and cultivative opportunities would give Edmonton.

He has been an investor in land, timber and coal and has been a supporter of the beliefs he has held as to the trading advantages of this locality.

The Humberstone Company, working property of this kind adjacent to Edmonton, has done much to call attention to the resources of this vicinity, its progressive methods have illustrated the ambitious and hopeful spirit of our capitalists. It is an industry that, pushed forward as is now being done, will undoubtedly be profitable for those concerned, and the employment it will furnish will effect beneficially many business circles in our city.

Its increased sales in outlying districts will make Edmonton known as a supply and distributing centre and all this reputation adding to the importance and prestige of the Humberstone Coal Company is shared by the community in which its transactions take place.



HUMBERSTONE COAL MINE

EB-26-170

PHEASEY & BATSON

General Contractors who Undertake Largest Building Operations in Edmonton

THE building concerns in Edmonton are numbered among the most important industrial enterprises in this community. These industries are not only most important factors in the sound development of this municipality by being capable and ready to undertake and perform any work in this field but a number of them are employers of such a large amount of labor that they constitute some of the heaviest wage payers in the district. Consequently, their transactions and disbursement of money have an influence upon practically every merchandising and financial institution that is conducted here.

Of such firms, Pheasey & Batson are foremost, employing this past summer from one hundred and twenty to one hundred and sixty men. It has been engaged upon the McCaley school among other operations and has been the contractor for the greater number of extensive and modern school buildings that are now maintained in our city.

office building in our city. They were also the constructors of the Canadian Permanent Mortgage Company's handsome and substantial building on McDougall Avenue, also Ross Bros., Ltd., warehouse, one of the most up-to-date buildings west of Winnipeg, also the Norwood School, and have been the builders of many of the beautiful homes in our city, as well as of various Jasper Avenue business edifices, warehouses, etc.

As a further acceleration of their business affairs, this firm has recently taken over the factory on Boyle Street, where interior finish, office fixtures, etc., are manufactured. This plant is completely and modernly equipped. The firm turns out conventional or detailed designs and has furnished some of our merchandising houses with up-to-date facilities in this field. The remodeling of the store of W. Johnstone Walker was done by them, counters, cases and other fixtures being supplied from this factory.



ALEXANDRA BLOCK, HOWARD AVE.

EB-26-169

The company has for a number of years occupied offices in the Moser-Ryder Block on First Street but within a year will cease to be a tenant and will have one of the most modern and up-to-date office buildings of its own. It has now under construction the Alexandria, a five storied concrete and brick building on Howard Avenue, which will not only be headquarters for the concern's own transactions but will offer the finest conveniences and metropolitan facilities of any block in this vicinity, in which options have already been taken by a number of business concerns and professional people.

Pheasey & Batson is one of the oldest established contracting firms in this section and in its activities has given such evidence of its reliability and experience that it has been entrusted with many of the most important operations that have taken place since Edmonton began on its progressive and upbuilding career.

They were the constructors of the Moser-Ryder block which up-to-date is the finest

The resources of this factory supplementing the firm's building operations give it a position in its field of contracting surpassing any other similar industry and assists in its reputation and standing of being the leading contracting concern in the Twin Cities.

The members of this firm are also interested financially in several of our local industries.

George Pheasey and C. C. Batson, the members of this firm, are both practical builders, who learned their trades in the east and were experienced at it before they formed their present partnership. Supplying the best and most durable materials, having in stock hoisting machines, and all appliances for heavy or light construction work, they have been able to give estimates on every sort of contracting work, and living up to all promises and specifications, have earned the good will as well as the patronage of the public.

Mr. Pheasey and Mr. Batson are among our well known and public spirited citizens who have the respect of all members of this community.

ALBERTA FREE LAND FOR SETTLERS

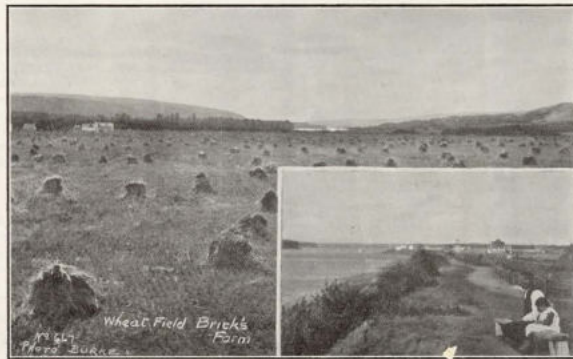
100,000,000 Acres available from which you may choose a Free Holding of 160 Acres

ALBERTA has the largest area of unbroken fertile land in the world under one Government, suitable for growing wheat and all kinds of cereals, free for homeseekers.

ALBERTA has 160 acres of the best agricultural land on the continent free for every settler, and within a considerable portion of the province an additional 160 acres at a nominal cost with settlement duties.

ALBERTA wants farmers financially able to occupy the land and utilize it. Farm Laborers to fill her vast fertile fields. Domestic Servants for whom there are splendid openings and prospects.

ALBERTA wants capital to develop her mines, enlarge her commerce and establish manufactures.



EB-26-171

MIXED FARMING. The rapidly increasing transportation facilities of the province are promoting the development of mixed farming. The farmers, particularly of the central and northern portion of the province, have their horses, cattle, hogs, sheep, poultry, and dairy products as well as a surplus of grain. In the south more attention has been given to live stock and grain, but the immense home market growing in the southern mining towns for meat products, for poultry and butter will eventually turn many to mixed farming. So far as dairying is concerned the province is unique, for the Government undertakes to manage the creameries on a large co-operative plan.

RAILWAYS. Alberta has now in operation over 2,000 miles of Railway lines and about the same number of miles under construction. Three transcontinental lines traverse the provinces from East to West. Laterals or branch lines to the three great Canadian systems are being rapidly built in the newly settled province everywhere.

In order to facilitate the movement of grain to market and to promote the comfort of settlers the Provincial Government is spending large sums of public money opening new roads and bridging the numerous streams and rivers. In a short time the remotest town and the most isolated homesteader will be certain of railway transportation and a market.

TELEPHONES. Alberta was the first province in Canada to own and operate its own telephone system. When the province was organized in 1905 the telephones were controlled by a private corporation. The rates were high and the service unsatisfactory. The Government commenced at once to build and operate its own lines and were soon able to purchase the corporation lines at reasonable prices and now the province owns and operates its own telephones at cost and in the interests of the people. There are now in operation in Alberta 3,500 miles of long distance lines, 2,500 miles of rural lines, 150 toll stations and 70 exchanges, giving service to over 16,000 subscribers.



EB-26-79



EB-26-385

ALBERTA produces the best cereals, the best live stock, and the best vegetables in America, her products having won first honors at all the important exhibitions, both in Canada and the United States.

FOR FULL INFORMATION APPLY TO

HON. DUNCAN MARSHALL, Minister of Agriculture
EDMONTON, ALBERTA

ALBERTA FREE LAND FOR SETTLERS

100,000,000 Acres available from which you may choose a Free Holding of 160 Acres



EB-26-194

HORSES. Alberta is the Kentucky of Canada with regard to horse breeding. Owing to its high altitude, dry and invigorating atmosphere, short and mild winters, its nutritious grasses and inexhaustible supply of clear, cold water, it is pre-eminently adapted for horse breeding, and the Alberta animal has become noted for its endurance, lung power and freedom from hereditary and other diseases. Nearly all the breeds of horses known are represented on the farms and ranches of Alberta.

Breeders are introducing purebred sires—Clydesdales, Percherons, Shires, Suffolks, Thoroughbreds, Hackneys and Standard breeds, and a wonderful improvement is being made. The wild bronco is fast disappearing, and his place is being taken by heavy made. If a person wants to see good horses it is only necessary to take a look on city drays. These form a sure indication of the character of the horse-flesh of the province. The breeders are well organized and hold an excellent spring horse show at Calgary, which besides bringing out the qualities of the various breeds is likely to develop into a provincial horse exchange.

HIGH STANDARDS. High standards are being set by horse fanciers. The province has already won high honors in competition with the greatest breeders of the world. The champion Hackney at the Pan-American Exhibition and the New York Horse Show in the same year came from the Rawlinson ranch, ten miles east of Calgary, while the champion Hackney stallion and Hackney mare at the World's Fair, St. Louis, 1904, "Saxon" and "Priscilla," were bred and raised in Alberta.

DEMAND EXCEEDS SUPPLY. The supply of draught horses is already below the demand both in the domestic market and that outside the province, especially

in British Columbia. The mining camps and lumbering camps afford an opening for heavy draught teams of every class. Horses of sufficient weight will easily sell for sums varying from \$500 to \$700 a team in British Columbia.

The rapid development in agriculture that is taking place all over the province takes more than the surplus stock of the ranges as well as those bred by the small farm holders. Horses for the big wheat ranches have to be imported at the present time.

The market for light horses is a large one which will increase greatly with the growth of the province. Good animals for carriage and coach purposes and livery hacks bring fancy prices in every town and city.

Heavy draught horses are now finding a ready sale at highly paying prices. Teams weighing 3,200 pounds and upwards are worth \$400 and more. Between 2,800 and 3,200 the average price would be \$350, and the value of teams weighing between 2,400 and 2,800 pounds is \$300 and upwards according to quality.

Owing to the mildness of the climate, horses can be wintered out at a nominal expense and without grain or even hay feeding; consequently no country in the world can exceed Alberta in economical horse raising.

CATTLE. Alberta is now supplying the province of British Columbia and the Yukon Territory with beef, as well as providing for a large export trade to the Old Country.

Four-year-old range steers which have never been under a roof nor fed a pound of grain and less than a ton of hay weigh about 1,500 pounds by the first of August and if allowed to run till October go as high as 1,650 pounds. Breeders have shown commendable enterprise in importing the best pure bred sires and many of the best herds in Western America are in Alberta.

MINERALS.

Although Alberta is pre-eminently an agricultural province it is also rich in minerals. Its coal supply is practically inexhaustible and unobtainable in much of the whole province in seams from four to twelve feet thick, to be found in outcroppings on the banks of every stream and in shafts from 20 to 150 feet deep.

All grades are found here, the lignite of the provinces, the bituminous deposits of the foothills and the vast anthracite beds formed in the process of mountain building in the Rockies. The total formation contains not less than 12,800 square miles and has an estimated content of 71,000,000,000 tons.



EB-26-172

FOR FULL INFORMATION APPLY TO

HON. DUNCAN MARSHALL, Minister of Agriculture
EDMONTON, ALBERTA

INTERNATIONAL HARVESTER CO.

Largest Concern of Its Kind in the World is to have Own Buildings in Our City

THOUGH the remarkable fertility of the soil of this part of Western Canada has been continually exploited and has been the attraction that has caused so many new settlements to spring up, there are other conditions that are quite as important and while ordinarily they are not given so much consideration it might be well to pause and think of the great industries that have done so much for the development of this community.

It might be said that in helping us they are helping themselves, which must be admitted. Yet if these industries only kept pace with our growth instead of preceding it there would be much less advancement. When a concern of the magnitude of the International Harvester Co. installs a headquarters in this city, the city at present at least is much more the gainer than this company. For that matter whether it gave us local facilities or not our settlers would have to have their products, no matter what distance they might have to be shipped. Moreover, if the company were to locate here and just meet the requirements of the present

twenty feet to the rear. It will be a brick and stone edifice and will provide modern accommodation and extensive capacity for offices and warehouses. The influence of such an enterprise must also be estimated as far as possible and certainly the fact that this world-wide famed organization is to have permanent headquarters and property of its own in our city would surely decide any doubtful promoters in favor of Edmonton and be as an assurance to people looking for locations for any purpose, that our city offered the greatest advantages and is destined now and in the future to be the market centre for this portion of the north and west.

Another feature of the operation and administration of the International Harvester Co. as pertaining to our city, is the number of people that it employs and this enrollment, now about one hundred and twenty-five, will naturally be increased when the new and more extensive quarters are occupied. But even the present staff makes the company one of the largest users of labor in our city and as a large part of it is skilled workmanship, either in cler-

and utility. Other agricultural implements made or handled reach the same standard as the McCormick and Deering products, though those great pioneers, McCormick and Deering, will always be guiding stars and the goal to which all agricultural manufacturers or inventors must look, and up to date follow.

The International Company however in every line in which it deals is continually going forward. There has never in recent years been any stagnation in this industry. Machines for mowing, plowing, tilling and reaping are constantly being improved, so that more power is given them, more efficiency, and a greater amount of work done in less time. Such improvements are constantly taking place and the International Harvester Co. is the first concern always to put these improved inventions upon the market. The tiller of the soil knows this and not only does he get his modern farming implements of this concern, but he seeks a location where he will be convenient to a representative of whom he can get such facilities and be in a position to renew or increase his supplies.



EB-26-195

population, there wouldn't be much encouragement for others to come here and have to wait some indefinite time for the implements that are necessary before work could be commenced.

The soil may have the greatest fertility that was ever known, but without cultivation certainly nothing will be produced, and without implements cultivation cannot be started or continued. The companies then that offer facilities in this field are as much a necessity as water or food, and the fact that this part of Alberta has always provided resources in this field may be taken as one of the soundest reasons why we have gone forward so substantially and surely.

Taken as a whole the International Harvester Co. which manufactures and deals in every agricultural implement known, is an establishment that is beneficial to the community, through stock carried and supplied, while at the present time it is promoting plans that will give it more direct identity with our city and be an impetus toward that Greater Edmonton which we all anticipate.

The International Harvester Co. through its manager, W. J. McCallum, has recently bought in Block 8 on Ninth Street, five lots upon which will be commenced this fall the construction of a warehouse and office building that will extend for one hundred and fifty feet along Ninth Street and one hundred and

feet or manual duties, the financial disbursement of this corporation is exceedingly heavy, and through its recipients is expended in our city and enters every mercantile and financial channel, with proportionate benefit to all these enterprises.

In shipments, overhead and administration expenses, the company is a factor in this city's life, while the large number of branches that are supervised from Edmonton brings the name of our city into desirable prominence and naturally gives it an importance that a main office location always has.

This company from the office and headquarters here enters to the whole of Northern Alberta, and dealing only in wholesale quantities has a trade that extends from Red Deer north to the boundary line east, and with usual alertness is ready to take care of the growing demands that are bound to come with the opening of new country farther west and north. Already there are one hundred to one hundred and fifty agencies that are responsible to this office and the transactions of the company are only restricted by transportation facilities, though its products go even farther than railroads can yet carry them.

The corporation of course has a reputation that gives it business that surpasses all others. It is a company that handles the McCormick and Deering goods, which among wheat and grain growers are the last words in perfection

The International Harvester Co. though represented in this province for many years, has had an office here for only the past three years, in that time and until its own building is ready, being located in the Bellamy building, corner of Rice and Howard Streets. It overtaxed this capacity long ago, but has been constrained to do business here until the location that was desired could be secured. Mr. McCallum has been the manager since the headquarters were established and has been in this part of the country for the past five years. He has been with the Harvester organization for the past fifteen years.

Naturally he is thoroughly trained and informed of the methods of this great corporation and is in sympathy with its wonderful administration and its ever growing influence and trade. He is also in touch with the consumers of the Harvester's products, shares their interests in soil and facilities and is ever alert to stimulate and encourage them in agricultural pursuits.

He combines company's and clients' interests with great discretion and acumen; fostering the affairs of his patrons as well as his principals, gaining patronage and the confidence of customers, preserving the prestige of the International Harvester Co. in this district and gaining through reliable transactions credit for himself as well as the organization which he represents.

Strathcona, the University City

REACHING from one's very feet away back into the distance till lost in a curve of the hills, a broad ribbon of sparkling water, reflecting the green of the high banks with the blue of the sky, sweeps the majestic Saskatchewan. Rolling back from either bank are untold acres of fertile country, rich and varied in resources. On the south bank of this river in the midst of a fertile area stands the young city of Strathcona, known throughout the west as the University City of Alberta. On the opposite bank lies Edmonton, the capital city of the Province. Now two separate municipalities, by the civic union to be consummated in a few weeks, Strathcona will lose its civic identity and be merged into the Greater Edmonton of the future.

To the union it will contribute a population almost seven thousand and much which its citizens now regard with just pride. The city is thirty-five miles south of the geographical centre of Alberta, two hundred miles from Calgary, eight hundred and five miles from Winnipeg and eight hundred and thirty-three miles from Vancouver, Prince Rupert and the Pacific Coast. The situation is such as to make Strathcona an industrial and commercial centre, and in the near future one of the largest cities in the Province.

Twenty-three years ago, three or four log cabins, the homes of pioneer settlers of the district were the only habitations within the present corporation of Strathcona and the first railway train had just arrived from Calgary. In the summer of 1891 the C. and E. Railway was completed to the south bank of the Saskatchewan river and the humble beginnings of the town appeared. The Strathcona Hotel and the Post Office were built and a Public school opened with twenty pupils. In 1894 the Indian reserve which adjoined the town on the south was opened for settlement and a thrifty class of farmers came in, who soon became the back-bone of the town's local trade. During the rush to the Klondike over the Edmonton trail this town enjoyed a large outfitting trade. In 1899 the town obtained its first incorporation under the name of Strathcona, in honor of Lord Strathcona and Mount Royal, one of the pioneer builders of the great Canadian West. In 1907 incorporation as a city was secured under the same name, with a population of 2,500.

Strathcona is rich in natural advantages, with a splendid townsite, high and level, 200 feet above the waters of the Saskatchewan river which bound it on the north. On the east is Mill Creek, with a deep valley towards which the eastern half of the city gently slopes, affording ample opportunity for drainage. There is not another city in Western Canada that has more civic utilities, in proportion to population, than Strathcona and there are few cities that can offer to the manufacturer more advantages and inducements. First-class railway facilities, cheap power, water and electric light, together with cheap sites for manufacturing and cheap fuel are available. The city owns and operates its own electric light and power systems, which are the most up-to-date that money can procure. Light is sold at twelve cents with a reduction of twenty per cent. for prompt payment and electric power is sold to the manufacturer at from four to twelve cents according to the amount used. The city water supply is obtained from wells sunk below the bed of the river, forming a perfect filter of more than one hundred feet of gravel. The water is thus pure and much cooler and more palatable than if taken directly from the stream. Besides this, a never-failing supply of good water may be found in wells in any part of the city at a depth of from twenty-five to thirty feet.

The Strathcona fire brigade consists of twenty-two efficient volunteer firemen, and two teamsters, in charge of Chief White. The new fire hall which was completed in 1910 is equipped with all modern improvements and conveniences

and accommodation for all firemen. There are twenty-five fire alarm boxes located at various parts of the city and serious fire disasters are as very rare occurrences.

The telephone system is under the control of the provincial government and the city shares with Edmonton the distinction of having the Strowger automatic telephone, the most up-to-date of its kind in existence. This system gives the two cities the closest connection, to their mutual advantage. Strathcona is the government central for long distance and rural lines in Central Alberta, and some idea of the popularity of the telephone with the farming

community can be gleaned from the fact that no less than three hundred and fifty 'phones are connected with the Strathcona office on the rural lines. The street railway is owned by the city of Edmonton and operated as part of the system in that city. A fifteen minute car service is now established between Jasper Avenue and Whyte Avenue.

As the University City of Alberta, Strathcona naturally becomes the educational centre of the province. The Arts Building of the University is now under construction but will not be completed for at least two years. In the meantime the classes are held in the dor-

many by any in the West. In 1907 the initial steps were taken for the construction of the Collegiate Institute, the most commodious and best equipped institution for secondary education in the province. The Roman Catholic College is built on the east side of the city at a cost of \$45,000. The King Edward, Queen Alexandra, and the Rutherford schools are all handsome brick buildings surrounded by five acres of land. The St. Anthony's Roman Catholic school is rapidly becoming too small for the number of scholars. The teaching staff is composed of twenty-seven trained teachers with Mr. G. A. McKee, B.A., as Principal.

The churches of Strathcona are a source of pride to the citizens and the admiration of visitors. The Metropolitan Methodist and Knox Presbyterian would do credit to any large city, while the Baptist and St. Anthony's Roman Catholic, though older buildings are but little inferior. The new Holy Trinity, in course of erection, will be commodious and pleasing from an architectural standpoint. The German, and German Lutheran are both comfortable buildings.

Riverside Park, twenty-two acres in extent, situated on the bank of the river, commands a magnificent view of the City of Edmonton and the Parliament buildings. The park is every year being made more beautiful, having drives, walks, seats and places of amusement conveniently and well arranged. Central Park is a splendid recreation and driving park, with one of the best half-mile tracks in the province, good football and lacrosse grounds, and this year the Y.M.C.A. have constructed tennis courts and bowling greens. Rutherford Park on the east of the city is unsurpassed in rugged beauty and picturesque location. Alameda Park is to the south and several smaller parks have been donated by philanthropic citizens. Strathcona is within easy reach of Cooking Lake, Gull Lake and Wabamun Lake, three popular summer resorts. All these lakes abound in fish, and boating and bathing may be indulged in with the utmost security, while in the fall the sportsman will find good shooting on these and the many smaller lakes in the vicinity. The city of Strathcona is fast becoming a railway centre, being the C.P.R. divisional point for Central Alberta. The Canadian Northern have purchased their station site and right-of-way into the city and will build two branches south-east to Camrose and south-west to Red Deer and Calgary.

Among the new buildings planned or under construction are the Arts Building of the University, costing \$500,000, a general Post Office costing \$75,000, Armoury \$20,000, Free Library \$25,000 and a Public Hospital at a cost of \$55,000. Besides these, business blocks and private residences to the extent of \$200,000 are being built. \$125,000 is being spent on the extension of the sewer and water system. Light and power plant extensions will cost \$75,000. A splendid high steel bridge has been built across Mill Creek, which gives the farmers a perfectly level road for miles into the business portion of the city, and wonderful things have been accomplished in street paving, cement sidewalks and boulevarding, during the past year.

Extensive coal areas are revealed by eighteen mines in operation in Strathcona, this district being the best lignite coal area in the west. Coal is found at a depth of from fifty to one hundred and seventy-five feet below the surface, in seams varying from three to eighteen feet in thickness. The average daily output from the mines is twelve hundred tons which is rapidly increasing as the cities and surrounding country are settled up. Good lignite coal costs \$4.90 per ton delivered, while people owning their own teams can procure coal at the pit mouth for \$2.00 per ton.

Some few of the more important local industries in the city are: Four packing plants having a capacity of 1,000 hogs and 200 cattle,



View of Whyte Avenue looking West, the entire length of the Street

EB-26-197

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View of Whyte Avenue looking West from C.P.R. Tracks

EB-26-196

itory building which was erected in 1910 at a cost of \$120,000, but so great has become the increase in the number of students that the senate has decided to commence a second dormitory building costing the same amount. The buildings are built of brick and stone and have a beautiful situation in the west end of the city, overlooking the river bank of the Saskatchewan. The Alberta College (Methodist) is a handsome structure situated on the University grounds. The Provincial University with the affiliated colleges will in a few years make Strathcona the Oxford of Western Canada.

In efficiency and general equipment the Strathcona Public Schools are not surpassed

per day, the rolled oats mills of the Brackman-Ker Milling Co. whose cereals are shipped to all parts of Canada and the Old Country, the Ritchie flour mill which produces flour, wheat cereal, flaked wheat and likewise insures a good home market for Alberta wheat; the Strathcona Brewing and Malting Company with a capacity of 100 barrels per day is one of the most up-to-date breweries in Western Canada.

A company having a capital of \$350,000 has secured a tract of land within the limits of the city and will manufacture sewer tile and fire brick from clay found close by.

The Strathcona district is one of the best mixed farming districts in the West, having a rich black loam averaging from nine to twelve inches in depth, under which is a yellow clay which serves to hold the moisture, thus insuring the gardener and farmer against a total failure of crops in the driest season.

Wheat, oats, flax and hay grow abundantly, as well as all root crops and garden vegetables. There is always a demand for butter, eggs and poultry and good prices are always obtainable. Fuel is cheap, and another strong inducement to the agriculturist to settle here is the fact

that in the near future the country will be covered by a net work of rural electric railways making the city easy of access. Several citizens



A STRATHCONA COAL MINE

EB-26-198

has proved that bee-keeping is a profitable investment and that the district is well suited to strawberry culture.

Now that Strathcona has decided to unite with Edmonton and form part of the one great metropolis of the north, she is bound to share to a large extent in the immense possibilities that are just now beginning to open up. To the north is the great Peace River country, with possibly a soil as fertile and a climate as favorable as the Strathcona district. North of this is the vast and partially explored territory of the McKenzie with its illimitable wealth of furs and minerals, the possibilities of which cannot as yet be estimated. On the west are great tracts of timber, and nearer the mountains, a country well adapted for agricultural purposes. Already railways are surveyed through these regions and will in the near future penetrate the most remote parts. The settlement and development of these areas will create a market for all the products of Strathcona's factory and field and gives her every prospect of being an important part of the great manufacturing and distributing centre of the West. Strathcona

has without question a very bright future before it as a part of the Greater Edmonton.

WILKIN & MACKINNON

Real Estate and Insurance Concern with the Experience to Exploit These Interests Successfully

EVERY new business venture in our city means added exploitation of this community's resources and possibilities, and as such have a direct influence upon the development of Edmonton in particular and Alberta in general. When these enterprises are founded and conducted by men of experience in this section, the good they will accomplish cannot be doubted and the success they will achieve is assured from the outset.

Thus the standing of the firm of Wilkin & MacKinnon, real estate and fire insurance brokers, is now among the leaders, even though the firm has been established only since March of this year. The partners, W. L. Wilkin and James A. MacKinnon, had all the requirements for advancing their transactions and the reputation of both men has given them the confidence of the public at large.

Mr. Wilkin, formerly in the general merchandise field in Fort Saskatchewan, is thoroughly familiar with conditions in the west and from observation and experience, knows what localities are destined to push ahead, what the value of property is likely to be and what will afford a good investment.

Mr. MacKinnon, a resident of Edmonton for the past ten years, and taking a prominent part in public affairs, is conversant with our city's prospects and has his experience in the past to direct him in the future. He has been interested in real estate movements in a greater or less degree since he came to this section while his activities in other fields has given him a general knowledge that is valuable in the conduct of his present affairs.

This Company has now among its holdings Manhattan Park, a quarter section one mile to the north of the city, and the very fact that this firm is handling it is proof that it is desirable land, a good investment for the present and a more profitable one for the future. This subdivision lies straight out First Street, between First Street and Nanyaw Avenue, and those who observe the direction that our city's growing industries are taking will agree that Manhattan Park is one of the most desirable sites now on the market. At present being offered in acreage, this property is attractive for the raising of vegetables and truck gardening, and can be made to yield a handsome profit before the higher valuation of the property makes it desirable for other purposes. The land is high

Let Us Assist You

In your real estate transactions. We have a thorough knowledge of local conditions gained by years of experience in this city and district. During the present year we have worked up a large clientele in this district and province, in Eastern Canada and in the British Isles, as well as in the City of Edmonton. We have a special department of our office devoted to the handling of out-of-town clients' investments. We have been particularly careful with this branch of our work and have given it a great part of our attention. The result is that we have very many grateful and enthusiastic clients both in this country and in the old land.

WE WANT YOU FOR A CLIENT. Edmonton certainly offers a splendid opportunity for investment. Its commanding position on three transcontinental railroads, its being the gateway of the Great Peace River and Athabasca River districts; its location in the centre of an enormously wealthy mixed farming district and many other natural advantages destined Edmonton to be a great city of a great country.

THERE IS GOOD MONEY IN EDMONTON FOR YOU.

We want you to write to us and let us know what we can submit to you.

We will furnish you with the best of references in Edmonton. Further, we will give you the names and addresses of parties for whom we have invested money in Edmonton and for whom we have made money. We will tell you just what we did for them and what we can do for you.

WRITE US FOR INFORMATION. We handle principally good inside property—trackage and warehouse sites—residential property, etc.

We are exclusive agents for Santa Rosa subdivision—the packing plant centre—all other subdivisions in this district are further out than Santa Rosa. We are exclusive agents for Manhattan Park which we are selling in acre lots at from \$400 an acre up. This property faces on the new city limits—is beautifully high and dry—will re-subdivide into eight and ten lots, and can be purchased on very easy terms—one-third cash; balance in one and two years at 7 per cent.

We are Edmonton agents for the British Northwestern Fire Insurance Company. We want to get in touch with you. Call at our office, 635 First Street, Edmonton, or write us to this address. Write us for information. We can be of service to you.

Don't delay—see us or write to us immediately.

WILKIN & MACKINNON
635 FIRST STREET Telephone 2424

and dry, and it is not too much to suppose that within a comparatively short time it will be included in our city's own limits.

This firm is also interested in the Santa Rosa section and is promoting Strathcona where recent developments promise a much larger population, with a corresponding increase in the value of its land.

Farm lands are handled extensively by Wilkin & MacKinnon, and the partners are always willing to give information, not only about the property in which they are dealing, but concerning the soil, weather and water conditions in all parts of Alberta.

As the protection of property is only secondary to the possession of it, this company has taken the agency of the British Northwestern Fire Insurance Company, and this organization, one of the strongest and soundest in this country, writes policies at the lowest possible rates and gives protection at the largest percentage. Through Wilkin & MacKinnon, all risks are carefully and thoroughly investigated, a fair valuation is set, and in the case of loss adjustment is promptly and equitably made.

This concern, also relative to the real estate business, engages in loaning money, and is able to secure for its clients almost as low as a reasonable rate of interest. The lender as well as the borrower is protected, as this company is experienced in values and secures both patrons by not allowing one to borrow beyond his capacity, which gives the lender good security as well as a desirable return for his money.

The reliability with which all transactions are conducted by this company has given it a volume of business that generally takes twice or three times the time it has taken them to develop it. The reasons for this are undoubtedly those that were set forth at the beginning of this article. The experience of both partners gained for them the confidence of the public, and this feeling has been deepened and extended as its many transactions have been judiciously and progressively conducted. Mr. MacKinnon is one of our best known men.

Mr. Wilkin, initiative in business affairs, coincides with his partner, and as individuals and a leading business concern, they may always be counted upon to encourage and cooperate in any proposition that has for its object a Greater Edmonton.

BYRON-MAY COMPANY

Photographic and Engraving Plant with Modern Equipment Established Here

IT is a far cry from Broadway to Edmonton and six years ago the members of the firm of Byron-May Co. probably looked upon this territory as an unexplored wilderness. In the meantime the partners of this concern have become differently informed and are not only successful industrial men but are through their modern and complete photographic and engraving plant, offering our city and this section of Alberta as adequate facilities in this field as the largest and most metropolitan communities afford.

The turning point in a man's life oftentimes comes unexpectedly and when Percy C. Byron, founder of the Byron-May Co., landed in Edmonton, the 21st of April, 1906, he had determined to put aside his training in artistic and professional work and to take up in the great Northwest a homestead or ranch. Instead of which within twenty-four hours afterward, he telegraphed his father, one of the most prominent photographers in New York city, to ship him one complete engraving plant, and with this message on the wires, the career of this successful business was started.

demonstrated. Then, too, the firm occupied small quarters, a shop with about one hundred square feet of floor space were the first premises and though a larger area was subsequently added, the premises on First Street presented the hardships of pioneering; in the winter the water pipes froze up, and in the summer the roof leaked. But against these handicaps the firm persevered and two and a half years ago induced a capitalist to erect a building on Howard Avenue, with office at 252, where the transactions have since been conducted.

A two storey brick building in which Byron-May Co. has some thirty-five hundred square feet of floor space is significant of the development that has been accomplished. Added to this these quarters are most fittingly subdivided so that every branch of the work may be attended to most painstakingly and thoroughly. The reception room is charmingly furnished and arranged and offices opening from it are convenient and up-to-date. Samples of the beautiful photographic work the company has done, adorn the walls, being at once decorative and also indicative of the artistic and thorough

acquired unusual and notable fame.

The equipment of the half tone department is of the most modern and improved description and through mechanical devices and skilled workmanship applied, this company is able to effect as high grade products in copper or zinc engravings as is produced in any part of the world. Its ability in this field has become so widely known that orders are received and filled from all parts of the four provinces from Winnipeg to Vancouver.

The company has been especially called upon for engravings for catalogues, and in this work makes the photographs of the goods or property to be disclosed and furnishes the cuts accordingly. Original designs are also made and the company employs its own artist to attend to such conceptions.

Electric power is used for operating machinery and every up-to-date facility is utilized that will in any way add to the quality of the work done or for expedition and economy in production. Eight or ten people are employed and the only addition which this company may have to make in the next five years will be to its working



BYRON-MAY CO., HOWARD STREET

EB-26-204

The first half tone cut was turned out by Mr. Byron the first of August. The following year he enlisted the interest of his brother-in-law, G. H. May, and the four years succeeding during which the partners have promoted progressive and resourceful methods, the business has gone forward by leaps and bounds and has achieved at the present time the distinction of being the most important business of this kind in the Northwest with capacity and facilities for operations that are not exceeded in any part of this country.

This eminence has not been won by good fortune or without the surmounting of many obstacles and though Mr. Byron was correct in assuming the need of such an industry in our city, it took time and intelligence to impress these facts upon others, and to have them realize that the most efficient service in this field was being offered by a local establishment.

Half tones were not in general demand, and the uses of such engravings had to be created and their value as publicity promoters had to be

workmanship which this company produces. Only commercial work in this business is executed, but a most unique photograph was secured some time ago of Lord Strathcona and Father Lacombe, which presenting together two of the grandest old men of Canada, has been extensively used in publications in all parts of the world.

The Company has secured a photograph of Alberta wheat fields, that is used continually for publicity purposes and has been the photographer of all the modern buildings and public episodes that has occurred here in recent years.

The engraving plant is in charge of Capt. Ramsdell, and it is said that if one were to ask the question in the United States or Canada as to who is the best engraver in the country, the answer would be, Capt. Ramsdell. In any event, this firm sought out Capt. Ramsdell, who had taken up some land and intended to retire from this work, and induced him to remain in the profession which he had followed for twenty years and in which he had

staff, as the equipment of the plant is of such extent and up-to-date utility that it provides for a natural advance in transactions that may and undoubtedly will occur in that period.

Messrs. Byron and May look back upon Broadway and old New York with fond recollections, but they realize that the land of promise for the young man is in this fast growing and enterprising section of Canada. While their own good fortune has been won through application and a past training that has served them well here, they admit that such qualifications would not have carried them far in the States, nor could such successful results have been achieved in such a comparatively short time.

Personally these young men take pride not only in what they accomplished for themselves, but in the community that affords such opportunities and are among those boosters who predict and strive for that summit of all our ambitions—Greater Edmonton, the metropolis and leading city of the Northwest Canada.

CRYSTAL PALACE CLOTHING CO.

One of Older Commercial Houses that has Continually Added to its Trade and Prestige

EDMONTON'S metropolitan distinction has only been gained in very recent years and the early settlers in this part of the province had real and very hard work to do. It was not a time for play nor the period for luxuries when some of our first prospectors came here and fashion was not demanded in the man who came here 17 years ago to invest his capital or seek a homestead. Consequently such business houses as were established, then catered to these earnest progressive men who were willing to accommodate themselves with bare necessities until the time would come when they could afford more.

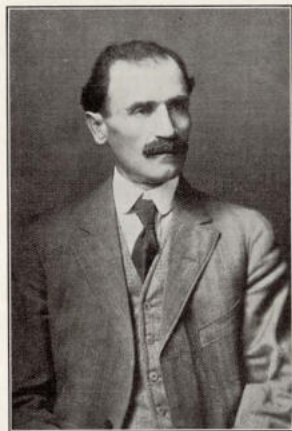
It was in these days of primitive conditions when the C.P.R. was in power that A. Cristall founded his clothing business, in the year 1894, and though there is now a distinct trade for fastidious people, and this business has kept pace with demands, yet the old standing of Everybody's store has always been held by this concern and to-day it takes pride in the same appellation.

Clothing of the highest grade as well as the medium grade is dealt in here, boots, shoes and furs, hats and men's furnishings and the Stetson felt which is one of the high priced commodities of its kind, is one of the most popular makes in this establishment. In fact this company's trade and reputation is so sound and favorably known that orders for many dollars' worth of goods come from far away posts and settlements, and the goods are sent with as much care and selection as though the person had been present to make his choice.

Furs are very largely dealt in, and though the name of workmen is applied to some of the prospectors who secure their supplies here, it is well known that some of these prospectors

have more money and standing than many permanent settlers and they require and demand superior goods.

A. Cristall is President; J. Berkman, Secre-



A. CRISTALL EB-26-80

tary-Treasurer; A. E. McDonald, Vice-President.

Mr. Cristall as is seen is one of the pioneers in this section and has been in various parts of the great Northwest before he decided on

leaving here. He started in the modest way that was only possible in those days when the population was much less and trading supplies correspondingly in smaller demand. But as people came into Alberta, preparations were made in advance by astute merchants and the stock of A. Cristall was never wanting even when there was a rush or a boom.

The inevitable growth of this part of the province was foreseen by this sagacious merchant and as he gained possession of capital he put it out in the same community where he had brought it in. In consequence Mr. Cristall has been the owner of some extremely valuable property, part of which he has sold and a large part of which he has improved and held.

The business block where the clothing store is, corner of Jasper and McDougall Avenue, where the business has been conducted for thirteen years. He is proprietor of the Royal George Hotel. He is owner of much land surrounding the Y.M.C.A., and occupies a palatial home on Sixth Street.

Mr. Berkman, who used to travel into this city, has also invested wisely since he located in Edmonton, and became associated with Mr. A. Cristall. He has dealt in land that has been turned over with profit and has held on to other property that appealed to him for permanent investment. He has also gone into the country to the north of us, believing that the greater development of Edmonton will be extended to the province for some miles about us.

Mr. A. Cristall and Mr. Berkman have both contributed to Edmonton's reputation by progressive business dealings and by that public spirit and loyalty which has brought our city to its present eminence and destined it to be the largest and greatest of Western Canada.

WESTERN REALTY CO.

Company with Long Established Reputation, has Extensive Transactions in its Field

PROBABLY in no other line of business is the public confidence such a valuable asset as in real estate dealings. In our city there are over a hundred dealers who may each have some particular proposition to promote, it is difficult for the inexperienced person to decide on the merits or values of different properties. In consequence, unless it is an investor who relies on his own judgment, he is desirous to rely on the experience and integrity of the concern with whom he is dealing and to do this he must have the absolute confidence in the reputation as well as the ability of the concern.

Those companies that have been established long enough so that their records are known to the public and have a reputation for ability and trustworthiness, are naturally the ones whose transactions are heaviest and among the foremost dealers in our city is the Western Realty Co., Limited, with offices at 257 Jasper Avenue East.

Though Edmonton for a rapidly growing city has been particularly free from promoters who locate here for a short time with the intention of getting all that is possible in that period, regardless of the interests of the people with whom they come in contact, still the realty field has been so tempting that many have entered it who have not been well equipped for it and even though their business is carried on with the entire honesty and serious purpose, such men are not in the position and have not had the experience to advise or guide, correctly, the investor who is taking up land in this section.

In observation, experience and long connection with this section of the west, the Western Realty Company is better qualified to operate in this field than almost any other concern now engaged in it.

The officers of the corporation are men who have seen the growth of this city, have known the causes that led to it, observed the direction that is taken by residential sites, mercantile

or industrial locations, and have that understanding of the past and present that gives them a safe foundation in making predictions for the future.

This limited organization was incorporated in the spring of 1905 and its present officers are Samuel H. Smith, president; H. J. Helliwell, vice-president; J. Whitelaw, manager. Mr. Smith has been in the real estate business since 1902 and he has not only been a witness to the amazing growth that has taken place in the past nine years, but has been a participant in it and has been a correct judge of the increase in values that has taken place and the assured position that Edmonton would hold among the progressive cities of the north-west.

Mr. Helliwell before beginning real estate operations, was employed by the D. R. Fraser Lumber Company and is now an expert accountant whose services are demanded in different sections of this province. His former position and his travels have given him an insight into conditions in this part of Canada and have been of mutual assistance to him in the promotion of the real estate business in which he is now engaged.

Mr. Whitelaw was in business for himself and has been the manager of the Alberta Milling Co., He was formerly a resident of British Columbia and can compare the advantages of Alberta with that of other provinces. On the whole, there is not a company in our city with a more thorough or varied experience and its transactions have always been conducted in the utmost good faith. The Western Realty Co. stands among the concerns that have been most successful and has reflected credit upon the city where its operations take place as well as upon the individuals who have directed them.

In the earlier years of his career, Mr. Smith was one of the syndicate that handled all the east end which gave our city a re-awakened interest in property in 1904. The Western

Realty Co. has been the promoter of Beechmount and this subdivision was sold readily, the location of the land and the sincerity of this company that was moving it being features that made a substantial impression upon people who were looking for a desirable site for residential purposes or were desirous of investing money that would presently show a double or treble increase.

Fair View, north of Alberta Avenue, and of Norwood, is now being handled and as it is this neighborhood that will be most quickly populated, the desirability of this land is advised by the company and accepted by the many who have investigated its position and accessibility.

Windsor Park, in Strathcona, was first placed upon the market by this company and so large a clientele is held by this concern, that sixty thousand dollars worth of this land was disposed of without any particular exploitation other than to let customers know that lots were ready and could not fail to be an excellent bargain, either to turn over in a short time or to hold for a still larger advance. As lots are now sold for two and three hundred dollars more than when the Western Realty Co. took hold of it, the sound judgment of this concern must be appreciated, while this policy of asking a staple price for land can also be assumed.

The company buys and sells for itself, makes loans, collects rents and handles estates, so that in its field it gives complete and reliable service, competent men being employed in different departments of the organization. In every dealing, whether in large matters or unimportant details, thorough attention is bestowed to it, and that great asset of a permanent enterprise—the confidence of the public—is sustained now as it has always been, through the straightforward conduct of the business and the integrity and judiciousness of the principals of the corporation.

NORTHERN HARDWARE CO.

LIMITED

A Progressive Concern that has had Remarkable Development in less than Three Years

THOUGH Edmonton offers a field for almost any merchandising or industrial pursuit, the day of lucky strikes and fortunes over-night are gone. There are fortunes to be made but only through energy, application and foresight, and men who possess these characteristics may well claim Edmonton as the El Dorado of the continent. Such are the men willing to work for their accumulations that are wanted in our community and to our credit it may be said that we have quite a few of this kind with us, and their achievements so far are indicative that they will continue until they have gained the prosperity and prestige which they have in view.

Among the concerns that saw in Edmonton a profitable and desirable field is the Northern Hardware Company, Ltd., 304 Jasper Avenue

modities can be kept in good condition, and sizes, weights, etc., can be speedily selected. McClary's famous stoves and ranges are handled exclusively by this Company at both its stores, also the Sherwin-Williams paints, varnishes, floor polishes, and other products of this class and quality.

The Company in its location at the east end of the city, has a site that was formerly identified with the Somerville Hardware Co. Later it was taken by three employees of the Somerville house and they were succeeded by the present firm which is composed of G. H. Scott and J. R. Scott, who became proprietors in November, 1908. In less than three years these gentlemen have not only added the second store west but have doubled the volume of business done at the original site.



INTERIOR OF JASPER EAST STORE

EB-26-199

East, and corner of Jasper Avenue and Third Street. This latter store is one of the illustrations of this Company's enterprise for to cater to the whole people they considered they should accommodate them and the store west was opened last fall that residents in that section should not be asked to walk further for their needs than those living in the east.

Quite as much care and attention was given to the stocking of this store, and the fine line of goods that are handled in the principal establishment are shown in all varieties in the newer location.

Shelf and builders' hardware are handled in all the best known makes that are produced by Canadian or American manufacturers. The stores are modernly arranged with shelves, drawers and compartments where all com-

The firm operates two other stores to the east and west of Edmonton in addition to their wholesale department in Edmonton, from which they ship goods to all parts of the province.

J. R. Scott, Secretary-Treasurer, resides in Lloydminster, where the first business was founded. G. H. Scott, President, resides in this city and attends to the affairs of the concern here—all transactions, in fact, being in capable and experienced hands.

Treasurer Scott has been in the hardware business some twelve years and President Scott has had fifteen years experience. This has been applied energetically and productively to the conduct of the Edmonton establishment, resulting in profitable development and a standing among the leading and sound mercantile concerns in this community.



INTERIOR OF JASPER AND THIRD ST. STORE

EB-26-200

THE LUNDY-McLEOD LAND CO.

Concern that Handles Property of Its Own and is Colonizing in Saskatchewan

EVERY new settlement that is made in Canada means prosperity and development to the country as a whole. Edmonton looks forward to a remarkable increase in population in the next five years and to obtain this result is promoting every legitimate medium by which to bring this about. But though all the new population that is coming into the Dominion cannot necessarily be induced to come to this particular territory, Edmonton is liberal minded enough to rejoice in any development of the Northwest and to feel confident that ultimately our city will share in the benefits to be derived.

The more any particular territory is exploited the more questions will be asked concerning other sections. The more people who are induced to reside in any locality that is fertile and up to the promises made, the more letters that will go back home, inviting friends

sents those features that are most encouraging to new residents and which earn their affections and loyalty.

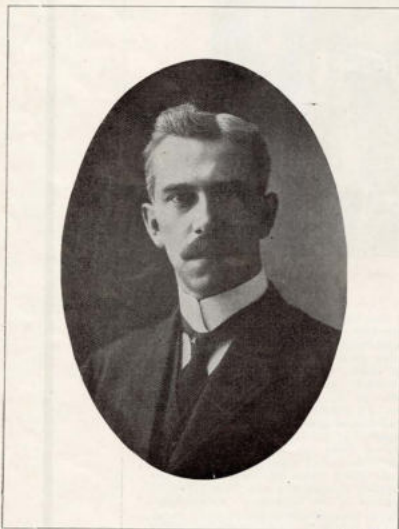
This land company would preferably have its colonization work right here in Alberta, but no land being available at the time they started the movement, it is now hoped that property can be secured within a year or so, and the experience gained in the colonization of the Saskatchewan property should be of great value when a similar project is undertaken in this province.

Even if the present enterprise should be the only one for some time to come, the example is a good one and its influence will not be lost.

The Lundy-McLeod Land Company through its inception and operation is one that holds the confidence of the public both in this city

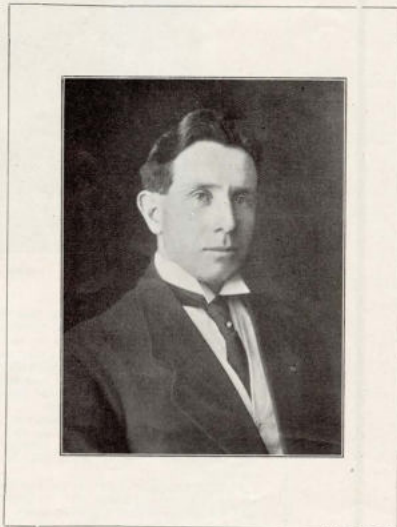
here. John E. Lundy and George B. McLeod have both been residents in our city for some nine years and before embarking in the hardware business had been employed in the same line, Mr. Lundy having been a travelling salesman for Revillon Bros., and afterward in charge of the wholesale department, while Mr. McLeod was in charge of the retail merchandising of hardware. Also, previous, Mr. Lundy and Mr. McLeod both had been in the employment of Ross Bros., Ltd.

The development of the city was foreseen by both men, and their capital was so judiciously invested that a few years ago it was found necessary to devote so much time to it that the mercantile business was sold and the present land company organized. Since the early part of the year the company has occupied commodious offices, corner of McDougall Avenue and Rice Street, where in addition to its own holdings, the company deals in farm, timber



JOHN E. LUNDY

EB-26-82



GEO. B. McLEOD

EB-26-81

and neighbors to share the advantages the first ones are enjoying. All these matters create interest and while one section of the country may get the larger share of the benefit, the people who come here will open other resources that will eventually require new settlers.

The Lundy-McLeod Land Company with offices at the corner of McDougall Avenue and Rice Street are colonizing some of their property in Saskatchewan and have been maintaining an office in Cleveland, it is attracting through this medium a most desirable class of settlers from the States, through whom, one may be sure, good reports are constantly being sent back to many correspondents.

This company owns some ten thousand acres in a district fifteen miles south of Prince Albert, and this section being fertile and having transportation facilities and easy accessibility, pre-

and in other communities where its reputation and transactions are known. It is one of the companies that entered the real estate field through natural progress and interests, since the members of the corporation had acquired from time to time such holdings that it was necessary to devote their whole time to the care of them.

Naturally a concern that has invested its own capital in certain enterprises, have confidence in the present value of them as well as in the increase that is bound to take place. This is a demonstration of facts that would appeal to other investors and has given the Lundy-McLeod Company the confidence and regard of all those with whom it has dealings.

The firm name was formerly well known in mercantile circles in our city, as it was for several years one of the leading hardware concerns

and coal lands as well as inside city property.

The judgment that characterized their early investments is still displayed and properties that can be recommended for their staple values are dealt in, the experience and ability of the company being at the disposal of their clients so that substantial reasons are advanced as to the soundness of an investment at the present and the profits that will certainly be returned in the future.

Mr. Lundy is one of the present board of aldermen, and he and Mr. McLeod are both members of the Board of Trade, and directors of several of the most prominent organizations in the city. In their aggressive real estate operations, these gentlemen are furthering the development of our community and as public spirited citizens they give their influence and support to any movement that promises the progress and welfare of our city.

WINDSOR HOTEL

Under New Management Strathcona Hostelry is having Increasing Business

IT is unlikely that people who settle down and live for many years in one community have little idea of how much importance the hotels of a city are. They do not know the traveller's feeling when he gets into a new town and knows nothing about its hotels. He wonders if the beds are clean, if the halls are swept, if the people are friendly and if the food is good. "Stay at homes" know nothing of these sensations, yet there are thousands of people "on the road" and their comfort is as serious a matter to them as to people who never move about.

A town that has a reputation as a good hotel town has many advantages and the hotels themselves not only prosper by such a reputation but the community gains credit from it, and

Light, well ventilated and attractive rooms make it a popular stopping place for those who want first class sleeping accommodations, while the table board is one of the features which gives it particular distinction, the statement being made that the best food in Alberta is served here. Not only is high grade food purchased, but the cooking and seasoning is expertly done, and is placed upon the table at just the right temperature to make it most palatable.

Hot and cold water, open plumbing, electric lights, steam heat and other modern utilities, have been installed in recent years so that guests who have travelled extensively are satisfied with the accommodations furnished and feel as comfortable and contented as if they were



WALTER MARTIN

EB-26-84

oftentimes profits, for travellers will make their headquarters at such places and naturally patronize other enterprises.

It is well that Strathcona has a reputation as a good hotel town for being the end of the Canadian Pacific line, it naturally has a large transient trade, and it would be most desirable and up-to-date accommodation for our guests.

The Windsor Hotel is one of the best known here and though there are always a certain number of lodgings that are retained for guests who may come in late at night, this at times is somewhat difficult, for the house has many who make it their headquarters for days and even weeks at a time, and practically the capacity of the hotel is tested daily.

in their own homes. Thirty-five rooms are contained in the house, the dining room has a seating capacity for fifty and a dozen people are employed so that prompt service is given in every department.

A licensed bar, completely stocked, is maintained, while writing and reception rooms are also conveniences at the disposal of guests.

The Windsor has been under the proprietorship of Walter Martin since the latter part of June. Mr. Martin, whose home was in London, Ont., and latterly in Boston, had been a train agent on the Grand Trunk Pacific for a number of years. His investment in this house showed his business insight and initiative and his ability has been demonstrated in the efficiency with which he is conducting affairs and the success he has already won.



WINDSOR HOTEL, STRATHCONA

EB-26-202

CALEDONIAN STORE

Department Store that has had Wonderful Growth under Enterprising Proprietorship of A. Livingstone

NO matter how free spending a people may be, they want to put out their money without feeling that they have been gouged out of it. Though they may not ask or desire low prices and may not wait for the change, they do this from their own disposition in the matter and do not care to be forced into it. And among such a population of buyers there is sure to be a goodly number that want full value for the money they expend and the most liberal ones are not averse to getting a like consideration from the men with whom he has transactions.

It was on this policy, that every person liked a square deal, that the Caledonian Department Store was started by Alexander Livingstone three years ago and that Mr. Livingstone correctly gauged the feeling of the public is suffi-

Nor is this the end of the story, for this fall Mr. Livingstone will practically do away with the present edifice and will erect at the corner he owns one of the finest and most modern department stores in this section.

This result already assured is one of the examples of what may be done in this country of opportunities for though Mr. Livingstone was a thoroughly trained dry goods man when he came to this city his entire cash capital was one hundred and fifty dollars and this small amount of finance combined with his pioneer spirit and merchandising ability has brought him to the high position which he now occupies, while his still youthful years and unabated energy and enterprise are a guarantee that he will accomplish much more before he considers his ambitions satisfied.

goods, domestics, and in a separate department a complete grocery store where one of the best stocks in this city is dealt in. Women's ready-to-wear goods, in skirts, waists, suits and coats, is also an important department, showing the newest things of each season and prices are always consistent with quality of material, the style and workmanship of the garments.

Practically Mr. Livingstone was his own staff when he began business here three years ago, and now he employs twenty-five people, and has a sound standing in the commercial and financial world.

All this may not be as spectacular as some of the careers of men in other lines who have made fortunes in the Northwest, yet, it is a vivid illustration of what may be accomplished. It, however, must not be assumed that chance



CALEDONIAN DEPARTMENT STORE, NAMAYO AVENUE

EB-26-203

ciently demonstrated in the phenomenal growth that his business has attained.

When Mr. Livingstone came to this city, he took the occupancy of a small store on Namayo Avenue opposite his present site. The unassuming beginning of this establishment may be judged when it is known that the store space was sixteen by twenty-four feet and that the young man went along in proportion to his capital and requirements is also in evidence since he moved across the street, the property he bought was only twenty-four by sixty feet. But from this point the development was rapid and expansive, all tending to the permanency of the business since the property was bought, not rented, and the original store was added to so that a two storey building is occupied and five times the original space is utilized.

Mr. Livingstone was the first department store merchant to introduce special sales in this city. He was the first to offer generally marked down goods and give ample reductions at the end of the season. In short he put in practice the most metropolitan methods and not only attracted a trade that wanted the most value for their money, but induced thoughtful people to consider if paying exorbitant prices was generous or just foolhardy. As they were sensible people, the result of their considerations and comparisons may be assumed and once their line of thought was fixed they gave Mr. Livingstone the benefit of their decision and patronage, in consequence of which has come the Caledonian's largely augmented transactions.

The lines handled at this store comprise dry goods, furnishings, boots and shoes, fancy

or luck works while one takes his ease. Mr. Livingstone had an Old Country apprenticeship in Glasgow and Bathgate, Scotland. He had also been employed in Winnipeg so that he had this experience as one very valuable part of his assets. He had application and energy also, and diligent, hard work has been necessary in the pursuance of his enterprise and in the upholding of his policy of a square deal for all.

The success he has won has been well merited, and should other young men of his calibre seek an opening in this city their advent would be gratifying. Mr. Livingstone has the utmost affection and loyalty for Edmonton where he has accomplished so much and our community reciprocates and esteems him as an upright and just mercantile man, whose reputation and standing is creditable to this municipality as well as to himself personally.

Edmonton, the Capital of Alberta

CHIEF jewel in the crown of Greater Edmonton is the distinction of being the capital of one of the largest and, in natural resources, richest provinces of the Dominion of Canada. The territory of which Edmonton is the seat of government is larger in area than Ontario, larger than Great Britain and Ireland, larger than the combined areas of the States of Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut, New York, New Jersey and Pennsylvania. The area of arable land alone in Alberta is placed at one hundred million acres while the whole area of Great Britain and Ireland is less than eighty million acres. And this great provincial empire, rich beyond estimation in agricultural lands, mines, forests and fisheries is inhabited as yet by but four hundred thousand people.

Alberta became a self governing province September 1st, 1905, when the Alberta Act of the Dominion Parliament came into force. In this Act Edmonton was named as the provisional seat of government of the new province. On September 2nd, Lieutenant Governor G. H. V. Bulyea, who in October, 1910, was sworn in for a second term of five years, called on the Hon. A. C. Rutherford to form a cabinet. He accepted the responsibility and on September 6th, the personnel of the first executive council was announced: Hon. A. C. Rutherford, premier, Minister of Education and Provincial Treasurer; Hon. C. W. Cross, Attorney-General; Hon. W. H. Cushing, Minister of Public Works; Hon. W. T. Finlay, Minister of Agriculture. The general provincial election followed on November 9th, 1905, and the government was established in office, only two opposition members being returned in the twenty-four constituencies. The members of the first legislature were: M. McCauley, Vermilion; F. A. Walker, Victoria; J. B. Boyle, Sturgeon; H. W. McKenney, St. Albert; J. A. McPherson, Stony Plain; W. F. Beedie, Athabasca; T. A. Brick, Peace River; Hon. C. W. Cross, Edmonton; Hon. A. C. Rutherford, Strathcona; R. T. Telford, Leduc; A. S. Rosecroft, Wetaskiwin; J. B. McLeod, Ponoka; J. T. Moore, Red Deer; C. Hiebert, Rosebud; Hon. W. H. Cushing, Calgary; C. A. Stuart, Gleichen; C. W. Fisher (Speaker), Banff; J. Simpson, Innisfail; J. P. Marsellis, Pincher Creek; C. Simmons, Lethbridge; M. McKenzie, Macleod; J. W. Woolf, Cardston; Hon. W. T. Finlay, Medicine Hat; A. J. Robertson, High River.

March 15th, 1906, the first government met the first legislature. Previous to this time the new administration had temporarily organized the various departments of public service including the office of the Executive Council.

expressed gratitude for the beautiful harvest of the past year and the loyalty and devotion of the people to King Edward and the Queen, together with appreciation of the coming visit of Prince Arthur of Connaught; welcomed the settlers who were pouring into the province; referred to the high standard being maintained, and promised every support to an increased immigration; referred in particular to the progress of agriculture and dairying in the province, to the success of the government

strenuous struggle had been maintained for some time between Calgary and Edmonton, a vote was taken and the government transferred all responsibility to the members. Banff and Red Deer were presented and then withdrawn. The Hon. W. H. Cushing moved that in the opinion of the House, "The seat of government of the province should be fixed permanently at Calgary;" the vote of the members was sixteen against the motion and eight in its favor. Edmonton therefore remained in possession of the honor and advantage which it provisionally held. On May 9th the legislature was prorogued. In August, its members, or nearly all of them, made a tour of the province accompanied by the Lieutenant-Governor and others.

The first session of the legislature was fruitful of a great mass of necessary legislation. The statutes of the session cover over a thousand pages of legislation. During this session seventy-six acts were passed, many, of course, being of a private nature respecting city charters and the incorporation of associations and companies. At this first session the city of Edmonton had its charter amended and in this latter connection the House was addressed, on April 21st, by William Short, who was closely associated with the original incorporation and others. A measure was carried through incorporating the University of Alberta; a coal mines regulation act enabled the province to assume the entire responsibility for the inspection of mines. A bill was passed empowering municipalities to establish and operate telephone systems in the province.

The House convened for the second session of the first legislature on Thursday, January 24th, 1907, and the session lasted to March 15th, 1907. During this session the administration of justice was enlarged and simplified by the reorganization of the Supreme Court and the establishment of judicial districts with district courts in each. Until the District Courts Act was passed there was but one court in the whole province; this was the Supreme Court of the North-West Territories. It dealt with all classes of actions, small and big. The result was that owing to the rapid growth of the population of the province, the time of the Supreme Court judges was taken up with the trial of small claims to the neglect of important cases. The creation of the District Courts relieved the Supreme Court of the trial of small debt cases. The District Courts established throughout the province have jurisdiction in all actions up to \$400 arising from any cause whatever, whether of debt, damages or any cause, and thus is obviated a serious source of contention between the District and Supreme Courts. The judges of the District Courts

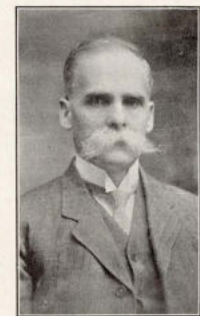


LIEUTENANT-GOVERNOR G. H. V. BULYEA
EB-26-98

creameries and to the intention of further encouraging the farmers along the lines of improvement in live stock, legislation for the registration of brands, and the protection of those engaged in cattle raising, promised legislation regarding the public service and departments of the government, the construction and repair of roads and bridges, and the provision of necessary public buildings; referred to the growing necessities of commercial and social activity in the province as requiring that telephonic communication should be made wide-spread and effective as possible and the desirability of action towards that end; indicated the necessity of amending the law relating to Mechanics' Liens so as to render the enforcement of the rights of laborers and mechanics easier and more simple; promised legislation as to public health and sanitation, land titles and a provincial university, the regulation of coal mines and steam boilers and the appointment of public officials. J. R. Boyle, of Sturgeon, was afterwards appointed deputy-speaker. The address was moved by C. A. Stuart, Gleichen and W. F. Puffer of Lacombe, and A. J. Robertson of High River acted as leader of the opposition of two.

The Hon. A. C. Rutherford, Premier of the Province, Treasurer and Minister of Education, presented his budget to the legislature on May 7th, 1906. He pointed out that there were no comparisons with the past to make and estimated the total receipts for the year ending December 31st, 1906, at \$2,251,455, expenditures at \$1,968,081, and the surplus at \$283,373. The receipts included \$1,124,125 from the Dominion subsidy for 1906.

At the first session of the first legislature there was a struggle as to the seat of the capital in the new province, although Edmonton's provisional position gave it a large advantage from the start. Strathcona wanted to be the capital and so did ambitious Red Deer; Athabasca Landing, one hundred miles north of Edmonton and that far from a railroad at that time, claimed the honor as being the geographic centre of the province; and Banff in the Rockies also desired to preside over provincial destinies. Calgary, however, was the main rival of the seat of provisional power. On April 24th, after a



HON. FRANK OLIVER, M.P.
EB-26-86

the departments of the Attorney-General, Provincial Secretary-Treasurer, Public Works, Agriculture, Education and the offices of the Legislative Assembly. The first session of the first legislature was opened by Lieutenant Governor Bulyea, with a speech from the throne, after C. W. Fisher, of Banff, had been elected speaker, which described the obtaining of provincial autonomy as a matter of pride to the people;



J. M. DOUGLAS, M.P.
EB-26-85

are sent on circuit to various points in each district. The sittings of the court are held four times a year or oftener at each place and are duly advertised in the local papers. Formerly all process had to be issued at district towns. Now process issuers have been appointed at each place where the District Court sits and process may be procured at these points.

STRATHCONA HOTEL

One of Best Known Houses in Alberta under Enterprising and Successful Management

THE reputation of a town or city often depends upon the service or the number of its hotels. The stranger who may be looking for a new location, or for investment is favorably impressed with the place if he has been comfortably accommodated, where a man who has been dissatisfied with his hotel service is apt to feel disgusted about the town. The hotel itself prospers according to the satisfaction that it gives and the community is likely to prosper in the same proportion.

With Strathcona as the end of the Canadian Pacific Railway, at least up to the present time, it is fortunate that this city has for years provided first class hotel accommodations and at the present time has one of the best known houses in this section of Canada. One has a friendly feeling for a community if they have

The lobby is one of the largest in the Twin Cities. Finely upholstered chairs are arranged in a comfortable manner about this apartment while the largest sample rooms anywhere in this section are provided for travelling salesmen, with whom this house is particularly popular.

Some fifty-four chambers are included in the capacity of the hotel and each one is modernly and attractively furnished and each one is kept in strict order and cleanliness. A large writing room and parlor on the second floor provide places for correspondence and sociability and are furnished to meet the requirements and tastes of a discriminate patronage, most of which travels extensively and consequently know good service and only register where they can receive it.

The dining room affords a capacity for fifty,



J. P. BELANGER EB-26-501

been familiar with the name of the hotel at which they are to stop, and there is no better known house in the country than the Strathcona Hotel.

This house has had some notable landlords in its time, but none has given greater satisfaction than the present proprietor, J. P. Belanger, who is always alert and ready to give all kinds of courtesies and services for the comfort and entertainment of his guests.

Though the house has as been said is one of the oldest in this section, there is nothing about its interior or exterior to give this impression. A number of additions have been made to the original building and modern utilities have been installed so that every improved equipment and convenience in the hotel business is offered here.

and table linen, silver and china of the first quality are used, all of which contributes to the satisfaction of the travelling public which must depend more or less upon hotels for home comforts. The daily menu, is served with constant variety, all the luxuries of the market being supplied, skilful cooking being done, while prompt and efficient service contributes to the pleasure of dining here.

Proprietor Belanger who has been here less than a year, sets the example in care and consideration for guests and is alert to every demand that their comfort and entertainment may be secured. He has had experience in other cities in hotel work and while business instincts prompts him to be enterprising and accommodating, it is disposition also to want to see people well fed, well housed and contented.



STRATHCONA HOTEL EB-26-205

Sittings of the Supreme Court are held at seven points in the province; Edmonton, Wetaskiwin, Red Deer, Calgary, Medicine Hat, Mac-

The structure is located at the corner of May Street and east, to build, over two hundred

to the new palace of justice. The sheriff of the Edmonton district is W. S. Robertson. Alexander Taylor is Clerk of



EB-26-92
HON. C. E. MITCHELL, M.P.P.
Attorney General and Minister of Education



EB-26-91
HON. DUNCAN MARSHALL, M.P.P.
Minister of Agriculture



EB-26-90
HON. ARCHIBALD J. McLEAN, M.P.P.
Provincial Secretary

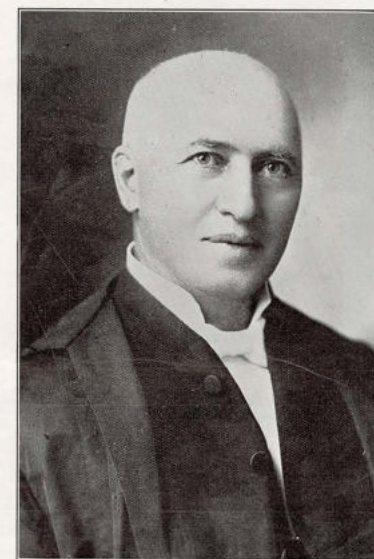
leod and Lethbridge. The Supreme Court sits at Edmonton and Calgary for the trial of civil and non-jury causes in the months of October, November, January, February, March, April, May and June. For the trial of criminal and civil jury causes, sittings are held at these cities in the months of October, February and May. Sittings for the trial of civil causes are held as follows: Wetaskiwin, October and April; Red Deer, November and April; Medicine Hat, October and May; Macleod, November and May; Lethbridge, October and April; Sittings for the trial of criminal causes are held at Wetaskiwin in October and April; at Red Deer in November and April; at Medicine Hat in November and May; at Macleod in October and May; at Lethbridge in October and April. The court en banc, consisting of the Chief Justice and the four puisne judges, sits for the hearing of appeal cases at Edmonton in September and March and at Calgary in December and June.

The judges of the Supreme Court are: Chief Justice Horace Harvey; Mr. Justice N. D. Beck; Mr. Justice W. C. Simmons; Mr. Justice C. A. Stuart; Mr. Justice D. L. Scott.

For the trial of District Court cases, the province has been divided into six judicial districts. These are, with the judges of each: Edmonton, His Honor Judge H. C. Taylor; Athabasca, His Honor Judge J. C. Noel; Wetaskiwin, His Honor Judge W. A. D. Lees; Calgary, His Honor Judge A. A. Carpenter; Macleod, His Honor Judge J. L. Crawford; Lethbridge, His Honor Judge W. R. Winter. Sittings of the District Court are held at sixty-nine places in these six judicial districts. At Edmonton and Calgary, sittings are held every month of the year with the exception of July and August, the period of legal vacation.

At Edmonton, the judges of the Supreme Court all have their offices, and the office of the Supreme Court at Edmonton is the head office in the administration of justice. For the accommodation of the courts, the judges, the sheriff and the provincial law library, a handsome Court House has been built on McDougall Avenue north of Jasper Avenue.

thousand dollars. It is expected that the new Court House will be ready for occupation early



EB-26-99
HON. A. L. SIFTON
Premier of Alberta

in 1912 and the courts and offices will then be moved from their present cramped quarters in the Sandison Block on Jasper Avenue East,

the Supreme Court and Jos. Driscoll is clerk of the District Court.

In the election of 1909, the government of the Hon. A. C. Rutherford was returned to power with an almost undiminished majority. The first session of the second parliament was held in February, 1910. A division arose in the ranks of the Liberal members of the House over the Alberta and Great Waterways Railway transaction. After a long and stormy debate on this subject a Royal Commission was appointed, consisting of the Hon. D. L. Scott, Hon. Horace Harvey and Hon. N. D. Beck to inquire into the relations of the officers and members of the legislature to the Waterways transaction. Three days after March 14th, when this Royal Commission was appointed by a unanimous resolution, the House adjourned until May 26, when prorogation took place after Mr. Rutherford had presented a loyal address to the new King which was carried on a standing vote and the Lieutenant-Governor had informed the members that he had just accepted the premier's resignation and had called upon the Hon. A. L. Sifton to form a government.

The new premier, formerly Chief Justice of the Province, announced the new government on June 3rd. Its personnel was as follows:

President of the Council, Provincial Treasurer and Minister of Public Works, Hon. Arthur Lewis Sifton, Calgary;

Attorney General and Minister of Education, Hon. Charles Richmond Mitchell, Medicine Hat.

Provincial Secretary, Hon. Archibald J. McLean, Lethbridge.

Minister of Agriculture, Hon. Duncan Marshall, Edmonton.

Mr. Sifton ran in Vermilion, where A. Campbell resigned for the purpose. Mr. Mitchell ran in Medicine Hat, vacated some time before by the retirement of Hon. W. T. Finlay. Mr. McLean ran in Lethbridge district. Mr. Marshall, as he remained in his old position, did not require re-election. The new premier was elected by a large majority as also was Mr. Mitchell. Mr. McLean was returned by acclamation.

The second session of the second legislature



EB-26-87
HON. C. W. CROSS, M.P.P.



EB-26-88
HON. A. C. RUTHERFORD, M.P.P.



EB-26-89
J. A. McDUGALL, M.P.P.

THE RICHELIEU HOTEL

Successful Business that has Demanded Three Extensions in the Past Few Years

THE success of any one business in our city means the success of many, for necessarily where there is money in circulation to advance one enterprise, there is money enough for others, if they merit it. The increasing business of any hotel is especially good news, for a hotel largely depends upon transient trade, and if a larger number of guests are being entertained it is natural to suppose that more people are visiting our city, and it is also likely to assume that they are looking for investments or locations or are making purchases while they are in the metropolis of the Northwest.

No business in our city has shown greater development than that of Hotel Richelieu, corner of Third and Peace Avenue, and as this house has had three extensions since it was built eight years ago, this fact is sufficient to show the volume of trade that has been built up and the success that has been achieved by Proprietor J. N. Pomerleau. Also, as stated before, the increased number of guests that Mr. Pomerleau is now entertaining may be taken to mean that more and more people are visiting our city, or making our hotels their headquarters.

The Richelieu is a finely constructed and modern brick building of three floors, and on the Peace Avenue side a considerable addition was erected this year. It contains the dining room which has a seating capacity for one hundred and fifty, and the walls are prettily tinted, and with decorations furnish an attractive place for eating. A high studded ceiling and specially designed chandeliers furnish plenty of daylight or artificial illumination and throughout the house steam heat, electric lights, hot and cold running water are conveniences that are appreciated.

In fact the Richelieu has a fine field to cover, for though there are plenty of respectable people who cannot pay the high prices some hotels ask, they nevertheless appreciate comforts and modern conveniences, and are naturally appreciative when they can get them at such a well managed house as the Richelieu and at prices that range from one dollar, one and a half to two dollars a day.

Excellent food is served and the daily menu offers the best variety that can be secured through frequent visits to all markets where daintiness as well as ordinary edibles may be purchased. The cooking is thoroughly and skillfully done, service is prompt and polite and

each apartment is kept clean and in attractive state.

The old dining room on Third Street will be utilized for a pool and billiard room and as a well stocked bar is maintained, all the

high class hotel accommodations are offered here.

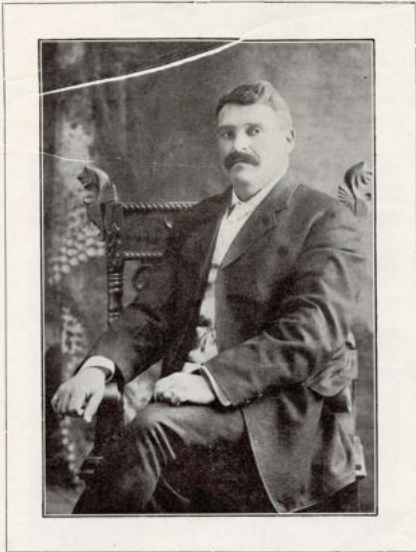
It is one of the most capacious houses in the city, having ninety-four chambers in addition to a large lobby, also writing and reception rooms. Twenty-five people are employed and this staff is experienced in different parts of hotel work and are alert and thorough in all the services they are called upon to perform.

Mr. Pomerleau has been in Edmonton for the past twelve years and formerly a contractor and builder, attended to the construction of this hotel as well as to the extensions that have been more recently made. He also conducts the Richelieu Stables further down Third Street, and has a considerable property there, which is used for a boarding and feed stable.

Mr. Pomerleau came to this city before Edmonton gave promise of being the city that it is, though there were some settlers at an early date who believed that we were a community that was bound to have a decided increase in population and a most healthy growth. Of course such people invested in property here as soon as their means allowed, while others who had no faith or no courage for the future could not or would not see the opportunity at hand.

Mr. Pomerleau, however, was one who believed that Edmonton was to become one of the really big cities in the Northwest and began soon after he located here to acquire property. He was a contractor and builder who has many specimens of his handiwork visible in residence and business blocks about here and while taking contracts for others, he did not neglect doing some construction work for himself when it was possible. He is the owner of considerable improved property here, among which is a building on Second Street, and he is one of our considerable taxpayers and a representative citizen.

Mr. Pomerleau has seen many changes in this community, but believes more and greater ones are to take place, and to this end he is one of our business men who gives his support and encouragement to any project that promises the advancement of our city.



J. N. POMERLEAU, PROPRIETOR EB-26-100



RICHELIEU HOTEL, CORNER THIRD STREET AND PEACE AVENUE EB-26-530

was opened November 10, 1910, by the Lieutenant Governor who on October 5th had been appointed for a second term.



MR. JUSTICE N. D. BECK EB-26-96

The third session of the second legislature was called for November 30th, 1911, when the



MR. JUSTICE D. L. SCOTT EB-26-97

house convenes for the first time in the legislative chamber of the new capitol building.

The members of the legislature as at present constituted are forty-one in number. Their names and their constituencies are as follows:

Hon. A. L. Sifton, Premier, Vermilion; Hon. A. C. Rutherford, Strathcona; Hon. C. R. Mitchell, Attorney General, Medicine Hat; Hon. C. W. Cross, Edmonton; Hon. A. J. McLean, Provincial Secretary, Lethbridge District; Hon. P. E. Lessard, Paken; Hon. Duncan Marshall, Minister of Agriculture, Olds; F. A. Walker, Fort Saskatchewan; Malcolm McKenzie, Claresholm; J. L. Cote, Athabasca; John W. Wood, Cardston; J. K. Cornwall, Peace River; Dr. J. S. Stewart, Lethbridge; J. A. McPherson, Stony Plain; Hon. W. H. Cushing,

E. Michener is leader of the opposition in the House. He has five Conservative followers: George Hoadley, T. M. Tweedie, Harold Riley,



MR. JUSTICE W. C. SIMMONS EB-26-93

John Kemmis and Dr. J. S. Stewart. Robert Patterson is an Independent member and [C.



CHIEF JUSTICE HORACE HARVEY EB-26-95

Calgary; Peter Gunn, Lac Ste. Anne; J. A. McDougall, Edmonton; W. T. Puffer, Lacombe; J. R. Boyle, Sturgeon; Robert Patterson, Macleod; John Simpson, Innisfail; George Hoadley, Okotoks; George P. Smith, Camrose; A. Bramley Moore, Lloydminster; Chas. Stewart, Sedgewick; T. M. Tweedie, Calgary; R. T. Telford, Leduc; E. Michener, Red Deer; Dr. Campbell, Ponoka; H. W. McKenney, Pembina; C. H. Olin, Wetaskiwin; John Kemmis, Pincher Creek; Lucien Boudreau, St. Albert; J. B. Holden, Vegreville; J. M. Clendenning, Nanton; J. E. Stauffer, Didsbury; Harold Riley, Gleichen; R. L. Shaw, Stettler; L. H. Roberts, High River; C. M. O'Brien, Rocky Mountain; C. W. Fisher (Speaker), Cochrane.



MR. JUSTICE C. A. STUART EB-26-94

M. O'Brien, a Socialist member. The remaining thirty-three members are Liberals.

YUILL BROS.

High Class Grocery Store that has Doubled its Attractions in Six Months

IN our city where the population is almost daily increasing, there must be a continual expansion of business houses and the opportunities afforded mercantile men are probably more favorable than in any other part of this continent. Yet the fact that there is a large trading public by no means insures success of any man or any concern. No matter how quickly a community might develop, facilities would be offered it in most commercial fields, but facilities must be supplemented by good service for permanent success.

No doubt groceries could always be secured from the day the townsite of Edmonton was established. It is hardly likely that trade was or could be conducted on the same plane as it is now and it is quite possible that some of the old merchants would like to adopt the methods of later days.

Yet up-to-date service and progressive methods are productive and conducting their business on such standards, Yuill Bros., the grocers at 429 Jasper Avenue, West, have more than doubled their volume of transaction since they became established here some six months ago. Sanitary conditions should prevail where any



YUILL BROS. STORE, 429 JASPER AVE. W. EB-26-206

foodstuffs are handled and this was also realized by this Company. In consequence of which, the attractive and neat appearance of the store and stock, excites pleasure when they are viewed. Different compartments are utilized where bulk goods may be kept free from dust or other accumulations and scales and measures are of modern design and construction where articles are personally handled but very little. Canned and bottled goods are speckless and

spotless and the display so well arranged makes one desire to taste the contents. Preserved fruits, jams, etc., are specialties of this house which also deals in all kinds of canned vegetables, fruits, etc., sauces, relishes and pickles of imported and domestic manufacture, bakery goods, carefully boxed but adequately displayed through glass coverings are shown in large variety, while in staple groceries all guaranteed qualities are carried in package or bulk.

The Company is composed of Errol and Archie Yuill, with Errol Yuill in charge of the business. Manager Yuill has been in Edmonton for the past five years and was formerly credit man for the Acme Co. His business training in that position made him familiar with trading conditions in this city and demonstrated to him what the public demands and how it can be best satisfied. He has put in effect a policy of fairness, courtesy and efficiency, that has proved his judiciousness and discernment, for Yuill Bros. bought out the former proprietor at this location and have not only retained all the old patrons but have also added as many new ones.



DIAMOND HALL

The Shop Beautiful

WE feel that we are perfectly safe in making the statement that one hundred per cent. of the thinking people who come from the great cities and crowded centres of the East are amazed and veritably over-awed by the wonderful deep, rich, black soil, and, if travelling in season, by the wealth of grain produced from it which gives Alberta the name of "The Granary of the World." In fact, we can safely say that every one passing through this marvellous country, seeing and being impressed more and more deeply by its wonderful natural resources, is very apt to be unconsciously imbued with the thought that nothing of further interest can possibly present itself to the senses. But, just here is where you will find yourself in error, for no traveller has ever stepped off the train from the east into the busy streets of Edmonton and failed to be profoundly impressed with the fine substantial quality of the buildings, which altogether convince one of the substantial nature of the city.

But why should thought be startled upon beholding these evidences of intelligent co-operation in the building of a great city, when the work of the Supreme Intelligence has been before one's gaze for so many days? The natural resources of this part of the world are indeed worthy of our admiration and gratitude to the Giver of all good, including as it does, not only the soil and inexhaustible coal fields, but just the right amount of rain in its season and an unusual amount of sunshine which gives the province the name of Sunny Alberta.

Edmonton has great cause to rejoice in the quality of its citizens who seem to be the personification of energy and all that is wholesome limiting conditions of the older centres of population man, in this newer, bigger, broader land of sunshine and promise, blossoms forth in full vigor and resembles more

the man of God's creating having dominion over the whole earth, making it abound not only in rich vegetation but in beautiful cities also, of which our Edmonton is second to none in all the great west, in present achievement and brightness of future. The visitor will find business of every kind being conducted in a decidedly up-to-date manner and we may here mention as indicative of this spirit of progress the firm of Ash Brothers, Jewelers and Diamond Merchants, 111 Jasper Avenue West (The House of Newness).

This firm occupies a rather unique position in the business history of Edmonton, in that,



DIAMOND HALL, 111 JASPER AVE. W.

EB-26-208

though we naturally expect splendid stores in most lines of trade, we are totally unprepared to find a jewelry store with interior fixtures and conveniences and so comprehensive a stock as is to be seen here. The history of this firm in Edmonton, measured by eastern standards, has not been long; but who can tell of the years of preparation wise and patient planning by its members which finally culminated, less than five years ago, in the founding of this, one of the most modern and most beautiful stores to be found west of Winnipeg. Since beginning business in small quarters several doors west of where they are now located, this firm has been com-



DIAMOND HALL FACTORY, EDMONTON

EB-26-207

being assured by such methods. A double oven, imported from England, allows continuous use and with a capacity for nine hundred loaves of bread in one baking, it gives the extensive service that the business of this concern warrants. A carload of flour used every two weeks is an indication of the amount of business done and from twenty-five hundred to thirty-five hundred loaves a day is the quantity produced in contrast to the ninety to one hundred and twenty-five loaves that were turned out in the early days of this industry.

Cakes, pies and other sweets are made in large quantities and the quality of materials used combined with the skilled workmanship that is employed results in pastries that are the most highly recommended on the market.

Four bakers are employed on cake and sweet stuffs and seven in all are kept occupied in the bakery. Neither is this department allowed to overweigh the others, as this firm in staple and fancy groceries has one of the most exclusive patronages in this city. The store is stocked with that quality of goods that is demanded by discriminating housekeepers, and fine bottled goods, sauces, canned and tinned condiments, imported as well as domestic delicacies are offered as well as the more essential commodities in flours, cereals, farinaceous foods, etc.

One of the largest lines of fruits carried by any single concern is handled here and berries, melons, peaches and other tropical growths are displayed here as soon as they are in season. Confectionery in leading brands from Canadian, American and Old Country manufacturers are dealt in in large assortment, and an attractive parlor is maintained where ice cream is served.

John A. Hallier and Herbert Aldridge, composing this firm, had experience in this industry before becoming established for themselves in a small store not far removed from the present location, into which they moved a few years after beginning business. Mr. Hallier had been in the same business in Calgary before locating here, and Mr. Aldridge had been for six years associated with the Hudson's Bay Co.

The success of their mercantile career has been attendant with other fortunate affairs, as from the first both partners were convinced of the ultimate growth and prosperity of this city and have invested their capital here. They are the owners of the property which they occupy and of a building called the Mortlake Block in the rear, also having personal possessions in improved property.

being assured by such methods. A double oven, imported from England, allows continuous use and with a capacity for nine hundred loaves of bread in one baking, it gives the extensive service that the business of this concern warrants. A carload of flour used every two weeks is an indication of the amount of business done and from twenty-five hundred to thirty-five hundred loaves a day is the quantity produced in contrast to the ninety to one hundred and twenty-five loaves that were turned out in the early days of this industry.

Cakes, pies and other sweets are made in large quantities and the quality of materials used combined with the skilled workmanship that is employed results in pastries that are the most highly recommended on the market.

Four bakers are employed on cake and sweet stuffs and seven in all are kept occupied in the bakery. Neither is this department allowed to overweigh the others, as this firm in staple and fancy groceries has one of the most exclusive patronages in this city. The store is stocked with that quality of goods that is demanded by discriminating housekeepers, and fine bottled goods, sauces, canned and tinned condiments, imported as well as domestic delicacies are offered as well as the more essential commodities in flours, cereals, farinaceous foods, etc.

One of the largest lines of fruits carried by any single concern is handled here and berries, melons, peaches and other tropical growths are displayed here as soon as they are in season. Confectionery in leading brands from Canadian, American and Old Country manufacturers are dealt in in large assortment, and an attractive parlor is maintained where ice cream is served.

John A. Hallier and Herbert Aldridge, composing this firm, had experience in this industry before becoming established for themselves in a small store not far removed from the present location, into which they moved a few years after beginning business. Mr. Hallier had been in the same business in Calgary before locating here, and Mr. Aldridge had been for six years associated with the Hudson's Bay Co.

The success of their mercantile career has been attendant with other fortunate affairs, as from the first both partners were convinced of the ultimate growth and prosperity of this city and have invested their capital here. They are the owners of the property which they occupy and of a building called the Mortlake Block in the rear, also having personal possessions in improved property.

The success of their mercantile career has been attendant with other fortunate affairs, as from the first both partners were convinced of the ultimate growth and prosperity of this city and have invested their capital here. They are the owners of the property which they occupy and of a building called the Mortlake Block in the rear, also having personal possessions in improved property.

DOMINION HOTEL

Strathcona has Moderate Priced House where First Class Service is Rendered

THOUGH many people claim that the prices of living are unusually high in some parts of the west, people who have constant business in this part of the country do not subscribe to that statement and can furnish facts by which it may be disproved. In fact, fair minded people are more apt to wonder how some businesses can be conducted at a profit when such moderate and reasonable prices are maintained.

This is certainly the view of matters which guests of the Dominion Hotel in Strathcona take, for this house offers accommodations at the rate of one dollar a day and up, and those who have their own homes to maintain will surely know that this price is one they can

High grade food is served, the cooking is skillfully and thoroughly done, seasoning is effected according to popular taste and the table is regarded as one of the best that is offered in this section. Some fifty rooms are comprised in the attractive three storied structure that is occupied and each one is tastefully furnished, kept in the neatest and most orderly manner, while parlor, writing and lounging rooms give opportunity for entertainment and sociability. A well stocked bar is also maintained.

The hotel has been one of the institutions of Strathcona for the past fifteen years, but in that time there have been a number of changes and improvements to conform with modern de-



DOMINION HOTEL, STRATHCONA

EB-26-210

hardly adhere to. Yet in spite of such a low price, high class service is given, fine table board furnished and all modern conveniences offered.

The hotel has been under the proprietorship of James H. McGuire since May, 1910, and undoubtedly the ability of this landlord has much to do with the economy and satisfaction with which the house is conducted.

Mr. McGuire was formerly in the hotel business at Burks Falls, Ottawa, and Belleville, Ont., and knowing every feature of this industry, he governs himself accordingly, making his purchases in quantities, securing special rates on shipments, seeing that there is no waste, and keeping every department up to a state of efficiency that insures comfort without extravagance.

mands and to meet the requirements of an exacting public.

A new furnace is now being installed, so that plenty of heat in the winter is assured, while a balcony on the second and third floors presents one of the pleasantest outing places in summer that any hotel about here provides. Hot and cold running water, electric lights are other modern utilities installed, and some twenty people employed are alert and courteous in attending to the wants of every guest and assisting to their comfort and contentment.

Mr. McGuire is well known among travelling people in the Dominion. He has made friends of his guests at this house, also has earned the esteem of the townspeople and is regarded as a reliable and progressive business man, a most genial and hospitable host.

The Boston Clothing and Shoe Store

One of the Progressive and Up-to-the-Minute Clothing Firms in the West

EB-26-83



E. J. HART, Prop. President

AMONG those whose permanency in Edmonton is assured is the firm of Hart Bros., their business has outgrown the capacity of their present premises, and in order to cope with their fast increasing trade have secured the corner of Queen's and Jasper Avenue. This situation is second to none in Edmonton, being centrally located, and as the new store will only be one door east of their present quarters, customers will not be inconvenienced when they remove into new

EB-26-102



C. W. WILLIS Accountant

EB-26-103



F. C. WHITTLESEY Shipman



W. E. CLARK Manager EB-26-104

quarters, which will be about January first. It is the intention of Hart Bros. to make this one of the most modern Clothing and Furnishing Stores in the West.

We also show photos of the very efficient staff of clerks at "The Boston," which by their courteous treatment of customers and ever ready to please manner, has won for this firm the confidence of the populace, and for themselves a good share of the profits of this concern.



W. J. HART Prop. Vice-President

EB-26-105



H. W. CARMICHAEL Shipman

EB-26-107



BUILDING UNDER CONSTRUCTION

JOHNSTON & GOLDSMITH, Contractors

EB-26-211

THE METALS LIMITED

Steamfitters' and Plumbers' Supplies Handled Extensively by this Corporation

EDMONTON'S remarkable growth in the past few years has been brought about by the men who have located here, and in their industrial, mercantile and financial pursuits have offered to this city such facilities as to make it a community practically independent in its own resources. Almost every field is covered efficiently so that operations of different kinds take place and supplies are provided without it being necessary to make demands upon firms or facilities outside our own limits.

In fact the mercantile and industrial opportunities of this municipality have received such widespread recognition that even where branch houses have been established they have been given as much attention as the headquarters and the trade that has responded has doubtless rewarded the principals for their foresight and astuteness.

The Metals, Limited, with office and warehouse on Athabasca Avenue, was organized in March, 1910, and through the head office of this corporation is in Calgary, the transactions of the local branch run to a large amount in a year and the indications are that the present year will show a decided advance over the first twelve months.

It may be assumed, then that this Company offers the widest and most complete facilities that are offered in this field, and as the business is the largest of its kind west of Winnipeg, the complete accommodation of those who have transactions with the concern is assured.

Steamfitters and plumbers' supplies of all kinds are handled, Gurney hot water and steam boilers, radiators, etc., and as the Company carries different makes of goods and a very

large assortment, it offers such accommodations that a dealer or mechanic has a medium at hand, quite as complete as any wholesale market affords.

Though the Company has been established less than two years it is the successor of the Gurney Standard Metal Co., which had been located here for several years and had given up-to-date accommodations in this field. The



OFFICE AND WAREHOUSE, ATHABASCA AVE.

EB-26-257

present stockholders of the Metals, Limited, had been interested in the Gurney metals, so that the present title means more efficiency and more extensiveness, though the policy of service and trustworthiness which was maintained by the Gurney Company is continued here.

More recently a branch was established in Lethbridge and with three separate plants in operation this Company enters the market with

unusual buying capacity, so that it secures the lowest rates and promptest delivery, advantages that are divided among the trio of plants.

The Company occupies a warehouse with floor space of ninety-six hundred square feet, in addition to which considerable yard room is utilized. Six men are employed. The firm deals only in wholesale quantities and the complete stock carried and reasonable prices quoted gives it practically all of the plumbers and steam fitters in our city as its customers.

H. K. Whimster, who has been manager since the fifteenth of March, 1910, a short time after the present incorporation, has been responsible for the growth of the business in the intervening time, backed, of course, by the facilities and resources of the Company. Mr. Whimster was formerly in retail transactions connected with plumbing and heating and this experience has made him familiar with the wants of this craft and has made him alert to supply them.

The corporation is one of the strongest and most soundly financed companies in this part of the Dominion and has among its directors, W. R. Bull and Senator Lougheed. They and their representatives are not only interested in covering the industrial field in which they are engaged, but they are anxious to develop the communities of the Northwest so that they will be resourceful and independent and will be stimulated in progressive ideas and methods that will have permanent and lasting influence.

The Metals Limited, as represented in this city, covers its field thoroughly and expeditiously and by furnishing us with such accommodations assists in the accomplishment of that Greater Edmonton which all our public spirited citizens predict and hope for.

AMES-HOLDEN-McCREADY, Ltd.

Wholesale Boot and Shoe Concern that will soon Occupy Modern Block of Its Own

THOUGH the settlement of any new country naturally depends upon people and capital from many districts there have been cities and communities that could attract settlers only while fortunes were being made and the disposition prevailed to go back to the places they came from after they had accumulated sufficient in the new and developing country.

The Province of Alberta and the City of Edmonton in particular has been largely free from such a grasping people. Other than financial gain has aroused the people of this section and even those who have come here with the intention of staying but a short time have had such a genuine liking for the place that they have continued on, until they have become thoroughly identified with our city.

As this is true of individuals it is also true of firms and business houses of different classes and though the capital invested would necessarily insure a lengthy stay of most of these companies, yet many of them give indications in other ways of their interest in this community and their confidence in it as a trade and financial centre.

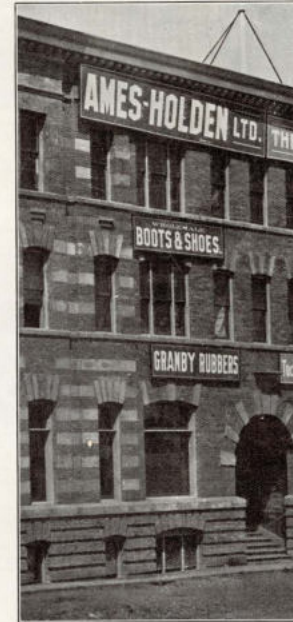
There can be no more convincing proof of a firm's permanency than in its building projects and it is gratifying to Edmonton that such a widely known and soundly organized industrial company as Ames-Holden-McCready, Limited, is erecting its own warehouse and that the greatly increased business of the company demands the unusual capacity which will be afforded it in its new structure.

The block at the corner of Third Street and Athabasca Avenue will have a frontage of fifty feet on Third Street and a depth of one hundred and fifty feet on the avenue. At the present time three stories will be erected but plans have been made so as to permit of three stories being added at any time they are needed. The structure will be of brick with laminated wood floors and every modern device will be installed for the convenience of the business.

Fixtures, cases and compartments where attractive and convenient displays can be made, will be utilized. Stock will be carried for the facilitating of shipments and with all details taken into consideration it is believed one of the finest wholesale shoe houses in Canada will be operated by this corporation in Edmonton.

The company through a recent reorganization is one of the largest and most extensive in the Dominion. The reorganization consisted of Ames-Holden Co. and the James McCready Co. being combined into the Ames-Holden-McCready, Ltd., and as both these organizations had extensive establishments their allied interests now make them one of the most powerful and influential organizations in Canada. The new building with its greater capacity is all the more imperative on account of what were two businesses being done under one roof.

The corporation as it is now constituted has three large factories of its own and that such an immense industry should be directly represented in our city is a compliment that cannot



OFFICES AND WAREHOUSE, MACDONALD BLOCK

EB-26-502

be gainsaid and places us among the chief cities in the Dominion. Such a distinction, while most desirable is not to be compared with the convenience and economy of having such a wholesale market for footwear as the



SITE WHERE NEW PREMISES ARE TO BE ERECTED

EB-26-148

inating people. This corporation is also the manufacturer of felt footwear, also mitts, gloves, Arctic sox, moccasins—in fact everything for the hands and feet, that insure protection, warm and lasting excellence for the wearer.

The company has its own trade mark and this is largely also a guarantee, for the firm is known for high grade products in which superior material is worked into staple or novel designs through skilled workmanship of the highest standard.

Ames-Holden-McCready Limited, also deals in rubber goods, and as sole selling agents for Granby rubbers, promote and recommend a Canadian product that in durability and lasting worth is the equal if not the superior of any other make of rubber goods on either side of the border or, as a matter of fact, any part of the world.

The local business is important in the territory that it brings in touch with us and the money it puts in circulation.

The premises at present occupied consist of three floors and a basement in Macdonald Block, meaning in rental alone a large outlay. Some twenty people are also employed and this combined with the prospects of being greatly enlarged in the near future will not be a small item in a mercantile city as youthful as our own.

Four travelling salesmen go out from here and the province is traversed from Red Deer north to the boundary of Alberta and Saskatchewan, and to the west as far as there are any settlements.

The concern has for its local representative and manager, F. M. Morgan, who came here five years ago as manager for the Ames-Holden Company and is continued with the larger responsibilities that have occurred since the first of April.

Mr. Morgan is a wholesale boot and shoe man, who has had considerable experience in the eastern as well as the western markets and bringing to this city a fundamental knowledge of the trade and merchandising, his practical and up-to-date business methods have been the means of producing the very best results and successfully advancing the interests of this well-known go-ahead company. Having complete control of all resources through the firm represented, he has grasped the opportunities and made successive and steady development and has given this province a high class and effective service that has reflected the greatest credit upon himself and the corporation he so ably yet unostentatiously represents.

Mr. Morgan believes heartily in Edmonton of the present as well as the future, has identified himself with our public spirited movements, and always co-operates with any interests that are for its welfare and advancement of its greatest possibilities.

concern provides. It is the manufacturer of men's, women's and children's boots and shoes, and each season puts upon the market new lasts that are designed to meet the tastes of discrim-

Music, Art and Letters in Alberta's Capital City

It is not usual to associate Western Cities with culture and the fine arts. Many of them are so young, and are bending their energies so earnestly to the task of material development, that there is neither leisure nor means for the cultivation of artistic or literary pursuits. And even with those cities which have attained to their majority, as the life of cities goes, there is frequently a lack of refinements and a tense commercial atmosphere that is disappointing.

Edmonton, however, has started well, and seems determined to develop, steadily and harmoniously on the artistic side as well as on the purely material or commercial. Not only is

leaven, if we may style it so, in the adult population, and the result is certain, for the centre of culture, after all, is in the home.

All happy peoples are singing peoples, and this may account for Edmonton's love of music. Each spring, in the month of May, there is held here the Alberta Musical Festival, which arouses widespread interest and keen competition. There are contests in all the departments of instrumental, choral and vocal music, and distinguished judges are brought from eastern Canada to make the awards. Cities all over the province send entries, and the competition covers three days. The railways give special excursion rates during the festival, and crowds come from far and near to hear the competing artists.

The winter concert season brings to Edmonton many famous singers and musicians, who are always sure of a packed house and an appreciative hearing. There are several excellent auditoriums, and it is likely that in the near future a more pretentious music hall will be erected. Among the artists who have included Edmonton in their recent Canadian tours are: Melba, the Australian diva; Mark Hambourg, the Russian pianist; Mischa Elman, Marie Hall and Kathleen Parlow, the violinists (the last named being a native of Alberta); and several less distinguished artists. Madame Nordica, Jan Kubelik, Schumann Heinek, Neilsen, and Pavlowa and Mordkin, the famed Russian dancers, are booked to visit Edmonton during the coming season.

In the choral and orchestral lines, Edmonton has been especially favored. The visit of the Sheffield choir is still fresh in mind. The St. Paul Symphony Orchestra, the finest orchestral organization in Western America, gave two concerts here last spring. There are in several of the city churches excellent choirs, assisted by fine pipe organs, that of First Presbyterian Church, built by Casavant Freres of St. Hyacinthe, Quebec, being one of the finest. While no local orchestra has as yet been formed, there is plenty of good material and an organization of the calibre of the Toronto Symphony Orchestra is no impossibility in the near future.

Good band music is not common even in musical centres and Edmonton may therefore claim particular credit for having one of the finest bands in Canada. The City Band, under the baton of Bandmaster Shanks, is composed of skilled musicians and is in great demand on festive occasions. The 101st Regiment band runs a close second, while the South Edmonton band and Salvation Army band are both excellent musical organizations. The Caledonian Society supports a splendid pipers' band to cater to the native tastes of the Scotchmen of Edmonton. Throughout the summer months, Sunday open air band concerts are given in the city parks.

Musical talent is very plentiful among Edmontonians. There are a number of gifted vocalists and instrumentalists, and on special occasions a really first-class concert can be given exclusively by local talent. The rousing patriotic concert which was given in the Thistle Rink on Coronation Day, before a crowd of 3,500 people was a striking evidence of what can be done by Edmontonians. A perfectly trained chorus of 200 male and female voices, assisted by an excellent orchestra of thirty pieces, gave a rendering of patriotic and familiar compositions with a verve and artistic finish that satisfied the most fastidious music lovers, while the vocal solos reached a high standard of excellence. So devout is Edmonton's worship of the magic of the human voice that the Boston Grand Opera Company drew crowded houses for a whole week in the season of 1909, and their return is promised for the near future.

The drama has received less attention than music in this fair western city, largely because the big theatrical managers have not yet found it profitable to invade Western Canada where larger centres are far apart. Nevertheless, Edmonton has a good theatre, with modern equipment, as well as a vaudeville house. Two theatrical syndicates have been formed

which embrace Calgary and Edmonton, running a stock company in each town and a vaudeville circuit. The Empire Theatre, under the Sherman management, has induced Olga Nethersole, the American emotional actress, and Edward Terry, the famous English actor, to come here in the past season, and more well known stars are sure to follow.

Edmonton also boasts of a thriving Amateur Dramatic Club, which stages well-known pieces at frequent intervals, and which last winter had the distinction of capturing the Earl Grey Trophy in the competition held in the Royal Alexandra Theatre, Winnipeg. The piece chosen was "The Tyranny of Tears," and the in-



JACKSON HANBY
Chairman at Robertson Presbyterian Church
and a leading Baritone Soloist

EB-26-114

dividual performers were given very high praise by the critics.

A form of entertainment that has become justly popular in the last few years is the motion-picture show. Edmonton has several excellent motion-picture houses, substantial in structure and admirably managed. The films presented pass through the censor's hands in Winnipeg before being shown here, and include the elaborate productions of the big motion-picture syndicates in Canada and in the States. Great enterprise is evinced in securing special features, and it is worthy of mention that films presenting the Coronation procession in London were shown here scarcely more than a week after Coronation Day. Some of the



F. D. SHANKS
Leader of Chimes Band

EB-26-115

managers have also gone in for making their own films. The Coronation celebration in Edmonton was reproduced in the motion-picture houses the day after it took place, and the films were sent to England to be presented before King George. One manager is taking pictures of Edmonton life in order to advertise the attractions of the city all over Canada and the United States.

Painting and the related arts have not as yet received much public recognition in Edmonton. There are no art galleries or museums

for the display of pictures and statuary; there is no art-school or artist colony in a place where all the resources available are needed for the building up of a well constructed city. Edmonton is, for the present, too pre-occupied in extending railway lines, building water-works and gas plants, and furnishing itself with the other necessary "public utilities" of a modern city to have much surplus energy or money to devote to museums and picture galleries. But this does not imply an indifference to things artistic. The citizens have artistic tastes, as is evidenced by the many fine private collections to be found in Edmonton homes. For instance, one well-known physician who has his apartments on Jasper Avenue has furnished them with pictures, books, and art treasures collected from all over the world. To step into his richly and tastefully furnished parlor from the busy sidewalk of Jasper Avenue is like being translated from modern surroundings into the middle of the Arabian Nights. Fine canvases picked up in Florence and Vienna, statuary from some little Italian art centre, rare bindings from great English publishing firms, and curios and costly bric-a-brac from half a dozen countries make up an interior that is a delight to the artistic sense.

So numerous and valuable are the art collections of Edmonton citizens that the Ed-

monton Art and Loan Society is able to hold an annual exhibition which brings together as fine a display of paintings, statuary, carvings, china, lace, tapestries and coins as can be found outside the big centres of Eastern Canada. This society hopes soon to have a museum and gallery which will do something towards fostering a public appreciation of Art. Its efforts will doubtless be seconded by the flourishing local branch of the Archaeological Society of America.

Photography is an art that has made great strides in Edmonton, and there are several studios turning out admirable work. There is a large engraving and commercial art concern, the Byron-May Company, which is a pioneer in its line in North-Western Canada. The photographs and engravings in this publication may be instanced as an example of their splendid workmanship. A prevalent taste for pictures is indicated by the numerous stores which make a specialty of artistic reproductions and prints. Edmonton boasts, also, several native artists in oil and water color who have done creditable work.

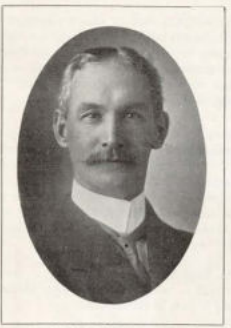
As good things Edmontonians are also lovers of good literature, one can only point as yet to the many well stocked and well patronized book stores which are to be found in Jasper Avenue.

Unfortunately the city has not yet provided a public library where he who runs may read, as well the son of toil as the man of means and leisure. The aid of Mr. Carnegie, however, has been accepted, and a fine library is assured for the near future. Meanwhile, there is a splendid library of special and reference works, to the extent of 15,000 volumes, in the parliament buildings, which is accessible to the general public. The University of Alberta already has a library of 6,000 books, also open to citizens.

Several well-known and successful writers make their homes in Edmonton, Mrs. Arthur Murphy who won popularity as the author of "Janey Canuck in the West," is a native of this city. Miss Katherine Hughes, provincial archivist, has recently published a book giving the romantic story of "Father Lacombe, the Pioneer Missionary," which has received favorable comments.

This brief review of what has been and what is being done in Edmonton in the way of art and literature will perhaps be sufficient to convince the reader that this city is no raw, uncultured Western "jumping off place," but potentially a great city, in which have been planted the seeds of a healthy culture, and a regard for those things which are lasting in civilization.

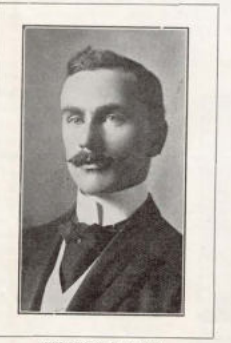
EB-26-112



CAPTAIN HARRY WATTS
Leader of the 101st Fusiliers' Band

this city already known as the musical centre of Alberta, but it has begun to foster the graphic arts, and shows promise also of becoming an important dramatic and literary centre. The establishment of a University in the heart of the city is sure to exercise a fostering influence on the social and artistic life of the community. Bringing, as it has done, some of the finest minds and most eminent scholars in Canada to dwell here and give of their culture and learning to the young and vigorous west, the University of Alberta cannot fail to be a factor in the growth of refinement and artistic appreciation. It must be remembered, also, that many of Edmonton's ordinary citizens have

EB-26-113



VERNON W. BARFORD
Chairman at All Saints' Church

come from the educational centres of the east to make their homes here. Lawyers, preachers, doctors and professional men of all kinds, as well as those engaged in business, have brought with them the cultivated taste and the habits of mind that stand for the best in civilization. These form the backbone of Edmonton society, and will exercise the proper kind of influence upon the rising generation of healthy and alert young Edmontonians. Given the material in the form of wide-awake, growing children, along with this cultivated



THE OFFICERS AND STAFF OF EDMONTON'S SPLENDID INFANTRY REGIMENT, THE 101st FUSILIERS
Back row from left to right: CAPT. A. C. GILLESPIE, CAPT. F. H. WHITAKER, CAPT. PETER ANDERSON, LIEUT. KEEFER, CAPT. K. B. MACKENZIE, CAPT. C. K. FEINT, CAPT. GEO. B. McLEOD
Front row from left to right: CAPT. GEO. A. REID (Quartermaster), MAJOR W. F. H. CARRISBAIN, LIEUT.-COL. E. B. EDWARDS, (I.C.O.) MAJOR F. A. OSBORNE, LIEUT. E. BROWN, (Adjutant)

EB-26-212



View of Jasper Avenue Looking West from the South-east Corner of McDougall Avenue

EB-26-438

EB-26-111



GEORGE STOCKAND, President

EB-26-110



HARRY G. MORRIS, Secretary-Treasurer

EB-26-109



H. W. DEVITT, Vice-President

EB-26-108



CHAS. A. SEAGER, Chairman

EDMONTON LOCATORS, LIMITED

WE LOCATE THE BUYER AND SATISFY THE SELLER

IN a growing community such as Edmonton and other rapidly developed places in Alberta, there must for the next few years be a remarkable number of changes. There are people here who are not and have not been prepared for the great advancements that have taken place, perhaps they desire to do business in still newer country, or possibly their capital is too small for them to expand the business as the time would allow. There are scores of reasons that might be advanced that determine a man to make a change and yet he might not care to make them known to the public.

Yet how to effect the change that he desires without giving wide publicity to that desire, the Edmonton Locators, Limited., are the answer to this inquiry, as well as to many others, for this corporation dealing in real estate, also acting as business sellers, guarantees privacy to any proposition it undertakes if that be the disposition of the principals, and also guarantees through its methods, to complete transactions promptly as if the entire public were taken into its confidence.

In reality, the public is taken into confidence as the Edmonton Locators are sincere believers in advertising, but as this company acts as the medium of operations, it can attend to all matters of this kind without disclosing any names except to the people vitally interested. In consequence, the company has promoted and carried through many propositions of this kind and as restless or uncertain business men do a community more harm than good; the offices this corporation performs is not only creditable to itself but to our community, which its transactions largely affect.

This business house, with main office on McDougall Avenue, corner of Rice Street, also maintains an office on Jasper Avenue East, and one on First Street opposite the Royal George Hotel. The far-sightedness of the incorporators is responsible for this trio of establishments, since people of one section are apt to list property with a dealer in that neighborhood, and one office means a restricted number of properties. The three offices conducted by this corporation gives it direct communication with

all parts of this city, and its listings are consequently confined to no one section.

Farm lands as well as city property are handled by this company, and since many investments are left to the judgment of those concerned, care is taken and wisdom devoted to those properties that are most desirable in location and are sure to increase in value, most promptly.

Farm property in Fort George and Fraser Valley is being particularly promoted by this concern, with the surety that they will offer a particularly good return for the money; as an investment they are considered one of the

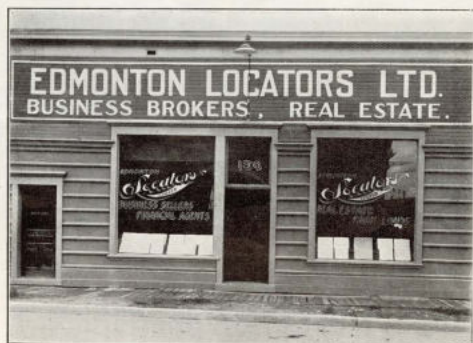
recent ventures, and this plot of three hundred and twenty acres is to be sold in five acre lots. The land is in a particularly desirable location, where street railway facilities, city utilities and accessibility are matters of but a short time, so that it is advised as among the best buying in available land at present, and the terms are such that any sound thinking man could not help but stop and consider, they being one quarter cash down and balance over three years time. Long before this the acres could be subdivided and sold in city lots, each acre would make eight lots, which would sell at \$200 each.

The Edmonton Locators, in covering a wide field, assume that the protection as well as the requirement of property is important, and to this end handles fire insurance, also rents are collected and estates managed. Loans are negotiated, so that accommodations in financial and property transactions are facilitated.

Though the corporation is one of the newer ones in our city, it has since the first of January, this year, made repeated headway and now stands among the largest and most reliable of our real estate operators. Men who from residence or business enterprises are well acquainted with our city and its opportunities, compose this limited organization and their experience and ability have been most energetically devoted to the development of this corporation one of the largest business promoters in the west.

The incorporators are Harry G. Morris, Chas. A. Seager, H. W. Devitt, and George Stockand, Mr. Morris has been in the real estate business more or less for the past eight years and Mr. Stockand has been in the mercantile field here, Mr. Seager and Devitt were in the mercantile business here for several years, so that in varied experience that may be applied to their present pursuit the company is unusually well supplied, such experiences also being supplemented by initiative and resourcefulness.

The men are among those citizens who believe in the present population and achievements of Edmonton are but a promise of what the future will be, and acting on that premise they are alert in all efforts or movements that will hasten that Greater Edmonton, the metropolis of the west, to which we all look forward.



Main Office: McDougall and Rice Street
Jasper Office: 279 Jasper East First Street Office: 275 First Street

EB-26-214

soundest and most desirable holdings of this time, while the nature of the soil, the immediate development of this part of the country are inducements for new settlers who can make a living from the soil, and yet not be apart from neighbors or the utilities of modern life.

A new sub-division in the neighborhood of Fort George, has recently been opened and for settlement or investment this company believes it one of the most favorable opportunities it has ever been able to suggest. A new sub-division known as Edmonton Heights at the west end of our city of Edmonton is also among the Locators'

field here, Mr. Seager and Devitt were in the mercantile business here for several years, so that in varied experience that may be applied to their present pursuit the company is unusually well supplied, such experiences also being supplemented by initiative and resourcefulness.

The men are among those citizens who believe in the present population and achievements of Edmonton are but a promise of what the future will be, and acting on that premise they are alert in all efforts or movements that will hasten that Greater Edmonton, the metropolis of the west, to which we all look forward.

EDMONTON HEIGHTS. This property lies west of the city and is being sold by the Locators in five acre plots. The price being \$1500 for five acres, terms only \$200 cash and balance over three years. This property is high, dry and level and guaranteed. Invest now while you can buy in acreage.

FORT GEORGE, B.C. The second divisional point West of Edmonton, on the Grand Trunk Pacific Railway, located at the Junction of the Nechaco and Fraser Rivers, in British Columbia, which place is bound to become a large city. The Grand Trunk has already purchased the land for their yards at a high figure.

We are offering to investors several five acre blocks of land located just west of the Natural Resources townsite, and being guaranteed high, dry and level, free from stones, and excellent soil for the small price of \$325 to \$525 for a FIVE ACRE BLOCK; the terms are very easy and anyone can purchase. Only \$25 cash down, and \$15 to \$20 per month until paid for. No interest and no taxes, and the Title guaranteed by the British Columbia government. Lots only twenty-five feet wide are being sold for \$125 each, which are only one-half mile from our property.

REMEMBER that we do not sell and will not list property sub-divided in lots which are outside the City Limits; nor will we recommend the same to purchasers. We have for sale inside property, business sites, warehouse sites, and fine residential property, all of which are guaranteed good sound investments.

Edmonton Locators, Limited, - - - Edmonton, Alberta

Edmonton, a Centre of Municipal Enterprise

THE ownership and operation by the municipality of all public utilities is a policy to which the City of Edmonton has given unwavering adherence since its incorporation by an act of the provincial legislature in 1904. Even as early as 1902 the

council of the town of Edmonton decided to acquire the small power plant operated at that time by a private company, and from it has developed the existing municipal plant, which supplies, at moderate cost, all the electric light and power used within the city. The existing system of waterworks was established by the municipality in 1906. The telephone system, operated until 1905 by the Bell Telephone Co., was in that year purchased by the city, and has since been raised to the very highest state of efficiency. In 1908 the rapid growth of the city demanded the provision of still another municipal undertaking, and the operation of the street railway was commenced. In the near future an addition will be made to this list of the more notable municipal enterprises undertaken by the city by the establishment of a municipal gas plant.

The ownership and operation of public utilities in Edmonton, while attended by many difficulties arising from local conditions in this early stage of the city's growth, has been, on the whole, most successful. That the taxpayers are satisfied with the results obtained in the past is shown by their repeated refusal to grant a franchise to any one of the private corporations, which, drawn by the promise of phenomenal development in Edmonton, have recently approached the city with most attractive offers.

Chief among the difficulties in the way of successful operation of public utilities is the existence in the heart of the city of extensive tracts of unimproved land held for purposes of speculation. Settlement is thereby scattered and the cost of extending and operating the utilities greatly increased. Chief among these large holdings of unimproved land is that of the Hudson's Bay Co., comprising no less than twelve hundred acres. Every effort is made to discourage speculators, and the policy consistently followed by the city of assessing unimproved land at the same value as that of the abutting improved land, has not been without good results. This is indicated by the decision lately reached by the Hudson's Bay Company to offer for sale a once all the land held by them within the city. The favorable location of the property guarantees its immediate development. Houses will be erected and will be occupied by persons who will use

upon all property abutting on the water mains. Presuming too much on the successful operation of the plant the council of 1908 removed this tax, and thus deprived the department of the revenue which it had obtained from the owners

Of all the enterprises that have been mentioned the city's telephone system is perhaps the most successful. From its inception in 1905 the department has been able to report a surplus at the end of each financial year. For the year ending October 31st, 1910, the surplus was \$89,086.94, and, while the complete figures for the present year are not yet available, it is certain that a substantial advance will be made upon this figure. Automatic telephones of the most modern design are in use, the service is efficient and the rates exceptionally low.

The electric light and power department showed a surplus of \$10,948.10 for the financial year ending October 31st, 1910. The operations of this department during the previous years, however, had been less successful, and despite this surplus a deficiency of approximately \$5,000 existed. The depart-

ment, however, is now firmly established and this deficit has during the present year been converted into a small surplus.

The waterworks department, more than any other, has suffered from the increased cost of extensions necessitated by the existence within

the removal of this tax was an error the council of 1910 re-imposed it. Owners of unimproved land, the value of whose property is increased by the extension of the utilities, are thus compelled once more to contribute to the cost of such extensions. Thus, while it is practically certain that the books of this department for the present year will again show a deficit, it is hoped that next year more favorable results may be obtained.

The street railway has been the least fortunate of all the municipal enterprises. Owing to the absence of a stable subsoil the cost of laying and maintaining trackage in Edmonton is exceptionally high. In extending the system also it would appear that sufficient caution was not exercised in the past. Tracks have been laid in every direction through sparsely settled areas, which for some time cannot be expected to yield an adequate revenue. Large revenues from these lines are guaranteed by the certainty of rapid settlement in the areas through which they pass, but at the present time the cost of their operation is necessarily a heavy charge on the department, as is shown by the accumulated deficit which, at the end of the present year, will probably reach a total of \$50,000. Recently a more conservative policy has been adopted with regard to extensions and with the assured settlement of the sparsely populated areas the success of this utility is guaranteed.

the city of large tracts of land held for the purpose of speculation. Until the year 1908 the annual report of this department showed a satisfactory surplus, due in part to the fact that it had been customary to levy a frontage tax



General View of Edmonton Showing the Buildings in the Centre of the Business Section

EB-26-482



View of Jasper Avenue Looking East from First Street

EB-26-531



Street Car Barn, Edmonton

EB-26-439

of unimproved lands. The result was an accumulated deficit at the end of the year 1910 amounting to \$39,455.77. Recognizing that

hospital service of the city, and has earned for the Daughters of the Empire the sincere appreciation of citizens generally.

CANNELL & SPENCER CONSTRUCTION CO.

Industrial Company that has Most Modern and Extensive Facilities for its Operations

EDMONTON'S fame throughout the North American continent for its rapid development and for the modern character that has been assumed after a very few years development, would never have reached this stage of achievement and accomplishment had it not attracted here as citizens and business men ambitious and progressive characters who had foresight enough to recognize the opportunities of this district and energy enough to take advantage of them.

Our city and this part of the Province affords unusual natural resources but without aid from men of penetration these resources would be of little benefit, since what is taken out of the ground, not what remains in it, are what constitutes the facilities and assets of a territory. Without men of foresight and sagacity, our community would be plodding along with primitive methods and unaccumulating purposes. Instead of being such a city of such enterprise and progressiveness that eyes from many parts of the world are turned toward us.

It is within the memory of men who have been here less than ten years, the raw conditions that prevailed then. But in the past six or seven years very wonderful strides have been taken and in a number of different fields Edmonton offers the most modern and complete facilities that are anywhere operated.

It is only a few years ago that carpentering in its rude state was executed and there was hardly a modern equipment utilized among these craftsmen. Compare that state to the one now in existence and the change is most remarkable, the firm of Cannell & Spencer Construction Co., Ltd., for instance, having every machine and modern vehicle that is used in the building trade.

The extent to which construction transactions have grown may also be judged from the fact that this company employs one hundred men and has every facility and equipment to com-

plete the heaviest and most extensive contract, and that it not only covers the field in this city, but is called upon in many parts of this province for its services.

Moreover the operations of this organization have expanded as our city has grown, and while it has kept pace with the municipality in its

building demands, it has stimulated home industry by being alert to modern inventions and conveniences and by acquiring and operating them has offered such resources that there has been no need to go outside of our own limits when jobs of even the greatest magnitude are planned.

The corporation which has offices in the Alberta Block, 427 Jasper Avenue West, was the constructor of this modern building and is also

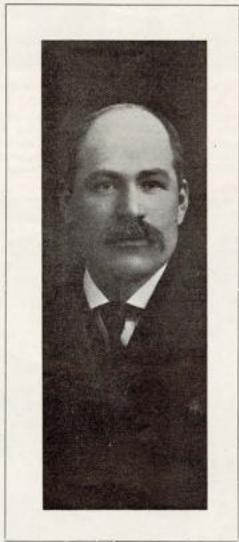
are skilled in all branches of the work they undertake and the important position they now hold in the construction business has been gained through trustworthy transactions which have supplemented their ability and enterprise.

William Cannell is President and Manager of the Company; Robert Spencer, Secretary-Treasurer, and J. H. Miller, Assistant Manager. Mr. Cannell and Mr. Spencer formed a partnership some six years ago and both were men of experience even at that time in construction work, especially in brick and masonry. Mr. Miller later joining them had been trained in carpentering and the corporation through the union of such expert and progressive men has been advanced painstakingly to its present position of prominence and importance.

The Acme Brick Company in which there are some twenty-four shareholders was promoted by Messrs. Cannell & Spencer, and Mr. Cannell is President of that corporation and Mr. Spencer Secretary. This business was organized some four years ago and the property occupied about six and a half miles from this city on the Morinville branch of the Canadian Northern provides the best clay for brick making that has ever been discovered in this country. Expert services being applied to the manufacture of the brick, this product of the Acme Company is pronounced the best brick that is made or handled in the Edmonton district.

Messrs. Cannell and Spencer in promoting this industry have assisted in making known and developing an important resource of this province and using this brick in their own construction operations give another demonstration of home patronage for home industries that is a most excellent and influential example.

Both men in fact are numbered among our public spirited citizens who have the aim and



WM. CANNELL, President and Manager

EB-26-441

part owner of it. It has the contract for the new Alexandra Hospital which will mean the expenditure of over three hundred thousand dollars. It was the contractor for the Misericordia Hospital and erected the addition to the General Hospital. Last year it constructed the new High School building, has done most of the work for Revillon Bros., and now has the contract for installing the piers for the east end bridge.

This review of the work done by this company as well as the contracts that have been awarded it, gives conclusive evidence of the facilities which it has in hand, as none of the construction jobs named could be executed without the most complete and up-to-date equipment. This company has almost every succeeding year added to its resources in this respect, and for excavating, hoisting, hauling and building it has the most tested and improved machinery, so that economic as well as effective methods are utilized.

In giving employment to a hundred men in the building season this company is advantageous to our community, since such a large payroll means that heavy sums are distributed by this corporation and the recipients of them are residents of this city, whose disbursements, naturally, enter all channels of our mercantile enterprise.

It means, too, that capital is kept at home, for if our city was lacking in the complete facilities that Cannell & Spencer offer, the erection of large buildings and heavy construction work would have to be contracted for with concerns outside of our own municipality. The corporation has for its officers men who



ROBERT SPENCER, Secretary-Treasurer

EB-26-442

ambition to advance this community as well as their own interests. Mr. Miller is a member of the present board of aldermen and the three principals of this construction company unite in encouraging and stimulating any movement that will be for the welfare and advancement of our municipality and surrounding country.

CODE: WESTERN UNION
Sandpeth, London Sandco, Edmonton

Sandeman-Cope Company, Limited

REAL ESTATE
INSURANCE AND FINANCIAL BROKERS

Farm and City Property
Steamship Tickets
Money to Loan

All Classes of Insurance Written
Valuators and Adjustors

PHONES:
4714 Edmonton
3452 Strathcona

Office:
EDMONTON
Windsor Block

STRATHCONA
Whyte Ave. E.

LONDON, ENG.
61 Chapside E.C.



H. F. SANDEMAN, President



E. H. COPE, Secy.-Treas. & Manager

EB-26-513

EB-26-444

THE province of real estate is not bounded by the buying and selling of land and though a very large number of concerns confine themselves to these restricted transactions, such concerns do not have any important bearing on the community in general nor do not achieve for themselves the volume of success that is won by companies who have dealings in all material pertaining to property and investment.

The Sandeman-Cope Company, Limited, is an illustration of the wide field that may be covered by a real estate and investment company, and there is no feature that may be classed among such operations that is not conducted by this corporation.

Moreover, this organization, founded by H. F. Sandeman, has been in existence since 1897 and is in a position to give complete service from the long and intimate knowledge of past and present conditions, by which the needs and demands of the future may be judged.

The wider reputation of Edmonton and the reputation it enjoys as a financial and trading centre, led this company to open an office in this city and the executive department is now really maintained in the Windsor block. Two offices are conducted in Strathcona, the old site at 202 Whyte Avenue, while a few doors to the west is the old stand of O. Bush & Co., which has recently been absorbed by the Sandeman-Cope Ltd. The Company's business in England has been so remarkably increased lately that it is quite possible that Mr. Sandeman will devote a greater part or the whole of his time to the London office.

The expansion of the Company's business may be judged from the fact that at the time of its reorganization last December, the staff employed numbered three, while the present force is eight and likely to be increased at any time.

The Irvine estate and Strathcona Place are two of the subdivisions it is now handling and both these sections present the advantages that are demanded by a comfortable and prosperous class of people. Each one will be most admirably situated when the twin cities are united in a Greater Edmonton and are neighborhoods that will be promptly supplied with transportation facilities, water and sewerage and other utilities of a modern and up-to-date municipality.

This firm is also a very large dealer in coal and timber districts, fruit lands, farm lands, and inside property in both Edmonton and Strathcona, while Mr. Sandeman is agent for Strathcona for the Calgary and Edmonton tourists.

The insurance business is given expert attention by this Company, and a number of the largest and soundest companies in the world are represented by it, the Sandeman-Cope corporation acting only for tariff companies who are recognized by the Board of Underwriters.

Grand Trunk railway tickets are dealt in here, also steamship tickets on every line, loans are raised for clients and funds are placed at its disposal to invest in improved, or unimproved property, or on mortgages or in shares, financial and brokerage matters of all kinds being so trustworthily performed that a steadily increasing clientele has been gained, particularly in recent years when people have become con-

vined that this part of Alberta is a most promising and profitable field for investment.

The business incorporated has for its present officers: H. F. Sandeman, President; S. H. Smith, Vice-President; E. H. Cope, Secretary-Treasurer and Manager.

Mr. Sandeman who was in this country before steel rails were laid was formerly ranching in the southern part of Alberta and has been a resident of this province for a quarter of a century. In 1897 he entered the real estate business in Strathcona and though the market was not as lively then as now, Mr. Sandeman achieved a leadership that has always been continued.

Mr. Cope has been associated with him for two years but until the company was reorganized last December did not take an active part in the business, while Mr. Sandeman's present lengthy visit to England with the possibility of his locating permanently on the other side gives him at present the entire responsibility of the Canadian operations.

His former experience has well qualified him for his present offices as he was for three years with the Western Realty Co., and for six or seven months with the Northern Realty Co., and was responsible for its organized office force and system.

The Sandeman-Cope numbers among its shareholders several prominent and widely known business men in both cities and is one of the best known organizations in the entire Northwest; its reputation and administration being creditable to the Twin cities as well as to the gentlemen at the head of it.

WM. SUGARMAN

Clothier and Men's Furnisher Who is Improving Jasper Avenue Property

THE enhanced value of property in our city and the constant demand for it, is so many ways in evidence here that it is difficult to present one instance of it more convincing than another. Yet recent transactions in which Wm. Sugarman, the

clothier, has been involved illustrate the changes that are taking place almost daily. Mr. Sugarman himself is improving property which he lately bought and on the south side of Jasper Avenue is erecting a two storied business block that even before it is commenced has been applied for by prospective tenants.

The development of Jasper Avenue property also influenced Mr. Sugarman to take the occupancy of his present store at 337 Jasper Avenue East, the site he had used for years previously somewhat farther west having been vacated to allow Jackson Bros. the jewelers, to have their new and modern building constructed.

Mr. Sugarman though established but nine years in our city, is virtually one of our early merchandising men, since one has no need to go back even that short period to discover that the commercial centre of our city was restricted and transactions were conducted on a limited scale. Contrary to the custom of those times when a merchant generally founded his business with small capital and stock, Mr. Sugarman started his business with an excellent line of goods and with capital and credit sufficient for any community. The store he occupied presented space of nineteen

hundred feet and all its area was utilized by the stock of goods that were presented. Then as now, Mr. Sugarman believed that the public desired quality and the favor of customers was won at the outset by the good values he offered.



INTERIOR VIEW OF WM. SUGARMAN'S STORE

EB-26-445

The best makes of clothing were carried and manufacturers who were reliable were represented, so that always a discriminate class of customers have come here realizing that metropolitan styles were shown and that suits and

garments of the most desirable textures and seasonal styles could be secured here.

Men's furnishings, hosiery, neckwear, fancy waistcoats and underwear were selected so that their wearing qualities might be recommended and that men who traded here would be

assured that they were conforming with the fashion of the large and fashionable centres. Hats, caps, shirts and collars are dealt in, and the same expertness is devoted to their selection.

Though Mr. Sugarman in his present premises has some one hundred and fifty feet less area than in his former store, the depth is greater and there are conveniences and fixtures installed that allow the greatest ease and accommodation in trading. A steel ceiling and other improvements were made by Mr. Sugarman before he moved in and he has one of the most attractive and inviting establishments in the city. Four capable salesmen are employed.

Mr. Sugarman came west from Toronto and as he did not decide upon a location for commerce until a number of communities were visited, it is to the credit of Edmonton that he concluded to settle here. Progressive methods and trustworthily dealings have been rules adopted and followed and the success gained has been merited by his zeal and application.

Mr. Sugarman believes in the future development of the greater Edmonton and is always ready to do his share to affect this most desired result.

Central Alberta

CANADA'S RICHEST MIXED FARMING DISTRICT

Where the Crops Never Fail;
Where the Pasture is Always Rich.

A GREAT WINTER WHEAT COUNTRY
A GREAT SPRING WHEAT COUNTRY
THE "BANNER" DISTRICT FOR OATS

A Great Stock Country
Great Dairy Country

THE GARDEN OF CANADA FOR ROOTS & VEGETABLES

At the great International Dry Farming Congress, at Colorado Springs, Colorado, in October, 1911, Alberta captured about every prize worth having in the competitions open to the world. A Central Alberta exhibitor took 22 First, and 4 Second Prizes for Roots and Vegetables.

GET FREE INFORMATION

As to land and resources, and business opportunities. A handsomely illustrated pamphlet entitled "Central Alberta," will be sent free to anyone asking for it, and mentioning this paper. Write the Secretary.

Central Alberta Development League
EDMONTON, ALBERTA

EDMONTON

Edmonton's Aggregate Volume of Trade

as indicated by Bank Clearings, Custom House Returns and similar statistics SHOWS A GREATER PERCENTAGE OF INCREASE THAN THAT OF ANY OTHER CITY IN THE DOMINION, possibly on the Continent.

Edmonton's Aggregate Volume of Trade per Capita

IS GREATER THAN THAT OF ANY OTHER CANADIAN CITY, using October Bank Clearings as an indication of volume of trade, and taking the population as shown by the recent census.

Edmonton's Aggregate Volume of Trade

as indicated by available statistics, is exceeded by that of only some eight or nine commercial centres in Canada.

Until the Advent of the C.N.R. in 1906

Edmonton had no distributing trade to speak of, and no opportunity to develop any. THIS GREAT TRADE HAS BEEN DEVELOPED SINCE THAT TIME. No such record of development has been made by any other city in Canada; and by but few anywhere. AND WE HAVE HARDLY GOT STARTED YET.

Edmonton

is the Commercial and Industrial Centre of Canada's greatest coal area.

Edmonton's Tax System

is especially favorable to Industrial Enterprises.

Edmonton

owns a large area suitable for Industrial Sites.

Edmonton

owns and operates its Electric Light, Electric Power, Water, Telephone and Street Railway Systems; and is prepared to grant very favorable terms for water, light and power to industrial users.

For information as to business opportunities, write to

F. T. FISHER,

Secretary, Edmonton Board of Trade.

COME AND GROW WITH US

SIMPSON & HUNTER

Edmonton Sporting Goods Depot, Specialty House that has had Remarkable Increase of Business in past few Years

NOTHING gives a poorer impression of a city than for a stranger to walk down its principal thoroughfare and see buildings with stores in them empty. It is a good deal better that some business should be transacted in rather crowded quarters than to have a surplus of rented sites, some of which would have to be idle part of the time. The crowded business places are the rule in Edmonton rather than vacant stores and this condition is much the preferable one even though it restricts some of our concerns from branching out quite as much as they would like to.

The Edmonton Sporting Goods Depot, 233 Jasper Avenue East, is in this position, for the trade of the concern has thriven amazingly in the past few years and considerably more room would be utilized if it could be secured in the centre of the city. As it is, the firm's customers understand the situation and are content to accommodate themselves to the facilities, knowing that the service they get here cannot be surpassed.

This business was founded some six years ago, by E. H. Simpson, who admitted to partnership two years ago, J. Monro

Hunter, from Edinburgh, Scotland.

Guns, rifles and ammunition of the highest grade of manufacture are dealt in and the rule of this concern is that nothing will be sold that they cannot personally recommend.

It is not a place then for someone who desires something shoddy. The best is none too good for the people who trade here and this class of patronage once attracted and satisfied has been constant in its purchases and have



gladly recommended the place to others. Repairing and re-assembling is also done here and this part of the business has grown to such proportions that the company has engaged a gunsmith trained in the factory of the world-famous W. W. Greener of England. He is an expert in his trade and the firm guarantee all repair work they turn out.

Though guns and ammunition form a large

part of the trade, the concern upholds its sporting goods title by handling all kinds of goods that are used for outdoor recreation and events. Golf and tennis equipment, fishing tackle and other implements that are required in this great open country are dealt in and the largest stock west of Winnipeg is shown.

Mr. Simpson is familiar with the wants of the Northwest for he left the Old Country in 1897, and has been in extreme parts of Canada and

Alaska since. He was a gunsmith in England and the thorough training he had there has been demonstrated in the conduct of his business here. Mr. Hunter came here after finishing his collegiate course and has been especially adapted to the business through his interest and proficiency in sports. He holds the record on the Edmonton golf course and is a

tennis player of no mean ability. The young man has always a keen business perception and thoroughness that are available and he has been a valuable assistant to the senior member of the firm.

Both gentlemen are most sanguine over the prospects of their business and of our city in general and are identified with any movement that will further its development.

Summer Resorts and Camping Grounds Tributary to Greater Edmonton

EDMONTON is a pleasant place to live in at any time of the year, but especially so in the summer time. Many places become almost uninhabitable in the summer, so hot and humid is the climate, and so few their facilities for alleviating the tropic heat. We read of people in other parts of Canada sweltering in heat waves that come down like a blight, sapping the strength and spoiling the tempers of those who are compelled to spend their summer in the city. Not so with Edmonton. Well has the province earned its title of "Sunny Alberta," and Edmonton partakes of this general favoritism of Old Sol; but the brilliancy of the sunshine comes with no wilting torridity in its wings, rather with a healing freshness that makes work a pleasure. Days of the melting kind are few and far between. Those who must work all summer in the city find it no hardship to do so, when they are blessed with a climate like this. The rainfall comes mostly in June, after which there is a long succession of sunny days with only occasional showers. An exceptional season, may be a prolonged rainy spell, but not many such can be remembered by even the oldest inhabitant. The precipitation occurs in the month when it is most required by the farmer, and the rest of the summer is designed by the

oldest and most settled of these is Gull Lake, a charming body of water situated about sixty-six miles south of Edmonton near the Calgary-Edmonton line of the Canadian Pacific Railway. Cooking Lake, twenty miles south-east on the Grand Trunk Pacific Railway, has recently become very popular, both with cottagers and with picnickers who desire an access-

Pacific, and Edmonton Beach, twenty-five miles west of the city, where the Boy Scouts have had the summer camp for the past three summers, offer similar attractions to the rest-seeker. Fishing is good in all these lakes, and the lover of the contemplative pastime will find many opportunities for indulging his tastes in the vicinity of Edmonton. Canoeing, boating, and sailing likewise have their devotees, while the ubiquitous motor-boat also has recently begun to sound its horn with an aggressive persistency on these inland waters.

To the sportsman, the environs of Edmonton present an alluring prospect. Prairie chickens are plentiful, while the countless sloughs and small lakes are covered in the open season with migrating ducks of many species. The seeker of big game, by going a little farther afield, may revel in the heart of the finest game haunt in Western Canada. The north-western corner of the province embraces the best moose and deer hunting country in this part of the Dominion, while mountain goats, sheep and bears are found in abundance.

These animals all find a well-protected breeding-ground in Jasper Park, the big Dominion reserve which has been set apart by the Government as a further addition to the magnificent string of national parks in Western Canada. Conse-



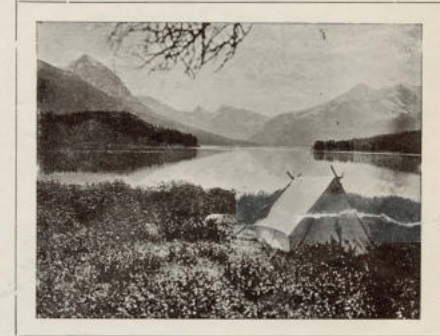
LAKE OF THE ISLE—Jasper National Park, two miles North of the main line of the G. T.P., near Fitzhugh. The lake teems with trout.

sible picnic ground for a short outing. Week end excursions are also made in great number to Cooking Lake. A more recent rival of the above beauty spots is Wabamun Lake, located forty miles west of the city on the Grand Trunk



EB-26-504

MALIGNE LAKE—The most beautiful of the Lakes in Jasper National Park



EB-26-505

ANOTHER VIEW OF MALIGNE LAKE—Jasper National Park

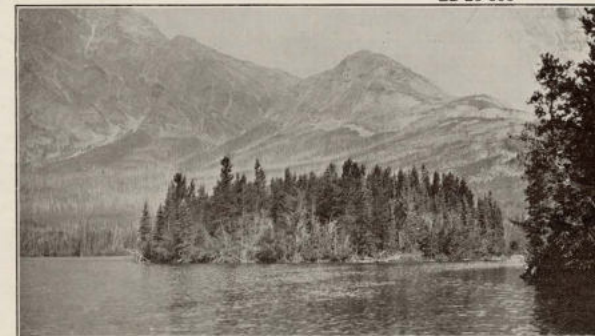
weather man for the convenience of the ordinary citizen. But it is a rare place that has not its "summer resorts." Scarcely a city even though it be the finest, but boasts some outing centres where its people may find that change and quietness which all crave after protracted work. It is a necessity of man's nature, this change of scene and of air, without which he cannot continue to put forth his best efforts. So even Edmontonians seek sometimes to flee from the city, and relax their work-tainted muscles in some rustic spot.

In the matter of such pleasure resorts Edmonton is very fortunate. Within easy reach, and yet remote enough to supply the necessary element of change and rusticity, are several beautiful little lakes, set in the hills and surrounded by greenery. Two or three of these have become the recognized resorts of Edmonton's elite, during the height of the summer, and scores of pretty cottages have been built on their sandy shores. Families desert their town residences for a while, and come out to these rustic dwellings to beguile a period of leisure by boating, fishing and reading where no city cares intrude.

Pacific Railway. A number of Edmonton people have built cottages on its shores, and heads of houses send their families out for the summer, coming out themselves for the week-ends. Wabamun is Indian for "white whale," the name

quently they have multiplied and attained a wonderful development. No shooting is allowed in the Park, but the animals wander into the unprotected hinterland in great numbers and here the sportsman is at liberty to try his skill. The lakes and rivers are filled with game fish. It was feared that the cutting off by the Government of large portions of this and other parks would throw the hitherto protected breeding grounds open to the depredations of unscrupulous hunters, but the assurance that the cut-off portions are still to be under the strictest game regulations has removed the danger. The breeding grounds will still be inviolate, and the hunter will still be at liberty to shoot animals outside the borders of the protected areas. Thus every condition for the preservation of a sportsman's paradise will be maintained.

As a simple tourist ground and camping spot also, Jasper Park offers no mean attractions. Its wild beauty, the grandeur of its mountain scenery, its facilities for the study of wild nature, animate and inanimate, cannot be surpassed in the whole of Western Canada. Maligne Lake, one of its beauty spots, is an exquisite tarn about seventeen miles long and



ROCHE MIEITE—(Miette's Rock) near the Eastern entrance to Jasper National Park. The mountain has an elevation of some 9,000 feet.

no doubt being given in token of the large-sized white fish which abound in the lake. Other lakes, such as Lac Ste. Anne on the Canadian Northern Railway, Beaver Lake at Tofted, forty miles east on the Grand Trunk

two miles wide, eroded in the mountains 5,600 feet above sea level and overshadowed by peaks that tower to an altitude of 12,000 feet. The altitude of this mountain gem is greater than that of the famous Lake in the Clouds at Laggan. It is reached from Henry House on the G.T.P. by an excellent thirty-mile trail recently constructed by the Dominion Parks Commissioner.



WARHAMUN LAKE EB-26-507

The lake has had the honor of figuring in Mrs. Humphrey Ward's novel, "Lady Merton, Colonel." Mrs. Ward was conducted over the Park by Mrs. Schaeffer in the summer of 1908, and afterwards asked if she might use the setting in her forthcoming book. The lake is described in the closing chapters under the name of Lake Elizabeth.

With such a summer paradise at their back door, Edmontonians do not need to go far afield for sport and recreation. Each summer more campers and tourists are making the trek to Jasper Park, and the extension of the G.T.P. through the Yellowhead Pass will bring it within easy reach of all who do not care for "roughing it" too much. Trails have been cut through the best portions of the Park by the Dominion Parks Department, and these make it possible for campers to traverse practically the whole area. The Grand Trunk Pacific Railway is to build a palatial hotel at Fitzhugh, which will accommodate those who America, and holds out countless attractions to the lover of the romantic and the adventurous. The great and much-talked-of Peace River Country which it drains



COOKING LAKE EB-26-508

desire luxury as well as wildness. The hot-springs on Fiddle Creek have a higher temperature than the famous sulphur springs at Banff, and this alone will form an inducement to many people to visit the Park. For those who desire to go further afield, it may be said that Edmonton is the starting point for one of the longest, wildest and most romantic water routes on the continent. The Athabaska River, Lesser Slave Lake, the Peace River, and the great Mackenzie, with their numberless connecting lakes and tributaries, form a continuous chain of navigable waterways extending to the Arctic Ocean itself. This natural route takes one through the very wildest and most primitive parts of North

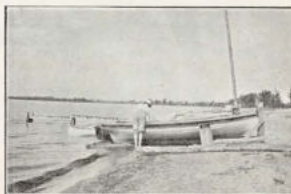


FOREST GROWTH—In Jasper National Park on the G.T.P. West of Edmonton

EB-26-509

America, and holds out countless attractions to the lover of the romantic and the adventurous. But even this untraveled highway is yielding to the inroads for some distance is being invaded already by settlers as fast as roads and trails can be laid out, and when the proposed railway is built into Grande Prairie a big rush of home-seekers will commence. For the convenience of tourists, the Hudson's Bay Company proposes during the summer of 1912, to run excursion boats down the Mackenzie River to its very mouth, so that the Arctic Ocean may be reached possibly for the small sum of \$400.

With these summer play grounds within arm's reach, Edmonton while no longer the mere "in place-off place" for outlying districts may be said to be the grand rallying point for tourists who desire to investigate the best and most beautiful districts in north-western Canada. This is witnessed by the party of American newspaper and magazine writers who were conducted through Edmonton's hinterland last summer by Mr. J. K. Cornwall, and who on their return all wrote eulogistic articles for their papers about the country to which Edmonton is the gateway.



GULL LAKE

EB-26-511



GROUP OF BUFFALO IN THE HERD AT WAINWRIGHT—In the Buffalo Park at Wainwright, on the Grand Trunk Pacific, 128 miles East of Edmonton, there are now close on 1,000 head of Buffalo, purchased by the Dominion Government from Michael Pablo, of Montana, and comprising the only large herd in existence in the West.

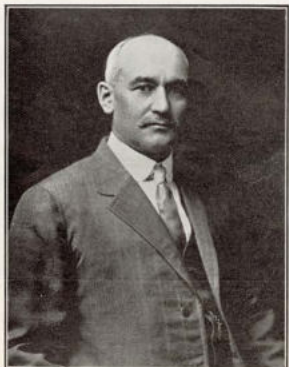
EB-26-510

Felix R. Morneault

Maine Merchant and Capitalist, who considers Our City the Most Promising in the West

FELIX R. MORNEAULT whose residence is on Fifteenth St., was a general merchant in Maine for twenty-five years. Mr. Morneault has lived in Edmonton since December. He has bought and sold real estate on his own account entirely. He has in that time made more money than he ever made in twice the same period in Maine and all the opportunities that he has accepted are open to the accord of his opinion.

The railroad to the north, the building that is under construction and the plans that are formulated for larger operations in this community, convince Mr. Morneault that Edmonton at present is not only the best field for investment in the west, but that its future is so assured that we may confidently expect it



FELIX R. MORNEAULT EB-26-512

to be one of the greatest cities in the Dominion of Canada. Mr. Morneault neither arrived at this conclusion, nor chose Edmonton for a residential site without due deliberation and investigation. He not only visited the principal Canadian cities from Winnipeg to Vancouver, but has been in the north-west states, no city offered greater financial opportunities, better climatic conditions, or more modern facilities for comfortable living than Edmonton.

Mr. Morneault has not reached the period where men retire from business but his accumulations in the east sold for cash, gave him a most comfortable fortune and its management and investment gives him all the occupation that he cares for. It took long hours, hard work and incessant application to win prosperity in the old Pine Tree State, but here sagacity and foresight with sufficient capital are all that are required, and Mr. Morneault can provide these without being overtaxed, and still have time to enjoy the atmosphere, the associations and relaxations he likes, at the same time absorbing and identifying himself with that optimistic and aggressive spirit that proclaims the Northwest as the vast territory of great opportunities, with Edmonton most richly endowed to be the principal centre.

IMPERIAL HOTEL

Centrally Located Hotel gets a Large part of Trade of People Coming and Going to the North

IN a city the size of Edmonton where so many transients are daily visiting and where people of many classes are numbered among them, it is necessary to have numerous and varied accommodations, for it is natural that the city traveller should be more at home among people of his own kind, and that prospectors, lumbermen, or agriculturists would prefer to stop where there would be people interested in similar pursuits.

It may be said with a great deal of satisfaction that Edmonton provides facilities for them all, and there is a sufficient number of hotels here to offer congenial surroundings to any and all classes.

The Imperial Hotel on Queens Avenue has become in the eight years it has operated the

will be started this fall by which ten to fifteen more rooms will be added.

The present capacity of the hotel is thirty rooms, with a dining room that will seat twenty-five people. Though erected some eight years ago, improvements have been made in recent years which makes it a modern and up-to-date hostelry. Electric lights have been installed, hot air system of heating, hot and cold water, while all the rooms are neatly and tastefully furnished and are kept in neat and desirable condition.

The lobby, arranged with comfortably upholstered chairs and couches, is large and attractive, a finely equipped bar is conducted, and a writing room, parlor, etc., furnish convenience for those who remain for a short time



IMPERIAL HOTEL, QUEENS AVENUE

EB-26-447

headquarters for people who are going further north or who having been in that remote section are doing some trading in this supply centre and want to be comfortably housed in the meantime. The fact that the stage for Athabasca Landing leaves here and makes it its terminal point induces many people to register, while the hospitable treatment they receive on their first visit is always an inducement for them to come again, when they are in this vicinity.

Other transients and a number of regulars also are accommodated here, and the Imperial is one of the most extensively patronized houses in our city, in proportion to its size. In fact its business has been so largely increased that an addition is necessary and construction work

or for other guests who make this house their home for a lengthy period. Some fifteen people, experienced in hotel work, are employed and the business is conducted by W. H. Connor, who is a part owner of the property.

Mr. Connor, who came to this town early in the eighties, is one of the "old timers" who has been in a number of enterprises that were especially needful at the time he was engaged in them. He has been in the fur trade, in merchandising, and has been an investor in land about here. For the past two years he has been the sole manager of this hotel and has conducted it discreetly and alertly.

Mr. Connor is one of the best known residents of Edmonton, and as a business man and citizen has the respect of all members of this community.

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