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Established 1903

THE RED STAR LAND OFFICE
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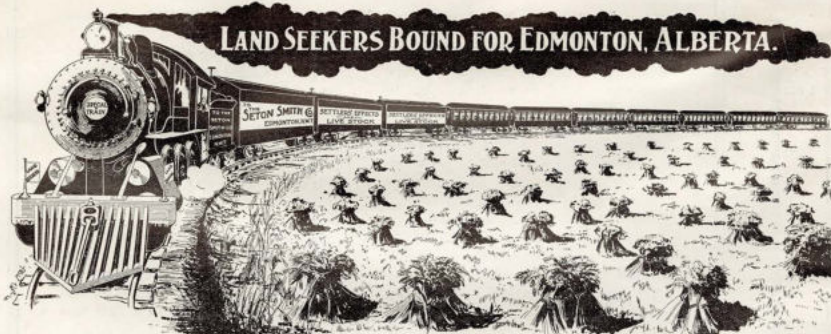
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We Sell Farms

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EB-26-514

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Photo of Vegetables taken from Garden near Edmonton, 1911

EB-26-448

Write today for maps of Edmonton Farming District; also for Edmonton City map.

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ONE OF THE OLDEST REAL ESTATE ESTABLISHMENTS IN THE WEST

THE SETON-SMITH CO., - EDMONTON, Alberta, Canada

McNAMARA, LIMITED

One of Newest Established Real Estate Concerns Creates Lively Market

EVEN though real estate transactions are a most important part of commercial and financial affairs, they may also be considered in their relation to the growth of our community, and the reputation they assist in accomplishing the many mediums of publicity they employ. Some of the companies in our city, are rather content to rest upon their oars and wait for the development and corresponding advance in prices that will ultimately take place. Others and more progressive ones believe their own industry will effect this expansion and it is upon them that our actual prosperity and importance depends.

The McNamara Co., Limited, is a concern that in a very short time comparatively, has made a decided impression upon this community and its extensive operations have not only placed it among the most enterprising companies in this field, but has already used those means of publicity that call attention not only to what this corporation has to offer, but in a wider sense to the advantages of locating or investing here.

past two months and in that time fifteen new buildings have been erected and a number of contracts have been made for others.

It is one of the neighborhoods that will most quickly be furnished with the utilities and accommodations offered in the settled portions of the city, as street railway construction can most easily be extended there, while water, sewerage, lighting and telephone accommodations must necessarily be granted where the prospects of up-building are so certain.

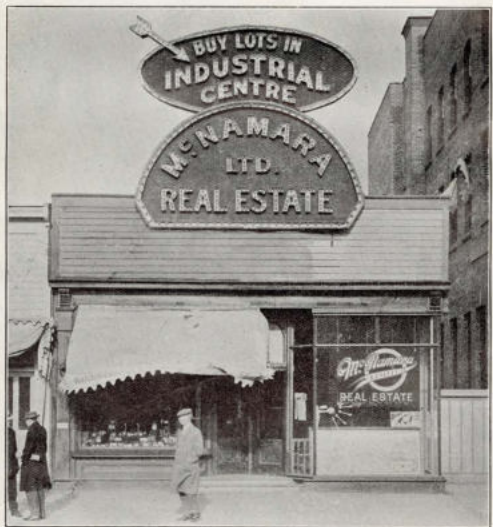
In the meantime, people taking up their residence there are largely accommodated by the facilities already established, such as the Imperial Bank branch, church, stores, etc. The land is on a good height and while thoroughly dry, offers excellent drainage facilities, while its proximity to what is likely to be the most active industrial neighborhood in this section makes it either a good place to live, or a capital place in which to have an assured investment.

ications with our city. His experience in Wetaskiwin as well as here has given him a thorough knowledge of the province's prospects and what are the best means to effect them. Some of the conditions relating to the province are necessarily like some of those existing in its capital city. Also there are special conditions here to which Mr. McNamara has applied himself.

In consequence when he entered the real estate field, in our city, he had the information and experience by which to guide his business most successfully, and the wisdom of his movements have been justified by the results that he has achieved.

The company has one of the most conspicuous offices on Jasper Avenue, and the amount of business transacted may be estimated by the fact that ten people are employed, one of the largest, if not the largest, staff that is employed by any other company in Edmonton.

The company has not only done an unusual amount of business in the past three months, but



THE McNAMARA CO.'S REAL ESTATE OFFICE, JASPER AVE.

EB-26-431

"The concern that prevails upon people to live here permanently is obviously adding to our population. Not only that, but the legitimate means that it uses to that end, but it necessarily attracts attention to the fertility and natural products of the soil, to the modern utilities that are offered here, and to the mercantile, educational and religious privileges this community affords. While the company publishing such facts in relation to its own business will naturally reap material results, every other enterprise in the city is also benefitted.

The campaign of the McNamara Company has been particularly embrace and extensive, so that the particular subdivision it now has upon the market has been the most strikingly successful movement that has taken place in real estate circles for many months. This property, located north of the Swift Canadian plant, has been upon the market in lots only for

The McNamara Company, through this property which it owns and other holdings in this city, has over 30,000 acres of the best business and residential sites in this community, and its own confidence in the soundness and stability of these investments is communicated to those who have dealings with the concern.

In fact though this company has been doing business here only since the past spring it has made itself thoroughly familiar with conditions and prospects, and suggestions that are made to the company's clients are based on sound sense and a thorough study of all matters relating to real estate and the settlement of this city.

W. J. McNamara, the principal in this business, was formerly a real estate dealer and financial agent in Wetaskiwin, and through family associations had dealings and communi-

the discretion and trustworthiness with which it has proceeded has been observed and commended so that its present status in our city is not only assured but the future may be predicted from this strong and sure foundation.

Other members of the McNamara family are in the real estate and banking business in our city, and the advent of the former Wetaskiwin broker adds to the prominence and importance of this family name.

W. J. McNamara is regarded as a desirable acquisition to our commercial field and promoters and as his business transactions are effecting benefits for this community so are his individual efforts, as he holds the belief that Edmonton is bound to be the metropolis of the great North-West and as a business man and citizen, performs a notable share in effecting this most desired result.

Miss Sarah M. Morrow

Oldest Continuously Established Business Has Large and High Class Trade

THOUGH all new countries at the start are designated men's countries and the pioneers are, of course, of the stronger sex; it is not long before the women also are represented and no community can consider itself settled and in way of development without a full quota of mothers, sisters and sweet-hearts. Edmonton and other parts of Alberta had the usual period of being men's countries but in less time than usual this distinction wore away for this city was in its early days more peopled with women than is usual in growing communities. Of course the lack of hardships induced men to have their women folk come on here and so from the early growth there has been not only a desirable class of women, but there have been the usual enterprises and affairs that appeal to that sex.

Though Miss Sara M. Morrow, established in this city since July, 1905, is longest established milliner in this city, it must not be assumed that there were no millinery shops before that year. Others before Miss Morrow have gone out of business or perhaps re-entered it after leaving it, while outside of regular millinery shops there have been general merchandising establishments that carried headwear.

But the specialists of course have the preference in these days of specialization, for no business run as a side issue or as a department among many can give the satisfaction to discriminate people that a business devoted to one line can. Moreover, Miss Morrow had the highest recommendations, having been a milliner both in the States and in the Dominion, and having learned her trade in England where



MISS MORROW'S SHOW ROOM

EB-26-449

a long and arduous apprenticeship is required. From the start Miss Morrow catered to this public as though it were one of the oldest and largest cities, procuring her stock from the greatest markets and presenting the newest ideas in hats, trimmings and all kinds of materials. Practically reasonable goods were shown here as soon as they were placed upon the market, or at least as soon as they could get here after being ordered in the metropolitan markets.

Skilful and tasteful work in trimming and designing attracted a fastidious trade to Miss Morrow's, and this class has been increased in our city's population and have been correspondingly increased among her patrons in the past six years.

Miss Morrow has been in her present location, 251 Jasper Avenue West, for more than two and a half years, and in that time has doubled the capacity of her warerooms by opening the rear part of the premises and connecting them with the front. Five or six capable assistants are employed.

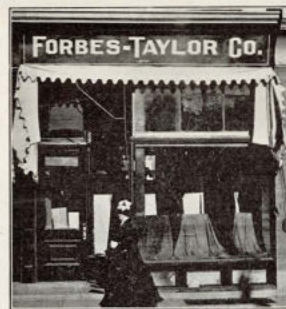
AITKEN & FULTON

New and Modern Store Occupied This Year by Enterprising Firm

THE newer countries are the ones that present golden opportunities to the young business men, though the opportunities are never so ripe that they will fall into any one's hands. In the newer countries and settlements fortune must be won for though the chances are more numerous than in older established communities, very little comes by luck or accident and energy and enterprise are needed to secure the best results.

Yet it is always gratifying to see young men starting for themselves, and no city gives greater encouragement to her young commercial men than Edmonton. Most of them have proved that they had the proper spirit and ability and so each one is encouraged and reaps the success his efforts insure him.

One of the young business houses that is making rapid and sound advancement is that of Aitken & Fulton, corner of Namayo Avenue and Boyle Street, dealers in ready-to-wear clothing, men's furnishings, boots, shoes, etc. The



WAREHOUSES, 233 JASPER AVE. W.

Forbes-Taylor Co.

Costumers from the East give High-Class Service in Particular Line of Trade

NOTHING more emphasizes the growth of Edmonton and the metropolitan character it has developed than some of its commercial enterprises; in such cases as the establishment of the Forbes-Taylor Co., it being at once apparent that the most metropolitan ideas are prevalent and that the supply is equal to the demand. It is not so many years ago that this city and other parts of this country were known as "a man's" country and trading establishments gave practically entire attention to the wants of that sex. It was indeed a courageous dealer who put in stock and considerable quantity of wearables or necessities for women and some of our older dealers are even now slow to recognize the changes that have taken place.

In fact, it has sometimes been necessary for people to come from other places to appreciate the fact that our city is now a thriving and metropolitan one, that must cater to women quite as fully as to men.

The Forbes-Taylor Co. appreciated this condition and that their judgment was quite sound has been shown in the increasing patronage that has been gained since.

As ladies' tailors, it will be seen they do not believe it is a "man's country," entirely. Yet that that old saying was true is shown in relation to the work done for women. It was so much a man's country that most of that sex have prospered here and now they can afford for the women folk the best the market can supply and above all things they can afford and want to see these people dressed with as much taste, elegance and becomingness as if they lived in the old and aristocratic cities of the east.

This can be accomplished through the services of the Forbes-Taylor Company, which at its warerooms, 233 Jasper Avenue West, carry one of the finest lines of materials for suits, garments, etc., that is shown in any similar establishment in the Dominion.

Duncan Forbes, who is the principal in the business here and has been the promoter of the establishment and its development, was in the same firm in an eastern city and has been for years engaged in this line of mercantile efforts. His experience has made him an authority in this field, while his enterprise and acute judgment gave him the foresight to choose Edmonton as a site for this class of business.

occupancy of these premises was one of the enterprising movements of this young firm for formerly located in smaller quarters on the



WAREHOUSES, 427 NAMAYO AVE.

EB-26-403

opposite side of Namayo Avenue, they have in their present location not only larger capacity but have fixtures and modern conveniences that make trading here a pleasure. The

J. H. Sisson

Up-to-Date and Completely Stocked Pharmacy is Developing Successfully with West End

PEOPLE who stand still are not the ones who will realize from the opportunities that our great west offers nor are they valuable members of any community. Even should they achieve some success, they really do not contribute to the advancement of a neighborhood for they only accept what comes to them and make no movement to better their lots. It is the men with foresight and enterprise who reap the greatest harvest for themselves and assist in the development of the city or section in which they are located.

The business men who become established in the west end of our city when it was first becoming populated are the ones who are widening their field and assisting in promoting it. Of these concerns, that have been giving service in this vicinity is J. H. Sisson who opened his pharmacy at 544 Jasper Avenue West before the trees were cut down in front of him. Such men as he showed their initiative and added to the confidence that was contained in the prediction that this part of Edmonton was to be one of the best ones.

In October, 1908, Mr. Sisson became established here and having offered complete facilities to the residents of this section at that time, he has increased transactions as the city has grown in that direction and now has a most satisfactory and permanent trade that is expanding almost daily.

This section of our city is yet without any trading trade of any amount, and Sisson's has come to be depended upon as the family



SISSON'S DRUG STORE, 544 JASPER AVE. W.

EB-26-451

drug store, physicians' prescriptions being a large amount of the operations and expert attention being given to this branch of the trade. Pure drugs and chemicals are dealt in and the compounding is accurately and precisely done.

Household remedies, proprietary goods of guaranteed worth, druggists' sundries, etc., are dealt in, while toilet and fancy articles are handled, high grade confectionery and numerous other lines that are associated with a well kept and modern pharmacy.

Three clerks are employed so that prompt and adequate service is offered at all times and the stock is attractively arranged and kept in the most wholesome and sanitary conditions. Walnut fixtures in a dull finish add to the modern appearance of the premises.

Mr. Sisson is one of the most experienced pharmacists in our city, having entered this work twenty years ago, and has not only proved his professional ability but has disclosed his energy as a capable business man.

goods are conveniently arranged and conspicuously displayed so that in appearance as well as in stock, the Company is much better situated than most of the clothiers and haberdashers with locations in the centre of the city.

The McAlpine-Richardson make of clothing is handled but a particularly large business is done in special orders, measurements being taken, fabrics selected and suits or garments being made to these individual demands. The newest things in neckwear, hosiery, hats and caps, also underwear and footwear are dealt in, and young men's tastes are consulted so that everything that is noble and fashionable will be shown here, while value is also assured in the durability and fine quality of the fabrics chosen.

Albert Aitken, formerly employed in the grocery business, entered this present field through special work for tailors in special measurements such as the partners conduct. Herman Fulton was employed by the Revillon Bros. for five years and both young men are able and adaptable to the retail trade.

Both have numerous friends in this city and they have added to this number through their policy of square dealing and their methods of up-to-dateness and enterprise.

EDMONTON HOSPITALS



NEW ALEXANDRA HOSPITAL EB-26-481



GENERAL HOSPITAL EB-26-452



MISERICORDIA HOSPITAL EB-26-453



ISOLATION HOSPITAL EB-26-454

Douglas Bros. Co., Ltd.

Leading Department Store in Strathcona
Has Been Successfully Developed
In Twelve Years

EVEN though the amalgamation of Edmonton and Strathcona should take place immediately there would be no reason why mercantile transactions should be effected to any extent. Edmonton has its own establishments and its own trade and Strathcona is in the same position, and until there was a larger population, on sort of neutral ground, there certainly would be no competition between retail enterprises.

The concern of Douglas Bros. Co., Ltd., is the largest establishment in our city and with commodious and attractive frontage it has an inviting and as conspicuous an exterior as any retail house in the Twin Cities.

Dry goods, men's and women's clothing, men's and women's boots and shoes, groceries, crockery, china, etc., are the lines and each department is kept stocked with the latest and most seasonable commodities.

The grocery department is one of the largest conducted in either of the two cities, staple and fancy goods, imported and domestic canned and bottled goods, fancy crackers and other bakery products, table condiments, etc., are handled and the stock is constantly replenished.

Men's ready-to-wear garments are shown in the makes of different manufacturers, while in women's ready-to-wear furnishings, the newest styles on the market are exhibited, most fashionable and desirable materials, while durability is also recommended where the purchaser is looking for something lasting, rather than fashion's latest creation.

Several well-known makes of footwear are handled, and in dry and fancy goods, the lines are as large and complete as though it were the one stock that received the attention of this house.

This concern has been identified with Strathcona from the days when it first began to be heard of. Practically it was in its swaddling clothes when the business of Douglas Bros. was



EB-26-455

DOUGLAS BROS. CO.'S STORE

founded and the enterprise in its infancy corresponded to the youthfulness of the community, inasmuch as the stock was small, the store occupying little space and very few assistants being needed. But from September, 1899, to September, 1911, there have been many progressive steps, the store has been enlarged four times, each department has been given more space and heavier stock, up-to-date equipment has been installed and more and more assistants added, the present staff comprising sixteen people, while three teams are also kept in commission.

The building has a frontage of sixty feet with a depth of one hundred and eight, in addition to which there is a basement and an upper floor used for storage.

City Meat Market

Well Known Trading Place Successfully
Conducted by G. J. Diebolt

EVERY community has its favorite trading places and some concerns will become known for popularity and patronage that its competitors never secure. To the superficial investigator there seems no good reason for this disparity, but when a thorough investigation takes place, it will be found that the public has a judgment that may be depended upon and that it gives its trade to the dealers who deserve it on account of their straightforward methods and reliability.

Whatever else the public may demand, it wants first of all, honesty, and this means honesty in acknowledging the grade of goods handled, honesty in fair prices and one price to all, honesty in weights and measures and reliability in all statements made.

The City Meat Market, 34 Whyte Avenue, has been built up on these principles, and under the proprietorship of G. J. Diebolt for the past three years, has achieved an unusual and sound success. High grade meats are handled, fresh and cured stock, poultry and game in season, provisions and vegetables, canned goods, butter, lard, etc.

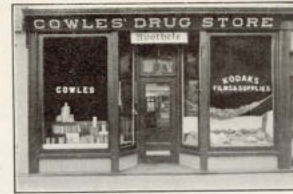
FRANK COWLES

Druggist Whose Career is Identified With
Development of Strathcona

THOUGH a new settlement had to depend almost entirely upon outside markets for supplies, it would never be satisfied if it did not have among its own resources a competent pharmacist, with stock on hand to furnish immediate demands. Other purchases might be made at different periods, but most people place a certain dependence upon the family drug store that causes them to demand this business to be one of the first established in any community.

It is quite evident that the people of Strathcona felt this need and it is certain also that there were alert men who were ready to gratify it. It is a fact that Frank Cowles, the druggist, at 23 Whyte Avenue, is the oldest business man

EB-26-456



COWLES DRUG STORE, 23 WHYTE AVENUE

in this city and as he has one of the finest and most completely stocked establishments in the two cities, it is quite evident that his services have given satisfaction and that his trade has expanded with the growth of Strathcona and he has achieved corresponding reputation and success.

Cowles Pharmacy occupies one of the most central positions in the trading centre of this city, and the attractive exterior is an indication of the up-to-date interior. Though scores of different lines are dealt in, the fact is never lost sight of that this is a drug store and the first essential in drugs and prescriptions. Pure drugs and chemicals are handled, and these are carried in their tight jars or other receptacles so that their strength or quality may not deteriorate and that they will perform the service for which they are intended.

In the compounding of prescriptions, these high grade drugs are used, the physicians' formulas are accurately followed and expert care is taken so that no mistakes can possibly occur.

In this department as well as in all others, the goods that are asked for are furnished and there is none of that suggestion "We have something just as good" that is met with so frequently. Preparations of various kinds that are known for their remedial values are handled, sick room supplies and household remedies, subber goods, toilet articles, etc., also druggists' sundries, confectionery, stationery, novelties, and the numerous small and fancy goods which are generally to be found in a first class family drug store. Two clerks are employed.

Mr. Cowles, who came here from Ontario, has been in business since 1895. He was a member of the council when the water and sewer systems were installed and also has been a member of the board of aldermen.

He is known as one of the oldest established and most reliable business men in our city and is also counted among our most influential and public spirited citizens.

Macdonald's, Limited

Oldest Mercantile Site in Strathcona Occupied by One of Most Up-to-date
Concerns in City

IT often happens that where two cities are situated side by side, one of them will prosper at the expense of the other. This is usually the case where one of the cities is considerably larger than its sister and the same would happen to Strathcona and Edmonton probably if Strathcona merchants were not alive to such a possibility and prevented such an occurrence by catering quite as completely to the trade of the city as its twin across the river.

Such concerns as Macdonald's, Limited, is one of the reasons why local and suburban trades comes here. The store at 93 Whyte Avenue corner of First, is probably the oldest trading site in Strathcona, or this section of Alberta, and people have been so long coming here that certainly nothing will alter this habit while they continue to get good and reliable service.

Though the Company carries such a large stock of general merchandise that the whole street floor and upstairs of the corner building is used, also a warehouse; hopes are held that a new building will be erected next year by the owner, P. Burns, and that the Macdonald Company will have extended facilities to accommodate its trade, also the modern utilities and conditions that will be possible in a new block.

Fancy and staple groceries are one of the large lines handled by this concern, provisions, fruits, etc., and in this department a wholesale business is done, as farmers' produce is taken from many of the growers around here and is placed on sale for city customers or are shipped out of town to large consumers.

Ready-to-wear clothing for men and women is also carried, and these departments have had an unusual growth in recent years, a much larger stock than usual will be carried this fall and extra space will be utilized to display them attractively.



EB-26-457

MACDONALD'S, LIMITED STORE

Dry and fancy goods, boots and shoes, crockery, tin and agate wear are other lines that handled in complete stocks give the company its right to the title of general merchandise or department store, and that customers to customers who have a variety of purchases to make and are accommodated by being able to get them under one roof.

The Company as now constituted comprises three of the most aggressive and enterprising business men in our city and their advancing and continual success is evidence that the public knows when fair and square treatment is given it. Messrs. Macdonald, Watherston and Bailey are regarded as representative citizens of our community, and their personal as well as business efforts are for its welfare and advancement.

The highest quality being chosen from wholesalers, this company is in a position to recommend every line of goods it carries to the consumers, and these recommendations have always been lived up to, traders have confidence in the statements made and are themselves good advisers for the house, voicing their own satisfaction in the methods practised and recommending them to their friends.

The market is kept in the clean, wholesome condition that modern people demand, meats are handled as little as possible so that their freshness or juiciness is not impaired. Scales and weights are kept scrupulously clean and hygienic laws are followed in the handling of all goods.

Two or three people are employed, prompt and courteous attention is given each customer, early deliveries are made and the most reasonable prices are quoted.

Mr. Diebolt has been in the Northwest for seven years and a resident of Strathcona for the past six years.

Mr. Diebolt has conformed to those rules of honesty and sincerity that gain the approval of the public and has won a most desirable standing both as a progressive merchant and a public spirited citizen, interested in all that effects the welfare and advancement of this community.



CITY MEAT MARKET, 34 WHYTE AVENUE

EB-26-458

EDMONTON BREWING & MALTING CO., LTD.

Manufacturers and Wholesalers whose Trade Extends
Over a Wide Territory and Brings Credit
to Our City

EVERY industry whose products are shipped to communities outside of the city limits has a bearing upon the growth and reputation of Edmonton, as its transactions call attention to the situation of our city as a distributing and supply centre and bring its name into prominence wherever its outputs are sent. If the products of a distributing company are superior to those of similar manufacturers or retailers, the concern itself not only profits but the locality with which it is identified gains a reflected credit from such transactions.

In this particular field the Edmonton Brewing & Malting Co. has been of influence in spreading its own reputation and our city, for in malted beverages it manufactures beer, ales and stout that have been commended for their tastefulness and purity and have so far received the satisfaction of discriminating people as to be preferred above all others. In fact the Edmonton Company's Yellowhead Beer is being more and more widely demanded and purchased and is steadily taking the place of the American beers which formerly had to be imported to this side in large quantities. The improved product of the Edmonton Brewing & Malting Co. is not only supplying a large market but in filling a demand that was formerly supplied by American companies; it is doing the best

possible service for our city and the Province in creating home goods for home people and keeping the money in circulation among those who earned it.

Moreover, though our city is well advertised it is appreciative of any further desirable pub-

A "prophet is not always without honor in his own country" either, as Edmonton gives almost universal praise to Edmonton's brewery products and practically every dealer in the Twin Cities carries an ample stock of its beers and other malted beverages. "Just malt and hops," a slogan of the Company, insures the purity, life and excellent flavor of the Edmonton beer and a new trade mark that has been recently registered "Yellowhead" is the highest quality that has yet been produced by this company, and is especially responsible for the increased calls that has given it a preference over the American bottled goods.

This brewing company is one of the early industries of this city for when it was established ten years ago there was little prospect and not much hope of Edmonton ever reaching its present size or importance. Two years later the business was incorporated and from that time forward the possibilities of Edmonton as a supply and distributing centre has been in evidence and this company has labored energetically and fruitfully to reap the advantages of its location.

licity it may receive and to this end the Edmonton Brewing Company assists notably through the wide territory it covers, its products going through northern Saskatchewan, to the city of Saskatoon, as far south in Alberta as Calgary, and north and west.

The plant, near the lower bridge, was naturally a small one when the business was founded, but practically every year since there have been additions or extensions and the company in every way possible has kept pace with the



EB-26-411



TWO TEAMS OF THE EDMONTON BREWING CO.

EB-26-404

growth of our city and has presented capacity and facilities to take care of its remarkable development.

A number of buildings are now in operation and though they do not have the exterior modernity that some of the Jasper Avenue mercantile houses necessarily have, the interior is what counts, and in this respect there is no brewing company in any part of the Dominion more completely or more up-to-date equipped. New machinery is constantly being added and as fast as new inventions are demonstrated, old equipment is thrown in the scrap heap and all the improvements that tend to the economy of production, purity and cleanliness have been utilized in this plant.

In this business of brewing and malting, there have been many decided advancements in recent years and no company has been quicker to realize or appreciate them than the Edmonton company.

Every liquid or solid food nowadays must be produced in hygienic surroundings, if the right class of customers is to be won, and this fact is thoroughly understood by the Brewing and Malting Company, which in the manufacture of its beers and ales uses water that has been trebly distilled. All the vessels that are used for fermentation, ageing and storing are of polished metals that show the least accumulation and so are subject to the severest cleansing processes. Each part of every building is kept spotless and from the air or surroundings, there is no possibility of a foreign substance entering the vats or kettles or penetrating to where the raw supplies are kept.

In barrelling or bottling, the most rigid precautions are taken to have these receptacles thoroughly clean, sanitary methods being employed for rinsing and filling and machinery so far doing the greater part of the work, that

and in every step of brewing this company is as up-to-date as many concerns that have national reputation.

The plant has a capacity of one hundred barrels a day and from thirty to thirty-five people are employed. Convenient transportation facilities are afforded through the spur track of its neighbor the City Flour, Mills and all that will assist in prompt consignments either through our city or to outside points are maintained.

The Company in which a number of local capitalists are interested, has for its managing director W. H. Sheppard, and manager W. E. Lines, Mr. Lines, who has long been a resident of this city, was one of the founders of the brewery.

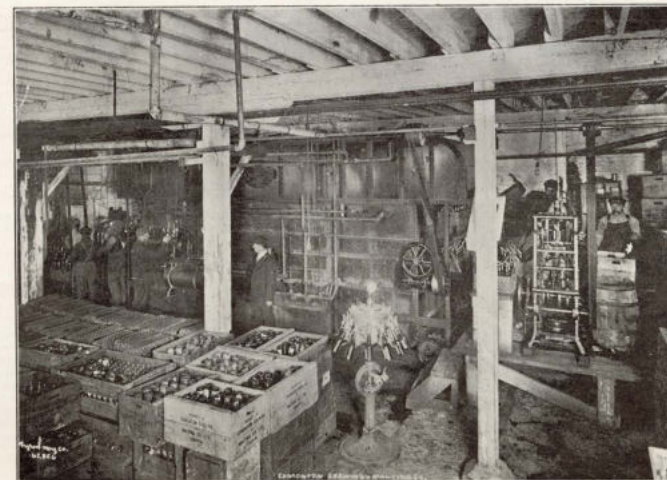
Mr. Sheppard, a resident of Strathcona, has been actively interested in the business since its reorganization in 1904, and having previous to this been a business man in the city across the river, he is regarded there with sincere esteem and respect. Mr. Sheppard was one of the men who helped put the Canadian Pacific through British Columbia and has been the pioneer in a number of movements that has helped in the upbuilding of this district. He was in the hotel business a number of years and his last proprietorship was of the Strathcona House. He has held the office of mayor as well as that of alderman of the Twin City of Strathcona, and though more or less out of public life for the past two years, is always ready and willing to lend his support and encouragement to any project that will benefit Alberta in general, or Edmonton and Strathcona in particular.



BOTTLING DEPARTMENT OF EDMONTON BREWING CO.

EB-26-406

from the time the raw materials arrive here until they go to the consumer in bottles or barrels the human hand scarcely comes in contact with them. The most improved method of filling bottles, corking and labelling them is operated



MALT STORAGE OF THE EDMONTON BREWING CO.

EB-26-405

Edmonton, a Sporting Centre

THE development of an organized athletic system from the chaos of independent sports clubs and conditions is a work not to be lightly undertaken, yet it is in this pioneer effort that Edmonton has made a name for itself in the sport world. In this building up of athletic clubs and associations Edmonton has taken the leading part. Keeping pace with the material development of the city there have been built up here athletic bodies, firm on their broad foundations, rugged in their immaturity but virile with the strength that wins championships.

But it is not merely by reason of its possibilities that Edmonton is worthy of mention among the greatest sport centres of Canada. The achievements of its athletes today stand forth prominently in the records of western competition and compare favorably with any records.

In the matter of grounds Edmonton is well prepared. A half-mile race track unequalled in the west and excelled no where in America gives horsemen and foot racers all the chance they can desire to show their ability. A baseball diamond which is admittedly without peer in the prairie provinces is situated almost in the heart of the city. Football and polo fields and cricket fields find space at the city park, and an eighteen hole golf green follows the sinuosities of the Saskatchewan in the west end of the city. The cricket green on Twenty-third street is very popular and the tennis courts near the Government offices have a large number of devotees. For hockey a large rink affords an excellent sheet of ice.

During the summer which is just coming to an end, roughly speaking there has been a total of six hundred boys and young men engaged in athletic competition in the city. A summing up of the athletic associations in the city will show how they are divided. In the soccer league there were ten teams with a playing membership of probably twenty men to the team. There was a Public school soccer league. There was a four-team baseball league, one

the Y.M.C.A. there are basketball leagues, senior and junior, indoor baseball leagues, bowling leagues and various other leagues. There is the Edmonton bowling league which sent a team to the big bowling meet at Spokane last winter. Twice Edmonton has sent a professional hockey team after the Stanley cup, emblematic of the world's championship, the first time creating a sensation in eastern hockey circles, and the second time making a creditable showing.

In the Public schools physical training is strongly featured. Every school has its baseball

games and sports.

In amateur sports the University of Alberta on the south side of the Saskatchewan River plays an important part. Varsity has a strong team in any branch of sport they enter. Their hockey team last winter like their football team this fall is one feared by all competitors. In track athletics they have men who hold the provincial championships in several events.

The Alberta Big Four rugby league organized this year, promises to be the most successful of all the newly formed athletic organizations. The great Canadian game has taken a strong hold on the people of Alberta and the teams are being well supported. When the local schedule ends the champion team plays for the championship of Canada.

The formation of a tennis and lawn bowling company opens up a new sport to people in Edmonton and stimulates interest in an old one. The new company has secured grounds in the west end of the city and on that beautiful location tennis courts and greens for bowling will be laid out.

In the matter of track athletics Edmonton athletes have records of which to be proud. Of the twenty events which have been so far recognized as championship sports by the A.A.A.A. Edmonton men hold the provincial championship in more than half.

In Decoteau, Parney and Roberts, Edmonton has perhaps the best all round trio of athletes in the western provinces. Decoteau, the police athletic club's distance runner, holds the Alberta record in all runs over a mile, and unofficially has broken

the half mile record. His time in the ten mile road race is 50 min. 32 sec.; in the five mile, 26 min. 38 sec.; mile, 4.31. In the sprints Parney, a Y.M.C.A. man, is without peer in the west. His times are 100 yards 10 1-5 sec.; 220 yards, 22 3-5. Roberts is the heavy weight thrower. His marks are 56 pounds weight throw, 29 ft. 2 in.; discus throw, 105 ft. 2 in. The hammer throw and shot-put records in those events are 113 ft. 4 in. and



THE ESKIMOS RUGBY TEAM
Top Row: O'Donnell, McDonald, Dowling, White, Roberts, Wilson, Bidlovic, Dawson, Barnes
2nd Row: A. McDonald, Conlin, Taylor, Paralle, Bryden
Bottom Row: Lewis, Campbell, Dyer, Kennedy, J. D. McDonald.

EB-26-478

and football teams, and basket ball teams, and its track athletic team. Each year the Public schools hold their field day of sports and the records they have made are exceptionally good. For public school boys to run a hundred yards in eleven and a half seconds is very unusual, yet that is the Edmonton Public school record. There are about six hundred boys and girls from the different schools compete in the events. Six hundred is about twenty per cent. of the



EDMONTON PROFESSIONAL BASEBALL TEAM, 1919
From left to right the players are: Stevenson, catcher; Vasilovic, 3rd base; Slight, catcher; Bender, right field; White (manager); Dolanovic, pitcher; Havel, pitcher; Wainwright, left field; and outfielders; Bell, short stop; Dooling, 1st base; Mills, left field; McQuarrie, pitcher; Mackin (captain); 2nd base.

EB-26-477



A GROUP OF CHAMPIONS
Reading from left to right the men are: Dunham, Decoteau, Baskin, Moynahan, Wilson, Harlow, Hinton, Valentine, Bidlovic (trainer), Parney, Williams.

EB-26-433

38 ft. 3 in., respectively, and are held by Reidford. Williams, a Y.M.C.A. athlete, holds the half mile record, 2:08; and Crealock, another Association man, is the high jump champion of the province, his mark being 5 ft. 4 1/2 in.

These records compare favorably with any of the Canadian championship marks and many of them are records for Western Canada.

NORTHERN CLOTHING COMPANY

Expansion of Business Led to Establishment of Second Store of Same Concern

THAT Edmonton offers a wide field where commerce may be expansively and successfully conducted is demonstrated in many of the careers of the mercantile men now located in this city, and is illustrated once again by the Northern Clothing Company, which in four years' time has doubled the capacity and stock of its original premises and has been obliged to open a second store which is conducted under the firm name of Eagle Clothing House.

When the Northern Clothing Company started in trade there was a real estate office which occupied half of the window space, and part of the front floor. The Company's business demanded the use of the entire area and not at that time being able to secure it, a store two

doors farther west was rented and the Eagle Clothing House instituted.

Since then the real estate office has been pre-empted and the Northern Clothing Company has thus doubled its capacity and been able to enlarge its stock.

Men's clothing and furnishings, also boys' clothing is dealt in and the faultless, one of the most reliable and durable products of Canadian manufacturers, is shown in all sizes and textures, and in the latest season's fashions.

Boots and shoes of all styles comprised of lasting leather and other materials and produced by first-class workmen are handled and the city man or prospector who needs durable clothing and furnishings may be suited here and get what the market affords at reasonable prices.

The Northern Clothing Company at 362 Jasper Avenue East, is under the management of L. Goldsmith, and the Eagle Clothing House is directed by H. Brody, the proprietorship existing under the firm name of Brody & Goldsmith, which employs two or three assistants.

Mr. Brody was the founder of the business more than four years ago and has been in the Northwest some little time beyond that period, and Mr. Goldsmith came here from Toronto two years ago. The partnership brought together two alert and enterprising business men, who have energetically and progressively developed their affairs, giving the public high grade service which has brought them not only profits but a desirable and sound reputation as merchants and desirable residents of this community.

EDMONTON CIGAR FACTORY

Home of La Palma is a Large Establishment that has been Developed from Modest Beginning

PLACING a new cigar upon the market is probably as treacherous a business as may be imagined. The habitual smoker dislikes to change his brand and will experiment very rarely when once he has discovered a cigar, cigarette or tobacco that suits his taste. In fact he is always sceptical and nothing but the excellence of a smoke will act as any proof for him. As this is a disposition of smokers from one end of the world to another, it may be assumed that when the Edmonton Cigar Factory, or H. V. Shaw, began operations in this field, it had a superior product to offer. No other answer can be given when it is remembered that ten years ago the business of this concern was started very unassumingly, with two men employed in addition to the proprietor, and at the present time there are forty-five, and the cigar is known and called for from Winnipeg to Vancouver.

The consequence is, La Palma is one of the most popular cigars in this part of the Dominion, a free burning and fragrant cigar, showing a long and steady ash, leaving no biting or disagreeable taste, and at its retail price of fifteen cents, two for a quarter, being one of the best sellers on the market.

That there is a steady call for the Edmonton Cigar Factory's product is evidenced in the fact that this concern gives all its attention and labor to the manufacture of just two brands of smokes, the second one being Major Reno, made to sell at retail for twenty cents or three for fifty cents, and at that price being one of the most satisfactory and fragrant weeds that is offered on this side of the boundary. A broad leaf wrapper is used and the filling is expertly selected, the cigar skilfully rolled and all that high grade material and painstaking workmanship can be produced is offered in this cigar.

pay roll is one that is disbursed by these wage earners in every mercantile and financial channel in our community, and consequently has a direct influence upon every enterprise here.

The quantity of stock used assists in the volume of shipments and transportation receipts here and the other expenses relative to the conduct of such a large business all tends to the importance and volume of Edmonton's industrial and mercantile enterprises.

Also the name of the Edmonton Cigar Factory being shown in connection with all goods packed and shipped from here gives additional prominence to the Capital of Alberta, which recognizes that every such method of publicity calls attention to the advancement and progressiveness of our city.



SEVERAL DEPARTMENTS OF EDMONTON CIGAR FACTORY, SECOND ST.

EB-26-213

Enterprise, application and courage must also be attributed to the founder of this business, for every man engaged in the cigar trade knows what difficulties he must encounter before he can depend upon permanent trade and a supreme confidence in the quality of his production must be aided and abetted by his energetic and progressive business methods. It is to all these features the Edmonton Cigar Factory owes its present standing and success.

As the manufacturer of La Palma, Mr. Shaw put upon the market a cigar that he knew would meet the popular approval of discriminating smokers. The best tobacco was used for the inside and Sumatra leaf for the outside. But tobacco was not only expertly selected, but was dried and stripped so that only the most desirable portions smooth and well seasoned should enter into the composition of La Palma. Expert rollers were employed and every supervision that would result in a high class smoke was maintained.

Recommendations of either cigar is almost superfluous, however, as both brands are carried at all the principal smoke-shops, cafes and hotels in the Northwest, and that quality and merit alone have produced this result is shown in the fact that this company only has one salesman on the road and makes shipments from Winnipeg to the Pacific coast. In fact in Vancouver, where dealers have never been solicited, the company does an exceedingly large business.

The effect of this is twofold. Through the popularity and patronage gained, Mr. Shaw has been able to increase his business to its present capacity and giving employment to nearly half a hundred men, occupies a commodious plant in the Masonic building on Second Street.

A second benefit conferred by this factory is that it has one of the largest crews of skilled labor that is employed in this city, and the week-

Mr. Shaw is a cigar maker by trade and was employed at this work in the east before he came to Edmonton, and decided upon locating here. The first premises occupied were sufficient for the amount of goods he was then turning out, but increasing transactions forced him to vacate about five years ago and the present commodious quarters on Second Street have been occupied since then.

The application and ability that Mr. Shaw has shown in the development of his business affairs has made him a most desirable citizen, as ambition and aggressiveness has placed Edmonton in the position she occupies today and will stimulate her to that round hundred thousand population to which we are looking within a comparatively few years. Mr. Shaw is a member of the Board of Trade, Edmonton Club and other representative organizations and is identified with the best interests and most hopeful purposes of our community.

Greater Edmonton, the Gateway of the Great North and West Country

THE north country is to Greater Edmonton what the west has been to Winnipeg. In the same measure as the Manitoba capital has been dependent for its growth upon the development of the wide expanses of prairie stretching to the Rockies, so is this city's future linked to the opening up of the country to the north and west. The greatest natural and commercial asset which Greater Edmonton possesses is its geographical position as the undisputed gateway to the north.

In extent the country which is tributary to this city comprises more than half the area of the entire province. In natural resources this north and west country is not surpassed on the continent. Its agricultural land is the equal of any and its mineral deposits give every indication of untold wealth.

Today there is but a handful of settlers in the country. This present year has seen the greatest influx of people which the Grande Prairie and Peace River country have yet experienced. Next year the rush must be in the natural order of things, even greater,

in colonization, are but the beginning of the network of railways which will traverse the north country. No observer of the moves made on the railway chess-board, no matter how superficial his powers of observation may

the Canadian Pacific Railway Company declares its intentions of entering the north country from this vantage point and continuing through the Peace River country to a northern pass in the Rockies and thence to the Pacific coast.

A score of surveys for railways in the north country have been made by all of the old line railways at a very considerable cost, and charters have been obtained. The Grand Trunk Pacific has permitted information of particular significance relative to its northern construction to leak out from time to time, and when this company officially announces its intention to commence work on a branch line into Grande Prairie, from some point on its main line west of Edmonton, no surprise will be experienced.

The government of the province, cognizant of the insistent clamor for northern development, and realizing the great benefits to be derived by the whole province from such development, has promulgated a policy of railway construction in the north which the forthcoming session of the Legislature will be asked to approve.



The First Land Mark in Grande Prairie. Here are shown the men who have just filed on their homesteads at the new Sub-Land Agency established last summer by the Department of Interior at Hon. Frank Oliver's direction.

EB-26-256

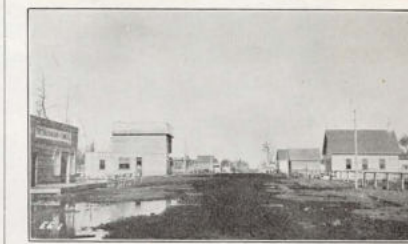
be, imagines that the Canadian Pacific Railway company is spending a million and a half dollars

north which the forthcoming session of the Legislature will be asked to approve.



The Roman Catholic Mission Buildings at Graveland. This is the headquarters of the Roman Catholic Church in the North.

EB-26-216



The Main Street in the Village of Graveland

EB-26-215

and in succeeding years the tide of immigration will swell to enormous proportions. The government of the province and the railways of the country realize this, and within two or three years there will be a railway from Edmonton to the Peace River. Before the end of this present year the Canadian Northern Railway Company's line to Athabasca Landing will be completed, and by next spring the same company will have cleared its right-of-way for a line to Grande Prairie as far as the crossing of the Athabasca river. Already this line has been graded for 50 miles west of Edmonton by way of Onoway.

on a high level bridge over the Saskatchewan River merely for the purpose of getting into

By reason of all these various agencies which are at work with the single object in view, the opening of the north country, the expansion which Greater Edmonton must experience as the gateway to this magnificent country, is at once apparent, and confidence in the future of the city and province is eminently justified.

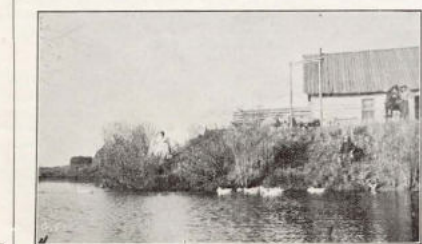
The present means of access to the country are difficult. Two routes are offered to the pioneer settlers. The older and more travelled route is by way of Athabasca Landing. In summer from this point a line of steamers conveys settlers and their effects a distance of two hundred miles to the west end of Lesser Slave Lake.



Ranch of Horses in White Mountain Ranch, Spirit River

EB-26-515

Edmonton, desirable as that may be. By every rule of the game of railway expansion



Scene on Homestead on High Prairie, West of Graveland

EB-26-217



Tracking on Little Slave River. This method of transportation has been in vogue in the North Country for 200 years. Note the Native Drawing the Snow at the End of a Long Line. They are on the Snow of the River Immediately Left of the Small Tree in the Right Centre of the Picture.

EB-26-218

From the settlement of Gröbuard there are again two roads by which the settler may proceed further if he so desires. A trail which in wet weather is almost impassible runs west to Sturgeon Lake across the Smoky into Grande Prairie. Another road strikes north to Peace River Crossing, and thence along the north side of the Peace River to Dunvegan, and then down into Grande Prairie by way of Spirit River. The other route into Grande Prairie is by way of Edson, a point on the Grand Trunk Pacific west of the city. This is a new road, and in wet weather in summer is not an asphalt pavement, but it is at no time impassible. In winter the trails into the north country are very easily negotiated. The northern settlers never come into the city save under some exceptional circumstances at any other time than winter, when the rivers

Peace river enters from the west. This mighty stream runs deep in all seasons and is navigable

the fertility of its soil and its climatic conditions the proof of the pudding is in the eating. The samples of grains produced are the equal of the best in the whole west. To the acre the harvest is also as great as anywhere, and the climate, according to the government meteorological station reports, varies but slightly from that of the Edmonton district. The greatest difference is in the increased number of hours of sunshine in the summer time. As far back as 1887 wheat from the north country won the premier prize at the world's exposition at Philadelphia.



The First View of the New Settler area of Grande Prairie when entering the country by way of the Edson trail

EB-26-516

for more than seven hundred miles into the shadow of the mountains. There is no possible

which will prove of value.

Minerally the north has not yet been exploited to the extent which its enormously rich deposits warrant. On the Athabasca and the Peace rivers there are indications of mineral deposits tremendous commercial



Mrs. Alex Forbes driving first spike in First Presbyterian Church building at Grande Prairie

EB-26-517



A New Home on Grande Prairie

EB-26-518

are frozen over and the trails smooth. The chain of waterways of the north is one of the greatest natural assets in the matter of transportation. The Athabasca river is navigable for 150 miles north of Athabasca Landing, which is down stream, and for over 100 miles west, which is up stream. The 93 miles of rapids from Grand Rapids to Fort McMurray on the Athabasca are navigable in scows with the current. The return trip however is not so rapid. The tracking of the scows up the river down from the north is an arduous undertaking, but hard work has never phased the northern men, and all the fans which the north country has produced and is producing have been brought up the river through the rapids from northern points. From Fort McMurray steamers ply the 2,500 miles and more through Lake Athabasca and Great Slave Lake by way of the Slave and Mackenzie rivers to the Arctic. At Lake Athabasca the

room to doubt the assertion that some day this great chain of waterways will carry enormous

Up to today the greater part of the farming settlement is along the north bank of the Peace river between Peace River Crossing and Dunvegan, and in the Grande Prairie country. At Fort Vermilion, 400 miles north and down the river from Peace River Crossing there is a thriving settlement, but access to this prairie being more difficult than to Grande Prairie and Peace River, the influx of new settlers has not been so great. Out from Gröbuard between that point and Sturgeon Lake a succession of small prairies have been settled.



Heavy Crop of Oats at Peace River Crossing, showing the Roman Catholic Mission Buildings in the background

EB-26-519

tonnage of freight out from and into the north. Of the agricultural resources of the north, vine and of the whole of the great country

growth to the other cities and towns of the province

of the whole of the great country



Spirit River Natives Tanning Moose Hides

EB-26-520



Bull Team at work harkening on a farm north of the Peace River

EB-26-521

H. MILTON MARTIN

Real Estate Operator who Attends Largely to Investments
for Correspondents

THAT the real estate field has attracted men of integrity and foresight in our city has been most fortunate for the community as well as for those principals who have made this enterprise their particular one. Many a promising field has been stunted and devastated by being promoted by unreliable men, and that Edmonton's growth and progress has been so steady and so sound may, in part, at least, be attributed to the character of the men who have handled its lands and who have met the purchasing public.

Where such trade has been built up as that attended to by H. Milton Martin, is especially creditable to Mr. Martin and this city, for a great many people with whom Mr. Martin deals have never been within miles of this section

secured such a number of patrons must be considered extremely complimentary to his integrity and sagacity. Also the opportunities our wide awake community offers must be taken into consideration, for the money entrusted to Mr. Martin has almost without exception, has been invested in inside property. Such property will, as any person acquainted with our city, admits, will double or quadruple itself; if it remains long enough, it will bring a fine profit if bought and sold, and it will yield on mortgage twice the amount of interest paid by the banks, so that whatever the disposition of the investor, the capital placed with Mr. Martin has brought generous returns and the satisfaction and appreciation of one client has led to such recommendations that virtually Mr. Martin has an

to those communities who allow misrepresentations to be made and who before long suffer for such misrepresentations, so that even honest statements are not accepted.

Local and transient patronage is also given to Mr. Martin and he has in the past few years handled some of the best property that has been on the market. Careful investigation and comparisons are made by this dealer, who is well informed of the past growth and conditions of this section, as well as of the present, from these a sound deduction for the future may be made and Mr. Martin governs himself accordingly and for the benefit of those with whom he deals.

Some residential sites have been promoted by this concern and considerable property has



H. MILTON MARTIN
EB-26-118

and are dependent upon his judgment and the character of this soil, to be for them the sound investment that it is recommended.

As Mr. Martin has been in business for the past five years and has annually added to his number of patrons, these facts speak for themselves of the confidence that he has won and retained, also the discretion and ability with which he has conducted transactions.

A very large number of Mr. Martin's clients are in France, and in that republic where thrift and savings are as much a part of the daily proceedings as eating and drinking, a rather small rate of interest is paid on loans and no highly profitable rate is offered on any investment. The people are cautious as well as frugal, and the fact that Mr. Martin has

agent in every person he has done business with in the old country.

Through such operations he not only gives good interest and security to investors, but getting this class of trade, which it must be admitted is difficult to secure, he has brought into our city and its many mediums money that otherwise would never have been invested in Edmonton or Alberta, and he has brought into prominence the names of our city and province, where other wise they never would be heard.

Such publicity must now and in the future be beneficial and as confidence in Mr. Martin has never been misplaced, this esteem must also react for the good of all, and create for us an impression in great and desirable contrast

been handled in Strathcona. He has, of course, property of his own, some of which is in the market and some of which is held, Mr. Martin showing the confidence he expresses by looking for a future larger value on land and holdings in this vicinity.

Transacting business at the present time at 148 Rice Street, Mr. Martin will return to a former Jasper Avenue site, when the new building being erected by William Sugarman is completed, and the old office number, 24 Jasper East, will soon be in use.

Mr. Martin is Vice-President of the Board of Trade, is thoroughly identified with the public spirited interests of our city and is regarded as one of representative and influential citizens.

LARUE & PICARD

Realty Owners whose Names have long been Identified
with Edmonton's Development

ALTHOUGH the name of Larue & Picard has passed from among the titles of merchandising concerns in our city, it remains nevertheless a name familiar to most of our residents and brings to mind careers that are illustrative of what was accomplished in a by-gone period. A close knowledge concerning these affairs intimate details of Edmonton's development with which they have



STANISLAS LARUE
EB-26-117

been identified for more than twenty years, while many incidents of their lives recall the hardships that some of our pioneers endured.

Though one speaks of Larue & Picard as having practically retired from active affairs, it will be well to remember that our country was settled by young men, ambitious and sturdy, and twenty years' strenuous effort leaves them only in middle life, ready to enjoy the fruits of their successful and industrious labor. The possessions of this firm do not allow them to be idle for they are extensive property owners, have an office at 248 Jasper Avenue East, in their own block, and supervise many operations from this headquarters.

Stanislas Larue, when he was twenty-two years of age, came from Ottawa to Winnipeg in 1882, and the year following first entered Edmonton. He helped to survey in this province and B.C. and his impression of Edmonton is that there wasn't much sign of civilization about here and no buildings between the Tourist House and the Hudson's Bay fort. He was on the survey of St. Albert, also of Wabamun Lake and soon after the rebellion broke out and the settlers in the north went to Calgary.

Thirteen went down in the party of which Mr. Larue was one and an opportunity to do scout duties was offered them. Mr. Larue was the only one to take up these responsibilities and his knowledge of the country being most valuable he was kept on the trail between Calgary and Edmonton for many weary months, and he never met an Indian, as he remarks himself.

After this he clerked for two and a half years and in 1889 the firm of Larue & Picard was formed.

Joseph H. Picard was a young man from the east and in that old part of this country has

learned the trade of carpentering. The country was going forward when he came here and as an employee of the Hudson's Bay Company he did a little pioneering when he was sent to the north and at Athabasca Landing was occupied in building boats for those who were venturing on the Athabasca River.

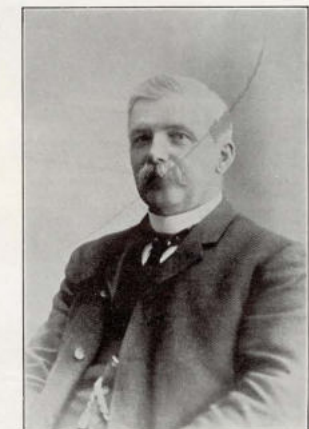
The firm of Larue & Picard being formed, general merchandise was put in stock, and the transactions were as extensive as could be expected in the small community Edmonton was at that time. This firm, however, was alert to the opportunities and possibilities of these regions and had considerable dealings in furs, also in scrip and began to acquire property in their own right.

Mercantile transactions continued to increase and in 1890 the block on Jasper Avenue East was erected and the first plate glass windows that were ever used in this city were here installed.

Needless to say that as new settlers came to this country and Edmonton began its career as a supply centre, this firm was one of the first to respond to the increased demands, handling all kinds of commodities that were needful in a young community and being known for reliable and straightforward dealings. Groceries, furniture, hardware, clothing, and furnishings were handled and among the people who knew Edmonton in its early days there is no firm more distinctly or estimably recalled than that of Larue & Picard.

Every year furnished a notable increase in business but other investments and interests occupying much of their time, the firm sold out in 1906 and have since devoted their time to realty and financial transactions.

Mr. Larue was the first man to erect a house on Kinistino Avenue, where he continues to reside, owning other property in this section,



JOSEPH H. PICARD
EB-26-116

Mr. Picard has also a fine residence and the firm possess considerable residential property as well as business locations on Jasper Avenue, and other accessible locations. Mr. Picard was a councillor in the city for several years and he and Mr. Larue are counted upon for their influence and support in any movement that affects the welfare and development of this municipality.

Edmonton, a Railroad Centre

As a railroad center, Edmonton has been rapidly attaining prominence and a highly important place among the great distributing points in Canada. While the future promises tremendous strides in railroad development for this immensely rich district, the city is not required to wait to establish the claim as a hub of transportation facilities. The railroads are here now. They extend in every direction and their business is reaching gigantic proportions. Three transcontinental lines come to Edmonton, while branches, nearly constructed, well under way, or contemplated in the near future, will tap much of the adjacent country and augment the splendid trade that is rapidly making this city a big metropolis.

No one will attempt to deny the fact that the advent of railroads has contributed greatly to building Edmonton, and yet the men back of these transportation companies, devoid of sentiment, when it comes to spending their hard cash, realized that this was destined to become one of the great railroad centres of Western Canada. So that it worked both ways; local citizens wanted the railroads, and the railroads wanted to share in the general prosperity of Central Alberta.

Contrast conditions with reference to shipping now and those of only a few years ago. Such railroad service as was available in those days did not lend itself readily to the development of Edmonton's distributing trade. A mixed train made the trip three times a week each way over the one hundred and ninety-two miles of ill-balanced light-steeled line between Calgary and Strathcona. The through rate to Edmonton was the rate to Calgary plus the local rate from Calgary to Strathcona, plus the cost of teaming across the Saskatchewan river, and it was not practicable to ship back to points south, so that trade was practically confined to points reached only by wagon, pack train or boat.

No change in these conditions was made until the Canadian Northern, designed to give Edmonton direct connection with Winnipeg, commenced to build. The Canadian Pacific, without waiting for the actual arrival of its prospective competitor, put into effect a new tariff, making the rate to Edmonton the same as that to Calgary. That was six years ago, and



C.N.R. STATION, EDMONTON

EB-26-262

north-easterly direction to a point on the Athabasca River at or near Fort McMurray.

2. From a point on the line described in paragraph 1; thence in a generally easterly direction to a point at or near Lac la Biche.

3. From a point on the constructed line of the Canadian Northern Railway at or near Edmonton; thence in a north-easterly and easterly direction on the north side of the North Saskatchewan River to the eastern boundary of the Province of Alberta.

4. From a point on the constructed line of the Canadian Northern Railway at or near Bruderheim; thence in a generally easterly and south-easterly direction to a point at or near Vermilion; thence in a southerly direction to a point on the southern boundary of the Province of Alberta.

5. From a point on the constructed line of the Edmonton, Yukon and Pacific Railway Company, between Stony Plain and Wabamun Lake; thence in a generally south-westerly direction to a point at or near Township 49, Range 8, west of the Fifth Meridian.

6. From a point on the authorized line of the Canadian Northern Alberta Railway Company at or near Brule Lake; thence in a generally north-westerly direction for thirty-five miles more or less.

7. From a point on the authorized line of the Canadian Northern Alberta Railway Company at or near Brule Lake; thence in a generally northerly direction to a point on the authorized line of the Canadian Northern Western Railway Company.

8. From a point on the authorized line of the Canadian Northern Western Railway Company at or near the crossing to the Little Smoky River; thence in a northerly and north-easterly direction to a point at or near Lesser Slave Lake.

9. From a point on the authorized line of the Canadian Northern Western Railway Company's Brazeau Branch at or near the Medicine River; thence in a generally southerly direction to a point at or near the town of Pincher Creek.

Several other lines are also proposed including branches out of Calgary, Strathcona, and others into the Camrose and Stettler districts.



G.T.P. YARDS, EDMONTON

EB-26-264

marked the beginning of a new era for Edmonton as a railroad centre.

After the arrival of the Canadian Northern Railway in 1906, there were in operation in the territory commercially tributary to Edmonton 237 miles of railroad. Meantime the mileage has increased to about 1,000 miles.

Hundreds of miles additional are now under construction.

The advent of the Grand Trunk Pacific Railway has made competition still keener, and all three systems maintain efficient service. The Grand Trunk has opened a short line to Winnipeg and inaugurated a fast through freight service, almost cutting in two the time between that city and Edmonton. The company is prepared to spend a great amount of money here increasing its yard facilities within the city and making ample provision for spur tracks. Plans are already well under way for the erection of a new depot and a million dollar hotel in Edmonton.

With the completion of the high level bridge spanning the Saskatchewan River about one year hence, the Canadian Pacific Railway will have removed the big handicap to handling its business in Edmonton.

The Canadian Pacific will apply to the Dominion parliament at its next session for an act authorizing it to construct a branch line from Killam to Strathcona.

The Grand Trunk Pacific is pushing the construction of its line west from Edmonton to the coast. Within a short time steel will probably be laid across the Great Divide, the grade through the mountains having been completed. Next spring Edmonton will be the starting point of many new settlers for Central British Columbia.

The Canadian Northern branch to Athabasca Landing is rapidly approaching completion and will open up a fine country tributary to Edmonton. The company is also building lines from Camrose to Strathcona and from Onaway to Grand Prairie.

The Canadian Northern Railway Company has given notice of application for legislation to construct and operate the following lines:

1. From a point on the Edmonton and Slave Lake Railway at or near Athabasca Landing; thence in a generally



C.N.R. YARDS, EDMONTON

EB-26-263

EDMONTON HOTEL & ANNEX

Oldest Hostelry West of Winnipeg under
Expert Management of John Cameron

WHEN one learns that the Edmonton Hotel is the oldest west of Winnipeg and that it was established in 1873, one can see the enterprise that is evident in our city at the present period was also typified in its early days, for to give man and beast shelter and accommodation is to invite people into a community, opening to them the path of progress and advancement.

For nearly forty years then this house has been ready to accommodate the public, to offer them every convenience of the different periods through which it has passed and to make a reputation for itself that has become known from the lakes to the coast.

Under various managements in the past thirty-eight years, this hotel has had different landlords who have all contributed to the success of the undertaking and have insured the comfort and hospitality of its large number of patrons.

Yet at no time has this hotel enjoyed greater popularity than at present under the proprietorship of John Cameron for the past year and a half, and though Edmonton has many hotels and plans are being made for others, there's no lessening of patronage here or no indications

of many people from surrounding districts whose business or occupations take them to this city at frequent intervals. Also, it is a house that is enjoyed by transients who want to pay a fair price and yet do not care to give a hotel all they accumulate, so that every season of the year finds its roof sheltering a large and most desirable patronage who appreciate every effort put forth on their behalf.

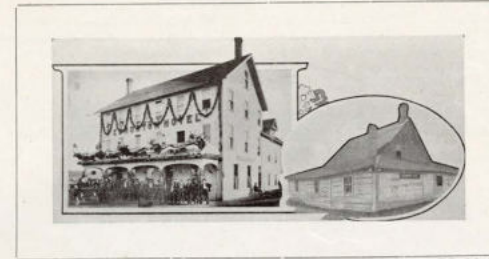
and cold running water being supplied and electric lights maintained in all parts of the house. Steam heating is also the effective means of making every apartment comfortable in cold weather and every service is given by which the comfort and pleasure of each guest is assured. Like the city after which it is named, the Edmonton Hotel has grown to meet every call on its resources.

The dining room will seat seventy-five people and an efficient service is given here, the daily menu being well chosen and the best grade of foodstuffs supplied. Expert and thorough cooking adding to the pleasure of sitting down to this table and prompt attention is given each guest.

Experienced people are employed about the house in every capacity and a staff of twenty look after all the requirements and attention of the guests.

Mr. Cameron, who has been the proprietor here for the past year and a half, has

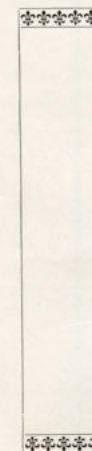
been in the west for the past twenty years, most of which time was spent in British Columbia. He is a man who is familiar with all the conditions of the great Northwest and knows exactly what its residents and visitors require in the matter of hotel service and facilities.



THE EDMONTON HOTEL (ON EIGHTY-FOUR YEARS AGO)

EB-26-266

Nine years ago it became necessary to provide accommodations to an increasing number of patrons, so that a building opposite was taken as an annex and the capacity of the two buildings now afford some eighty to eighty-five sleeping rooms in addition to which there are



EDMONTON HOTEL AND ANNEX, FIRST ST. AND FLATS

EB-26-265

that the house will ever lose the prestige that it has gained through so many years of capable and efficient service.

The Edmonton is at the foot of First Street, on the flats, and being near the baseball ground, it offers particular convenient headquarters for the Edmonton as well as visiting teams. It attracts other sportsmen who like to congregate with their associates and it has the custom

parlors, commodious office and lobby, a well stocked bar and all the facilities which the travelling public appreciate.

The hotel has from time to time been subject to many renovations and improvements so that the fact that it is the oldest hotel west of Winnipeg need give no one the idea that it is an antique or behind the times. Modern plumbing and illuminating systems have been installed, that

Mr. Cameron has devoted his experience and ability to managing this house capably and satisfactorily and has made an unequalled success of his property and interests despite the ever increasing competition. His geniality and personal endeavors have gained him the goodwill and esteem of all with whom he comes in contact and he has a host of friends among his patrons and in different parts of the great Northwest.

J. G. TIPTON & SON

Oldest Real Estate Concern in Strathcona has Important Deals

EVERY real estate concern in a city if conducted trustworthily and progressively contributes something to the advancement of that community, for the promotion of real estate dealings means calling attention to investments and values in that district, and interesting outside and inside capital. This of course is most successfully done by men who have been for years located in the district where they are doing business and where the firm name is synonymous for experience and integrity.

The firm of J. G. Tipton & Son, is not only the oldest real estate firm in Strathcona, but it is probably the oldest in the Twin Cities and undoubtedly has handled and does handle some of the largest and heaviest deals that have been negotiated in this section of Alberta.

The Company is the sole agent for the Garneau property and the many lots that have already been disposed of have mostly been taken by Edmonton people. It is claimed by those best

and handling these two estates is proof of their value, for it has practically had the whole of Strathcona from which to make a selection and has naturally retained what it considers the best. This house handled in acreage a majority of the subdivisions that have been placed upon the market by Edmonton real estate dealers, showing that its judgment is largely relied upon by many realty operators as well as by the public.

In effect then, Tipton & Son has done most largely and effectively that promotion that is advantageous to the community as well as to the concern and having the prestige of being the oldest established real estate concern in Strathcona, it has the added distinction of being one of the best informed companies of any in this part of the province.

For the past fourteen years, Judge John G. Tipton has been a factor in realty operations. When he came here, the population of Strathcona was but a few hundred people. Even at



EB-26-269

informed and most competent to give an opinion that this part of Strathcona will be the chief residential section of the Twin Cities and for favorable location the Garneau estate precedes all others. Beautiful high and dry land is comprised in this estate and its proximity to the new high level bridge, to street car lines and the early installation of city utilities, makes it desirable for that class of people who demand modern facilities and conveniences, a refined neighborhood in which to live and yet not too distant from their sites of business or industry.

A second subdivision, scarcely less desirable, is the Martin estate of which Tipton & Son are sole agents, this land being a little to the south of the Garneau estate but having an elevation and accessibility that makes it favored among people who are looking for home sites, or for an investment, where an early advance will take place with subsequent profit for those who are buying now.

The fact that this Strathcona house is holding

that time he foresaw the conditions and resources of this country that must attract capital, settlers and development. He very quickly entered the buying and selling market, and his discerning ability, backed by sound judgment and discreet foresight, has realized for the company an unusual and undisputed success, the accumulating transactions of the firm being beneficial for Strathcona as well as for the promoters of them.

Judge Tipton is not only the foremost real estate man in Strathcona but has achieved reputation and honor in magisterial and legal circles. He was a practising attorney in Omaha, before coming north, and has been admitted to the bar in this country and occupied a seat on the bench.

In the real estate business with office at 24 Whyte Avenue, West, Judge Tipton has the assistance of two sons and the three gentlemen are numbered among our most progressive business men and are regarded as public spirited and influential citizens.

Edmonton, as a Military Centre

THE value of a city's real estate, its increase in population in a given period or the assessor's figures do not always in themselves correctly indicate its advancement along all lines of activity. There are other features which must be taken into consideration to properly round a great era of prosperity and growth.

Foremost among Edmonton's organizations, aside from commercial and industrial activities, are the two military organizations at present claiming Edmonton as their headquarters. The reference is to the 101st Edmonton Fusiliers and the 19th Alberta Mounted Rifles. Both were organized at practically the same time, the 10th being the senior organization by two months. With excellent officers in command both have flourished and a high state of military efficiency has been reached.

The 101st Fusiliers dates from the 1st of April, 1908, when the regiment was authorized by military order. Efforts were first made for the formation of a regiment of infantry for Edmonton in 1906. A letter was written by Mr. F. A. Osborne to Lieutenant Colonel Edwards, then on a visit to Ottawa, asking him to interview the Minister of Militia with a view to securing his interest in cordingly interviewed the Minister and while the latter was personally willing to comply with the request, he indicated that the demands upon the department were such at that time that the regiment could not be authorized.

In the fall of that year a list containing the signatures of five hundred men who were willing to enroll in the new regiment when authorized, was sent into headquarters. On the appointment of Col. S. B. Steele, C.B., C.V.O., to the command of M. D. No. 13, the project was again revived and Col. Steele lent valuable assistance in securing the necessary authority for the formation of the regiment. Upon the order being made, Col. Steele requested Col. Edwards to take up the work of organization and to send in a list of gentlemen who were willing to serve as officers in the regiment. Orders did not reach Edmonton until the end of December. The first meeting of the field officers, staff and captains of the regiment was held at the home of the commanding officer on the 1st of December, 1908, when the officers took the oath of allegiance.

A provisional school of instruction was opened on the 4th of January, 1909, at McKay Avenue School under the command of Capt. E. F. Mackie, two sergeant instructors having been sent from Winnipeg. This class was continued until February 15th, 1909.

The first drill of the new regiment was held on Tuesday, April 9th, 1909, and recruit and company drill was followed later by a combat drill. In February, 1910, the rink was secured and fitted up as an armory, which has done service until the present time, although it has proved somewhat inadequate. A new armory is thorough keeping with the city's military standing will be erected at an early date.

A guard of honour of one hundred men with band paraded on the 30th of September, 1909, at the railway station at Strathcona and on the 1st of October, on the occasion of the visit of the Governor General to lay the corner stone of the new parliament buildings. His Excellency presented their commissions to the new officers immediately after the ceremony. On his return Earl Grey wrote a kind letter of appreciation for the guard of honor, expressing his pleasure at the smart and satisfactory turnout and eulogizing the soldierly bearing of the men.

At the present time the regiment possesses one of the best bands in the city. As a musical organization of merit the 101st band is accorded universal recognition throughout the province.

The regiment is composed of eight companies. Of the officers, three have had military experience as follows: Major W. F. W. Carstairs (R.N.W.M.P.), Northwest Rebellion, 1885; Medal, W. Africa (S. Nigeria) 1901-2. Operations in the Ishan and Ulu countries. Medal with clasp. Aro expedition. Clasp.

J. F. Biggar (10 C. F. Hosp.), medical officer: South African war, 1902. Operations in the Transvaal, between November 30th, 1900, and May 31st, 1902. Queen's medal with three clasps.

Captain J. V. E. Carpenter (Strathcona Horse) South African war, 1900-1902. Operations in Natal, March to June, 1900. Operations in the Transvaal, east of Pretoria, including actions at Belfast, Lydenburg. Operations in the Transvaal west of Pretoria, including actions at Frederichstadt and Caledon River. Operations in the Transvaal between 30th November, 1900, and 31st May, 1902. Despatches. London Gazette, August 8th, 1900.

Lieut-Colonel Robert Belcher, C.M.G., is the first Commanding Officer, and was appointed on the formation of the regiment. He was formerly an inspector in the Royal North West Mounted Police, and served as Major second in command of Strathcona's Horse, during the South African campaign.

The original and present establishment is four squadrons, each with a total establishment of seventy-four officers and men. Besides the squadron there is the regimental staff. The regiment at each training has been practically at full strength.

"A," "B" and "C" squadrons, Canadian Mounted Rifles, were organized in 1906. "D" squadron was organized on February 1st, 1908. The signalling section at present commanded by Lieut. Baty is up to strength and in a good state of efficiency.

The city of Edmonton has always been the headquarters of the regiment. The government rifle ranges, just east of the city, have always been used. The regiment is designated as active Militia. A Lee Enfield rifle and bayonet are the official arms used. During the year 1910, the Ross rifle and bayonet were substituted for the former.

Although the regiment as a whole has never been required for active service, a large percentage, about one-fifth of the officers and men, have served in the South African war and other campaigns.

The Lieutenant-Governor of the province is supplied with travelling escorts from the 19th on public occasions, such as the opening of the Legislative Assembly of the Province, and the Governor General, on a recent visit, was also furnished with a travelling escort. The regiment has been reviewed in camps of training by Brigadier General Lord Aylmer, and recently by Lieutenant-General Sir John French.

Edmonton has been represented on two notable occasions by detachments from the 19th. At the Tercentenary celebration in 1909 a detachment of fifteen non-commissioned officers and men were present. Three men were also present at the Coronation of His Majesty King George the Fifth, during the present year. The regiment has been represented at the rifle meeting at Bixley in 1908 by Sergeant McInnis, in 1909 by Sergeant Brown and McInnis and in 1910 by Sergeant McInnis.

During the Northwest Rebellion in 1885, a corps known as the Alberta Mounted Rifles was raised in the vicinity of Calgary, and did service in that district.

This regiment is the first corps of active militia to be raised in the vicinity of Edmonton, although at the time of the Northwest Rebellion a detachment of scouts and home guards of volunteers was formed here. The scouts did duty under Colonel Steele, then an inspector of the R.N.W.M.P. The home guards did duty locally as a protective force. However, they cannot be considered as active militia, in the strict sense of the word, as none of the members possessed uniforms or badges, and were disbanded as soon as the rebellion was put down.

The regiment prides itself on being a first class shooting corps, and special attention is paid to musketry. The regiment is usually trained in district camp at Calgary, and at present forms part of the 5th Cavalry Brigade. Previous to the amalgamation of the independent squadrons into a regiment they trained at Edmonton in 1906. Since that date the regiment has trained as part of the brigade, and taken part in the usual divisional manoeuvres. The Edmonton and Strathcona squadrons took part in the Thanksgiving Day manoeuvres in the vicinity of Edmonton on October 31st, 1910.

The four squadrons which comprise the regiment are situated as follows: A Squadron, Edmonton; B Squadron, Strathcona; C Squadron, Fort Saskatchewan; D Squadron, Morinville.

Six of the regiment officers have rendered military service as follows: Lieut.-Colonel Belcher, C.M.G. (R.N.W.M.P.), Northwest Rebellion, 1885. Medal. (Strathcona Horse) South African war 1899-1902. Operations in Natal, June, 1900. Operations in the Transvaal, east

(Continued on page 123)



Officers of the "101st," from a picture taken at camp at Calgary and before the same of the Regiment was changed from Alberta Mounted Rifles to Alberta Dragoons

Queen's medal with five clasps.

The present officers of the company are as follows: Lieut.-Colonel E. B. Edwards; Majors, W. F. W. Carstairs and F. A. Osborne; Captains, W. S. Weeks, R. de L. Harwood, P. Anderson, G. B. McLeod, A. C. Gillespie, K. B. Mackenzie, C. K. Flint, H. F. Whittaker; Lieutenants, V. C. Mulvey, C. P. A. Keffler, F. L. Bradburn, R. H. Stewart, R. V. Bellamy, E. E. Delavault, A. B. Powley, E. A. Brown, C. A. Grant, C. W. McInnis, W. H. Adams, E. G. Hawkins, E. E. Campbell, J. Kelly, F. B. Owens, F. G. Fox, H. Kennedy; Signalling Officer, F. G. Fox; Quartermaster, G. A. Reid; Medical Officer, Dr. J. L. Biggar; Chaplain, Rev. D. G. McQueen. Corps Reserve: Captains, O. F. Strong, J. V. E. Carpenter; Lieutenants, H. B. Pratt.



The 19th Alberta Dragoons advancing on the enemy

EB-26-268

Since the organization of the regiment, Lieut.-Col. Edwards has been its popular and efficient commanding officer. During the past month, he has intimated his intention of retiring. Major Carstairs has been appointed his successor and before this article appears in print will have assumed the command.

"19th ALBERTA DRAGOONS."

The regiment was organized on the 1st of February, 1908, its formation being effected by the amalgamation "A," "B," "C" and "D" independent squadrons of the Canadian Mounted Rifles.

The Great Western Garment Co., Ltd.

One of Edmonton's Industries that Covers its Particular Field
With Increasing Success

PATRONIZE home industries is the cry that is raised in Edmonton as well as in many other cities and the response in our own city has been encouraging and productive. It is the advice that is given where the products of the Great Western Garment Co., Ltd., are shown and where the suggestion has been most cordially received.

Home industries, though many people do not see the wide results that can be obtained, are profitable for every person in the community for if one manufacturing company is successful here, other manufacturers are induced to investigate and perhaps locate in the same neighborhood. Every industry means more employment for our people and a large amount of finance in distribution for wages and in the circulation of such money by those who earn it every enterprise in this city receives some share.

Yet an appeal to patronize home industries would have little effect if the products of these industries did not compare favorably with the production of manufacturers in any part of the country, and it is because the output of the Great Western Garment Co. is the equal, if not the superior, of any similar establishment that its patronage has grown in such a short time and its trade mark has become familiar to so many customers.

The company are manufacturers of workmen's shirts, overalls, Mackinaw coats and pants, also tweed pants and the most durable and desirable materials being secured, the workmanship applied is of a high order so that the finished products are among the very best on the market and are handled by the most reliable clothing men in our city.

The corporation has been instituted for the past year and now

occupies its own premises on Namayo Avenue. At the present time, some thirty people are employed, and as this is labor that has been developed in our city, the company has effected this much benefit, providing this field for remunerative and desirable employment and fitting them for it. The concern is each month increasing its patronage and reputation and ultimately covering the whole province of Alberta at least will have need for more people and will be assisting in our city's greater growth and advancement.

The company's effort from the start was to make an article that would give such satisfaction that there would be repeated calls for it, and as the first sale of any new product is the standard by which it is judged, the verdict in this case was favorable, and every precaution



INTERIOR OF FACTORY AT 328 NAMAYO AVE. EB-26-271



is taken now to hold these goods up to the high grade standard first offered, so that customers have come to know that this trade mark means reliability as well as quality.

This company has been promoted by men who are interested in the industrial development of our city, and who have in other enterprises shown their progressiveness and foresight. The profit of the venture is not considered before the good of the city, and as a successful illustration this company should point the way to the establishment of other plants.

The officers are: A. E. Jackson, President; A. C. Rutherford, Vice-President; C. A. Graham, Secy.; J. W. Lewis, Managing Director.

Mr. Lewis who had an earlier experience in the manufacturing field and has been in our city for the past eight years, has devoted energy and acumen to the founding and advancing of this business, and his resourcefulness and ability have been exemplified in the development that has taken place, and the superior reputation that has been attained by the Great Western Co.'s garments.

The industry is one that shows what can be accomplished in the manufacturing field in our city, and successful on its own account this corporation adds to the varied enterprises of our city and contributes to its prestige as the supply and distributing centre for the great Northwest.

OWNERS' REALTY CO.

Real Estate Transactions Conducted by Men of Long Identity with this Community

THERE is no one who investigates conditions in our city or the resources of this province who is not convinced of the progress that all parts of Northern Alberta will have within a comparatively few years. The question is what property will have an increase in value soonest, what settlements will develop quickest and how much cultivation will be undertaken in the next few years. While no one may be able to answer these questions to a certainty, it must be admitted that people who have lived here some length of time are better qualified to answer them than the many people who have come here in the past few years, when development had already taken place.

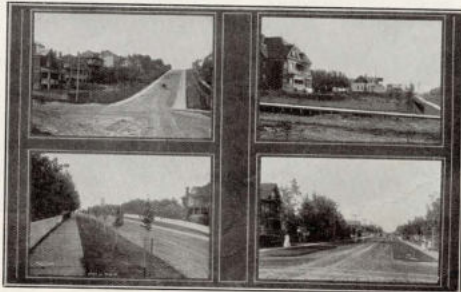
Those best qualified to judge are those who have seen the early stages of this city's settlement, the steps that have been taken in ensuing years and the results that have been achieved through the methods used. These matters may be used to gauge the future, especially by men who have been through these various periods, incident to the development of this territory.

It is such men who can most reliably take hold of real estate and for themselves and clients make investments that are bound to be profitable and productive. Such a concern is the Owners' Realty Co., 634 First Street, incorporated last year and having for its officers men who have for years been identified with our city and who know the western spirit, aim and purpose.

Naturally this concern is much more responsible in attending to investments than the man

who has only seen this province in its latter day accomplishments. They may learn of what has gone before but they can never have that intimate knowledge that living through such periods give one. They may know the present value of land and the desirable locations of this period but they do not realize the conditions that caused the wonderful advancement of this community and which are present now to make as much success of the future as of the past.

The Owners' Realty Co. has for its officers:



SOME OF EDMONTON'S STREETS EB-26-522

John Kelly, President; John Hall, Vice-President; N. J. Macdonald, Secretary-Treasurer. Mr. Kelly has been for many years a resident of this portion of Alberta and formerly in the tool and agricultural implement business was in a position to mark the growth of surrounding country as well as of this city proper.

Mr. Macdonald has been in this city for the

past five years and Mr. Hall has been in the Northwest for a long period. In consequence this corporation has particular experience and knowledge to govern it in its present operations and in a short time in this field has earned a standing among the leading real estate concerns in our city.

The company handles all kinds of city property, using its judgment concerning the value of different locations, knowing the direction that manufacturing and industrial pursuits will take and what will be the most favorable neighborhoods for residential purposes. Its predictions and investments have been so advisedly and soundly made, that clients of the company have unanimously prospered and have shown the highest confidence in all the dealings of this concern. Business and factory sites are dealt in, residential lots that are within the city limits, also lots in divisions that will soon be accommodated with transportation and municipal utilities, and as the promises of this firm has always been kept, people who are looking for property to hold or for property that can be turned over in a short time with profit, look to this company for advice and direction and entrust their investments to it, with full reliance that advantageous results will be obtained.

Messrs. Kelly, Hall and Macdonald are regarded as alert and sagacious business men, whose operations are assisting in developing our city, and whose personal and public spirited efforts are exerted for the advancement and welfare of this community.

NEW BRUNSWICK HOTEL

Second Street Hostelry that is Successful Under
New Management

THOUGH the larger and more imposing hotels are the ones that attract attention in any city, it must not be decided that they are the ones that are most important in a community or that they are the most largely patronized. A city would indeed suffer a great loss if it had only thoroughly high class expensive establishments, for in the hotel business as in every other there are more people who can afford to pay a medium price for accommodations than there are who can pay fancy or extravagant figures.

It is such guests who pay one dollar or one dollar and a half a day who perhaps in the end leave more money in a community, since they are not eating up every dollar they have and have something left after they pay their hotel bills. Consequently the new Brunswick

home-like comforts are given. Hot and cold water is furnished, electric lights and modern plumbing facilities, so that every accommodation is offered every guest.

The dining room will seat sixty, and substantial and excellently cooked meals are served, the best food being purchased and the newest things in the market being offered on the daily menu.

The bar is well stocked, and a large lobby provides neighborly chairs and friendly relations are established by the people who come here. Parlor, reading rooms, etc., are maintained and each department of the house is kept up-to-date under the management of Mr. Bourassa and with the assistance of a dozen people whom he employs.



NEW BRUNSWICK HOTEL, SECOND ST. EB-26-270

Hotel on Second Street meets a popular demand as now most efficiently and capably managed by the proprietor, E. Bourassa.

The Brunswick is one of the old established hotels in our city, and being accessible to the Canadian Northern and also convenient to the mercantile and financial centre of our city, it has always been a well patronized house. Naturally many of the people who come to Alberta nowadays are looking for residential or business sites and they want to live prudently while they are here, also there are many men who are looking for work, and it may be said that this class of desirable people are patrons of this hotel.

For the prices asked the service is unusually good. Some seventy rooms are contained in the building and each one is kept clean and neat and the furniture is in good condition, so that

Though Mr. Bourassa has only been proprietor of this hotel for the past three months, he has in that period effected many beneficial results and has made a number of improvements that have been most satisfactory to the patrons of the hotel house and have brought him many new customers. Mr. Bourassa is a capable and experienced hotel man and has been interested with his brother in a hotel in Battleford. He is alert and enterprising in his methods, prompt and effective in discipline and is friendly and genial in his relations with guests and visitors. For years living in this part of the country he has a numerous circle of acquaintances who have only the best wishes for him. They predicted his success as proprietor of the new Brunswick Hotel, and this having been already accomplished Mr. Bourassa is regarded not only as a progressive and able hotel man, but as a desirable acquisition to our city in general.

The Douglas Co., Ltd.

One of Largest Mercantile Establishments
Conducted in Connection with Fine
Printing Plant and Bindery

A number of these business enterprises would give promise of what the community might become. Extensive wholesale and retail houses show what the city has already accomplished. Thus a concern like The Douglas Co., Ltd., one of the largest book, stationery and office supply concerns in the Dominion, is not an institution whose development is most creditable to its founder and owners, but it is an establishment that most effectively calls attention to the great commercial demands of this section and the complete facilities that are maintained to supply these demands.

This business, with headquarters at 111 Jasper Avenue East, has indeed been one of the enterprises that have advanced with our city and in the past eleven years since it was founded there has been a continual and expansive progress, so that it has not only kept pace with Edmonton's growth but has in a measure anticipated its eminence as a supply and distributing centre.

From a modest beginning there has been a steady up-growth until at the present time it is one of the most complete establishments of its kind in the Dominion and handles a stock that is only surpassed by two or three similar concerns located in the very largest cities of Canada.

Office supplies of every description are handled, and the wide field covered allows the smallest firm just starting in business to get its furnishings here, or the largest company desiring many kinds of account books, loose leaf or bound can be accommodated. Account books, however, are but one item, and such supplies as stationery of any grade, catalogues, inks, pencils, pens, catalogue or card systems, and scores of paraphernalia used in office work are all shown here.

The operation of one of the finest printing plants and a fully equipped bindery in this city is also a convenience and accommodation that may be estimated in attending to office supplies most thoroughly, as office stationery in any grade of paper and with any inscription desired is furnished at short notice. Booklets, catalogues or any other medium of publicity are turned out in this establishment and the fine workmanship devoted to such contracts, as well as the variety of materials used and excellent effect obtained, makes the printing establishment equal in repute to the mercantile one, and both combined give the company a fame and patronage that is not equalled west of Winnipeg.

It is not in office supplies alone this concern is pre-eminent, and as a book store it has transactions and prestige that are not outweighed by traffic in other lines. All the new popular novels are displayed here as soon as

they are placed upon the market and standard works of fiction or history may always be obtained from these shelves. Monthly magazines or weekly periodicals, all the standard literature of Canada or the United States is dealt in here while the countless articles that are carried by a first-class book store are shown here in an assortment and quality that gives satisfaction to the most discriminating people.

Novelties, fancy goods, utensils for dainty as well as business correspondence are shown, picture postal cards, music, etc. The space occupied and the number of people employed show unmistakably the volume of business done, the main floor giving space of thirty-seven hundred and fifty feet to which there is a balcony addition, and a basement double this size also being utilized, in all twelve thousand square feet.

Ten people are employed in the salesroom and four in the office. The printing establishment on Howard Ave. presents all the most up-to-date equipment in presses, paper, inks, rules and designing apparatus and thirty people are employed.

The business was founded by Henry W. B. Douglas, who has been the principal factor in the development and remarkable success which the company has achieved. The present corporation has for its officers: President, Henry W. B. Douglas; Secretary-Treasurer, C. M. Archibald; Manager, H. G. Hay. Mr. Douglas may be considered one of the pioneer business men of our city since his career has been identified with the larger growth of the community and he was one of those who saw the advancement that would take place.

Mr. Archibald associated with Mr. Douglas a number of years, was equally foresighted, and has co-operated in enterprising and modern methods to develop the business to its present standing and success, while Mr. Hay more recently with this house, was formerly a dealer in Eastern Canada and saw a larger opportunity through connection with an Edmonton concern.



KING EDWARD CIGAR STORE

Up-to-date Establishment Under Proprietorship of D. M. O'Brien

THE exterior of a business house is often an indication of its interior arrangements and management, and may be accepted as a standard of comparison in connection with the King Edward Cigar Store at 80 Whyte Avenue, Strathcona. In the first place the enterprise of the concern is demonstrated through its location, the premises being adjacent to the hotels in this city, only a short way from the C.P.R. Station and in the most active part of the commercial centre, so that it is convenient for transients who have but a short time in the district, and is also accessible to the local or suburban trade.

The window is large and conspicuous in which attractive displays can be made and the frontage is pleasant and commanding so that no one has to ask where they will go to get a smoke or to while away an hour at some clean sport. For in addition to being the foremost tobacco shop in this city, they have pool and billiard tables and the only bowling alley that is conducted here.

Seven pool and one billiard table offer all the facilities that are required and though the patronage is large, customers are seldom kept waiting and each one is served in turn, impartial and courteous treatment being given to all patrons of the establishment, a policy that pleases fair-minded patrons and sportsmen and induces them to make it their headquarters.

The business was established two years ago, and new furnishings were installed at that time,

so that modern pool and billiard tables form the equipment and smooth and fast surfaces are provided for the wielders of the cue.

Three bowling alleys are conducted downstairs and these alleys of regulation size are kept



KING EDWARD CIGAR STORE
EB-26-277

in the best condition so that the highest possible scores may be felled and many contests that show superiority and skill take place here. There is always room for spectators both in the pool and billiard room and in the bowling alleys and as some clever exhibitions are constantly

taking place here, many patrons enjoy the expert exhibitions and are appreciative of the good order and gentlemanly conduct that is always maintained.

The front part of the premises devoted to the tobacco business is conducted with the same ability and completeness and there is nothing in the smoking line that can not be supplied. The firm carries all the leading brands of cigars and cigarettes, domestic and imported manufactures, and also displays the various brands of cigars that are made in Strathcona and Edmonton. Smoking and chewing tobacco, pipes, pouches, humidors, smokers sets and other articles that are required by users of the fragrant weed are handled in assortment and quality, so that the establishment throughout ranks with the best of its kind in this part of Canada.

D. M. O'Brien, the proprietor, has been a resident of Strathcona for several years and was formerly in the real estate business. At the head of his present enterprise he has shown his ability and progressiveness and has made the King Edward Cigar Store one of the most popular and largely patronized business places in our city.

Mr. O'Brien has retained the ownership of considerable property here and is regarded as one of our responsible citizens who has seen the growth of Strathcona in past years and is confident that an even brighter and better future awaits it.

A. E. SIMPSON

Contractor who has been Builder of many Fine
Residences, Churches and other
Modern Edifices

FEW people stop to consider what an effect the contractors have had on our city or on any other locality that is being rapidly developed. The general thought is, well, building is their business, and few people remember that there is work for them in any part of the country and there is no need for them to come to undeveloped communities where there is more uncertainty than in old established ones.

Yet, without builders or contractors, no city could raise to any importance, for the investor is interested through the appearance of the buildings he views; people will not plan to settle if they cannot have homes, and activities in this field is one of the surest and most reliable signs of prosperity and development.

who in the past five years has fulfilled some of the largest and most important contracts that have been executed in our city.

Mr. Simpson was the builder of the Cecil Hotel, this being the handsomest and most modernly designed hotel in our city. He was the contractor for the building and is now doing the Jewish Synagogue, also the Hutton residence on Fourth Street, corner of Victoria Avenue, undoubtedly the most magnificent home that has yet been designed in this city.

Other fine residences have been erected by Mr. Simpson, also a number of business blocks, and providing durable material, high class workmanship, and attending skillfully to every detail and specification, he has become known



A. E. SIMPSON'S SHOP AND YARD, 739 SECOND ST. EB-26-272

No doubt, the fact that Edmonton has always had competent builders has contributed much to the advancement she has made. For one thing the industrial men attracted here have always been sure of continuance and plenty of work; also he has seen the opportunities this part of Canada affords and he has done the best he could to advance his own interests and yet give that service that would mean lasting and enduring reputation and standing. So that the community and industrial men have both been benefited.

One of these men, experienced before he came to this city, and alert and trustworthy in all the operations that he has since transacted, is A. E. Simpson, 739 Second Street,

as one of the best and most reliable contractors in this section.

A shop and yard on Second Street are occupied, all materials, equipment, etc., being at hand, and some thirty-five competent men are employed.

Mr. Simpson came here from Ottawa, where he had been engaged in carpentering. Branching out so that he could plan and execute in masonry, brick, concrete as well as in wood, he has constantly enlarged the scope of his business, continued industrious and trustworthy, and has constantly been more and more successful and is numbered now among our leading industrial men, and also as one of our representative citizens.

P. BURNS & CO., Ltd.

Wholesalers from Earliest Railroad Days are Largely Represented in this City

PN the other side of the border and in the eastern part of this country are concerns of national importance whose trade reputation has been developed through transactions in food products. In some aspects their careers have been paralleled by the great western house of P. Burns & Co., Limited, though in many features their histories are unlike.

The parent concern of this big establishment in Calgary was instituted by P. Burns, President of the existing corporation, who has been transacting business in the West since before the Canadian Pacific Railroad came through. It may be easily judged, therefore, that he has had many handicaps to overcome since his development has constantly kept pace with this growing community.

That the Company has always been keenly alert to the demands of this Province is apparent when it is known that it owns a half a million dollar plant in Calgary and has plans for erecting another large packing house this fall in Edmonton.

The local business of P. Burns & Co., Limited, as it is now conducted is an important part of the twin cities' commercial enterprises, the market of the Company at 158 Jasper Avenue East being the principal retail meat business in our city, in addition to which four other branch houses are maintained.

This central store is one of the largest and most finely appointed in this section, the immense quantity of stock carried gives it precedence in its field, while the store in appointments and fixtures represents the most modern and up-to-date ideas. Cleanliness is apparent, as white wood is used for the interior, while counters, scales and other equipment are kept in the spotless condition that meets the appro-

val of those who demand hygienic exactness.

The refrigerating department is maintained in the rear of the retail store and here quantities of food products are kept on hand ready for delivery and consumption in that high grade quality appreciated by discriminating people. The concern also maintains a plant in Strathcona where some three hundred carcasses may be stored and through this resource it is always able to supply promptly either wholesale or retail demands.

The Burns Company is an important factor in the city's welfare as it gives employment to some twenty-five people and operates two wholesale teams and six horses for single rigs. This constitutes a distribution of money affecting every medium in the city where these wages are expended.

William Donald is the manager for the Edmonton district and has been located in this city for the past three years. Mr. Donald had previously been connected with the Calgary and Kootenay houses and as an experienced business man was given the responsible task of organization and development in this city. Under his administration the affairs of the Company have been largely advanced and the volume of transactions greatly increased.

The company offers goods and service that have given it desirable prestige as a leading commercial house and its continued maintenance and success is assured.

Since Mr. Donald has come to this city, he has identified himself with the best interests of the community and any movement to benefit this municipality has his hearty co-operation and support in which he is encouraged by the Directors of his Company.

FOOD—LIFE'S ESSENTIAL

The choice of proper food for the home is the daily and engrossing duty of the housewife.

It is a matter in which the husband seldom participates except as the final judge.

To see that meats are properly prepared is the duty of the homemaker but

CUT and QUALITY
are Our Business

WE SOLICIT YOUR PATRONAGE

For many years, since the towns and cities of Alberta and British Columbia were insignificant or unknown, we have been studying the needs of ever increasing numbers of consumers, until today we leave nothing undone to bring to them

Food of the Best Quality in
the Best Possible Condition

We operate Packing Houses at Calgary and Vancouver, and shall shortly do so at Edmonton also.

P. BURNS & CO. Ltd.

Dealers in Live Stock and Dressed Meats Packers of the Shamrock Brand of Hams, Bacon, Butter and Lard

JASPER AVE., EDMONTON

Branches at CALGARY, Alta., VANCOUVER, B.C. and elsewhere in the Western Provinces

of Pretoria, July to 29th of November, 1900, including actions at Belfast and Lydenberg. Operations in the Transvaal west of Pretoria, including actions at Fredericksburg (17th to 23th of October). Operations in Orange River Colony (May to 28th November, 1900), including action at Caledon River. Operations in Orange River Colony, between 30th November, 1900, and 31st May, 1902. Despatches. Queen's medal with four clasps.

Major F. C. Jamieson: (1 Br. R.C.R.) South African war, 1900. Operations in the Orange Free State, 1900. Actions at Hut Nek, Vet River and Zand River. Operations in the Transvaal in May and June, 1900, including actions near Johannesburg, Pretoria and Diamond Hill. Operations in Cape Colony, south of Orange River, 1900. Queen's medal with four clasps.

Major W. A. Griesbach: (2 Regt. C.M.R.) South African war, 1900. Operations in Orange Free State, February to May, 1900, including actions at Hout Nek, Vet River and Zand River. Operations in the Transvaal, east of Pretoria, in May and June, 1900, including actions near Johannesburg, Pretoria, and Diamond Hill. Operations in the Transvaal, west of Pretoria, July to November, 1900, including

action at Reit Vlei. Operations in the Orange River Colony, May to November 28th, 1900. Operations in Cape Colony, south of Orange River, 1899-1900. Queen's medal with



EDMONTON DETACHMENT OF MOUNTED POLICE

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four clasps.
Lieutenant W. Baty: (2 C.M.R.) South African war, 1900-1902. Operations in the Transvaal

Corps Reserve: Captains, A. Pierson, H. E. Daniel; Lieutenants, H. O. Ritchie, A. M. Sutherland, A. Bollenau.

EDMONTON STANDARD COAL CO., LTD.

Domestic Coal handled in Large Quantities Direct from Mines Within the City Limits

EDMONTON might be said to have an embarrassment of riches if such conditions could occur. It is a fact that its natural resources have not yet been wholly valued and it is possible that it will be years yet before the widest use can be found for the many materials and facilities that part of the province provides. It is known that we have a number of coal fields here but it is admitted by those most interested that we are not yet capable

mines south-east of City Park. The mines at the present time provide one hundred and fifty tons a day which is delivered practically as soon as it is taken out of the grounds while the indications are that this output can be greatly increased when larger and more economic facilities are installed. The company is being developed with this end in view and though it is now being worked more thoroughly than any other of the local mines, the management

quality is one of the best domestic coals that is mined in the Dominion. It is particularly clean to handle and makes a splendid fuel, with scarcely any soot, little or no waste and is a free burning fuel.

It is mined in egg, nut and furnace size, and its quality is so well understood and appreciated by families in Edmonton and vicinity that no storage facilities are needed. Twenty-five teams are used and these are loaded daily and successively and are in constant use for deliveries. Forty men are employed underground, and some ten more above ground and in the engineering department, so that the company in its investment and distribution of wages is one of those that places in circulation considerable money that affects every channel of this city's enterprises. The concern is promoted by men who realize the opportunities a centrally located property of this kind gives and each year is likely to see expansions that will bring profit to it and add to the reputation of Alberta as a province of unusual natural resources.

Mr. MacKay the local manager, came here from the east and has been particularly successful in organization and in affecting the greatest output and sales with the facilities at hand. The Company is on a secure footing, has the experience and ability to move forward and in the mining operations will add to its facilities as the demands warrant.

The retail trade has been developed through exploiting the worth of the coal, by attending promptly to all orders; offering reasonable prices for a first class commodity and giving the public a splendid service that is only possible where the product can be so quickly secured.

The price largely defies competition. Transportation and storage charges are eliminated and the coal going from the mines to the consumer admits of no additions of middlemen's profits. This is a condition of business that is much appreciated. Moreover home goods for home people is the disposition of Edmonton which helps to success the promotion of any local enterprise.

The management of the Edmonton Standard Coal Company recognizing this characteristic, have strengthened this good feeling by keeping faith with the public, in commodity and prices and in exploiting their own property, they are advancing the interests of this community, giving publicity to the fertile field about here and demonstrating the excellent market which Edmonton offers.



THE EDMONTON STANDARD COAL CO.'S MINES NEAR CITY PARK

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of using them to their greatest productivity and consequently we can not tell how rich or wide the ore streaks are. Much has been done, however, along these lines and the companies promoting this work are not only adding to their own assets but are demonstrating resources that add to Alberta's fame and wealth. The Edmonton Standard Coal Co., Limited, organized in 1907, and succeeding the City Coal Co., with office on Jasper Avenue, has the

future to consider and will use all progressive measures to meet the demands of the public and develop its property to its highest capacity.

The company is controlled by eastern capital with William Munns as general manager and W. C. McKay as local manager. The output of the mine encourages the capital invested in it and is a promise of what this territory contains for other investors. The coal of lignite

Edmonton, an Agricultural Centre

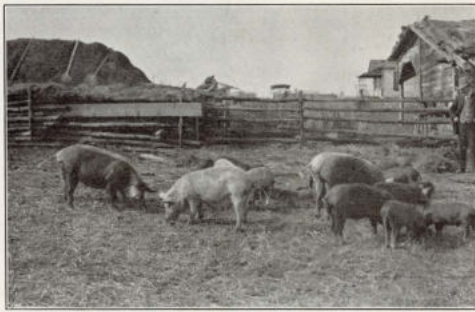
THE agricultural development of the district tributary to Greater Edmonton began more than half a century ago when Fort Edmonton was but an outpost on the vast prairie. The fertility of the soil was even then apparent in the luxuriant pasturage on which the buffalo grew fat and sleek, and the few range horses developed the toughness which has characterized them since then. The settlers of that day were not

haul several loads of grain. Likewise they have found that it pays to market milk, cream, butter, poultry and eggs as well as animals on the hoof, and that the farmer whose revenue is forthcoming in every month in a year is more independent of weather conditions and of grain market manipulation. The chief grains grown in the Greater Edmonton district are oats, wheat and barley. The oats have gained a world-wide reputation.

acre so does the weight of the oats surpass the standard. Forty-two to forty-eight pounds per bushel is not an infrequent weight for oats raised in this district. The first prize oats at the Edmonton Seed Fair in February, 1910, weighed 50 pounds. As for wheat, both spring and fall wheat are grown extensively, and as good produce as ours. In 1908 Chas. Reis, of Spruce Grove, harvested 50 bushels of Red Fife per acre of



Harvesting Scene in Edmonton District



EB-26-226

Hog Raising is a Profitable Industry

ignorant of the nutritious value of the wild grasses and grains, nor were they lacking in the knowledge that the soil which grew these grasses would quite as successfully and abundantly produce field crops and vegetables.

The growth and development of the cultivated fields of the Greater Edmonton district is a story in itself. The pioneer days have passed and with the improvement of roads, the shorter hauls resulting from the network of railways covering the country, together with better prices and competitive freight rates the agricultural development of today and of the future is great and will be greater. It is asserted with a degree of assurance for which there is every reason to justification that the development of the next decade of the agricultural resources of this district will be greater than in the whole of the last half century.

The farmers of this district have proved the value of mixed farming. They can raise magnificent crops of grain but with a foresight which has not characterized every section of the great western-country they have not placed their eggs in but one basket. They have learned the lesson that it is equally as profitable to haul a load of hogs to market as to

Yields of 125 to 150 bushels to the acre are by no means unusual. Edmonton district oats have won premier prizes at all the world's great expositions, including Paris, Chicago and

No. 1 Northern and won first prize at the seed fair of the following year. Crops of 40 bushels per acre of No. 1 and No. 2 Northern are frequently produced. John A. McPherson, M.P.P., for Stony Plain, has had exceptional success in growing winter wheat and has had yields as high as forty bushels to the acre of Alberta Red Winter wheat. Wm. Lang, of Winterburn, had forty bushels of fall wheat to the acre in 1910.

Some barley is grown for malting, but its chief purpose is to keep the land clean of weeds and to be used to fatten hogs. The yields and quality are in keeping with the other grains. Some farmers have experimented with the beardless variety and when it ripened the hogs have been turned in to do their own harvesting and thus fatten while the farmer has been permitted to give his entire attention to the harvesting of his oats or wheat.

Root crops yield well. The growth of the cities of Alberta and the opening up of new markets in British Columbia tend to keep up a steadily increasing demand for potatoes, turnips and other vegetables. Wild grasses grow to a great height. This is especially true of the Peavine and Vetch,



A Greater Edmonton Grain Field

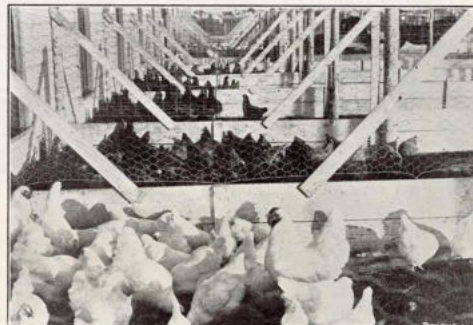
EB-26-220

St. Louis. The standard weight of oats is 34 pounds to the bushel, but just as yields of oats in this district more frequently than otherwise exceed one hundred bushels to the



Edmonton is a Dairying Centre

EB-26-283



Pens at the Government Poultry Farm

EB-26-282

and the grasses of the moist meadows. Prairie grass reaches a height of four feet and even six. The delicious Peavine is the delight of stock.

For tame grasses the soil of the district is particularly well adapted, and in addition the market is at the present time a most remunerative one.

Live stock is a valuable asset to this district. The day is past of large ranches and large herds of cattle close to the railways. Still there are more cattle in the country. Nearly every farmer has a few cattle; some with larger land holdings have larger herds. Many towns like Morinville have a weekly delivery and shipping day for live stock. In 1910 there were marketed in the Edmonton district 10,011 head of cattle and 15,054 hogs. This would mean a very large sum of money paid out in cash to the mixed farmers of the district.

Sheep have been raised in small flocks but the business of growing and manufacturing wool has not yet reached the highest development in this district, although woollen goods are imported in large quantities.

Horse breeders have been steadily improving the horses of the district and the raising of horses has been profitable. In spite of the introduction of the steam or gasoline plow, the automobile, the bicycle and the trolley, the demand has been raising the price even faster than

the farmers have raised horses. The recent horse fair at Edmonton evidenced the fine quality of horses now in the district.

Increasing population of the commercial and industrial centres of the west is a brisk demand for dairy products and cattle of the milking strains are more common than in the days of the rancher. The cowboy is being displaced by the milkman. Milk and cream are shipped on the trains to the city dairies. Creameries pay cash to the farmer for cream or milk and find a ready market for creamery butter. The manufacturing of cheese will yet be further developed.

Poultry raising is profitable as a side line on the farm, or as a specialty in or near the city. Eggs can be produced in winter and sold at a solid price. Fat poultry finds a good market either live or dressed. Besides the demand for the city consumers, the packing plant requires an enormous supply for outside markets.

The Department of Agriculture of the province of Alberta tries to live up to its motto and helps the farmer to help himself. Besides recording statistics and the establishment of demonstration farms the department encourages agricultural education in connection with

the agricultural societies, seed fairs, poultry shows, stallion shows, fat stock show and farmers' institute meetings. Short Course Schools in Agriculture are held at central points as well as Schools in Dairying. The Provincial Poultry Station is assisting poultry marketing of live stock; and the Dairy Commissioner's office helps that phase of agriculture. The weed inspectors in their work need to be backed up by an intelligent and appreciative public opinion in their efforts to help the farmers help themselves to keep their fields clean.

The following statistics are summarized from Crop Bulletin No. 8, issued by the Alberta Department of Agriculture in March, 1911. This bulletin gives the final report on grain crops for 1910 for the whole province of Alberta.

TOTAL YIELD IN BUSHELS.

DISTRICT	Spring Wheat	Winter Wheat	Oats	Barley	Flax	Rye
Stony Plain	78,325	45,640	332,676	96,610	14	72
Lac Ste Anne	1,221		21,611	6,290		
Pembina	3,861	1,164	148,931	29,936		
St. Albert	12,478	5,339	647,945	87,550		
Sturgeon	63,393	12,071	884,398	186,358	144	211
Victoria	240,093	13,475	639,811	194,314	81	303
Strathcona	78,281	15,157	500,539	164,212		
Leduc	33,986	27,074	308,881	102,406	11	
Total bushels	107,638	119,933	1,885,012	865,019	250	916

The following tables of big yields are quoted by the Department of Agriculture from the threshers' returns. The threshers' report on the total amount threshed for each farmer, but do not select any specially good fields. The yields are given by machine measure which generally weighs out much heavier.

CROP DISTRICT	SPRING WHEAT				WINTER WHEAT			
	Avg. yield for district	No. selected farmers	Their average yield per acre	No. selected farmers	Their average yield per acre	Avg. yield for district	No. selected farmers	Their average yield per acre
Stony Plain	17.92	13	29.65	23.71	15	34.92		
Lac Ste Anne	26.54	7	35.44					
Pembina	19.91	9	34.94					
St. Albert	27.98	33	47.5	29.45	8	33.80		
Sturgeon	21.80	36	32.17	24.04	11	31.39		
Victoria	17.94	65	29.45	22.65	5	29.97		
Strathcona	21.88	39	39.45	25.59	10	34.43		
Leduc	23.04	24	32.48	23.89	21	30.47		



Horse Ranch in Edmonton District

EB-26-281

The crop districts practically correspond with the electoral districts.

As this article is dealing with agriculture in the Edmonton district and as Edmonton is a city constituency, not, therefore, in the following summary, only the crop districts in the territory immediately tributary to the city are considered. If we were to consider the territories within a hundred miles or rather the districts included in the Central Alberta Development League other districts should be added.

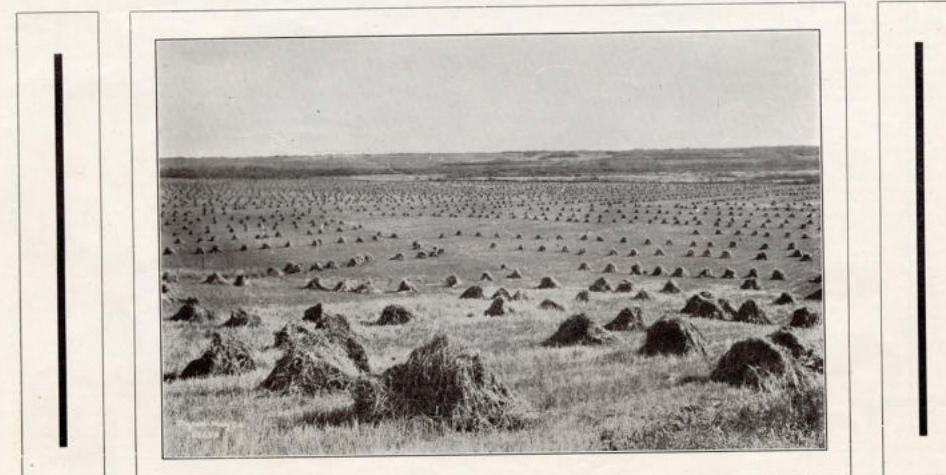
TABLE OF AREAS.

DISTRICT	Total area in sq. miles	Total crop area in acres
Stony Plain	4,104	22,305
Lac Ste Anne	15,372	795
Pembina	19,728	6,090
St. Albert	676	19,617
Sturgeon	3,626	33,366
Victoria	774	41,650
Strathcona	540	27,612
Leduc	1,260	26,540
Totals	46,090	180,117

CROP DISTRICT	OATS			BARLEY		
	Avg. yield for district	No. selected farmers	Their average yield per acre	Avg. yield for district	No. selected farmers	Their average yield per acre
Stony Plain	29.92	32	46.39	22.88	28	36.24
Lac Ste Anne	38.32	18	52.99	33.65	10	47.18
Pembina	31.31	71	46.90	24.86	35	35.99
St. Albert	40.31	129	52.34	30.02	87	39.63
Sturgeon	35.22	147	48.31	27.93	83	34.78
Victoria	32.61	70	47.07	22.71	82	35.26
Strathcona	31.29	93	45.05	29.20	96	36.20
Leduc	30.13	34	48.28	25.27	32	35.20

In the above tables of big yields the department considered yields of wheat showing 25 bushels and over; oats of 40 bushels and over; and in barley yields of 30 bushels and over.

In another report the Department of Agriculture state that in the whole province 105 farmers had 35 bushels or more of wheat per acre; 44 farmers reaped at least 70 bushels of oats per acre; and 164 farmers threshed a considerable number of these were in the districts tabulated above. In fact several individual yields for separate fields were reported last harvest as yielding over 100 bushels of oats to the acre.



Representative Wheat Field in Edmonton District

EB-26-241

JAMES GALLAGHER & CO.

Real Estate Dealer who Shows Faith in his Own Propositions

THOUGH property in Strathcona has not reached the high valuations that are maintained in Edmonton, there has been in the past six months unusual activity in realty operations and those who are best able to judge, are confident that some of the most profitable investments in Northern Alberta may be made right here. One might say this is all real estate men's talk, but if any one desires to investigate they will find that this opinion is held by impartial and unprejudiced folk. But even where it is real estate men's talk, it will be found that the real estate men are acting upon that belief and are ready to put in their own money as well as their clients. As these dealers are in a position to know just what is taking place, are experienced in values and have studied con-

ditions, traders can certainly follow their example and look for quick profits and returns. Jas. Gallagher & Co., 7 Whyte Avenue West, is one of the concerns that has every faith in the future of Strathcona. This company has been in existence for six years and as one of the oldest real estate concerns in our city, has every facility to predict the future from its experiences in the past.

community, these two subdivisions must be taken into serious consideration by persons who are looking for fine locations or for investors who desire to turn over property at a profit and in a short time. Both of these divisions are only two blocks from the University and River View Heights borders the river. Beau Park is a short distance back from the river, but both sites have attractive outlooks, are on high and dry ground and at a high altitude that guarantees pure, free and wholesome air.

The sites will both be convenient to the high level bridge and street car facilities, yet will be apart from noise, smoke or other disturbance of a business or manufacturing community. These divisions will be sure are pretty well sold out, but Mr. Gallagher has so many clients

Painters' and contractors' supplies are also handled to a large extent: granite, tinware and kitchen and dining room utensils being shown in convention patterns and also in any of the improved designs. Silverware, cutlery etc., are also handled. Guns and ammunition and sporting goods are carried to some extent. W. N. Bunting, the managing director, of the corporation, has been brought up in the hardware business and is one of the most widely experienced men in this line that is located in our city. Mr. Bunting knows the business from a retail and wholesale standpoint, as he has been engaged in the different fields of this industry. As a travelling salesman for different wholesalers he has made Edmonton his home for the past five years and has covered the territory from Lethbridge to Lloydminster. Preceding this he was in the retail hardware business and is thoroughly informed concerning all the requirements of the business, from the purchasers' and sellers' views.

that he can usually negotiate any deal that a customer demands.

Into city property is also handled by him, while the concern offers accommodations in loans and insurance, negotiates mortgages and handles stock, the old establishment of this house and the reliable reputation it has giving many patrons entire confidence in its advice.

Mr. Gallagher, now sole proprietor of the company, formerly had a partner, and before locating in this city had been in insurance business four years in the east, a training that has been of good service to him, in his present enterprise, connected with realty and finances.

He is the process issuer for the Strathcona district, in addition to being one of our substantial business men, being regarded as a public spirited and influential citizen.

In this instance we may cite the career of William H. Clark & Co., whose plant on Ninth Street for the manufacture of interior finish is kept in operation to its fullest capacity and



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W. N. Bunting & Co.

One of the Most Modern Hardware Establishments in Northwest

THOUGH Edmonton welcomes any new industry that may see fit to locate in this field, and offers each concern ample opportunity to reap substantial rewards from its endeavors, there is a public spirit and pride in this community that is particularly pleased when commercial enterprises are founded on a scale commensurate with its present demands and its future prospects. Among the newer mercantile houses that recognize this condition is W. N. Bunting & Co., Ltd., 515 Namayo Avenue, established last May, and having in floor space, fixtures and stock one of the most complete and modern hardware establishments in the entire Northwest.

Counters, shelves, drawers and other compartments are made of hardwood that harmonizes with each other. Every class of goods is kept in convenient spaces and each one is correctly labelled, so that there is none of that searching, investigating or doubt when a certain material is asked for. A stranger knowing something of the hardware trade could walk into the store for the first time and supply his own wants. Shovel and builders' hardware are carried in large and recommended assortment, the manufacturers who have reputations for certain lines being represented and as far as possible the stock is chosen from those producers who stand behind the material and workmanship that compose the parts of any manufactured commodity.

Oils, paints, etc., are dealt in, garden and truck implements, also hand tools and some machinery used for agricultural purposes. Ranges and stoves are handled, and this concern has entered an exclusive field in dealing in Gurney's hotel supplies which comprise ranges, steaming tables, coffee and tea urns and designs of this nature.

Painters' and contractors' supplies are also handled to a large extent: granite, tinware and kitchen and dining room utensils being shown in convention patterns and also in any of the improved designs. Silverware, cutlery etc.,



EB-26-243

are also handled. Guns and ammunition and sporting goods are carried to some extent.

W. N. Bunting, the managing director, of the corporation, has been brought up in the hardware business and is one of the most widely experienced men in this line that is located in our city. Mr. Bunting knows the business from a retail and wholesale standpoint, as he has been engaged in the different fields of this industry. As a travelling salesman for different wholesalers he has made Edmonton his home for the past five years and has covered the territory from Lethbridge to Lloydminster. Preceding this he was in the retail hardware business and is thoroughly informed concerning all the requirements of the business, from the purchasers' and sellers' views.

W. H. Clark & Co., Ltd.

Building Materials of all kinds Manufactured at Large and Modern Plant on Ninth Street

IN a new country one of the greatest needs is building material that can be secured without delay. The erection of homes and business places is not only of primary importance but sometimes the convenience or inconvenience of getting them decides the question for the new comer as to whether he will go or remain in that territory which he has entered.

It is fortunate for Edmonton that it has practically always had builders and material to supply the demand even when the demand was heaviest and this has been due to the foresight of some of the men who came here when the city was in its infancy and yet could see the opportunities that were to come and began at an early period to prepare for them.

In this instance we may cite the career of William H. Clark & Co., whose plant on Ninth Street for the manufacture of interior finish is kept in operation to its fullest capacity and

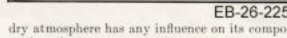
Canada's Greatest Piano

Ye Olde Firm Heintzman & Co. Manufacturers of Highest Grade Grand and Upright Pianos. Large Production Made Necessary by the Demands from the West. The Firm's New Player-Piano Creating Wide Interest

FOR over fifty years the pianos of ye olde firme of Heintzman & Co. have been before the Canadian people. One standard alone has been adopted by the house—and that has been the highest. It has been so with their famous pianos, which have been the one and exclusive choice of great visiting artists like Tetrazzini, Melba, Nordica, Calve, Mark Hambourg, Fredheim, Burnmeister, Jonas, and a host of others.

Heintzman & Co. have recently invented a player-piano that has no equal in any part of the world—made peculiarly distinctive because of its aluminum action.

The distinctive features of the player-piano were lately demonstrated at Edmonton and Calgary exhibitions and its particular efficiency for this part of the country has readily shown and acknowledged. Because of the aluminum action this player-piano is not affected by either extreme heat or cold; and neither moisture or



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dry atmosphere has any influence on its component parts.

Heintzman & Co. have for some years been represented in this city and at its warerooms, 524 Jasper Ave. West, models of different styles are shown; the scale in the upright or grand piano being practically identical; while beautiful cases enclose the works of each one. A case in dull Circassian finish is being exploited at this time. This case has met with favor among manufacturers and purchasers in the United States and elsewhere, and ever in the fore this Canadian firm have embodied this style of piano in their beautiful art series. Walnut, Mahogany and Oak cases are shown in handsomely carved or simply designed effects; the case allowing a scale of prices which range from \$450.00 up for uprights and from \$800.00 to \$1,500.00 for grands. The Wormwith pianos are also sold so that a choice is furnished every person who may have to seriously consult their capital before they can acquire a piano.

The Heintzman & Co., with factory in Toronto, is a house of experienced piano makers; the founder of the business having learned scale making in Germany and transmitted his knowledge and training to his sons.

Mr. H. W. Ingram is manager for the Company here. He has been with the firm for a number of years, and stands for the trustworthy principles maintained for the parent corporation, while Mr. J. D. McCutcheon, the provincial manager, with headquarters in Calgary, visits our city frequently.

which way back in 1895 was a pioneer in the production of building materials.

The first factory of Clark & Company was located on First Street and for ten years this establishment was in constant and increasing use until finally its capacity was exhausted and the present building occupying a block from 808 to 808 Ninth Street was built and occupied in 1905. Here the two-story structure gives an acre of floor space and the most modern and economic machinery is operated so that orders may be turned out promptly and the best materials produced expertly and expeditiously.

Sash, doors, blinds, interior finish of all kinds are manufactured and the handsomest homes in our city, a large number of the commercial houses and business blocks have been finished with the fixtures, stairs, mantels and other hardwood designs that have been produced at this factory, giving employment to 75 or 80 men.

In addition to the products manufactured by this house, Clark & Co. are dealers in lumber, laths, cement and lime and the contractor or individual builder making plans for any sort of a structure can submit specifications here and have prices submitted that will be as satisfac-

Imperial Stables

High Class Horses and Carriages Furnished by Extensive and Up-to-date Concern

IT was only a few years ago that misanthropic prophets predicted that the days of the horse were numbered and that automobiles were to be used so commonly that people who had investments in horses, carriages, stables or harness were doomed to failure and destruction. Granting that the automobiles have come to stay, it must also be admitted that misfortunes have not yet overtaken stable or horsemen and while the motor carriages answer some purposes there remain enough uses for the horse to make dealings in them a successful and increasing business.

The Imperial Stables, 620 Fifth Street, is an evidence of the demands that are made for horse-flesh, this concern being one of the largest in the Northwest, having one of the most commodious and extensive properties that is used for similar purposes in this province, and giving a service through its large stock and facilities that is not surpassed anywhere.

The stables are a modern and up-to-date building which was erected and occupied in October, 1908, having floor space of seventy-five hundred square feet, and a second floor which is used for storage purposes. A capacity for fifty horses is provided, and the company takes in only a few boarders, needing all this space for the many animals it owns itself. These animals are among the most stylish and highest bred that are driven in this part of the country, and two teams and a single one here away the red ribbons at the recent exhibition of the Edmonton Fair.

For city driving, calling, or for carriages that are used in social affairs, this organization provides this equipage that custom and style demand, among the carriages that are owned being coupes, Victorias, landaus, broughams, coaches, etc., competent drivers being furnished and all the accessories, such as whips, robes, mats, metal or jewelled mounted harness, are appropriate for the occasion.

Twelve men are employed, and this large staff means that any order can be filled promptly



IMPERIAL STABLES, 620 FIFTH ST.

and at any time.

J. E. Lambert, the proprietor, has been in the stable business in Edmonton for the past five years, and formerly located on Third Street. He is the owner of his present property and had the stable constructed three years ago, to meet the extensive trade which he had built up. His enlarged facilities have allowed him a wider field and in his present location he has had a constantly increasing business, the Imperial stables being known as the most important business of its kind in this section of Alberta, and Mr. Lambert one of the most experienced, enterprising and reliable stablemen and proprietor.

tory as can be made in any part of Alberta—added to which is the most desirable assurance that materials will be delivered at any time desired.

William H. Clark, the head of this concern, is one of the men to whom business is a recreation and from the time he located in Edmonton his desire has been to see the city reach the eminence it deserves and to do his part in promoting it to the conspicuous position it now holds. His own affairs would naturally prosper accordingly and this has been the result so that Mr. Clark is now one of our foremost industrial men and one of our leading and influential citizens. This position has not been accomplished by being idle while Edmonton grew up around him. He has at all times been vigorous, sagacious and alert in extending his own transactions.

Mr. Clark is the president and manager of the Edmonton Lumber Company, was alderman in 1903, school trustee, is a member of the Edmonton Club, Masons, I.O.O.F. and S. of E. His success in his own enterprises has given the public confidence in his judgment and discretion, and he is regarded as one of Edmonton's prominent and influential citizens.

J. S. McWITHEY & CO.

Real Estate Dealers who are Familiar with Values and Conditions

IN Strathcona as well as in Edmonton there are people who will tell you that you can make no mistake if you buy land in this city. Yet any person with an ordinary amount of intelligence realizes that some properties are surer to advance in value than others, and that while all purchases will ultimately show a profit, there are some that will do it much more quickly than others. The ordinary buyer does not feel competent to say which property is going to increase in valuation soonest and so he likes to trade with reality



J. S. McWITHEY EB-26-120

dealers who have been long enough identified with this community to be able to make the proper selection.

Though the firm of J. S. McWithey & Co. has only been organized since last spring, there are reasons why this company in such a short time has gained the confidence of a large patronage. In the first place, Mr. McWithey has been a resident of Strathcona for the past thirteen years and has been an investor in real estate on his own account much of that time and has also conducted transactions for others.

A short time ago he sold a Whyte Avenue lot for nearly six thousand dollars that some years ago cost him one hundred and twenty-five dollars and while this immense profit may not be duplicated at the present time, Mr. McWithey judges the future by what he has experienced in the past and predicts that increasing values for many years to come will be the rule. He practices this belief as he is by no means disposing of all his property but holds a large amount in different parts of the city.

W. H. Bockus, of the firm, came here five years ago, and being a jeweller by trade, opened one of the first establishments of this kind here. Later he sold it out, has been in Calgary since and in other parts of the Northwest so that he knows by comparison just what the opportunities of this city are, his returning here being sufficient illustration of the confidence he has in its present and future.

This firm, with office at 9 Whyte Avenue, West, has all kinds of property listed with it and the principal subdivisions that are also handled in Edmonton are listed here, the company having some especially desirable sites in King Edward Park, Strathcona Place, Parkdale and others, from the favor that is being shown Strathcona as a place of residence, the deduction being made that these districts will be most quickly inhabited, so that persons looking for home sites should enter the market now, or others who would like to invest and



W. H. BOCKUS EB-26-119

turn over this money have also this remarkably good opportunity.

McWithey & Co. have one of the largest lists of good farm property that is offered anywhere in the two cities, while inside city property is also dealt in, this firm not only repeating the much used expression that all property is good buying but exerting its experience and ability to select the best buys for itself or its many patrons.

Mr. McWithey, who is the sheriff's bailiff in this district, has in this capacity learned much about this country and as a man of affairs, he has come in contact with many people who have given him their patronage since he became established in real estate operations. Mr. Bockus also has clients outside of the city and the confidence that is held in these two men is bringing capital to our city that would otherwise have remained away from it.

The company is regarded as one of the most able and trustworthy in this field and Messrs. McWithey and Bockus are numbered among our substantial and representative citizens.

THE A. MACDONALD CO.

Wholesale Grocers who have had Remarkable Increase of Business in Past Eight Years

THOUGH there are rumors and statements of the remarkable success which some of the business houses in Edmonton have achieved in recent and comparatively few years the proof is not offered in entirely convincing manner on some of these occasions. Though there may be no doubt of this most satisfactory result, such statements are easier to believe where the facts are outwardly substantiated. The ownership of substantial property; an increased capacity for transactions and an added force of employees are all significant proofs that speak for themselves.

Among the concerns whose growth is attested in incontrovertible manner is The A. Macdonald Company, wholesale grocers, located at 660-666 Third Street. Though established in our city only for the past eight years, the company erected its own block on Third Street and has occupied the greater portion of it for the last five years. The block, a brick structure of four floors, has a frontage of one hundred feet on Third Street and runs to the rear one hundred and thirty feet. The Macdonald Company uses three-quarters of this entire building which gives it a working area of thirty-nine thousand square feet.

The company's own spur track is laid at the rear of the building so that its carload shipments can be easily unloaded and its consignments, shipped to all parts of the province, quite as conveniently and economically placed on board.

Such facilities make the Macdonald Company one of the finest and best equipped in this part of the west for conducting a wholesale business and the conveniences it

has established affects the trade generally. This corporation buying goods in immense quantities gets the lowest market quotation. The quantities bought give it the privilege of special cars that are forwarded without delay and the whole transaction is facilitated and economically administered so that such advantages are shared with customers of the house.

The development of the business is also apparent in the fact that when the Macdonald Company was first instituted here two people were employed and the present force numbers thirty.

The company is at the present time installing a cold storage plant which will give it an improved service that is somewhat rare in this section.

As wholesale dealers in staple and fancy



THE A. MACDONALD CO.'S EDMONTON WAREHOUSE, 660-666 THIRD ST.

EB-26-227

groceries, this company with its ample capacity and its extended trading facilities, has one of the largest stocks that is carried by any company in the Northwest. Many of the goods dealt in are handled exclusively by this house and this privilege is more than ordinarily easily obtained as the company's branches are so wide and extended as to cover the country from Winnipeg to the coast.

Head offices and warehouses are located in Winnipeg while branches are conducted in Saskatoon and Moose Jaw, Saskatchewan; Lethbridge and Edmonton in Alberta; Kenora, Ontario; and Vancouver, Nelson and Fernie, British Columbia. The purchasing ability of the company can thus be estimated and its standing in the commercial world is as sound and stable as its policy is energetic and progressive.

The officers of the corporation are A. Macdonald, president, and J. C. Macdonald, vice-president.

Harry H. Cooper is manager of the Edmonton Branch, and it has been through his offices and enterprise that its transactions have been so remarkably increased. Backed by personal efforts has been the company's great resources and advantages and they have been fully exemplified in Edmonton traffic. Not only are our local retailers to be issued every month secure business where rail-road facilities allow and even penetrate to more remote settlements where trade is carried on without modern conveniences.

As representative of the Company, Mr. Cooper has covered and developed this field; is imbued with that initiative and advancing spirit that has made our city what it is, and is particularly impressed with the future as well as present possibilities of Edmonton and vicinity.

ALBERTA MILLING CO., Ltd.

D. R. Fraser's Early Venture Lead to a Great Industry that Benefits wide Territory



D. R. FRASER

EB-26-319

NOW that the supremacy of Edmonton's position in the north-west has been established as a commercial centre, the still ambitious ones look for more worlds to conquer and are confident that our city's position as the natural point of supply and distribution for the north; may be enhanced by making it market to, which other countries must come. That this point of world-wide transactions is not impracticable is being shown by the Alberta Milling Company, and when it is remembered the modest beginning that this industry had and the high results it has already achieved, it may be assumed that its prospective plans will be carried out with the same application and determination that have been characteristic of its earlier course.

The company in reality an offspring of the flour and saw mills instituted by D. R. Fraser in

believed that within two years at least consignments will be made to Japan and Hong Kong and a more speedy realization of ambitions would be looked for if the company had the capacity to supply such a trade. Before this can be done successfully a new mill will be necessary and other extended equipment.

The plant as it is now operated, is a most conspicuous one for this part of the country and the mill which is installed with the most improved and modern machinery is able to turn out three hundred and fifty barrels of flour a day. The power and engine house is adjacent to the mill, also two elevators which have a capacity of eighty-five and forty-five thousand bushels.

The manufacture of the fine brands of flour that are produced here also offers a market for the growers in this section, the wheat being taken from the raisers in this section, east as far as Hardisty, south as far as Calgary and Lethbridge, on the Lacombe branch of railroad and on the C. N. lines in Alberta.

Barley and oats are also dealt in and the manufacture of mill feed carried on. In every operation of the company, superiority has been the aim and in the brands of flour placed upon the market this aim has been realized so that the company has developed its business upon that lasting foundation of quality.

The trade names: Capital, Superior, Leader, Strong Bakers, XXXX, are all indicative of high grade and through the selection of first class wheat, thorough and efficient mill processes, and skilful attention to every detail; a flour has been sold in many parts of the Dominion that carries the fame of the Alberta Milling Company into widely separated regions and brings to mind our city of Edmonton where the industry is operated.

The company has its own spur track and through connection with the Canadian Northern, is able to bring directly to its doors its raw materials and to load cars with the same facility and convenience. Such an accommodation means economy in shipments and loading and unloading, and assists the company to place its flour upon the market at prices that will meet competition from any source.

The company has in Mr. Bolton a manager of skill and experience whose practical knowledge is advantageous in producing a quality flour whose excellence is always maintained. Mr.



ALBERTA MILLING COMPANY

EB-26-228

1881, has been occupants of the premises north of the C. N. depot on Third Street since 1905, the company being organized the year preceding. The officers at present are: D. R. Fraser, President; Alfred Brow, Vice-President; Andrew Whitlaw, Secretary-Treasurer; F. E. Bolton, Acting Manager.

The predictions that foreign trade will soon be coming to this city is already verified by this concern, which has this year opened negotiations with England and Belgium and made shipments to those countries, while other negotiations are pending that will open still wider territory for this organization. It is

Fraser is the only original member of the corporation at present, and it is fitting that he should still be at the head of an expanding industry whose unassuming beginning was initiated by him.

Mr. Brown is a well known resident of this city and an investor in other enterprises, and Mr. Whitlaw though but a comparatively short time in his present responsible position, is already welcomed as a resident, while recognition is being increasingly given him for his progressive business ability, and for the earnest and fruitful efforts that are adding to the operations and reputation of the Alberta Milling Co., Ltd.

SAVOY HOTEL

Only European Hotel in City Recently Remodelled and Opened
by George Brown

WHILE Edmonton has from its earliest days been well provided with hotel accommodation, there has been something lacking until the present, as all hotels were conducted on the same policy and it is only through the enterprise of Landlord George Brown that a complete change has been made and the Savoy Hotel, 418 Kinistino Avenue, on the European plan, the first European plan house that has ever been conducted in this city.



SAVOY HOTEL, 418 KINISTINO AVE.

EB-26-231

The advantage of this policy may be easily estimated. Edmonton is becoming too large a city to be without a hotel of this kind. Many people who make this their headquarters for visiting or business are often called some distance from the centre of the city or to neighborhoods where they drive. In consequence they are irregular at their meals and naturally

prefer to take them where they happen to be at that time. However, no one cares to be paying for anything twice and the American plan of hotel thus offers an inconvenience and expense which is overcome by the European plan house, while many guests outside of the expense like to have no feeling of responsibility such as they have when they are due to dine or sup at a regulated hour.

The Savoy, however, presents more than these advantages for the front building which is only a year old, has been extended by the addition in the rear of a four storied brick building which in all gives this hotel some sixty-eight rooms. All of the house is in up-to-date condition, but the new part has of course been furnished new throughout, and in tasteful furniture, draperies, and carpets, offers the most desirable surroundings and accommodation that can be found in this city.

Handsome suites have been planned also single rooms

with bath, hot and cold running water are conveniences that each guest may enjoy freely, steam heat, electric lights and electric bell communication with the office being other modern facilities that are provided.

The hotel, which was formerly known as the Kinistino Temperance Hotel, has been granted a license and one of the finest and handsomest

bars in the province has been installed. The flooring, solid polished wood counters and fixtures, long mirrors and glittering glassware are part of the equipment and the one of the best stocks of goods in this city is carried.

A grill room is also to be a feature, this providing accommodation for the guests of the house and also for those people who want dainty food or finely cooked comforts or luxuries. The grill room will be open until late at night or early in the morning and those who are familiar with Mr. Brown's reputation are confident that for a steak, chop, lobster or other edible, whose freshness and cooking are of paramount importance, can best be obtained here.

The office has been handsomely fitted up and the lobby contains deeply upholstered chairs that make for comfort and contentment. A staff of twenty people is employed and arrangements are made so that every department of the house will be efficiently cared for and expert service given to each guest.

Under the management of Mr. Brown the highest efficiency will be obtained, as Mr. Brown has had experience in this class of work and has shown his ability and progressiveness in our own city.

Mr. Brown is now planning for his roof garden which will be the finest one in the Dominion.

He was the proprietor of the Post Office Cafe for a year and a half, and made that restaurant one of the most popular and largely patronized that has ever been known in this city. Formerly he was in similar occupations in Montreal and the States and five months ago he purchased the Kinistino Temperance Hotel property, which he has been changing and developing in the meantime.

The grill room will be arranged artistically and attractively and other public apartments in the hotel will be maintained on the same standard. All will be ready the middle of September, though even now the house is having a large number of guests whose approval shows that the direction of the house is sure to please the most fastidious and exacting.

Mr. Brown in his career here has shown himself to be a young man of up-to-date ability and resource and having a genial disposition and a courteous consideration for all with whom he has business transactions, there is no doubt that he will make the Savoy one of the most popular hotels in town and increase his own prestige and reputation by so doing.

THE EDMONTON CLOTHING CO.

One of the Old Ones. Most Complete Men's Wear Shop, has High Grade Stock to Satisfy Trade

THOUGH our city undoubtedly has more retail establishments of certain classes than will be found in cities of twice its population, it must not be assumed that their success is certain from the moment they are started. On the contrary, the large number of enterprises conducted here gives rise to strong competition, which means many advantages to the trading public and success to those concerns that cater liberally and completely to the public.

Of clothing and men's furnishing houses we have many; yet some through up-to-date and trustworthy merits have continually advanced in favor and patronage, while others have been content to see trade pass by them and seek those establishments where they are sure of trading advantages and satisfaction.

Among the concerns whose careers have been steadily forward and upward may be mentioned the Edmonton Clothing Co., 215 Jasper Avenue East, next Imperial Bank, which in the ten years of its existence has given a service to the public very much appreciated by people who recognize liberal methods and a square deal.

The Company is the representative in this section for the "Progress" Clothing and though this is a leader other manufacturers' goods are shown in suits and separate garments. The "Progress" products are given preference because the clothes made by this Company may be recommended as typifying the latest thing in style and good form and because the materials used are expertly selected for durability and lasting wearing qualities. Skilful tailors are employed by these manufacturers so that fits for all figures are the best that can be secured in ready-to-wear clothing and the processes

and materials utilized assist in the shape retaining qualities of the clothing.

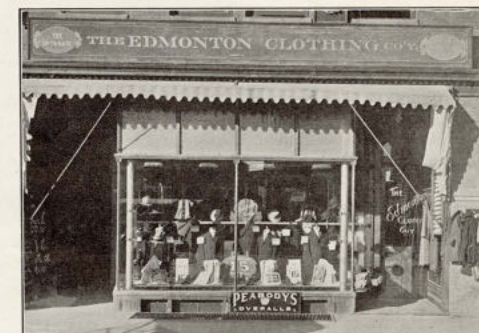
Other makes of clothing dealt in by the Edmonton Clothing Co. have similar characteristics, so that patrons who want to be up-to-date in dressing and secure clothes that will give them long service are among the many patrons of this house.

The high standard maintained in the clothing line is duplicated in the men's furnishing and shoe department. This concern is the sole agent for the Florsheim Shoe, manufactured in Chicago, and admittedly one of the highest grade products of the United States, with a reputation for reliability as wide-spread as its trademark.

The Stetson and Buckley hat, Arrow collars, Cluett shirts are also handled in all sizes, styles and seasonable materials on the market, while hosiery, neckwear, men's underwear of different weights and textures are shown in such assortment as to supply any ordinary or unusual demand.

The main floor of the Company is one of the most completely stocked in our city and a large surplus stock is carried in the basement. Four people are employed.

W. Diamond, the proprietor of this business, is also proprietor of the Diamond Clothing Co. in Calgary, established in 1892, and has one of the largest businesses of this kind conducted



THE EDMONTON CLOTHING CO.'S STORE, 215 JASPER AVE. E.

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in the city to the south of us. Mr. Diamond is, however, a resident of Edmonton, and his experience and ability applied to the conduct of the Edmonton Clothing Company has been productive of its present high standing and success.

WESTERN CARTAGE CO., LTD.

Transportation and Warehouse Concern that has Up-to-date Facilities
In These Fields

THE high cost of living is a question that agitates many people in all parts of the country, and while it must be admitted that the prices of necessities has advanced in recent years it must also be acknowledged that many utilities and conveniences have been devised that assist in the economy of operations and reduces expenses in many ways that would affect the prices of commodities.

It is in connection with such savings as may be effected through transportation that the Western Cartage Company may be mentioned, for through transportation and warehousing this corporation furnishes facilities that assist in keeping prices reasonable in our city on all lines of merchandising.

This Company attends to the transportation of carloads of goods and to their distribution. The advantage of this operation is that a retailer, wholesaler or manufacturer may have a small consignment of goods that can be entrusted or secured through this house and will be handled in its cars. If the individual consignees were to have a small lot of goods come to him direct he would pay considerable for the freight or express and also be doubtful when the goods would arrive.

The Western Cartage Co., Ltd., having specifications of its goods, can allow whatever space is required for each customer, giving him the rate of carload lots, since it is carload lots that are coming through for the Cartage Company, and can also give the customer assurance

of the day of delivery since it knows when its cars are filled and ready to be moved.

Added to this is the warehousing facilities of the Company, which allows a dealer to buy in a reduced market and to keep his goods until there has been an advance. The warehouse is also a convenience for new concerns that are some length of time in getting everything in place, yet are practically stocked through having resources at this warehouse.

The facilities afforded by The Western Cartage Co., Ltd., are accepted by the greater number of mercantile men in our city and the benefits that accrue are shared by consumers to whom lower prices can be made in consequence of the Cartage Company's transactions.

This Company has its own spur track on the Canadian Northern Railroad and by which direct connections can be made with all the railroads in this section. The warehouse occupied contains three floors and offers a capacity of close to twenty thousand square feet. The consignments are in a number of cases for customers outside our city and are re-shipped from this central point. The greater business dealings are with concerns within the limits of this municipality and this concern does the carting, utilizing for local deliveries eight teams.

Nineteen people are employed and this shows the successful development of the business in the past six years as when it was founded in 1905 a small staff was all that was needed to

take care of the traffic. Less than two years ago the warehouse facilities were added and this branch of the business has added to the volume as well as importance of the Company's transactions.

The corporation has for its officers: C. W. Leonard, President and Manager; W. A. Leonard Secretary-treasurer.

President Leonard has been in the west for the past twenty years and active in a number of the enterprises of this district, saw the need as well as the opportunities of a cartage and distributing company and was one of the counsellors and promoters of this enterprise.

An arrangement has been entered into with several large concerns who assemble freight at Hamilton and other points in the east and every facility is made use of for the forwarding of freight in the cheapest and most expeditious manner.

Secretary Leonard is a hustling young business man, well informed in the cartage and warehousing business and co-operates with President Leonard in the initiative and enterprising movements the Company has made since it was first organized. Both have applied industry and energy to the development of this business and in extending and improving their opportunities have added to the merchandising utilities of our city.

They are young men alert to the demands of the times whose present and future can only be measured by the importance and growth of Greater Edmonton.

IMPERIAL SHOE STORE

Largest Exclusive Shoe Store in Our City, has Modern Facilities and Extensive Stock

THOUGH Edmonton has a number of department stores that give most efficient service in their fields, there is among many people the conviction that they are never so well served as when they trade at an establishment that gives attention to one class of merchandise. The trend of the times is toward specialization and there can be little doubt that the firm that attends to one particular field of operations can give much more thorough and experienced attention to

This concern, in fact, is one that believes in making customers' friends who will come again. The first sale is only the opening and the success of the company has been developed through making this opening a permanent one, creating confidence by the first dealings, and maintaining and enhancing it through subsequent transactions.

The Invictus Shoe is the specialty in which this concern takes the greatest pride and satisfaction, and in recommending this make of footwear it has been careful to assure itself that nothing better is made. The Invictus is made by the George A. Slater Co. in Montreal, and the plant is one of the largest in this country, employing some of the most expert shoe-makers on the continent.

This company produces every size in narrow or wide ones, offers lasts of the most seasonable and stylish design, and puts into the construction of either men or women's shoes leather of the highest quality and most lasting service. Fancy designs in lasts and stitching is shown in this concern and samples of its finest workmanship are carried by the Imperial Shoe Store here.

This Company also handles Sorois shoe for women, this being one of the best known and most comfortable fitting shoes that are made in the United States and which has a large call from our American residents here, who cannot believe that just as good boots are made on this

side of the border as on the other. This ought to be true as in the past few years Canada and the Western States have taken away from the shoe centres in the east some of the most expert shoe men that have been raised there.

Slippers and fancy footwear are handled extensively by Thom & Webb of the Imperial Shoe Store.

The Imperial Shoe Store has one of the best locations in our city and its windows on Second Street and Jasper Avenue are utilized for attractive and conspicuous displays while the stock inside is arranged neatly and attractively and all modern and up-to-date conveniences are installed for the comfort of customers while they are being fitted or are examining the goods. Six capable people are employed and alert and courteous service is the rule that proprietors and assistants follow.

The firm composed of James M. Thom and Martin W. Webb, has for its manager Mr. Webb, Mr. Thom being engaged in various other enterprises, and for a number of years being a responsible government employee. He is now a member of a real estate company.

Mr. Webb, however, has been in the retail shoe business for a considerable period, and in Edmonton for the past nine years, having been employed by the McDougall & Secord Company four years after which the concern in which he is partner and manager was organized.

Mr. Webb gives that strict and interested attention to business that makes him well informed about all matters of the trade and gives him the insight and knowledge to cater correctly to the wants of his patrons, and service and reliability are the features by which the volume and standing of this business has been attained.

Mr. Webb is a member of the Board of Trade and Retail Merchants' Association, and is interested and industrious in municipal matters, second only to his energetic application in advancing the affairs of the Imperial Shoe Store.



EB-26-230

THOM & WEBB'S IMPERIAL SHOE STORE, COR. JASPER AVE. AND SECOND ST.

them than as if he had a dozen of departments under him, all demanding time and facilities.

There is no doubt but what the Imperial Shoe Store, corner of Second and Jasper, has the discriminating patronage that demands particular goods and attention. The business has been established for the past five years and in that time particular attention has been devoted to the wants of the public and to giving them goods that will meet with satisfaction and appreciation.

ALBERTA LUMBER CO.

Remarkable Volume of Business in B.C. and Native Lumber carried on by this Concern

It would have little effect what the disposition of community or a people were if they could not get the supplies to carry out the aims and ideas they had in view. The land would remain unutilized if implements for that purpose could not be secured and the community would remain unpopulated if materials for homes and other building purposes could not be procured. Thus as it will be seen, a territory's development depends more upon one essential, though of the greatest necessities, the lumber for building purposes must be counted as among the most important.

It may be quite truthfully said that development in Central Alberta has never at any time been delayed through lack of building materials for the pioneers early foresaw the need of this commodity and made haste to supply it. As the country has grown, the number of industries has increased and to-day we have as many lumber concerns of different sizes as any city of its size in the country.

Of the retailers in lumber, one of the largest concerns in the north-west is the Alberta Lumber Company with office and yards at Clara Street and Ottawa Avenue. The premises occupied comprise seventeen lots or half an entire block and this capacity is required for the immense quantity of stock that is always kept on hand.

The company is the largest dealer in British Columbia timber that is used in this section; immense quantities already manufactured and ready for building purposes being received while in addition to this line of goods, the manufactured products from what are practically local timber limits are also purchased and sold at retail. Native spruce and poplars are handled

in the different dimensions that are demanded by builders and contractors. Coast fir, mountain fir, larch, pine and hemlock are also very largely traded in; spruce boards, spruce ship-lap, flooring, ceiling and siding, spruce finish,

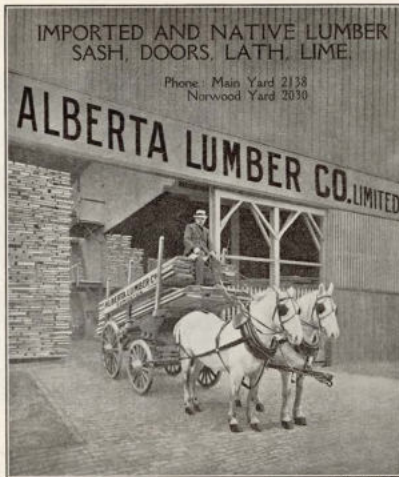
in this section and buying in large quantities gives it a favorable price so that the durable and desirable woods that come from our western provinces are sold here as cheaply or for less money than the timber that is cut and shipped from a much shorter distance to the north of us.

The Alberta Lumber Company is one that has been identified with our city during its period of most rapid growth and development and the transactions of this house have done much to keep the market supplied and to allow that condition of going ahead which is to be so much desired in any new or rapidly growing settlement.

The company has been engaged in business here for the past six years and though its stock is held by Eastern capitalists they have completely understood the situation and have been alert to give Edmonton the promptest and most complete service.

R. S. Robertson, the manager of the company, has been with it since its inception, and having been a resident of the west for years and identified with the lumber trade, he has been particularly well qualified to attend to the interests of the corporation and give the public the greatest accommodation in this field.

The business is rated as one of the soundest and strongest in this section and the public having dealings with Mr. Robertson have found him reliable and trustworthy and experienced whose efforts in upbuilding his own organization have also been helpful to the community in general and has made him esteemed as one of our public spirited and progressive citizens.



EB-26-380

poplar sheathing and spruce laths are among the finished lumber upon which moderate prices are quoted.

The company's transactions in the British Columbia timber are the heaviest of any firm's

THE DREAMLAND

East End Picture House has Fine Reels and Pleases Many Patrons

Picture house patrons are among the most discriminating audiences in the world. They have been educated now to demand the newest subjects and the greatest events in the world are brought home to them through the photographers' skill and the moving picture machine. Though this business has reached a point so near perfection, it can at once be understood that all picture show managers do not come up to the highest requirement of the business, though the ones that do are the ones that are the most successful.

Of the picture houses in our city, none meet the requirements of patrons better than the manager of Dreamland, the show house at 554 Jasper Ave. East, opposite the Hotel Penderis. The house has only been open since August, 1910, but the efforts of the management ever since has been to place before its audiences pictures that would please and entertain, that would by no means give offense to anyone, and which are characterizations also of what is going on in the world, the Coronation pictures that were shown here being, for example, the finest and completest that were shown anywhere in the Dominion.

Four reels are presented at each performance, and as much variety as possible is offered. Biograph films are largely used and these present comedy and tragedy numbers, life in different parts of the world that are enacted by heroes and heroines and so interested and attached

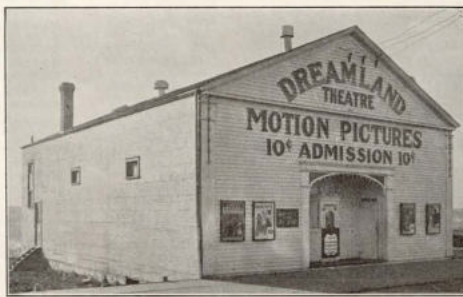
tended, for though the house is somewhat out of the amusement centre of our city, the pictures shown here are of such superior quality that no one takes into consideration the trip that is necessary to reach here.

The best of order and discipline is always maintained, this being the policy of the house, while the patrons are of that self respecting class that no rules have to be formulated to tell them how to behave like ladies and gentlemen.

Dreamland, under the proprietorship of Hallgrimson & Swanson, has a seating capacity of 300. It was a hall that was formerly located on Kinistino Avenue, but was moved onto Jasper Avenue for these gentlemen, O. J. Hallgrimson being the sole manager, and his partner, S. Swanson, continuing at his individual business.

Mr. Hallgrimson originally came to Edmonton in 1906 and was for a short time in the real estate business. Afterwards he returned to Seattle, and while there was connected with the show business.

He has been most successful in his conduct of Dreamland and has a high and estimable standing in amusement circles, also as a business man and resident of this community.



DREAMLAND PICTURE THEATRE, JASPER AVENUE EAST

EB-26-381

do patrons of this house become to some of the actors that are often seen in biograph films that a personal following is not uncommon either in this or other cities.

Two performances are given each afternoon, also three in the evening, and each is well at-

J. B. MERCER

One of the Oldest Established Wholesalers, will have New Warehouse Erected this Fall

Nothing succeeds like success, is an old saying that is constantly verified and though the question is not asked why this is so, it may be said that success only comes to those who work honorably and industriously for it and where these qualities are applied it is by no means strange that the first success should be developed and increased in subsequent years.

Possibly there is no business in which it is harder to achieve a permanent and lasting success than in the wholesale liquor trade, but the standing of J. B. Mercer and the substantial reputation which his company enjoys, is proof that he has met the requirements of this trade with a trustworthiness and efficiency that has given him the confidence as well as the patronage of many people.

The reputation of a community is often dependent upon its liquor traffic and the men who are engaged in it, and it is fortunate for Edmonton that it has a reputation for governing this industry carefully and intelligently and that men engaged in it have lived up to regulations and devoted their able efforts to making it a creditable and responsible mercantile enterprise.

Mr. Mercer has been one of the leading business men in our city for the past eleven years, and a few months ago located at 212 Jasper Avenue East where he has the most extensive and commodious premises that he has ever occupied and has all the facilities to meet the demands of his extensive trade.

A greater capacity, however, will be utilized by him before the end of this year, as he is to have a four storied warehouse constructed, which he will occupy this fall.

Mr. Mercer is the local representative of the Calgary Brewing Company, and the popularity of this concern's output as well as the extensiveness of Mr. Mercer's trade may be judged from the fact that two carloads a week of malted liquors is supplied by this concern to our Edmonton house. The Calgary Brewing Co. has for a number of years had a storage plant at the Canadian Northern tracks and the new warehouse to be constructed will be used jointly by the Calgary Brewing Co. and Mr. Mercer and will have one of the most modern and complete cold storage plants that is used for this purpose in any part of Alberta.

Mr. Mercer in addition to the up-to-date sales-rooms that he now occupies has extra basement room in adjoining buildings, where custom and excise bonded liquors are kept in stock. A very large quantity is kept at hand constantly, as this firm deals direct with old country producers, and handles some of the finest whiskies that are distilled over there, also French brandy, cordials, gin and all the other spirits

that are made in different countries most expertly.

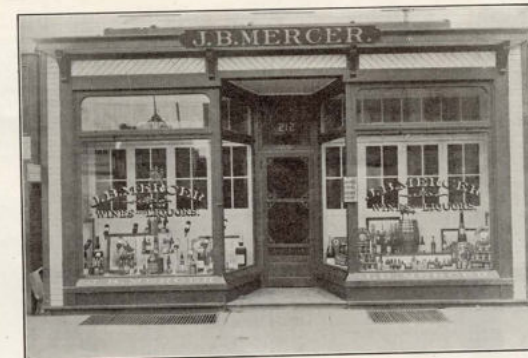
Canadian and American products are also dealt in, and goods are brought in to the warehouses just as they were sealed in the producers' headquarters, so that the purity of the commodities is undoubted and high grade qualities are dealt in.

Guinness' Stout and other healthful beverages are handled, while cherries, olives and other fruits that are used in the preparation of punches or fancy drinks are carried in stock. Cigars are jobbed in small quantities and sold at retail.

The company in its new store has ample display room and has on its shelves sample bottles and decanters that show the workmanship and care that is used by the manufacturers to offer receptacles that illustrate the methods of bottling, while the outside is of course but an illustration of what skill has been demonstrated in blending the contents. A large number of new casks has been installed in the new store and the company is in better shape to handle its large trade than ever before.

Some seven people are constantly employed shipping orders, also several traveling men booking orders, and the patronage of this successful concern extends as far south as Red Deer, also to Lloydminster and to the branches from Wetaskiwin. Two teams are used and deliveries are made in all parts of the Twin Cities, a large residential as well as a first class hotel trade being supplied by this concern, giving entire satisfaction to all customers.

Mr. Mercer who has resided in our city since 1900, was formerly in the wholesale liquor and drug trade in the town of Battleford and during his residence in that town filled the office of postmaster where he was very popular and highly respected. In our city, he has taken a very keen and active interest in the public affairs and has been instrumental in promoting several schemes that have been beneficial to the community generally, and he is now regarded as one of our public spirited citizens and a business man of sagacity and integrity, one who has a clear, deep-rooted conviction of the possibilities of the future.



J. B. MERCER'S WHOLESALE STORE, 212 JASPER AVE. E.

EB-26-229

GAELIC

Old Smuggler

Distinguishing Features:

Great Body and Age

Made in the Glenlivet District of Distilleries in Scotland, from the finest of Scotch Barley.



DIRECT FROM
Craigellachie - Glenlivet Distillery Co. LTD.
BANFFSHIRE, PROPRIETORS.

Supplies can be had from
J. B. MERCER,
SOLE AGENT FOR
EDMONTON AND DISTRICT.

R. H. GRAVES CO.

Picture and Art Goods Establishment that shows one of the Finest Stocks

THOUGH Edmonton has had a most amazing growth in the past few years, it never entered the category of "boom towns" that arose in the night and might be swept off the map with the same swiftness. There has been, even in the greatest advances our city has made a disposition to solidity and permanency that has prevented any truthful application of the word "boom" and its steady progress is marked by relative steps that show the stable character of this community.

The establishment of R. H. Graves Co., is one of the proofs of substance and permanency that may be cited. This is one of the most fully stocked art stores in the west and as patronage has been most materially increased in the past three years, the success of the business is not only demonstrated, but the character of our people.

China, Sheffield plate and old silver are also dealt in by this Company, and the stock carried has made it one of the best known art stores in the Dominion, with a class of goods that is not excelled west of Toronto, so that customers from Winnipeg to Vancouver are served here.

Picture framing is also an extensive part of this Company's operations and every kind of a molding that is used for this purpose is carried in stock. Framing is not only done in a thoroughly workmanlike manner, but the subject of the picture is considered so that its frame may be artistic and appropriate.

A modern salesroom at 526 Jasper Avenue West is handsomely arranged and the workshop is conducted in the basement.

R. H. Graves, the manager, founded this business in November 1908, and has been the promoter of its development and success. Mr. Graves was for a number of years engaged in this same line in the States but has found a more appreciate and extensive patronage right here than in cities twice or three times the size in other localities. Though he has abandoned the business for a time to deal in real estate,



R. H. GRAVES CO.'S STORE, 526 JASPER AVE. W.

a long experience and affection for this work has drawn him back to it and he is considered one of the best authorities in art goods in this part of the country.

Mr. Graves has also prospered in realty investments in our city and is counted among those loyal citizens who are always interested in the successful advancement and welfare of our city.

Western Mercantile Co.

Grocery Concern with Extensive Resources, has New Establishment in our City

THERE are certain sections of Edmonton that will in the future, even more than in the past, be identified with certain lines of mercantile or manufacturing enterprises. Predictions are freely made that Namayo Avenue will be one of the best retail districts in this community and the development that is now taking place would seem to indicate that this prophecy is well founded.

Among the establishments that have every facility to satisfy its increasing patronage is The Western Mercantile Co., Limited, which has a most up-to-date and conveniently arranged store at 425 Namayo Avenue. This corporation has been in operation for the past four years in Winnipeg, where it has two modern stores, also one some twenty-five miles east at Hazel Ridge, so that it is quite evident it has the capital and capacity to cover this field.

BIJOU THEATRE

One of the Most Modern Picture Houses in the West, under Management of A. R. Lawrence

JUST how long the moving picture business will thrive depends a great deal upon the men who have its destiny in their hands. There is very little foundation for the cry that is sometimes raised that people will tire of canvas painted or



BIJOU THEATRE, FIRST ST. EB-26-245

photographic depicted scenes. It is a great entertainment for the money as ninety-nine out of a hundred will agree. Nothing can hurt the moving picture business, but the men behind it, and so far they have done everything to stimulate and encourage it and there seems to be no reason to believe they will ever do otherwise.

Such a charming house as the Bijou on First Street is one of the encouraging signs of the times. A few years ago the moving picture exhibitor took an old store, or an old hall, or any other premises that would answer the purpose. Naturally he did not attract the best class of patrons and if such conditions had been continued, the picture business would not be where it is to-day. But other men stepped into the field, men of business ability and foresight who saw the permanency as well as the popularity of this entertainment but realized that only high class service and with the approval of the public could it be obtained. Consequently there have been many innovations and improvements in recent years and as said in a preceding paragraph, the Bijou, First Street, is illustrative of what has been accomplished.

This house is owned by W. S. Hamilton and A. R. Lawrence, who were among the first promoters of moving pictures in this city. They came here four years ago from Toledo, Ohio, and opening the old Bijou on McDougall Avenue, they not only demonstrated the pleasure and satisfaction of a good picture show, but clearly demonstrated that a house efficiently conducted would attract the most discriminating and particular people.

A year ago they secured an option on the First Street property, had their own building erected and through the comforts and accommodations furnished patrons, show that the moving picture business has come to stay, and that the approval and comfort of the public as well as its patronage is one of the results of this firm strives for.

A. R. Lawrence and W. S. Hamilton who own this house continue as lessees of the old Bijou which is under the management of Wallace Williamson. This house, which seats three hundred, has one of the steadiest and clearest lights that is obtained in any picture house in this city and there are many old customers who have been in the habit of going here who have never swerved from their first allegiance.



WESTERN MERCANTILE CO.'S STORE 425 NAMAYO AVE. EB-26-240

A commodious refrigerator is installed for holding dried and cooked meats, but the chief stock carried is groceries and provisions to which thorough attention and supervision is given. Staple and fancy groceries are handled, a high grade quality being the kind that is dealt in, and for which only reasonable prices

W. H. PARSONS

Fruit, Confectionery and Stationery Business Successfully Conducted

THERE are many features to be considered by which success in any business may be accomplished but, none should be more seriously undertaken than service. Service means that a customer is waited upon courteously, that his wants are supplied without trying to effect substitutes, that his disposition is gauged, and that recommendations may be made to a certain extent, without intruding or irritating the prospective purchaser.

The success of W. H. Parsons, 562 Jasper Avenue West Corner of Seventh Street, has been gained through service, a willingness and readiness to accede to any reasonable demand of the customer, a standard by which high grade goods are shown and fair prices asked while the utmost courtesy and consideration is meted out to each person who enters these premises.

The location of the store is another advantageous feature and the up-to-date stock carried is also an important matter that should be appraised at its true value. Confectionery of various qualities are handled in fresh assortment. A high grade of ice cream is dealt in, a modern soda fountain is operated where all kinds of pure fruit juices are served and in connection with ice cream if so desired.

Foreign and domestic fruits can be obtained here as soon as they are available for the local market, nuts and dried fruits, also fancy and staple groceries.

Stationery is a principal line handled, and post cards and other novelties are shown in attractive designs and in assortments to meet discriminating and varied tastes. The principal magazines and daily papers are handled, so that this Company covers different fields and is a most dependable trading place for the west end of our city.

The business has been conducted at this stand for the past six years and the name of Charles Hall was identified with this enterprise, Mr. Hall selling out to W. H. Parsons about three months ago.



W. H. PARSONS' STORE, 562 JASPER AVE. W.

Mr. Parsons had been in business in Leithbridge for a number of years, but believing that Edmonton offers wider and more profitable opportunities, he embraced this chance of locating here and has already justified his choice by an increasing and successful business. Mr. Parsons is considered a desirable acquisition to our commercial circles and has also gained esteem for personal qualifications.

are charged, the Company's extensive operations giving it the advantage of seeking the most economical markets and sharing with its customers the consequent benefits.

Bottled, canned and tinned goods from domestic and foreign packers are dealt in, table condiments, fancy crackers and other bakery products, also fresh vegetables, local and imported fruits, so that the housekeeper who demands a well spread table can order her daily or weekly supplies here and be confident that every requirement will be promptly furnished her.

The salesroom occupies floor space of eleven hundred square feet in addition to which some six hundred square feet are utilized for storage purposes.

J. K. Marshall, the local manager, has been connected with this company since it founded its business in Winnipeg and has been the promoter of this branch since the founding of the business was considered. Mr. Marshall's enterprising methods are responsible for the development that has already taken place, while the trustworthy and reliable transactions that are dutifully pursued is gaining patronage and commendation that is creditable to The Western Mercantile Co. and its able representative.

Some Public Buildings of Greater Edmonton



EDMONTON POST OFFICE

EB-26-379



YOUNG WOMEN'S CHRISTIAN ASSOCIATION BUILDING

EB-26-234



TELEPHONE BUILDING

EB-26-236



COURT HOUSE

EB-26-233



EDMONTON CLUB

EB-26-235



INTERIOR OF EDMONTON CLUB

EB-26-237



ALBERTA PENITENTIARY

EB-26-238



OLD CITY HOSPITAL

EB-26-239

HUFF GRADING CO.

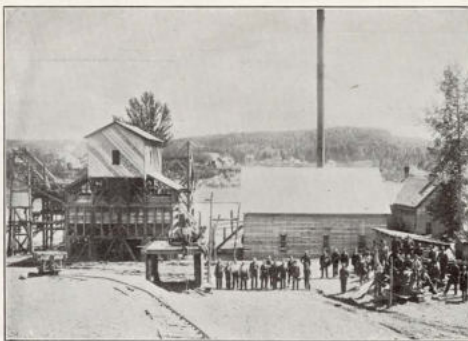
Dredging and Crushing Plants Operated by Well Known and Successful Firm

DIFFERENT figures are used at times to illustrate the growth of Edmonton. Statistics that show the population of the present time and what it was in past years are most significant and convincing. But other demonstrations that are as impressive may be quoted and the development of some of the industries in this city are evidence of the city's growth. It may be said that the successful development of any business is due to the man or men who have promoted and while this is in a large measure true, it must also be borne in mind that no business could prosper unless there was the force that

deals in gravel and sand and gets its supplies from the Saskatchewan River, and has all the facilities for dredging and turning the material into the quality of sand that is most desired here.

All the contractors in our city are customers of this concern, the gravel being used for building and paving and being of a quality that makes it a most durable and desirable commodity in construction or pavement work.

Mr. Huff has been in this part of the country for twenty years and came here first as a homesteader, later moving into the city so that



STONE CRUSHING PLANT, McDougall Ave. EB-26-250

In this connection it may be stated that some ten to twelve years ago J. W. Huff, of the Huff Grading Co., began operations in sand and gravel and the first two or three years that he dredged he took out two or three thousand cubic yards of sand and invariably he had a thousand or so yards left over for the next season.

Now, Mr. Huff's operations amount to 30,000 yards annually and he is fortunate if he catches up with all his orders.



DREDGER ON THE RIVER. EB-26-249

Ten years ago Mr. Huff had a rather primitive equipment, now he has an up-to-date dredger located on the river, a modern improved stone crushing plant on McDougall Avenue, and has a wage roll of \$10,000 per month.

The Huff Grading Co., with office on Eighth Street, was organized five years ago, with J. W. Huff president and manager, and practically the sole owner of all the stock. The Company

his children might obtain educational advantages. He did some teaming, promoted the sand and gravel business, and after the first few years steadily and very largely developed these operations until they have reached the volume which has been recounted. A paying quantity of gold is found in the sifting of the sand, and Mr. Huff is experimenting with machinery to extract gold in larger quantities.

As was said at the beginning of this article, unless there was a field for a certain business, it could not be successfully carried on. Mr.

Huff filled this field from the beginning and his own industry and enterprise undoubtedly helped to widen it, while his reliability in transactions and his capacity to meet the requirements of the public have contributed to his success.

Mr. Huff owns a beautiful home and other property on Eighth Street and is numbered among our substantial industrial men and representative citizens.

ALBERTA SCHOOL SUPPLY COMPANY

Mercantile Concern that Purchases Debentures, Bonds' Treasurers, and Insures School Property

NOTHING more completely asserts the eminence of Edmonton as a supply and distributing centre than the establishment of wholesale houses or special business enterprises that could not possibly prosper except in a large city with a con-



EB-26-284
A. F. CARROTHERS
Manager of The Alberta School Supply Company

siderable outlying territory to depend upon. Consequently it is always a matter of gratification and pride when such distinctive business houses seek a location here and their progress and prosperity means as much to the community at large as to the individuals more directly concerned.

The Alberta Supply Company, with offices and warehouses at 638 Third Street, has been located here since last March and the importance of our city as a mercantile centre was brought into prominence by the founding of this business.

CANADIAN INVESTMENT CO.

Realty Brokers who have shown Good Judgment in Propositions and Won Success

THE confidence of the public is one of the greatest assets which any business house of the present day can possess. This is especially true of the real estate business, for it is known that many concerns in this field, are situated in one place but a short time and reaping any harvest they may gain while the market is brisk, are prepared to leave that community when business slackens and consequently they have no definite interest in its development and only a transitory interest in the affairs of the city.

Edmonton fortunately has had but very few of such operators and though our real estate men, generally are held in high esteem and have the confidence of the public, there are of course some firms that hold this standing in a higher degree than others.

It would not be out of place here to mention the Canadian Investment Company, with offices at 30 Jasper West, which, in a comparatively short time, has built up one of the largest and most successful businesses of this kind that is conducted in this city.

One of the reasons for this is that it has that valuable asset—the confidence of the public—and it has earned this resource through uprightness and reliability. It is natural for people to speak well of agencies or mediums by which they have profited and there is no person who has had dealings with this company but what has had good returns for their money; while those who are still retaining investments by the advice of this corporation have the company's assurance that the profits of such investments will be well worth waiting for.

Confidence in this concern is justified by the transactions it has promoted, this company being one of the first to realize the value of different properties and by securing them at the reasonable price that is prevalent before activities begin, have been able to offer positions to their purchasers that very quickly increased in value.

This corporation was the owner of the G.T.P. Addition, and though it contained nearly a thousand lots, there are so few remaining at the present time, that natural demand will dispose of them and no further exploitation is needed.

Such an exclusive enterprise could only prosper in an alert community and as it has already reached a sound basis, the young men who promoted the enterprise and our city are both satisfied with the result.

Due credit must of course be given the partners who ventured into untried territory and also commendation must be given them for their intense application and industry in founding and advancing their affairs. A sound experience in the same field of endeavor was also an asset but with all these qualifications and facilities, success could not have been achieved if the proper territory for operations had not been selected.

Handling, as the firm name of the Company would indicate, school supplies, this firm also purchases school debentures and this part of their business has grown to proportions quite beyond their rosiest anticipations. Recently debentures amounting to \$25,000 were taken on Jasper Place school and in half a year transactions in school bonds have amounted to more than two hundred and fifty thousand dollars.

The Company really assists new settlements to establish schools for they not only equip the buildings, but take care of its debts, also insure it, and as the property makes a good investment and as the lender is completely secured, this Company has no difficulty in securing finances for the debentures and is a profitable and reliable medium for the borrower and lender.

That this school supply company is not founded on expectations, existing on what it gets from one day to another, is evident in the stock of goods carried and which amounts to some fifteen thousand dollars worth. Even at that some of the heavier goods can only be shown by sample and in ordinary sizes from which special designs may be ordered if desired.

The Company has the agency for the Preston Hall-Feeling School Desk which is an adjustable as well as a stationary desk, is serviceable for the district or city school and is one of the most modern improvements in this line. The Company has installed these desks in many parts of Alberta and are the representative for this province. Maps, globes, chalks, erasers, brushes, dictionaries, also account books, ledgers, etc., that are used either in offices or business colleges are among the many commodities that are listed in this concern's supplies, while an opera chair, used in assembly rooms and opera houses, is dealt in and through this Company has been installed in the Garland Theatre.

This firm is also the owner of Grand View Heights, the beauty spot of the Twin Cities. This land is one of the most desirably situated neighborhoods in Strathcona and will eventually contain luxurious homes, as the class of people who are buying makes it evident that the wealthy class of people will reside here.

The company deals in all kinds of farm as well as city property and handles on commission listings in almost every section of the Twin Cities. It has been the promoter of the Fort McMurray Oil & Asphalt Company which has recently absorbed three other companies. Machinery has been purchased and installed for oil boring in the North and the future of this organization will be consistent with the



RESIDENCE OF E. J. HART, ONE OF EDMONTON'S BUSINESS MEN. EB-26-248

resources of the north; while its efforts and facilities will do much toward developing this naturally rich portion of the Dominion.

A number of our prominent business men have been interested in this movement and the officers of the corporation are well known citizens whose sagacity and integrity are an assurance of the good intentions of the organization and the enterprise and completeness with which its operations will be conducted.

Robert Ritchie, the president of the Edmonton Milling Company, is president of the Edmonton & Fort McMurray Oil & Asphalt Company; John Walter, the wealthy lumber man and mill owner is vice-president, and Alex. May, postmaster of our city is treasurer.

Travelling men visit different sections of the Province; a large office force is employed, and storage of four thousand square feet is occupied. This firm are agents for the London Guarantee and Accident Co., Ltd., of London, England, and also represent The Canadian-Phoenix Fire Insurance Company.

The partners in this Company are A. F. Carrothers and A. L. Gillies, both of whom had formerly been in the Western School Supply Company in Saskatchewan.

Their experience and enterprise prompted them to enter this field, and the development



EB-26-285
A. L. GILLIES
Secretary of The Alberta School Supply Company

they have made and the sound reputation they have secured, has certainly justified them in the independent action they took. They also maintain in a branch office at Medicine Hat.

The business is one that is decidedly creditable to our city, where headquarters are maintained, and Messrs. Carrothers and Gillies are of that aggressive, resourceful and intrepid character that has made the Northwest what it is and is now evident in this community where our efforts are united for a better and greater Edmonton.

Their latest and greatest effort along these lines was their recent acquisition of the large tract on the south side of the river known as Allendale.

This large tract, ninety-five per cent. of which is inside the city limits of Greater Edmonton has an interesting history.

Twenty-five years ago the homestead and preemption rights were acquired by one of Edmonton's now prominent attorneys in exchange for a spotted Indian pony. 18 years later it was sold to Mr. Thos. Allen for \$10.00 per acre, who held it until September, 1911, and sold about 250 acres of it to the Canadian Investment Company for the sum of \$175,000.

This company has had a large force of men surveying and putting the property into suitable shape for subdivision purposes.

This is one of the finest tracts to be found on either side of the river for home or business sites to be had at anywhere near the price and terms at which this property is being offered. It is fine, high and sufficiently rolling to make it an ideal home site.

It contains a beautiful lake with high banks which, with considerable adjacent property, the company has transferred to the city for a park. This will without doubt be the finest park from a scenic standpoint to be found in Greater Edmonton.

It already is served by sidewalk, sewer and telephone, and water and electric light is immediately adjacent.

Main Street runs through the center of the property, and the property has several hundred valuable trackage and Main Street lots which are destined to be the center of the wholesale and factory district.

The Canadian Investment Company incorporates some eighteen months ago, has for officers: L. L. Pearce, president; N. G. Pearce, vice-president; A. H. Pearce, secretary. L. L. Pearce was the first of the trio to come to this country and located in Edmonton in the early part of 1907. A year later, his brother and cousin followed. The opportunities of Edmonton and its increasing action in realty interested these young men to such an extent that they applied themselves to this field and with the success that has now been recounted.

It is one of the leaders in realty transactions in Edmonton and the members of the corporation, as business men and residents, have the esteem and regard of all with whom they come in contact.

THE CAPITOL MERCANTILE CO.

Modern and Attractive Establishment Makes a Specialty of Pure Food Supplies

IN the west not half as much is heard as in the east about the high price of living. People here are satisfied that prices are kept as reasonably low as the high price of production will allow and they are too busy to talk about conditions that they know cannot be changed. The retailer has no way of fixing prices and the consumer cannot reach back through the wholesaler, jobber, manufacturer or producer.



INTERIOR OF GROCERY DEPARTMENT

But one thing that does agitate the western as well as the eastern consumer and that is the quality and purity of his foodstuff. The time has gone by when a customer will take some raw material in a newspaper, or will purchase a commodity that has been exposed to dust or insects, or will accept goods that may have been measured in an unclean scale. Pure goods that are handled hygienically are demanded by people who know, and merchants

who have catered to this discriminating practice are the ones who have prospered and progressed.

The Capitol Mercantile Co., 253-265 Jasper Avenue West, are pure food distributors, and this has been a principle of the company since it was formed four and a half years ago and has been the policy to which it has adhered with successful results.

The Company, on its corner site of Jasper Avenue and Fourth Street, has one of the most convenient locations in our city, and the display that is made in its windows call attention to the high grade and extensive stock that is carried within. The cleanliness of each department would excite attention if the Company's reputation was not so well known, for each line of goods is situated where it can be handled most easily and which may be seen in speckless and spotless condition.

Improved equipment in weights and measures are installed so that the least possible personal contact may be avoided, and every precaution is exercised not only in selecting pure foods but in retaining that purity.

High grade groceries are handled, canned vegetables, fruits, etc. Also preserved fruits, jams, jellies, etc., from the best known packers or manufacturers in this country or abroad are carried, staple commodities in bulk or package, all kinds of cereals, table condiments, etc.

The meat department, kept entirely separate, has up-to-date equipment for the handling of stock, and beef, pork, lamb, etc., poultry and game in season are shown in selected quality so that the Company has among its many customers some of the most particular people in our city.

The capacity as well as the volume of the business may be judged from the fact that the premises have a hundred foot frontage and

seventy foot depth; nine people being employed and two wagons kept in commission for prompt deliveries.

The proprietors are: A. H. Tait, R. G. Lowe, J. A. Netterfield and all of these gentlemen before forming the present partnership had had experience in these lines of merchandise in our city. Having confidence in an appreciation of the service they were determined to give, the Company at the start took the commodious



INTERIOR OF MEAT DEPARTMENT

premises they still occupy, but more rapid turnover of stock and improved facilities have allowed them to double their transactions in the past four years and to achieve a reputation approximate with their success.

The Capitol Mercantile Co., is regarded as one of the leading retail concerns in our city and its promoters are numbered among our most sagacious and progressive commercial men.

S. F. MAYER

Enterprising Business Man has Two of Best Clothing Houses in Our City

YEARS ago this was a man's country. This was not so many years ago, that the character of our city or the surrounding country has wholly changed but at the present the sexes are more evenly represented than they were at the period of which we speak. Then if a business concern was to have any volume of trade, it had to cater to that rugged sex, which was looking for opportunities in a new country. In catering to men entirely, however, there are many difficult questions to be settled, and in a community such as this was, some ten years ago, the men were not looking for dainties or luxuries but were purchasing when they were in the market things that were substantial and lasting and which would give them good service in any of the various enterprises they were undertaking.

It was back early in this century that S. F. Mayer became known as the workmen's clothier, a reputation he maintains to the present day with such reliability and satisfaction that he conducts one of the largest businesses of this kind of any merchant in this section of the Province.

In fact the capacity of the first store, 123 Jasper Avenue East, became so taxed that the establishment of a second store known as the Jasper Clothing Co., 323 Jasper East, became necessary two years ago. And with the reputation of Mr. Mayer as a foundation to which is added complete stock and facilities, this business has increased in volume and popularity until it almost rivals the parent one.

The principle and policies of the two stores is identical and while known as workmen's places, this title does not indicate anything inferior is handled. On the contrary, the workmen of this

section are the principal and particular customers of any house, since we have not yet reached that stage where retired and leisurely gentlemen have many places among us.

To satisfy and retain the patronage to which he caters, Mr. Mayer deals in clothing that in material and fashion will appeal to any discriminating person. The suits and garments handled have the Mayer trademark, a guarantee of their excellence, and that this guarantee may be fully lived up to wearable and high grade

material is selected and the most skillful workmanship is applied to turning out well-fitting clothes that will long retain their shapeliness and comfort.

Boots and shoes that are serviceable, made of the best leather and on standard lasts are handled in both stores; also hats, caps and furs, neckwear, hosiery and underwear to suit the various seasons when they are on sale, are handled extensively and as fair prices for substantial stock, is a rule that will bring new customers and retain old ones, it has been a solid policy of Mr. Mayer's, since he entered commercial activity in this city.

Three people are employed at S. F. Mayer's and four at the Jasper Clothing Co., and courteous and prompt service is one of the rules that is exercised at both establishments.

The administration of such sound principles, combined with modern and enterprising methods of merchandising, has given Mr. Mayer a standing among the leading and successful business men in this community. He has been in this part of the country for the past eleven years and coming here from Chicago, was first located at Lake la Biche. The foresight that guided him in selecting Edmonton as a place to do a developing business, has made him alive to other opportunities for advancement and beside the Jasper Avenue property which he owns he has invested in other real estate that has greatly advanced in value.

Mr. Mayer is counted among the sound and prosperous business men of our city who is ever ready to give his support and encouragement to any proposition that promises the welfare and betterment of a Greater Edmonton.



S. F. MAYER'S STORE AT 123 JASPER AVENUE, EAST

EB-26-251

JAMES A. POWELL

Agricultural Implements, Carriages and Farm Land

A GREAT deal of the prosperity with which Edmonton is now credited is due to the fact that at a very early date the opportunities of this district were realized by far-sighted and astute business men who became established here in preference to other sites in the Northwest, and have offered service and facilities in different fields that have assisted in developing the community.

In a country where agriculture is now and has been a chief occupation, it is necessary for the most complete achievement in this field, to have every convenience and utility that can be operated in such an occupation. The fact that such accommodations have been promptly supplied for many years show the acumen of the companies that are engaged in this line and also the thoroughness with which Edmonton

of this kind in the world, is equipped with the most modern and up-to-date machinery for the manufacturing of farm implements. Their aim has always been to produce goods of the highest quality and no expense is spared to give the trade an article that will meet with its approval. They are now introducing into Western Canada the John Deere binder which has been built with the same thoroughness which characterizes all of the company's goods, and it will undoubtedly meet with the same success that has attended their other lines. They handle the light draft Van Brunt drill and the reputation it has acquired since its introduction is sufficient evidence of its superior merit. Among the other lines handled by this firm are the products of the Canada Carriage Co., of Brockville, Ont., Single and two seated carriages, surrey, demerats and delivery waggons are designed by

made years ago, when the population and opportunities were only a tithe of what they are now. Yet this firm, located almost at the same stand as at present, offered complete facilities at that time and have continued to cover the field through all expansions and development of Northern Alberta.

James A. Powell, the head of this business, has been in Edmonton for the past nineteen years and in addition to the great industrial enterprise which he has promoted, has also been a heavy investor in farm land and city property. Associated with him in this line is Mr. T. W. Lines, formerly manager for the Brackman-Ker Milling Co., and one of the most widely known capitalists in this section. The firm of Powell & Lines, besides holding a number of the best business sites in the city, are heavily



SALESROOM AND OFFICES CORNER OF FRASER AVENUE AND RICE STREET

EB-26-252

has attended to every demand both in this pursuit and other enterprises.

The present firm of James A. Powell, with salesroom and offices on the corner of Fraser Avenue and Rice Street, is one that has for the past fourteen years offered accommodations to the farming industry, and the length of time this business house has been in the field, together with the integrity and sagacity with which it has conducted operations, gives it a reputation in Alberta as one of the most efficient and trustworthy organizations in this country.

The John Deere Plow Company's complete line of agricultural implements are handled exclusively by this firm and the increase in business enjoyed by them from year to year is a testimony, not only to the business ability and integrity of Mr. Powell, but also to the high standard of excellence possessed by John Deere goods. The plant and head office of the Company, located at Moline, Ill., is on the most extensive scale. The factory, the largest of

this well known Ontario organization and they are constantly adding new designs to the many staple styles of carriages annually manufactured.

The wholesale warehouse of the Company is a two story structure situated along the Canadian Northern Railway tracks and has a capacity of 150 cars. Mr. H. D. Haney is manager for the Edmonton branch.

The territory that is supplied from this city extends to the east as far as the provincial boundary, south to Lacombe, while to the west and north the territory is unlimited and will be developed as railway facilities allow.

The extensive sample rooms of James A. Powell, situated on the corner of Fraser and Rice Street, have a floor space of 8,500 square feet, and gives ample room to effectively display all their lines in season.

All these operations have been advanced from the modest beginning which Mr. Powell

interested in farm land and at present have some 191,000 acres lying east of the city along the main line of the Canadian Northern and the Grand Trunk Pacific Railways. They have also holdings of considerable extent in British Columbia and Mexico.

Owing to the large amount of time that Mr. Powell is obliged to give his realty, he has relinquished his supervision of the agricultural and carriage business which he has turned over to his son, J. R. Powell, who for a number of years has been associated with his senior and now has entire management of this business.

Both in the mercantile market and in realty investments has Mr. Powell shown his penetration and ability and his years of industry and effort have been crowned with well merited success. He is regarded as one of Edmonton's representative and most substantial citizens and with his associates, Mr. T. W. Lines and J. R. Powell, is counted among the advocates and promoters of Greater Edmonton.

C. W. CAMPBELL

Confectioner and Baker, Erected New Buildings for Needed Capacity

THE wonderful growth of Edmonton in the last few years has meant a corresponding development among business houses that have been conducted here in that period. Some concerns more enterprisingly operated than others have been advanced beyond the usual proportion, and have attained that success which industry gains when it is exploited in a field that gives it adequate opportunities.

Among the mercantile organizations in our city none has had a more advancing career than that of C. W. Campbell, baker, confectioner and grocer, with headquarters at 285 Jasper Avenue East. Mr. Campbell began business in our city on his own account some five years ago, and almost annually adding to his stock and facilities has made such progress that he is now the leader in his mercantile line and is at present having construction work done to give him the larger facilities which he requires.

He is having erected on the corner of McDougall Avenue and Heinicke Street a two storey brick building fifty-two by eighty-five feet that will be used as a bakeshop. The most modern equipment that is used in this trade will be installed so that every operation in sanitary baking will be utilized. Four large ovens are being installed by a Toronto company that attends to the largest contracts of this kind in the country, and of



C. W. CAMPBELL'S HEADQUARTERS, JASPER AVE. E.

EB-26-255

these one will be an innovation in this district; a brick oven, especially designed for baking French or fancy loaves of bread, which as time advances will be more largely in demand in this city of metropolitan desires and discrimination.

Every utility for the weighing, sifting and mixing of flour and other ingredients will be employed, so that this work will not only be done expeditiously but practically there will be no personal contact with any operation and a uniformity about the shape and weight of products that can only be obtained by accurate and improved mechanism.

Three thousand loaves of bread is now the daily output of Mr. Campbell's bakery which is maintained in the building adjoining his salesrooms and where a capacity of two thousand square feet is occupied.

The principal store of Mr. Campbell is one of the largest and most attractive retail establishments in our city. Choice fruits are generally exposed in one window, while the other

is given over to the display of cakes and fancy sweetstuffs, all of which is manufactured on the premises. High grade confectionery is handled in large quantities and a full stock of staple and fancy groceries are dealt in.

Some twenty-eight or thirty people are employed and twelve horses are kept for delivery purposes. In addition to the new bakeshop that is being erected, there will be a new stable on the same premises, this to be a wooden structure that may be later faced with brick. The dimensions of the building are thirty-two by one hundred and will afford a capacity for twenty teams. Both new buildings it is expected will be completed by December.

Mr. Campbell has been in our city for the past fourteen years and was formerly employed at his trade of baking, an industry in which he was engaged in other parts of Canada and the United States before locating here. Some five and a half years ago he founded his own business in a store that was considerably smaller than the one he now occupies, but satisfactory goods and square dealings brought him a patronage that made necessary the expansions that have since taken place. About three years ago he bought out a well known grocery house and with the capacity afforded through his present spacious premises he has catered satisfactorily and thoroughly to increasing demands.

Mr. Campbell's success has been won by personal application and experience; by knowing what the public wants and supplying it immediately. By being square and straightforward in every transaction, gaining the confidence of the public and making continual progress until he has now become known as one of our strongest and most efficient business men and a citizen who is identified with the best interests of our community.

M. RUNNALLS & CO.

Real Estate, Loans and Insurance

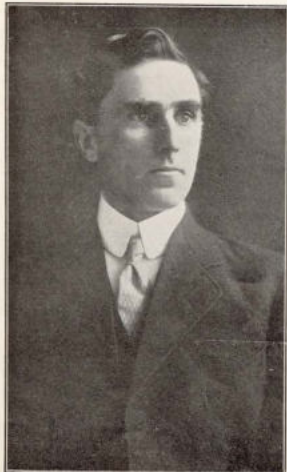
SINCE 1907 this company was established and since that time it has taken a place second to none among the real estate firms of the city. This success has been due to the integrity, shrewdness, and business ability of its individual members. The aim of the company has always been to do a reliable brokerage business. They handle no "get-rich-quick" at the expense of the small investor propositions. Clients from England, the United

States and the Eastern Provinces of Canada discover upon their arrival in the city, that their money has been invested for them by this firm as wisely and satisfactorily as if they had done it themselves and probably more so, for the members of the company make a study of land and city values and the tendencies indicating future developments of certain districts.

Mr. Runnalls and Mr. May, the senior partner of the firm, has had practical experience as a farmer in the Edmonton district. He knows the varying qualities of the soil and where No. 1 hard, oats, sugar beets or nothing at all can be grown. The value of a farm rests entirely on its fertility and situation, not on the fact that in some future age it might be a valuable townsite. This sane valuation of land and also city property and keen application to business has given Mr. Runnalls a standing among the most reliable and enterprising real estate men in the city. He has also been valuator for several loan companies and law firms of the city.

Mr. Stanley C. May, the junior partner of the firm, received a thorough business training in the offices of the electric lighting system of London, England, and also three years experience in the council of that city. Mr. May's office experience and his progressive and sound methods and Mr. Runnalls' accurate knowledge of the country and conditions effecting changes in values have proved an ideal combination from a business standpoint.

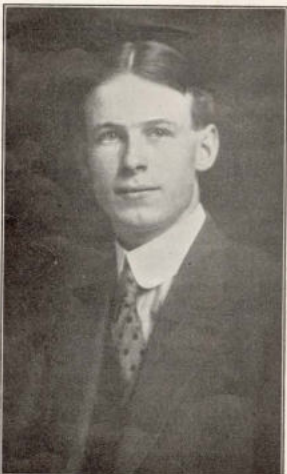
At the present time this company is handling "Buena Vista," a most desirable residential property in the west end. It is surrounded on the west and south by Laurier Park. The east is a beautiful river frontage. The west end bridge will be constructed across the Saskatchewan River at this point. Buena Vista will be seen to be midway between the residential districts surrounding the University of Alberta on the one side of the river and the Government House on the other side. The street cars will in all probability cross the Saskatchewan River at this point. Residents of Buena Vista will thus be assured of all the advantages of city life with none of its disadvantages.



M. RUNNALLS, EB-26-523

M. Runnalls & Co. represent the Property Insurance Co. of London, England, and policies are placed with this company or any other of the sound insurance companies. Loans are placed on farms, residences, business blocks, etc., at a rate of interest fair to lender and borrower alike.

Mr. Runnalls and Mr. May, together with the other members of the Company, are optimistic and confident in the growth of a greater Edmonton. All efforts are put forth to accomplish this end. Any movement for the advancement and welfare of the city receives their hearty support and co-operation.



STANLEY C. MAY EB-26-524

REED & ROBINSON

Auctioneers and Appraisers who are Known Throughout Alberta

IN a comparatively new community, such as the major part of the province of Alberta is, a firm of auctioneers and appraisers has a wider and more important field than in older or longer settled communities. People come to this section of the country with the intention of living here permanently and are often called away. Or they may think they can do better further north or west. In any event, many people who come here have an adventurous spirit and having come this far, they are prepared to go further if they feel they will find better opportunities.

These reasons as well as many others make the auctioneer's duties more important and more often called upon than in the old parts of the country where there is little moving in or moving out. Here, people don't want to be bothered

worth a particular sale are taken by the firm to its own establishment, consequently it always has bargains to offer at the Thursday and Saturday sales, it holds weekly.

This firm buys outright or auctions off stocks of all kinds of mercantile enterprises and also handles livestock, either for the grower on commission or buying for itself and disposing of it as the occasion presents itself.

Its services are called for in many parts of the surrounding country as well as in our city proper, and where a stock is to be disposed of in any manner, this firm's ability and experience is called upon to effect an adjustment and a straightforward valuation of the goods or property.

The firm has been organized for the past six years and the present partnership has existed



REED & ROBINSON'S OFFICE AND WAREHOUSES, JASPER AVE. E.

EB-26-320

with extra luggage if they are going to move on, or wanting their money for the many opportunities that can be seen here, prefer to put their furniture or stock into cash and make different investments.

Reed & Robinson, the auctioneers, with warehouses and office at Jasper Avenue East, assist in this purpose for they have auctions at these rooms three times a week and on those occasions offer for sale almost any article that has at any time been brought to this country or that has any use in this section.

Very large quantities of furniture are dealt in. Often entire households are auctioned off on the premises the families have occupied, the residue is taken to the firm's store and there is put up for sale. Small quantities that are not

since May, 1910. It has been located at the east end about three years and the salesrooms and warehouse occupied gives it a floor space of some five thousand square feet, every portion of which is utilized for the large stock of furniture, householdware of all kinds and other commodities that are carried, and further building operations are shortly to be undertaken.

Joseph H. Reed has been a partner in this business for the past six years and a resident of the west for ten years; he is alert to the ever changing and advancing conditions and has built up this industry through his enterprise and progressiveness. Thomas Robinson, his partner, is also a man of wide business experience obtained in the Old Country, where in the control of a large number of men he held the responsible position of manager of a large concern.



WILSON LIMITED

One of the Most Complete Establishments in Our City, Under New Ownership This Year

THE appearance of any business establishment is an indication not only of the volume of trade that it has, but of the class of trade to which it caters and supplies. The business house that is letting trade slip away has a forlorn and negligent attitude. The business that caters to a second class patronage has a second class air. The business that is enterprisingly and progressively conducted and caters to a first class patronage has not only a complete and extensive stock, but the premises and goods are displayed attractively and neatly and show in arrangements and appearance the care and ability that is devoted to every branch of the undertaking.

Such is the standing and reputation of Wilson Limited, the wholesale liquor house at 256 Jasper Avenue West. The premises occupied are in an up-to-date and modern block. Commodious floor space is utilized and every equipment is operated so that business may be expeditiously and expertly conducted.

Shelves that are lined with bottled goods are arranged in compartments so that each kind of liquor is practically separate and the purchaser has the opportunity to make a selection and see that what he wants is served to him. The many glass receptacles are kept in spotless condition, and when the outside of commodities are so carefully inspected it may be taken for granted that surely as much care and effort has been expended on the selection of the contents.

Whiskies of all kinds are thus attractively shown, and the labels that are visible are evidence that these products have come from the best known distillers and manufacturers in the world. French brandies, in fragile and beautiful bottles, are dealt in, liquors and cordials, showing in the jugs and decanters in which they are bottled

the genuineness of their importation, gin, rum and other spirituous products from the countries that are most famous for these goods are dealt in, and the stock carried allows a wide selection by people who know quality and brands.

A separate part of the store is maintained for the display and stock of champagne, Burgundy and other expensive wines and the names that are shown on these labels are a guarantee of the high quality that is carried by Wilson Limited. Liquors in excise bond are carried in a building adjoining present premises, while additional space in an outside building is used for a warehouse for custom bond liquors.

This concern has a large trade in malt beverages and contrary to the usual custom makes no effort to dictate to its many customers, allowing them the privilege of satisfying their own tastes and then making deliveries of the orders given. To this end, all brewers whose productions are popular in this section are represented and even though this company has to go to a jobber instead of the manufacturer, all brands are supplied that are called for.

The beers and ales of the Edmonton Malting and Brewing Co. are handled, also the beverages

of the Strathcona Malting and Brewing Co., and from Calgary, also, malt liquors bottled and dealt in. Some of the best known brands from the United States can be secured here and a large demand is fulfilled for Budweiser, Schlitz Blue Ribbon and other labels that are guarantees of purity and excellence.

This company has a very large local trade, both at the store, in residential districts and at all the hotels in the Twin Cities. All parts of Northern Alberta are supplied from these headquarters and large consignments are made to various cities and towns on the Grand Trunk and the Canadian Northern Railroads. One team is used for local deliveries and seven people are employed.

The capacity utilized comprises the principal salesrooms with space of twenty-four hundred square feet, a basement the full size of the building also being used.

The business has been under the proprietorship of L. Boudreau and J. T. LaBissonniere since last March and was organized as the Wilson Limited in 1901, being one of the five companies in our city privileged to deal in wines and liquors at wholesale.

The present company is one of the most discreet and able ones that has ever been engaged in this industry and under the management of Mr. LaBissonniere old patrons of the concern have been retained and many new ones added, while the reputation of this house as a reliable and progressive one is being enhanced each day.

Mr. Boudreau is a well known resident of this province, and has been in the liquor or hotel business for some twelve years. He was formerly located in Strathcona and has been more recently the proprietor of a hotel in St. Albert. He is a member of parliament from St. Albert.

Manager LaBissonniere has been in this section for the past fourteen years, nearly all of which time he was employed by the well known general merchants, Gariepy & Lessard. He has countless friends in this city, is a member of a number of representative organizations and as a business man, and citizen has the highest esteem of all with whom he comes in contact.



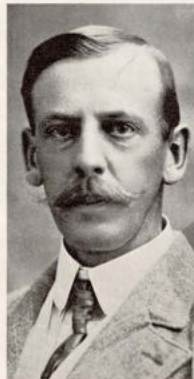
EB-26-321

HEGLER & SUTCLIFFE

Activities of Real Estate Concern gives it an Important Position in this Field

THOUGH one year's establishment in the real estate business does not make a concern one of the newest, since every month presents new operators in this industry, twelve months is a short time in which to accomplish definite results and to do within that period gives a company a prestige that is not ordinarily achieved in five times that time. In fact, measured by results, rather than time of service, the firm of Hegler & Sutcliffe, 374 Jasper Avenue East, may be counted among the soundest and most progressive real estate dealers, though they have been occupants in this field only for one year.

The company sprang into prominence by the celebrity with which it took hold of available and desirable property and their judgment was at once put upon a sound footing by the demand that was made for the property which they had upon the market. Kensington, which comprised four hundred and twenty lots, was one of the first exploitations of this house, and the location of the land across from the Grand Trunk Railroad shops, the fact that it must be opened shortly to offer accommodations that this industry will need for operatives, was impressed upon this company, who communicated this deduction to investors or residents, with the result that the lots were sold, in thirty days after they were first offered and the operations made a record in real estate transactions.

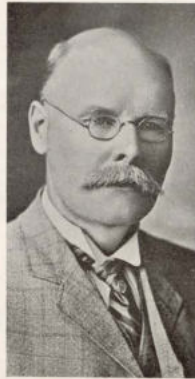


H. S. HEGLER EB-26-286

The wisdom of taking property that must be immediately settled and the discretion that governed this firm in selecting it, gave it a reputation for enterprise and foresight that from that time forward has been an asset of their business.

Few people who have money to invest have entire reliance upon their own judgment and where so many attractive propositions are offered as are daily presented in Edmonton and vicinity, it is extremely difficult for the inexperienced person to come to a decision. More likely they will be influenced by the advice or suggestions of a dealer and of course the greatest confidence is shown in those dealers who have already had profitable and successful transactions.

Thus Hegler & Sutcliffe have not only gained a large patronage among people who may have personal interviews with them, but have through the widespread prominence given to their ability and trustworthiness gained many clients in the old country, and in handling



J. S. SUTCLIFFE EB-26-287

At the present time the concern has upon the market a quarter section known as Lauderdale, and as this adjoins the city limits on the north it is in that part of the city that will be most promptly settled and be very early convenience by street car facilities, water and sewerage equipment and the other utilities our up-to-date municipality affords.

This company also deals largely in inside property and has handled Jasper Avenue and First Street

sites, while an exemplification of its confidence in the future is shown in their recent purchases of Jasper Avenue property, which proves that this concern is among those who believe our property has not reached its highest mark and that the future presents as many opportunities as the past and present. It is also evidence that the firm for itself has the same faith in our community which it advises its clients.

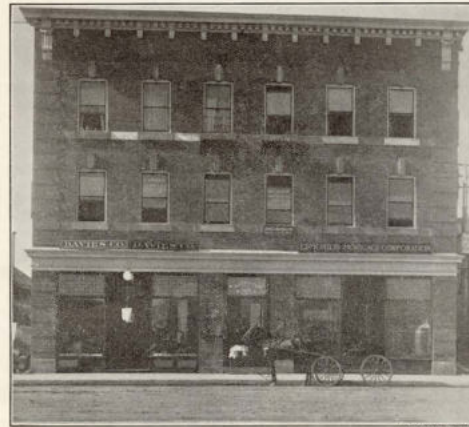
British Columbia timber lands, also coal lands, are bought and sold through this office and an extensive trade is conducted in loans, guarantee bonds and other financial mediums by which ready capital is allowed investors who have good securities and a desirable rate of interest is obtained for those whose funds are handled.

The partnership is composed of H. S. Hegler and J. S. Sutcliffe, men who have been long enough in this section of the country to know its conditions, its resources and the settlement and development that is bound to take place.

Both have been in Alberta some seven years and formerly in business in Saskatchewan, and were convinced that Edmonton offered the greatest opportunities of the north-west, to those who had the discernment to grasp the opportunities of a new country which holds forth such a brilliant future.

In the past year they have abundantly proved their own and others predictions to this effect and through their reliable and expanding operations have taken part in the advancement that has been gained. Almost daily increasing their facilities and resources, the firm is now counted among the leaders in real estate dealings and the public spirit of Messrs. Hegler & Sutcliffe have been illustrated in commercial affairs and also in relative matters that are helpful for the community in general.

Imposing Business Blocks and Apartments in Greater Edmonton



MACDOUGALL COURT EB-26-323



WINDSOR BLOCK EB-26-324



RENE LE MARCHAND BLOCK EB-26-322



NORWOOD BLOCK EB-26-326



MOSER & RYDER BLOCK EB-26-325



ARLINGTON BLOCK EB-26-328



MORTLAKE BLOCK EB-26-327



WIZE BLOCK EB-26-330



MACLEAN BLOCK EB-26-331



ALBERTA BLOCK AND JASPER BLOCK EB-26-332



Y.M.C.A. BUILDING EB-26-329



IMMIGRATION HALL EB-26-333

THE GREAT WEST LAND CO., Limited

One of the Long-Established Business Houses which has Dealings in Proportion to its Existence

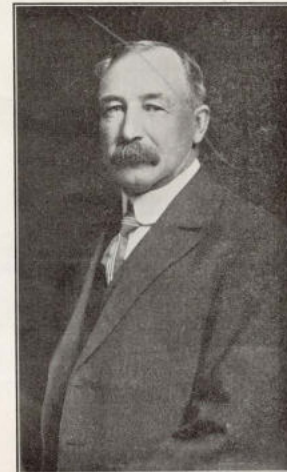
There are many real estate concerns established in our city and though there might seem to a stranger to be little difference among them, a very little investigation will show that there are numerous and very important points of difference. For instance, we find dealers, who though advising intending purchasers to invest, have never made any purchases themselves, and the natural wonder is why they do not invest in what they claim to be such profitable transactions. There are others who have been but a short time in the city and who can give no definite reason why one piece of property is more desirable than another. In fact, the real estate field in this city has offered such inducements to operators that it is not surprising that a number have entered it who have had practically no capital to invest, and if they had have not had sufficient reliance on their own judgment follow the advice which they are so ready to give to others.

It behooves intending purchasers, therefore, who must to a certain extent rely upon the information and facts given them by real estate dealers to consult men who have themselves

acted to customers but is demonstrated by the investments the company has made on its own account.

It was from this firm that the west end City Park was acquired by the municipality and the company has handled much property adjacent to it. Westmount, a subdivision in the neighborhood, was subdivided and placed on the market by this house, and the assurance that this section of the city will be one of its finest residential ones is causing many sales to be made. The company's predictions concerning real estate made in earlier days have been so completely verified that confidence is felt in its predictions for the future of this subdivision.

The company holds considerable farm land and deals in acreage in different parts of the Province. It also has thorough confidence in the natural resources of this part of the country and deals heavily in coal lands. A large tract of over eleven hundred acres only four miles from the heart of the city is now being developed by this concern and modern equipment is being installed, so that in a very short time coal will be mined there on a large scale.



P. T. BUTCHART, President EB-26-290



A. BUTCHART EB-26-288



P. E. BUTCHART, Vice-President EB-26-289



E. N. BUTCHART, Secretary EB-26-291

shown confidence in the market by financial investment and who have been located here long enough to be aware of the best paying properties and of the value they will likely assume in the future.

Among the concerns that meet these requirements is the Great West Land Co., Limited, for many years located at 45 Jasper Avenue East, but now having headquarters at 555 First Street, just opposite the Windsor Hotel. The corporation is composed of P. T. Butchart, President; P. E. Butchart, Vice-President; E. N. Butchart, Secretary; and A. Butchart, for some years City Commissioner. The name of Butchart has been connected with the real estate field in this city for the past ten years and the transactions of the company, both on its own account and on behalf of clients, have through their extensiveness, reliability and soundness placed this concern among the leading and important real estate firms in this city.

Many large transactions in real estate have been promoted and completed by this company, and its confidence in the value of property in this community is not only communi-

The members of this company who have promoted it with such soundness and success, have been qualified for their business ventures by their long residences in the Northwest and their familiarity with conditions both in and around Edmonton. The opportunities of this province and district appealed to them when beginning real estate transactions about ten years ago, and they were not only one of the first firms of this kind in the field in Edmonton, but they have continuously retained a foremost position by their progressive methods and upright dealing.

They have in promoting their own interests and that of their clients done much to make public the resources of this part of the province and the advantages of residing and doing business here. Such efforts and accomplishments are beneficial to many beside the firm directly concerned, and the Great West Land Co., Limited, is numbered among the enterprises that have been helpful to our city. Individually as well as collectively the officers of this corporation are regarded as representative and public spirited citizens.

ALBERTA INVESTMENTS, LIMITED

One of Newest Organizations, has made Unusual Progress in Real Estate Field



EB-26-292

J. M. DECHENE, Managing Director

The Alberta Investments, Limited, is one of the newer companies, not only beginning with sound financial assets, but having the recommendation that is consistent with men who have been for years residents and investors in our city and whose reputations in other fields are naturally communicated to any new ones they may enter.

The corporation is at present composed of J. H. Gariepy, President; Wilfred Gariepy, Secretary-treasurer; J. M. Dechene, Managing Director.

Not only is the company engaged in real estate dealings but a particular object of this corporation is to extend its facilities, resources and accommodation in loans and investments, to secure clients who have surplus capital that should bring them a good rate of interest and entire security in the character of investments, and also to secure patrons who to improve property or extend business capacities need loans and can offer substantial security.

Though this company has been in operation only since May of the present year it has had in three months' time a volume of business that many concerns could not develop in that many years' time. A large number of loans and investments have been made through this office and the attention and expertness that is being devoted to this branch of the business cannot fail to make it a leader in this field.

Much desirable real estate has been listed at this office, 118 McDougall Avenue, and purchasers have been found with extraordinary promptness. Many of the most desirable sites in our city have been listed with this company, while any thing that is available in the business centre of the town can be reached through this concern.

Though entire attention was to be devoted to city property, townsites in the Peace River

protection it affords. Also this local corporation has connections with Burnett, Ormsby & Clapp in Calgary, a large brokerage concern, through which policies are written on many of the soundest and most successful insurance companies in the world.

The Manufacturers Life Insurance Co. is also represented here and this organization's disbursements in loans and investments are half a million dollars a year, are an asset that is practically offered Edmonton and vicinity through the Alberta Investments. As a half a million dollars' worth of the best business property and subdivisions about here is also controlled by this corporation, it has virtually behind it the power and influence of one million dollars.

Such facilities would naturally give this organization a leading position in any community, and coupled with the administration of such prominent and effective business men, it is easily understood how the corporation has so quickly reached its present foremost standing.

President Gariepy is the owner of the block in which the office is located and is also the owner of other improved property in the mercantile centre of our city.

Treasurer Gariepy is one of our leading barristers and his professional training is at the service of the corporation and its clients.

Managing Director Dechene has had experience both in this city and other sections of the country to qualify him thoroughly for his present responsible office. Mr. Dechene came to Edmonton in its early days with his parents, in 1892, but returning east spent five years in college and five years in the United States, taking up his permanent residence in Edmonton in 1903. Among the business experiences he formerly had was five years as assistant to the

THOUGH the more recently organized real estate concerns have to enter in our city a well occupied and keenly competitive field, such a condition has a most beneficial effect. It naturally deters men from entering this trade who have not the capital or the reputation that they should have for a reliable and trustworthy calling. It gives people an assurance that the real



GARIEPY BLOCK—OFFICES OF ALBERTA INVESTMENTS, LIMITED

EB-26-334

estate firms in our city are as sound and as well capitalized as any other business enterprise, and such confidence assists the business generally as well as the standing of the concerns who are engaged in such transactions.

Thus the new companies are recognized as well organized ones at the start, for companies with poor facilities would certainly have no chance at the present day.

district have been taken up and as it is computed there are now five thousand residents in that prairie, the increasing value of its property must be realized by foresighted investors.

The Alberta Investments, Limited, is general agent for the North Empire Fire Insurance Co. of Winnipeg, an organization that has especial repute in the Northwest and directed by men whose capital and ability is a guarantee of the

King's printer. Mr. Dechene is the active promoter of the Alberta Investments and his progressiveness and applied industry have been the principal means by which the success of the company has been accomplished.

All members of the corporation are counted among our influential citizens who are assisting individually and collectively toward the growth and welfare of a Greater Edmonton.

FOLEY BROS., LARSON & CO.

Wholesale Grocery House that has made Rapid Development in Past Few Years

THERE are few cities the size of Edmonton that have the mercantile facilities which ours has. The reasons are given variously; some people venturing that our people are a free spending population, others that we require more in such a rigorous climate, while the most reasonable and sensible conclusion is, that in addition to a rapidly growing permanent population Edmonton has and always will have a very large moving population that gets its supplies here before moving farther north or west.

In consequence of which the retail and wholesale concerns of our city undoubtedly do a far greater volume of business than similar concerns in the old established and standstill cities. That the trade here is convincingly shown in the immense transactions that take place here, the wholesale grocery houses being among the heaviest traders in this province.

tinned and bottle goods are dealt in and our retailers are given the benefit of having the products of many markets at their own door, through Foley Bros., Larson & Co.

The establishment of such a business is of benefit to consumers, naturally, for if our retailers were each to order from widely separated markets the different amounts each one would use, there would be an excess charge for transportation that would inevitably have to be borne by the consumer. The wholesale house buying in large quantities, get the lowest market quotation is given quick freight or express facilities and time as well as mileage being computed, it effects economies and savings that are shared by the retailer and his customers.

The enterprise of Foley Bros., Larson & Co., is also effective in another way, as they employ twenty-six people in the Edmonton warehouse,

to Canadian business, for in 1902 they began building a grocery warehouse in Winnipeg and a few years later opening in Edmonton. This, with their extensive railway building interests, points out in no uncertain manner their confidence in the undoubtedly great future of this country.

Timothy Foley is President and Nicholas Rawlf, the well known grain merchant of Winnipeg, is Vice-President. W. A. Logan is manager, succeeding Mr. Pitfield, who took over the management of the Winnipeg business in October last. Mr. Logan is assisted in the buying by Mr. Cairns and in the sales-end by Mr. Swallow, both of whom have been with the firm since its beginning here, and are well acquainted with the trade and its requirements. Mr. Fisher, whose term of service with Foley Bros. has extended over twenty years, looks



FOLEY BROS., LARSON & CO.'S OFFICE AND WAREHOUSE

EB-26-335

Though established little more than three years, Foley Bros., Larson & Co., with office and warerooms at 656 Third Street, have built up an extensive trade not only in this city, but in all parts of Alberta where shipments may be made. Two travelling salesmen and one local salesman visit the trade and through them customers have been made south as far as Red Deer, east to the Alberta boundary, west to Mile 27 in British Columbia, all along the Lacombe and Wetaskiwin branches and in the great Northland.

Handling staple and fancy groceries of all kinds, biscuits and confectionery, any new store can be wholly stocked from the supplies carried here or the finest establishment in the west can be wholly replenished from this stock. Leading brands of groceries, canned goods, sweet stuffs,

and this number will be increased in the very near future. This concern has its headquarters in St. Paul where they are interested in many projects including one of the largest bakeries in America, also, perhaps the most progressive grocery and specialty manufacturing business in the Northwest. Messrs. Foley Bros., the active heads of the concern, are Canadians by birth, hailing from Renfrew County, Ontario. Leaving there in the pioneer days they moved West, and by pluck and intelligent effort established themselves firmly and in a substantial way, first as railroad contractors and latterly drifting into the many other businesses which have been so successful under their careful and progressive direction.

No doubt the memory of the homeland had some part in their again diverting their energies

after the accounting and financial end of the business. The Edmonton business has entirely outgrown the old quarters; in fact, has been seriously handicapped for the last year or more by its limited facilities for handling the increasing volume of business.

Visitors to the city today will notice at the corner of Peace Avenue and Fourth Street in the heart of the jobbing district a very finely built warehouse of cut stone and brick construction 50 feet by 130 feet, four storeys and basement, now nearing completion. This building, erected by Foley Bros., Larson & Co., will be occupied entirely by themselves, and while somewhat larger than actually required at the present time, the confidence they have shown in Alberta and a greater Edmonton bids fair to be realized in the very near future.

HUTTON UPHOLSTERING CO.

Furniture Repairing House that has Customers in many parts of the Northwest

ONE of the many things that is most creditable to the city of Edmonton is the diversity of its mercantile and industrial enterprises, through which the community is almost self supporting and independent. Though not conducted on as large a scale as affairs where manufacturing is the chief occupation of the people, nevertheless the volume of business is of such an extent that customers in many parts of the Dominion are reached and the local demand supplied.

The Hutton Upholstering Co., with plant at 623 Fifth Street is both a mercantile and manufacturing concern, furniture repairing and upholstering of all kinds being done, while a small amount of second hand furniture is dealt in. This company has such a reputation for workmanship and reliability that it not only supplies the local field, but has orders that come from as far east as Winnipeg and has customers scattered in all parts of the country that lie to the north and west of us.

Our carpet cleaning is the only reliable method of its kind.

All kinds of repairing is done, common articles being repaired with a view to their durability, while many valuable pieces of furniture are entrusted to this company, when the most capable and experienced workmanship is called into effect. The reconstruction of the piece is done skillfully, matching the wood, staining, graining or varnishing all requiring taste and ability, while upholstering is done most effectively, the best materials being used and correct operations performed.

Many particular articles or ornaments for a beautiful home are done here, this company being able to take the specifications for mantel, buffet, fireplace, sideboard, or any of these handsome affairs and make them accurately according to plans.

Mattresses are also made to order, and every part of furniture construction and upholstering is done here, improved utensils being utilized and three expert workmen employed.

Various pieces of furniture are often taken in exchange, and these are repaired and renovated so that at a second hand price the purchaser is likely to get something as good or better than an entirely new article, the goods at times ranging from a footstool to a piano.

The lower floor of a large Fifth Street building is occupied affording ample space for show rooms and work shop.

J. M. Hutton, the proprietor, is a practical

furniture man and has been at this trade from his earliest working days. He was employed by one of the furniture concerns in Edmonton when he first came to our city, but has been in business for himself for the past six years. Mr. Hutton's constantly increasing business



HUTTON UPHOLSTERING CO.'S OFFICE AND WORKSHOP, 623 FIFTH ST.

EB-26-384

is a testimony to his thoroughness and ability, and of the approval which the public has given him. He is regarded as one of the sound industrial men in our city, and is also esteemed as a public spirited and progressive citizen.

THE STANDARD CLOTHING CO.

Thoroughly Up-to-date Merchandising Establishment conducted by Men of Wide Experience

THOUGH such remarkable growth as Edmonton has had in recent years is always an accomplishment that attracts men of adventurous disposition, in the main, our city has never been known as

That there was a certain amount of doubt as to what Edmonton would become in early years is, of course, admitted, and business men could hardly be blamed if they entered into their pursuits with some caution. All this reserve has passed away and the newer commercial houses locating in this city do it with entire confidence that is shown in the amount of capital invested, the modern facilities it installs and the great stock of goods that is carried to meet the modern and extensive demands of our trading public.

An illustration of this is the Standard Clothing Co., 112-114 Jasper Ave. E., which, established in February, 1910, is one of the finest mercantile organizations in this section of the country, handles one of the most complete and high grade stocks of clothing and men's furnishings, undertakes a number of specialties that have been appreciated and gives a modern and up-to-date service that not only places it among the leading retail houses in our city, but is a favorable comparison with any business of a similar nature west of Winnipeg.

The Company occupies one of the most central locations in the heart of the city, has especially large show windows that are used to the greatest advantage, occupies floor space of four thousand square feet, and has installed all those fixtures, wardrobes and other conveniences where its goods may be most completely shown and yet be free from dust and wrinkles. The clean cut appearance of goods gives a customer the impression that every transaction will be conducted on the same standard and this impression has been fully upheld in the thorough and reliable conduct of every business deal.

This Company carries many fine lines of clothing and furnishings of American make,

though where Canadian manufacturers have shown their superiority they are given the preference. Randall & Johnson, manufacturers in Toronto, who are recommended for turning out the smartest clothing of any manufacturer on the continent are represented here and the fashionable garments that are produced by this concern each season are placed on the market by this Edmonton house as quickly as they can be secured in any section. These ready-to-wear clothing have particular shape-retaining qualities and the fit of a suit, wearability of the materials used, and high class workmanship employed, are all features that are guaranteed. In twelve months the Standard Clothing Co. has more than doubled its dealings in this make of clothing, a fact that speaks for itself of the popularity of this house and the satisfaction its goods give.

This concern has displayed its initiative in various advances it has made since locating here, and among others has established a tie manufacturing department. English silks and Irish poplins are imported and experienced workmen on the premises make up these materials into neckwear of the most approved fashions, that are distinctive in appearance and material.

A custom department is also maintained so that people who have that long established feeling that they are not properly dressed unless exact measurements and fittings have been made can be accommodated here. Fine materials are shown from which a suit or garment will be made up and five expert workmen are employed. Two tie makers and five clerks are present in attendance upon the retail trade.

L. R. Benson, R. M. Foster and H. J. Crabbs, composing this Company, are all men who have had experience in different fields connected with the clothing trade. They have been associated with the tie, shirt and clothing business in different sections of the country and in conducting the Standard Clothing Company are particularly well qualified both in the selection of stock and in the merchandising of them.

These gentlemen who have been in many parts of the country are satisfied that Edmonton offers the greatest opportunities of any city of the present day. They are alert to these, are sound and reliable commercial men, and in developing their own enterprise are calling attention to our city as the great supply and distributing market of the Northwest.



THE STANDARD CLOTHING CO.'S STORE, 112-114 JASPER AVE. E.

EB-26-383

a boom town and has not had the floating and undesirable population that many communities have to experience before it settles down to its normal state and can reject what is undesirable and retain what is needed.

From the time that Edmonton gave promise of being the mercantile centre it has now become, it has attracted men who realized that it offered opportunities for permanent investment and residence and this quality of citizens has so far predominated that we have never had that element that tries to ride on the top wave of every new community's prospect.

McCLELLAN & BALFOUR

Wholesale and Retail Lumber Merchants who have Increased Business in the Past Year



THE Greater Edmonton toward which our city of the present time is looking can only be accomplished by the progress and encouragement of those already established here. It is not sufficient that the needs of the community of the present day should be supplied but the requirements of the future should also be considered. To this end, new business ventures, new industrial pursuits and new settlers should be welcomed and expanding facilities will result in the increased population and activities to which we are hopefully looking.



WILLIAM McCLELLAN
EB-26-293

It is to the credit of Edmonton that it has always welcomed new establishments of different kinds, believing that the demands of this community at the present time will not be over-supplied while the future will have use for every product that we can make here.

Thus the organization of the firm of McClellan & Balfour, wholesale and retail, lumber dealers with office at 563 Third Street, was a matter of congratulation to the community in general as well as to the two experienced men who formed this partnership. For though in lumber transactions Edmonton almost from the first has been adequately served, the entrance of another firm into this field is assurance that even higher service may be hoped for and future as well as present needs well taken care of.

The thorough experience of these two men is a guarantee that they will always have expertly selected goods in stock and that every operation in lumber manufacturing will be conducted according to the most improved and economic methods. In fact this firm, founded in the early part of 1910, has had a continuously cumulating career, almost monthly increasing its operation and patronage, and through reliability in every transaction, gaining in a comparatively short time a standing among our leading and strongest industrial organizations.

The company handling builders' supplies of all kinds log for themselves and have their timber districts about one hundred and fifty miles from this city. The mill is located on the Macleod River, and modern machinery is in use here, allows the concern to turn out its finished product without loss of time and in lengths or thickness that is demanded by the building trades.

In addition to the native lumber, which this company handles from the stump up to the time it is ready for construction purposes, it also deals wholesale and retail in all other kinds of building material and keeps on hand British Columbia timber, fir, cedar, spruce, also finish-

ing lumber, mouldings, doors, sash, shingles, laths and every material that is used in the building of a frame house.

In addition to the office on Third Street and the yard on Twenty-third Street, a second yard is maintained in Edson and a large business is being developed in that town, which in the past year has given promise of such a prosperous future.

The company's operations after one year's establishment shows the success it has attained as a million feet of logs were manufactured at the saw mill this spring, and there will be another run this fall, so that from five to six million feet may be counted as the capacity of this house.

Twelve people are regularly employed and counting the men in the woods and those who are indirectly dependent upon McClellan & Balfour, the number amounts to about eighty; so that as an employer of labor and the distributor of finances that are circulated in this community, this company is one to be reckoned among those that assist in the prosperity and advancement of our city.

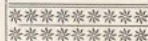
William McClellan of this firm was formerly for seven years connected with the John Walter Co., Ltd., and has had an experience in every part of the lumber industry. Walter M. Balfour is probably one of the best authorities on timber and lumber production in the Northwest, having been connected here with one of Edmonton's old concerns, and before locating in this part of the country having been active in such timber districts as Norway and Newfoundland. In this city he was with the D. R. Fraser Lumber Company.

Both Mr. McClellan and Mr. Balfour have not only had this desirable training and experience but they have through industrial careers in this city become entirely familiar with the demands of contractors and builders, and how best to fill them satisfactorily. Materials that are recommended for just what they are is one of the rules of this concern, prices as low as can be quoted by any one on similar qualities, is also a principle; while prompt delivery and considerate service are practised and the customer who visits here once is likely to come again.



WALTER M. BALFOUR
EB-26-294

This is the sort of business men Edmonton welcomes and appreciates for the upbuilding of such an industry, where efficiency and trustworthiness are paramount, not only necessitates the development and success of the company, but reflects credit upon this community where its transactions take place and where its reputation has been accomplished.



Carruthers, Round & Co.

Owners and Promoters of Glenora, have been in many movements that demonstrate Business Acumen

HERE are now so many real estate concerns in our city that it would be practically impossible for any one of them to initiate some movement that would show the superiority of one company over another. There seems to be a certain groove in which the majority travel and few of them make any effort to lift themselves from this rut, thinking possibly what is good enough for one is good enough for all. Our city would never have reached its present eminence in mercantile and financial circles if this disposition had been current in past years when there was no stated line for any business to follow. Then each concern had to exercise its own ability and penetration and hew the path which it elected to follow.

Of these concerns that have created success for themselves and have at the same time gained publicity for Edmonton, Carruthers, Round & Co. take a foremost position, for it was this company that entered new fields and gave distinction to our city. It was the first house to put Edmonton bonds on the London market and through present as well as past operations, this concern keeps in the public's mind the enterprising character of our city and the fertile field it presents for profitable investment.

It has been an encouraging factor in the upward trend of our municipality and has been the purchaser of city's debentures more than once. In handling these debentures, the company has published to the English speaking race the qualifications of this country and its people and has undoubtedly aroused more interest in this part of Alberta than any other means or concern.

It is the company that opened Glenora, the property that even now shows the character

that it will attain. It will be assuredly the fashionable residential section of our city, and the reasons are that it is far away enough from the manufacturing and industrial sites to make it most desirable. The high altitude of the land, the scenery it affords in overlooking the river and ravine, give it an attraction to cultivated people that is in itself most inviting, and the intention of some of most representative people to build there is indicative of the class of people who will congregate here. The keenness of this company in securing this subdivision is shown in the fact that the land has been sold and resold and each real estate dealer at the present time thinks it is a feather in his cap to be able to show a listing or two in Glenora.

Carruthers, Round & Co. retain the sole agency for Glenora and are the representatives of James Carruthers of Montreal, the millionaire who was the owner of Glenora and whose investments in our city have been of great



LIEUT. GOVERNOR'S RESIDENCE IN GLENORA

EB-26-340

magnitude. This company was the means of him purchasing Glenora and putting it on the market and other enterprises have been conducted in the interests of Mr. Carruthers.

The firm are correspondents for a London financial house and as brokers and real estate agents have a large number of clients in the old country, whose moneys are most carefully invested. The firm also has a standing in the market that gives it particular influence whether it wants to buy or sell.

Mr. Round has been in the Northwest the

past thirty-nine years and has seen the upward strides that have been taken in many sections and in some of these movements has been an agent in the development. He was for instance the Dominion organizer of the Peace River and Athabasca Treaty, a compromise that naturally made white men and Indian allies and opened a vast district to the white man's trade.

Mr. Round was with the Hudson's Bay Co. for thirty years and first came to Edmonton in 1884. He returned here after he had been in many sections of the Northwest in 1902 but has been away again in the meantime for four years.

We may, however, count upon Mr. Round as a permanent resident of our city for the firm of Carruthers, Round & Co. has been organized six years and through his administration has attained a foremost position in the fields to which it enters and so fully covers. Mr. Round's varied and most thorough experience in the Northwest has been a fitting qualification in attending to financial and realty matters and his judgment is sound because it is based upon what he has seen and what he has taken part in.

J. O'Neill Hayes of this firm is the Northwest and other enterprises have been conducted in this section of the province. Mr. Hayes has also been locator and inspector for the Hudson's Bay Co. and is one of the best informed men concerning the Northwest in the Dominion. He has been in this part of the country for twenty-three years, has been a permanent resident of Edmonton five years and never ceasing in his old love in exploring new and far distant territories, is nevertheless one of our loyal and public spirited citizens.

Mr. Hayes has also been locator and inspector for the Hudson's Bay Co. and is one of the best informed men concerning the Northwest in the Dominion. He has been in this part of the country for twenty-three years, has been a permanent resident of Edmonton five years and never ceasing in his old love in exploring new and far distant territories, is nevertheless one of our loyal and public spirited citizens.

neighboring provinces. Thus this Company assists the grower and laborer of this vicinity, who has a market near at hand, in the Western Vinegar Co., Ltd.

Jams, preserves, jellies, and mince meat are other products of this Company and every facility is employed to make these products equal to the best that is sold anywhere. The plant has been most efficiently installed and kept in a state of spotless cleanliness where every operation is guarded so that purity in raw materials will be sustained by hygienic operations.

Automatic machines are used so that unnecessary contact is avoided and all goods before and after their manufacture are kept in the temperature that is most fitting for such commodities. Two stories and basement are occupied, also an adjoining warehouse and ten people are now employed. Competent help has been engaged so that the Company's products will be proficiently put up and inspected and the ambition of the Company is to have them reach the standard of the best and most widely known English houses of this class.

The Western Vinegar Co. is the successor of the R. E. McLaren Company, which was incorporated in February, 1910, and reorgan-

ized as at present in April this year. The directors comprise: A. E. Potter, President; D. R. Fraser, Vice-President; Z. W. Mitchell, Secretary-Treasurer; Alexander Stuart, Solicitor; James Ross, T. G. Hutchings, J. H. Morris.

These gentlemen are the guarantee of the solidity of the corporation for they number some of the best known financial men of this district and are men who have demonstrated their acumen and progressiveness in the particular lines of commerce in which they have been engaged for themselves.

Moreover the stock of the Company is offered to retailers and wholesalers who handle the goods of the Company and who as shareholders have the benefit of the profits, which in turn, they may distribute among the consumers. The goods manufactured by The Western Vinegar Company are produced on an economical basis, for the finest equipment for the processes are utilized, while the great expense of transportation is eliminated.

The present operations of the corporation amount to but little compared with what can be accomplished within the near future and with the outlook for increasing transactions with this Company must be counted among those that will heighten the reputation of our city as a manufacturing centre and also add to its resources as a distributing point. Secretary Mitchell is also the manager of the plant, and he is bestowing upon its administration and operation such earnest intention and purpose that are bound to be productive. The sales staff is also to be strengthened and it is the intention of the Company's president to traverse the territory about here at least once a year, and to give the most complete service possible in this field.

In fact this corporation with capital and managerial ability to back it, not only aims to go forward, but has every advantage and reason for doing so. With increased patronage on the part of those who can be depended upon to do all in their power to build up home enterprises by buying the products of home factories, the Western Vinegar Company, Limited, justly offers an unexcelled opportunity for the further investment of capital for the proper expansion of its operations and for adequately supplying the ever increasing demand for its out-put.



WESTERN VINEGAR CO.

EB-26-382

THE CAPITAL WINE & SPIRIT CO.

One of the Oldest Licensed Concerns in Alberta, Established for Twenty Years

PEOPLE must drink as well as eat, and communities that recognize this fact and act accordingly have much greater success than communities that are continually wrangling over this question as if there were any doubt of the answer. Edmonton has from the first recognized the permanency and demand for liquor transactions, and settling upon the methods and system by which it shall be conducted, has decided this question once and for all, but put it upon a plane with other mercantile enterprises and has consequently attracted to its administration men of the

friends and confidence that it has made in the past twenty years of uninterrupted service.

Though this company does not offer any inducements for new or increasing trade, it does take the best of care of the patronage it has, so that as complete and as high grade a stock is carried as if it was looking for new and wider opportunities.

The Capital Wine & Spirit Co. handles all kinds of Scotch and Irish whiskies, also the products of other distillers and of other countries,

Two teams are kept in commission for deliveries and three or four people are employed.

The company incorporated has for its officers men of reputation and substance, who have been for years residents of this city and have been promoters of some of the most successful organizations and industries that are now conducted here. Every enterprise in which they have been engaged has been directed ably and trustworthily, so that whatever proposition they enter or support the public feels assured that the work and administration will be complete



THE CAPITAL WINE AND SPIRIT COMPANY'S ESTABLISHMENT, JASPER AVENUE EAST

EB-26-525

highest character and of reliable commercial ability.

The Capital Wine and Spirit Co., 127 Jasper Avenue East, has been established for the past twenty years, and is one of the oldest, if not the oldest, holder of a license in Alberta. The efficiency as well as the responsibility with which it has conducted this business is attested by this lengthy career and the fact also that the concern has used the same premises for its transactions, makes it one of the best known concerns in our city, and one that now and always has had a reputation for square and reliable dealings.

In fact, the concern doing a large amount of business makes no effort to increase its transactions, for it now taxes its capacity and would have to secure new property if any great amount of additional business was taken on. In consequence, it prefers to give thorough satisfaction to its many old patrons and to maintain the

where it comes up to requirements; French brandy is also dealt in; wines from different parts of the world, where the vineyards are cultivated, also Guinness' Stout, Bass' Ale and other malt beverages that are known for healthful and wholesome properties.

In addition to the salesrooms so long occupied by this concern, a warehouse in the rear is utilized, where custom bond and excise bond liquors are kept in stock. The company handles an immense quantity of goods annually, and has on its shelves or in bond every known kind of wine or liquor to meet the demands of the trade in the twin cities or in the towns here.

The beer and other malt products of the Edmonton Malting & Brewing Co. is also dealt in, and the patronage for this local output is so large and patrons are so well satisfied that exclusive attention is given to Edmonton brands, and a discriminating trade has been built up, both among residential customers and hotels.

and effectual. Of these principal stockholders are: H. Helliwell, W. E. Lines and R. R. Kline, while W. O. Vigar is manager.

Though Mr. Vigar has only been here for the past fifteen months or so, he was formerly connected with a great liquor establishment in the old country, and came over here with the object of taking up the liquor business.

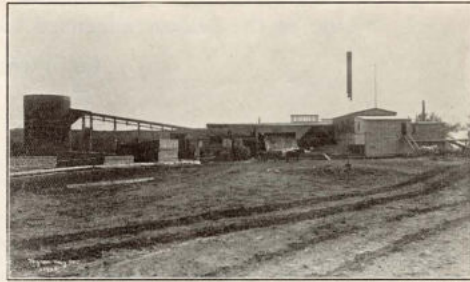
Mr. Vigar has shown his capacity and experience by the application and enterprise with which he has conducted affairs, upholding the old prestige of this concern and continually adding new friends and patrons on his own account.

The business is one of the foremost of its class in this province, and all the men connected with it are citizens whose personal and commercial qualifications have won them regard both as public spirited and representative members of this community.

Some Edmonton Industries



W. H. Clark's Sash and Door Factory EB-26-341

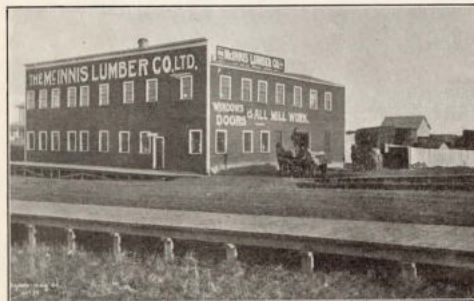


Fraser's Saw Mill, Capacity 65,000 feet per day EB-26-526



Swift Canadian Co.'s Parking Plant, Employing 330 People

EB-26-337



McInnis Lumber Co.'s Factory, Employing 30 people EB-26-342



Alberta Milling Co., Capacity 300 Barrels Per Day EB-26-228

TWIN CITY TRANSFER

Baggage and Transfer Business that has been Increased Twelve Fold in Nine Months

JUST how much and how rapidly a business may be increased depends largely upon the man who is conducting it, for the public always appreciates complete and efficient service and is quick to respond to the concern that gives it. There are instances of this in our own city, but undoubtedly there is no better illustration of such a success than is afforded by the Twin City Transfer, with office at 898 First Street.

It was only last November that John McNeill bought out this business, then established more than four years. At the time of purchase the equipment of the company consisted of two horses, with wagons and other limited accommodations to correspond. Today this business has twenty-four horses, fifteen complete outfits and the largest storage capacity in Edmonton, and possibly Alberta.

facilities is prompt in attending to the transfer of every piece of baggage entrusted to it, and it is this promptness and reliability that has caused the increasing traffic that has been extended it in the past year.

Its enterprise, however, has by no means stopped at this, and having office close to the Canadian Northern, and Grand Trunk depot, it has naturally been alert to the possibilities of trade in this field and has cultivated and pursued it with extraordinary success.

It has shown individuality in this line, being the sole agents for the Grand Trunk, and keeping two men continually travelling over this railroad. The Twin City Transfer also collect and deliver baggage for the Canadian Northern as well as the C.P.R.

With many baggage concerns, the transaction begins and ends with the receipt of a

this city and yet not knowing the exact date of his arrival or location can have any or all kinds of commodities shipped to the Twin City Transfer with the assurance that they will be completely and trustworthily looked after until he arrives or is ready to handle his belongings himself.

Draying of all kinds as well as baggage handling is attended to by this concern and in addition to the multiple of horses that it now owns compared to the two animals that were the property of its predecessors, it has extensive office and baggage rooms near the Canadian Northern on First Street, besides its warehouse. When the business was purchased 1st November, 1910, the office and baggage rooms were comprised in a fourteen by twelve foot room.

John McNeill, through whom all this has been accomplished, has only been in Canada for a



Outfit of the Twin City Transfer

EB-26-336

The reason is enterprise, efficiency and foresight. Carting of all kinds has opened the way to other lines relative to it and from one expansion to another has the Twin City Transfer stepped. It has now a bus service running between Edmonton and Strathcona, thus connecting up the Grand Trunk Pacific with the C.P.R. These busses are fitted up with two powerful gasoline search lights that ensures the safety of passengers who may travel over this dangerous road.

The firm as its title would indicate has always given service between the two cities and has been the concern whose conveniences were of benefit to the traveller who came in on the Canadian Pacific and who had business in Edmonton. This company with its present

check and the delivering of the article for which it calls. The Twin City Transfer has gone much further and provides storage facilities for that countless number of people who coming to this province to settle have no immediate location determined upon and are obliged to leave their possessions in some safe spot.

This practice has grown so extensive that Mr. McNeill has for some time past occupied a warehouse further along on First Street, where baggage, furniture and all kinds of goods are kept until called for, the space occupied covers an area of 150 feet by 150 feet, giving this firm one of the largest storage warehouses that is in use in this part of the province.

Such facilities offer even further accommodations, as the settler or business man coming to

year and a half or so, and came to this country from Glasgow, Scotland. He engaged in farming for a short time, but found it too slow, and then entered this baggage and draying business practically unexperienced.

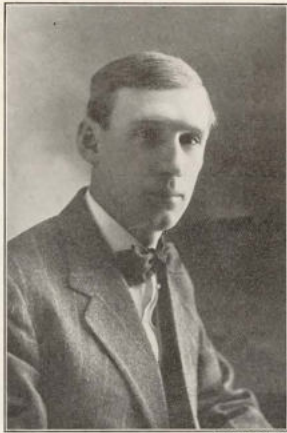
His success is little short of phenomenal, and can only be attributed to the ability, progressiveness and honesty with which he has conducted transactions and to the indomitable ambition to make the most of the opportunities offered in this new country in the new world.

The Twin City Transfer is now the firm that is called to mind when any carting, piano or furniture removing is to be done. Of course the power behind the company and all with whom he comes in contact have respect and admiration for his keen ability and his undoubted integrity.

DEACON'S

Pool and Billiard Parlors and Cigar Store that is Headquarters for Sporting Enthusiasts

THE old saying that water seeks its own level is no more true than that people interested in different occupations, amusements or sports also find a common meeting place and make up congenial gatherings. In every city or neighborhood there are such headquarters and many a sporting contest has been decided, business propositions concluded or politician's destiny determined by some of these groups who have congenial meeting places.



W. F. (DEACON) WHITE EB-26-464

Deacon's, 108 Jasper Avenue East, is one of the sites where many questions of importance are discussed, and though most of them relate to manly sports, it would not be fair to these intelligent patrons to deny that other and more serious matters are often considered.

However, Deacon's is synonymous with baseball, for various reasons, and the young and up-to-date residents of our city are the ones who patronize this establishment, taking part in the amusements offered here, buying their stock of cigars and tobacco, but above all, discussing the chances of the Edmonton team, and tying and unraveling many a knot in the rules and conditions that govern the great American game, which has been so enthusiastically taken up in this part of Canada. The fact that "Deacon" White was the manager of the first professional team of baseball players in this city and is part owner of Deacon's, explains the baseball atmosphere that is general here, though the crowd interested and skilled in such keen sports as pool and billiards would also be interested in other contests and are generally football, boxing, tennis followers, etc., as well as baseball "fans."

The establishment has one of the best and most central locations in our city and is particularly convenient for transients as well as for residents of the Twin Cities. Eight pool and one billiard table are installed in the parlor, which runs to a depth of one hundred

and fifty feet, so that any number of spectators as well as players can be accommodated.

Modern and finely constructed tables are in use and all the equipment that might be desired for a sharp contest or friendly game is provided.

In the front part of the establishment, cigars, cigarettes, all kinds of smoking and chewing tobacco, pipes, pouches, etc., are carried, and the variety of some fifty or sixty brands of cigars and tobacco affords a complete selection for every man who uses the leaf in any form.

A bootblack stand is also maintained. Baseball scores, whether the Eskimos are at home or abroad, are posted here nightly, and though excited discussions may take place, gentlemanly conduct is always preserved, and on account of the good order maintained, as well as the different accommodations offered, Deacon's is one of the most popular places in the city.

W. F. (Deacon) White with H. Singleton have been the proprietors of this business since last December. Mr. White is too well known to need any commendation at our hands, for he not only introduced professional baseball in our city, but put it on a paying basis and in several seasons has given us a team that has been creditable to our city.

Mr. Singleton, who has lived in Edmonton a number of years, is also interested in all clean sports and is a business man of ability and enterprise.



HOWARD SINGLETON

Though Mr. White remains out of baseball, his interest in diamond happenings will not abate, and his establishment will be headquarters for news, scores, fans and players, while the business ability of both partners and their personal popularity will undoubtedly bring them much new business as well as the patronage and friendship of the old reliable customers.

ADAMS HARNESS MANUFACTURING CO.

Coast to Coast Dealers

Have Large Business in Edmonton and will shortly erect its Own Building

THOUGH the day of automobiles has arrived in Western Canada as well as in other parts of this continent, the time has not yet arrived and probably never will when the horse will not be used as a beast of burden as well as for pleasure and fancy driving. In consequence, the businesses that cater to horse and stable supplies have quite as large a field as ever and those concerns that have developed its possibilities in the past are in a position to continue and reap the rewards of their energies and abilities.

That Edmonton offers a most favorable field for such transactions is evinced in the fact that some of the greatest harness and saddlery companies in the world have branches here and that they considered the field worth cultivating is also shown in the preparations that are being made for permanent locations and buildings that will give them capacity for future as well as present trade.

that can be made by horsemen or stable owners. As manufacturers of harness the Adams Company in this city deals in every part of leather that is used for the common carrier of a horse or every part that is required for family driving, high steppers, single, double or tandem and for riding supplies there is no part of an outfit that is not shown here.

The company's own manufactured products have the highest reputation of any similar goods on the market. Every part of a harness that is manufactured by the Adams Company is made in skilful and workmanlike manner. The leather and fittings used are experienceably selected, so that durable material is assured and the designing and finishing comes up to the same high standard.

Harnesses, riding saddles, blankets, rugs, whips, robes, sweat pads and all the furnishings that are used in the care or exercise of an animal are shown in such quantities that animals of any size and stables of any capacity

developed with the opportunities that this wide field allows.

The present officers are: Charles Adams, President; F. W. Adams, Vice-President; S. D. Galloway, Secretary-Treasurer. Vice-President Adams is general manager of the western branches and J. W. Fullbrook is manager of the Edmonton house.

Mr. Fullbrook is a practical harness maker who was associated with the Adams pioneers in the early days of the company's formation. He has been with the company fourteen years and though he has embarked in different enterprises at times, his training and ability in the harness line has brought him back to this field of industry.

Mr. Fullbrook was some time ago in Calgary where he formed the Calgary Lime and Cement Company and he has been similarly engaged in this city, promoting the Edmonton Lime and Cement Company and is interested in a



ADAMS HARNESS MANUFACTURING CO.'S OFFICE AND WAREHOUSE, THIRD STREET

EB-26-144

The Adams Harness Manufacturing Company with transactions from Halifax east to Vancouver west has been established in this city since March 1st, 1909, and the importance of Edmonton as a trading centre is well illustrated through this concern's location here as the company is the largest in Canada and would naturally seek only such locations as would justify the trade their facilities afford.

Moreover this company renting extensive premises are the owners of a valuable lot of land on First Street near the King Edward Hotel, and though this property is expensive for a wholesale site, it will be utilized for a building for the firm unless more advantageous selection can be made.

At its warehouse and office on Third Street at present the Company's great facilities are in evidence, for in addition to two floors giving an area of sixty-four hundred square feet, there are two additional warehouses occupied, and the stock that is shown covers every demand

may be completely outfitted from the stock at hand. The concern is also jobbers in trunks, bags and other leather goods as well as saddlery hardware.

Not only is the local trade supplied from these headquarters but two travelling men are sent out from this office, and trade in all parts of the province has been entered to, while traffic has also been developed in the neighboring province of British Columbia. At the present time an office is being opened in Calgary which will attend to the trade to the south of us.

Though the institution of the Adams Harness Company was as unassuming as many of the industries that have achieved great success in the Northwest it is a comparatively old business since it was founded in 1881 by H. J. Adams. The first transactions were in Brandon, but from that point the business was moved east and with central offices and factories in Toronto, the company is in a position to cover the east as well as the west and has

Winnipeg business of the same nature.

Withal he has given constructive attention to the affairs of the Adams Harness Manufacturing Company and has cultivated this field with the insistence and foresight that has resulted in a remarkable increase of business.

In interesting himself in other fields such as the manufacture of lime and cement, Mr. Fullbrook shows his confidence in the resources and possibilities of the great Northwest, and as every industry adds to the assets of this country each development means profit for the community generally as well as for the individuals who have invested in them.

This public spirit as well as the possibilities of personal profit animates many of our progressive men and among these may be counted Mr. Fullbrook whose aims are for the advancement of a greater Edmonton and whose support is readily given toward any movement that promises this result.

P. M. SCHUBERT CO.

Real Estate Concern whose Founder is Familiar with Conditions in Edmonton

THE confidence of the public is one of the most desirable assets which any business man can have at the present day and what is true of the general mercantile dealer is especially applicable to the real estate man, especially in our own city of Edmonton. In other lines of commerce, the customer is pretty sure to know what he wants, what it is worth and what he is willing to pay for it. In this city where development and improvement are taking place every day, it takes more than ordinary ability to decide on the value of certain property and it is a most independent investor who does not rely upon the advice and experience of the real estate dealer.

good judgment and reliability. In the years he has resided in our city, he has seen many changes, has studied the reasons and noting what has occurred in the past can govern himself accordingly toward the future.

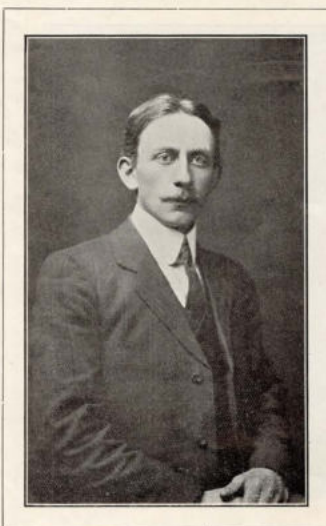
Such experience is also at the service of the company's clients and any purchases that are suggested by this house are recommended because the firm actually believes that the investment will prove a profitable one.

In dealing in farm or city property, consequently, this company takes listings that may be recommended and being thoroughly informed

reached, making this a neighborhood accessible both to Strathcona and Edmonton.

The land is high and level and will be equipped with water and sewerage next year. A school house adjoins this property and families looking for homes that will afford themselves and children every convenience are being most favorably impressed with the opportunities Richmond Park presents. The proposition is not only attracting many buyers who intend to live there, but is being accepted as an investment from which a large profit is sure to result.

This real estate company, which is composed



P. M. SCHUBERT.

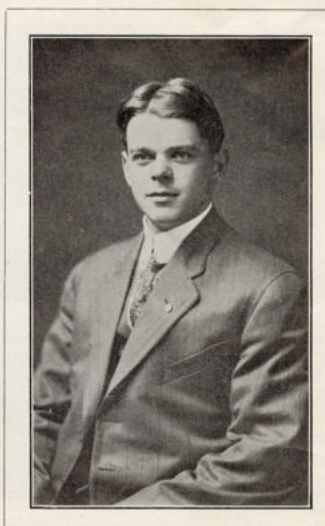
EB-26-296

Consequently real estate concerns that are successful must have the confidence of the public and it is to the credit of our city that we have in this business a number of men whose integrity is not disputed and whose experience in the real estate field is of great value to the investor.

Of such concerns may be mentioned the P. M. Schubert Co., 252A Namayo Avenue, for though the present organization has only been in effect since last May, Mr. Schubert has been engaged in real estate operations for five or six years, and has a deserved reputation for

concerning each neighborhood, is fully prepared to show the customer why one neighborhood is more desirable than another, or why one investment may be turned over more quickly than another.

Strathcona property, it is believed by this firm, will be our most populous residential district, and with this idea in mind, the company has put upon the market the subdivision Richmond Park. This section is in a particularly desirable location where steam and electric transportation facilities may be conveniently



M. WENZEL.

EB-26-295

of P. M. Schubert and M. Wenzel, is interesting capital in the Old Country, and every investment of that kind that is brought to our city naturally benefits the municipality as well as the promoters of the transactions.

Mr. Schubert has given evidence of his enterprise and integrity both as a business man and a resident of our city. Mr. Wenzel has only recently come here from Germany, but alert and progressive, he is co-operating judiciously with his senior partner so that the reputation and patronage of the firm is commensurate with the sound and estimable standing that it has.

Wholesale and Retail Dealers in Lumber

THOUGH a growing and newly settled country has many needs, the primary and important one is for lumber. The settler may be most ambitious and have progressive and able plans but before he has the heart to begin or promote them he must be sure of a roof over his own head and know that his family has protection before he can set about the project he has in view.

Consequently the establishment of lumber concerns is one to be desired as among the first necessities of a new community can offer and in this respect Edmonton has been fortunate for she has not only at the present time lumber dealers and manufacturers that cater completely to demands, but in earlier days when building had to be accomplished even more rapidly, it may be said that construction was seldom hindered or delayed by the want of supplies.

This excellent condition prevailed through the foresight and experience of the early settlers for among them were some of our first lumber men and several of the present lumber concerns were among the first industrial enterprises conducted in this part of the province. The McInnis Lumber Co., Limited, 954 Jasper Avenue East, was incorporated in October, 1906, but previous to this had been conducted for several years under the firm name of McInnis & Lyons, and was one of the industries that was in successful operation when there was the largest demand for building materials.

Under the early partnership the present mill was begun, but in the corporation's administration of affairs there has been heavier development, the mill being enlarged and thoroughly equipped and greater facilities for all parts of the trade being added.

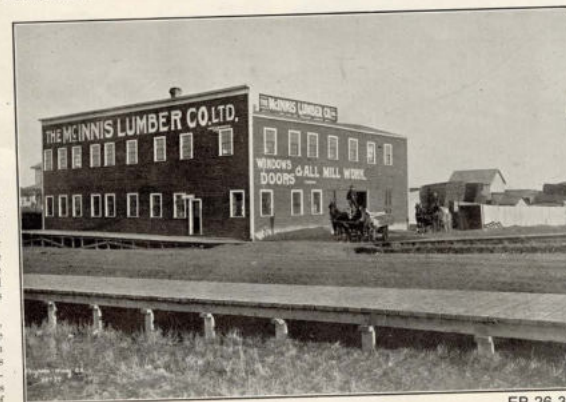
Dr. H. L. McInnis, the founder of the business, was also interested and the owner of some timber lands, but for more than a year this

THE McINNIS LUMBER CO.

Are One of the Best Known Industries in Edmonton

company has not cut any timber but has bought its lumber, in which it has a large wholesale and retail trade. The modesty of when it is known that the chief equipment was a portable saw mill. Now it has a modernly installed and up-to-date plant, where doors, sashes and mouldings are manufactured and where contractors and home builders are supplied at the lowest market price.

Fir and spruce from British Columbia is the



EB-26-342

lumber most extensively dealt in, while oak and a number of other hardwoods are dealt in and are used in the finish and manufactured products which the company itself offers to the trade of Edmonton and vicinity. A large area of grounds and spacious buildings are occupied by this organization and a stock is always kept on hand to supply the needs of this community, no matter what excesses might arise.

Twenty-five to thirty people are employed, and this has been a triple increase from the days

of the old mill; so that the extension of the business has made advancement for a number of people as well as for the investors in the corporations.

The present officers are: Dr. H. L. McInnis, president; Alfred Brown, vice-president; Charles Bell, secretary-treasurer; George Parlow, managing director.

All of these men are residents of Edmonton and their interests and activities are identified with this municipality, so that they exemplify the slogan of this district of home industries for home people.

Dr. McInnis was one of the first practitioners to settle here and in addition to his professional services was wide-minded and foresighted enough to predict the growth and importance of this section. His investments were accordingly timed and well judged and it was this keenness of vision that prompted the organization of the lumber business.

Secretary-treasurer Bell has also been a resident here for some time and has been connected with this company for nearly five years, in his office with the corporation he has directed affairs with judgment and trustworthiness.

Managing Director Parlow, in charge of the actual operations of the plant, has been in Edmonton for eleven years and has been in the lumber business practically all his life so that from an industrial and experienced standpoint, the corporation is one of the most ably and expertly conducted in this part of Alberta.

The company, representing local capital, is more particularly an Edmonton enterprise than many of the businesses conducted here and its future as well as present success is a matter in which we are all interested. The conduct of the business leaves no doubt of the corporation is numbered among our leading industries and its officers among those citizens whose efforts for the advancement of the community at large as well as for their own immediate benefit and progress.

J. M. MAGUIRE

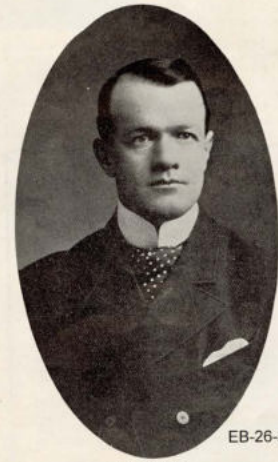
Real Estate Dealer who has made Record Sales in the Opening of New Subdivision

THOUGH the real estate dealers in our city have come from many parts of the continent, and here and there may be found representatives who are neither of Canadian or American birth, little is asked of them except concerning their ability and trustworthiness, and each man is allowed to go forward according to his own enterprise and ability. There is much latitude in the business affairs of any growing city, but fortunately to Edmonton's credit it has only attracted responsible and judicious men, who in making their own way protect the interests of their clients, knowing that the confidence of the people is one of the best assets that a mercantile concern can have.

This is particularly true of our real estate dealers, and discretion and integrity have been principles which without exception they have observed. Financially as well as morally, this has been advantageous, for their work has been accepted in many serious matters and in trade deals this reputation has given them the confidence of many people who rely upon them when in the market either to buy or sell.

It might be said truthfully that ability, honesty and enterprise were the total assets of many of the young business men of our city; and while this is not literally true, it would be admitted by many to be almost true, and J. M. Maguire, Suite 210, Moser-Ryder Block, 651 First Street, would not deny it. Mr. Maguire located in Edmonton in April, 1906, having come from Western Ontario, where real estate transactions did not offer any great activity, nor any prospect of a fortune. But this young man had been brought up in the real estate business and was familiar with all the conditions that make a good market.

Naturally a commission business was what he sought and the keenness and reliability that



J. M. MAGUIRE

EB-26-297

he disclosed in the first transactions made him friends, whose good word was freely circulated and whose recommendations were spread among larger and larger numbers, so that his business has been a steadily increasing one, with the

result that 1911 will show the heaviest volume of trade that Mr. Maguire has yet directed.

This result is of course very largely assisted by his development of Queen Mary Park, the subdivision near the Grand Trunk round houses and shops, of which Mr. Maguire conducted a record sale this spring. Though greatly enthused over the desirability of this section, Mr. Maguire does not expect enthusiasm to be wholly influential and has figures and prospects to show the ultimate value of this property.

That the Grand Trunk Pacific will have large shops here is practically admitted and eventually they will give employment to twenty-five hundred men, which will mean a family population of ten to fifteen thousand, the greater part of whom will naturally desire to live in proximity to their work.

Queen Mary Park offers this opportunity and situated four or five blocks from the Grand Trunk site, will be convenient to it without being so close as to have all the smoke and noise that such a plant generates. The accessibility of this subdivision to all of the city's mercantile and financial establishments and to its modern utilities is likely to make Queen Mary Park one of the finest workmen's neighborhoods yet promoted in our city.

Mr. Maguire handles now as he has in the past five years all kinds of city property, farm lands, etc., and in conducting his business in the most advanced and enterprising manner, gives efficient and trustworthy service to all those who are in the market or those who are perhaps timidly making inquiries.

He has built up his standing and dealings through thoroughness and sagacity and having prospered materially in the past five years looks hopefully to the future of a Greater Edmonton in whose prosperity he should share, as he is assisting to make it.

ALBERTA HOTEL

One of the first established public houses—has always retained its leading position

WHILE the newer hotels in our city are most creditable to the community and are bound to assist in the reputation of Edmonton as a place where first class hospitality and comfort is assured, it is to the older established houses that our gratitude is due. In the early days the profits of such an enterprise were much more problematical than they are now, but the need of them was much greater.

In those days Edmonton needed to give as much comfort and entertainment as possible to its visitors, for upon the impression gained then many a decision was made as to whether they should remain in this community or go elsewhere. In this regard the importance of an hotel has not changed, for when a man or woman receives highly satisfactory service in an hotel they are likely to prolong their stay and to look with favorable eyes upon other propositions in this section.

Taking all these things into consideration the Alberta has been beneficial to our city, for it was one of the first hotels established and in all periods of its career has given a high grade service that not only has assisted in the upbuilding of the hotel but has contributed materially to the reputation of Edmonton.

In the early days, the Alberta was in the most active business district, and though there is now a movement more to the westward, the Alberta will never lose its patronage nor fame, which has been too securely established to be lost in that way. Not that for years to come will its location be anything but desirable, for it is most convenient to the wholesale and manufacturing district, is on the main car line, is as accessible to banking and mercantile institutions as any hotel in our city and under its own roof furnishes accommodations that would allow a guest to live there many days without feeling the necessity of going upon the street.

This condition is presented through the telephone system that is installed in the hotel, the writing and reception rooms that practically give the guest the freedom of many besides their own apartments, sample and billiard rooms are maintained, a completely stocked news and cigar stand, telegraph and money order office,

and for the men guests there is an up-to-date billiard and pool room, barber shop, bar, shoe-shining booth and other accommodations.

Moreover, the table is one of the best in this city, the market is daily sought for the delicacies as well as the substantial of the reason, expert chefs are employed, the kitchen is finely equipped for every operation that takes place there, well seasoned and palatable foods are offered in variety on each day's menu and the service in the dining room is capable, highly trained and efficient.



EB-26-343

Originally the hotel was a wooden building standing on the corner of Jasper and Fraser Avenues and to this was attached the portion that is now used for sample rooms. For those early days, the hotel provided extensive capacity but in later days its facilities were largely outgrown and the first building was moved back onto Fraser Avenue and a new brick building erected in 1903.

This gave opportunity for making the hotel into a modern house and to this end new fur-

nishings were installed in chambers, parlors and other apartments, while the most improved equipment for hotel service was installed.

Hot and cold running water, open plumbing, numerous baths on each floor were included in the construction, also steam heat and electric light. Twenty-five rooms with private bath are an up-to-date arrangement that appeal to fastidious guests and through these and other accommodations the Alberta attracts under its roof some of the most experienced and exacting travelers who come to these parts.

The commendation and praise which they bestow upon the hotel and its management is proof that our city can offer as complete service and accommodations as any hotel in the north-west, if not in the Dominion.

The telephone system that is installed in the new rooms not only give instantaneous connection with the office but can be used for calls in any part of Alberta, thus as was said before business or pleasure may be transacted without moving from under the roof of this hostelry.

The hotel contains eighty-five rooms and the dining room ordinarily used to seat sixty-four will accommodate eighty or ninety people. Forty-two people are occupied about the hotel in different capacities so that each department not only has experienced administration but has a complete force by which every line of work may be accomplished thoroughly and promptly.

Thomas Rookes, the proprietor of the Alberta since April, 1909, is one of the best known and most popular hotel men in this part of Canada, his acquaintance and friendships extending through many parts of the world, through men who have been his guests on different occasions. He has been in Edmonton for five years, during which time he was manager of the Alberta before becoming proprietor.

His experience and training in this business, his hospitable and considerate disposition, serve to make him an admirable host and at no stage of his career has the Alberta been more prosperous than at present, a fact that may be attributed to Mr. Rookes' progressive ability and his admirable personality.

STUART & CO.

First Street Real Estate Dealers who find Business Most Extensive and Promising

WHILE we have many real estate concerns whose members have been in this city or vicinity for a comparatively long number of years, the larger number are composed of men who have been in other sections of the country and have located here after making comparisons and being convinced that Edmonton is the city of the future and that no other community has the location or natural advantages which our municipality possesses.

The judgment of such men must be accepted, for though those who have been here for some years are convinced quite as heartily of the possibilities of this city, they are impressed with such conditions because they know of no others. The men who come in here and reach the same conclusion have a wider outlook since they are familiar with what is being done in other places and what conditions obtain there.

Stuart & Co., 546 First Street, are real estate dealers who did not settle in Edmonton without full knowledge of what is transpiring in other western localities as well as this one. Yet this experience has made the concern more deeply attached to our city and more confident of its rapid development. On this conviction the company has entered the field here, and in sharing its knowledge with clients and prospective customers, it has since the first of the year built up increasing transactions and has gained the confidence of the many people who have had dealings with it.

The company handles all classes of real estate but its experience leads to other than that general assertion that so many real estate men make "All buying is good buying." This is undoubtedly true, but the person with capital to invest and who would like to realize a profit

in the shortest time, like more than such general information that any one can give or obtain.

More specific advice is given by Stuart & Company and that advice is supplemented with sound reasoning as to why one property is more preferable than another, the conclusion being reached when the growth of the city in the past is taken into consideration, the prospective location of railroads and other facilities, the

direction that mercantile and financial establishments are taking and the character of the population that will take up land in different neighborhoods.

This company has handled a number of business sites on Namayo Avenue and the number of new business concerns that have entered this neighborhood is a sign that this neighborhood may be counted among the future mercantile centres of a Greater Edmonton. Groat Estate, Westmount and Ingleswood are residential properties handled and the promptness with which these sites have been snapped up indicates with certainty that they will be the most quickly improved properties in our city and will be the ones that will very shortly be served with all the modern utilities of our up-to-date city.

The old Hudson's Bay Reserve is also handled as being most desirable property, while for people who are interested in other ventures British Columbia fruit lands are recommended, and some choice and fertile areas are offered through this house.

This firm, composed of H. W. Stuart and J. H. Bisson, has been established here only since the first of the year, but has gained a sound and substantial standing in that time. Both members of the firm have been in the Northwest for a number of years, part of which was spent in this city. Mr. Stuart formerly lived here, but was engaged in real estate dealings in Vancouver last year. Mr. Bisson has been in the west for six years and has investigated the resources of other localities besides Edmonton. Both agree that our city is destined to become the metropolis of the Northwest, and acting on that belief are assisting to that end both in business transactions and in movements where their support is asked for personally.

PROTECTION

WE protect the interests of our clients in every way. We offer for sale only properties that we know to be good safe buying. When we recommend a purchase there are sound reasons for doing so.

When you close a deal with us you have our guarantee that every thing is in order—title, taxes, etc., and thereby avoid complications.

We have a large list to select from comprising Business Property, Residential Sites, Tractage, Large and Small Acreage, in all parts of the City and Suburbs.

When you wish to sell, list your property with us. If the price is right we can effect a quick sale, as we have often a waiting to buy at all times, as well as outside capital for investment.

Call at our Office or write to us for information regarding sale investments.

STUART & CO.

546 First St., Edmonton Phone 2946

Group of Handsome Residences of Greater Edmonton Typical



Government House, Third Street EB-26-347



J. H. Goring's House, Fourth and Victoria EB-26-344



Premier Sifton's House, Victoria and Sixth St. EB-26-222



Revilin's House, Foot of Thirteenth St. EB-26-348



J. A. McDougall's House, Victoria and Third St. EB-26-223



J. B. Gardiner's House, Capital Hill EB-26-345



B. Seward's House, McKay and Fifth EB-26-349



McNamara's House, Saskatchewan and Eighth EB-26-224



Dr. MacKay's House, McKay and Fifth St. EB-26-221



King Powell's House, Eighth Street EB-26-350



House in Wadleigh Park (Groat Estate) EB-26-346



C. W. Cross' House, Seventh St. EB-26-351



Saunders' House, Jasper Place EB-26-352



Geo. Swainson's House, Victoria Ave.
EB-26-356



John Stock's House, Third Street
EB-26-355



F. B. Somerville's House, Hardisty Ave.
EB-26-354



G. Bowen's House, Victoria Ave.
EB-26-357



J. A. Powell's House, Sixth Street
EB-26-363



Robert Lee's House, Third Street
EB-26-353



Dr. Whitelaw's House, Third Street
EB-26-358



H. R. Mumtill's House, Twelfth St.
EB-26-362



Thos. Bellamy's House, Second and McKay Ave.
EB-26-359



Dr. Brashinsky's House, Third Street
EB-26-360



J. I. Mills House, Sixth Street
EB-26-361

EB-26-468



W. A. FERGUSON

Ontario Jeweller Finds in One Year the Trading Advantages of Our City

ALTHOUGH the city of Edmonton has had a growth that is hardly paralleled by any other in this or any other country, the end has by no means been reached and the general prediction is that a future that will greatly excel the past is ahead of us. This belief is undoubtedly held by others outside of this province and a sign of this confidence may be seen in the capital that is being invested here, the new retail businesses that are being established and the progressive and sagacious men that are being attracted here.

W. A. Ferguson, the present proprietor of the jewelry business at 118 Jasper Avenue East, has been in our city only since the 18th of August, 1910, but purchasing the old stand of A. Bruce Powley, he had the prestige of this well known site from the start, while his enterprising and thorough methods have given him a sound and desirable standing in a comparatively short time.

Previously located at Kenora, Ont., Mr. Ferguson was familiar enough with Edmonton and its traders to know that only the best would satisfy them. Thus in taking over this business

and in practically re-stocking the store, he used his experience and knowledge to secure the finest line of jewelry that has ever come into the west.

Diamonds of the choicest cut and value are handled by him, watches of the most highly guaranteed workmanship, clocks in all kinds of attractive cases, gems of different classes, silverware and cut glass of delicate and intricate design and all the conventional designs in ornamental silver, gold and other metals are shown in attractive and exhaustive array.

Watch and jewelry repairing is expertly done, and Mr. Ferguson is the official watch inspector for the C.N.R., a position that is in itself a recommendation to those who know the accuracy that is demanded by railroad corporations in their timepieces.

Mr. Ferguson has not only added largely to the stock since he became proprietor, but has increased the volume of business and gives employment to four people. This prosperity is due of course to the goods and prices offered by Mr. Ferguson, but he feels that in no other community in Canada could such a development have taken place in such a short time, so that he is one of our enthusiastic business men and citizens who are boosting the city confidently believing every advancement the community makes helps the individual as well as the public generally.

THE CASTLE HOTEL

Modern hostelry, Expertly and Successfully Conducted by Hostyn, Powell & CO.

IN a city where so many new fields are almost daily being developed, the hotel accommodations are a more important matter than in some older localities. It is a fact that a person often judges a city by the hotel at which he is stopping and he is likely to make his visit long or short according to the comfort and content he feels at his hotel. There is no doubt but what many dollars have been lost to a city through poor hotel accommodations, for the investor, promoter and prospector has little patience with poor service and has too many other opportunities open to him to remain in a place where he is not satisfied with his food or lodgings.

As many places have lost money on account of inferior facilities, it may be assumed that

Not that this means, as anyone who knows our city is aware, that the hotel is out of the way. On the contrary it is only two blocks from Jasper, one from First and is as easily accessible as any hotel in the community. At the same time, neither street or steam cars are near enough to notice their commotion and there are enough low buildings or vacant land about to provide a wholesome air that is not possible where the buildings are more congested.

A brick building of four floors and a basement, it offers accommodation in some seventy sleeping rooms. These are neatly and attractively furnished and are always kept in the most desirable order and cleanliness. Writing and reception rooms are appropriately furnished and the lobby is not only one of the largest

This hotel, in operation since 1906, has been under the proprietorship of Hostyn, Powell & Co., since May last year. Joseph Hostyn of this firm is one of the residents of our city who is interested in a number of the opportunities which this part of Alberta presents and is an investor and promoter of a number of its resources, being interested in coal mines, and also being the man to discover the valuable quality of the sand and gravel at Clover Bar, and is a member of the Edmonton Sand and Gravel Company, which is developing this property.

William B. Powell, who has the active management of the Castle, is a hotel man of long experience, and formerly was in charge of the Windsor here. He has a host of friends among



CASTLE HOTEL, CORNER OF SECOND STREET AND PEACE AVENUE

EB-26-338

Edmonton has gained through superior facilities for at any of the first class houses in our city, guests are likely to linger longer than is really necessary and if there is a possible chance, people who are travelling anywhere in this district make it a point to get back here for their rest and relaxation.

Of the hotels that do credit to our city through expert management and high class service may be mentioned the Castle, and though this hotel has not the advantage of a main street location this fact lends to its patronage in some cases. While there are a larger number of people who always want to be in the midst of all the life and excitement that may be taking place, there is also a certain number of refined people who are willing to be a little apart from the noise and bustle of a city, and to this class the Castle on Second Street, corner of Peace Avenue, appeals.

in connection with any hotel in this city, but with finely upholstered chairs presents a comfortable atmosphere that is thoroughly enjoyed by the many patrons of this house.

The dining room is also one of the best laid out in any of our hotels. Small tables are used so that there is a sense of privacy that is never permitted where long dining tables bring many different people together. Also they allow space and opportunity for personal and accurate service. A high studded ceiling, prettily tinted walls, fine linen, china and silver are other embellishments which assist in the homelike air and comfort.

A barber shop, pool room, shoe shine stand are accommodations that are maintained in the basement and a well stocked bar is also one of the appointments of the house.

travellers, who regularly visit here, and others who come to the Castle are generally enrolled on that list, since Mr. Powell's hospitality and geniality are always in evidence, and he is alert as well as efficient in offering a service and a courtesy that makes friends as well as patrons.

His example in promptness and politeness is a rule that is followed by the twenty-five employees of the hotel, and this discipline and administration are features that appeal to discriminate people and has been productive of an increasing business since the present management has been in effect.

Messrs. Hostyn and Powell are both business men of acumen and reliability and are citizens who take a personal interest in the present and future of a Greater Edmonton.

McGEORGE & CHAUVIN

Fire Insurance Dealers who have Large Accounts in Loaning Money

THOUGH real estate is one of the most interesting topics of conversation in this city and in other communities that have had rapid growth, it will be understood that Edmonton would have attained little importance if other enterprises were not given proportionate consideration and if able men did not devote their time and enterprise to the cultivation of other fields.

It is encouraging to learn that some of the concerns that have been in real estate have dropped this proposition or have made a side issue of it for while the importance of property and the changes that are taking place must not be underestimated we want a city that is well balanced and where each commercial pursuit is maintained according to its importance and value.

Originally handling real estate in connection with a general insurance business, the firm of

McGeorge & Chauvin, Norwood Block, has for the past three years eliminated entirely its transactions in real estate and in concentrating its attention on insurance and money to loan has undoubtedly given better service than as if it had continued in the over manipulated real estate field.

In truth the amount of insurance handled by this concern would give it little time or opportunity for any other enterprise and representing twelve of the strongest organizations of their kind in the world, the firm probably writes more policies than any other in this city.

The risks covered include fire, accident, marine, plate glass, fidelity guarantee, employers' liability and burglary insurance and the companies represented include the Atlas Assurance, Northern Assurance, Guardian Assurance, North British and Mercantile and Railway Passenger Assurance companies, all of London; also Insurance Company of North America of Philadelphia, St. Paul Fire and Marine of St. Paul, Springfield Fire and Marine of Springfield, Mass., Sovereign Fire Assurance of Canada and North West Fire Insurance Co., of Winnipeg.

The loaning accommodations of this company has been greatly increased in the few years it has been engaged in this field and as it has both private and company loans, it has considerable latitude in investments and is able to give the best accommodation that can be procured in this section.

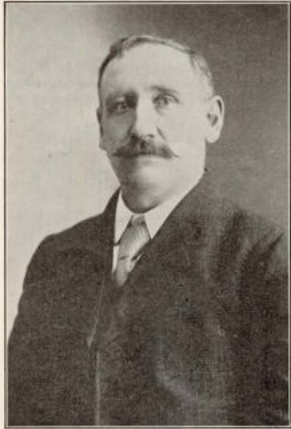
The partnership composed of James McGeorge and Ernest E. Chauvin has been in existence since 1908, through originally formed the first of January, 1907, as McGeorge, McIntosh & Chauvin, dealers in insurance and real estate. With the retirement of Mr. McIntosh, the real estate dealings were abandoned, and closer and wider attention paid to insurance and loan accommodations, with the result that this firm now stands at the leader in these fields.

Mr. McGeorge who has been a resident of this community for twelve years, when he came to this country from Scotland, has been interested in insurance for the past eight years and has been a progressive factor in many affairs of our city. He was last year president of the Board of Trade, been secretary of the Liberal Association, is president of the St. Andrew's Society and an officer of the Edmonton Exhibition Association.

Mr. Chauvin coming here from Montreal, has been in the insurance business for practically sixteen years and only left it in his first three

years of residence in Edmonton, when he was manager of the Edmonton Cartage Company. He has been treasurer of the Young Men's Liberal Club five years and has been one of the most enthusiastic promoters of out-door sport who has been influential in this field. He has been from the start actively interested in hockey and curling and was in charge of the Edmonton hockey team when it made its trip to Montreal several years ago in quest of the famous Stanley Cup. He has been an officer of this club for a number of years and he has always stood for fair and manly recreations that have inculcated a love for strength and keen sportsman's ability.

The influence of these gentlemen has been for the betterment of the community, generally, and they are numbered among those public spirited citizens whose efforts are for the advancement and welfare of our city.



J. McGEORGE EB-26-298



E. E. CHAUVIN EB-26-299

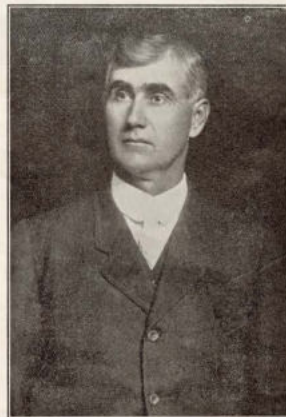
A. QUIGLEY & CO.

Real Estate Dealer who has been Successful in Strathcona Location

NO person believes that Edmonton or Strathcona has seen a tithe of the prosperity that is to come to it in future years and in a period not so very far remote either. Countless real estate concerns preach this doctrine and though there may be a few who doubt it, there are really none who disbelieve it. Consequently it may be readily seen that the real estate market will be a most active one for years to come. But the doubters will never be convinced by those men who merely make statements. They will have their doubts removed when they know that men who are preaching the development of the Twin Cities are acting accordingly and that dealers who advise them to buy are taking hold of all the property which they can themselves.

This is the confidence that has been imparted to many people by A. Quigley & Co., 228 Whyte Avenue, for the principal of this business has from the time he set foot in Strathcona been an investor in town property, and having been successful for himself can preach accordingly and demonstrate to others interested that there is now as good or better chances for investment than there ever was.

Quigley & Co. are not only dealers in Strathcona property and farm lands but are holders of acreage, timber and coal limits and have any kind of property in Alberta listed with them, so that the customer looking for a business or residential or agricultural site may be accommodated here, while the investor who has idle



A. QUIGLEY EB-26-300

money on which he would like a good return for a long or short investment can take up numerous propositions that are offered here and can be turned over again almost at will.

This concern is usually called upon to assist in the promotion of any subdivisions that are being opened in our University City and at the present time is stimulating interest in Parkdale and Richmond Park, two neighborhoods in the south-east that are attracting conservative investors, and beckoning to an industrious people who hope to have homes here. Both of these neighborhoods will be supplied with transportation, water and sewerage facilities within the year and are among the most desirable properties one can secure without using too large a capital.

Mr. Quigley who has been in Strathcona for the past five years has been the head of this real estate concern for two years. Previous to this he had investigated values and conditions and was buying and selling on his own account entirely.

Believing thoroughly in the wisdom and excellence of investment here, an office was opened and transactions begun. Devoting as much time and ability to his clients' affairs as he formerly did to his own, Mr. Quigley has conducted many profitable transactions and has achieved a reputation for ability and foresight that gives him a position among our foremost real estate men.

ATHABASCA LAND CO.

Realty Concern That Sees Forthcoming Development to the North of Us

EVEN though the real estate market in our own city will remain lively and active for many years yet, it may be well for investors and dealers to remember there are other places that are making mighty strides forward and that they have a number of features to commend them as well as Edmonton. To be sure there are none of us living in this city who has any idea that any new settlement or any old settlement for that matter will ever rival Edmonton and that even those that have gone ahead through earlier and longer settlement will soon be passed by us.

But there is opportunity for all and it will please Edmonton and in a measure benefit this community to have a greater development to the north of us. Of such settlements, Athabasca Landing has always been in close touch with the capital city of Alberta and it is gratifying to us to know this little town which has so long waited for its transportation facilities

investment that will give him a substantial profit in a short time.

This Company is the only one in our city that is making a specialty of Landing property, and their enterprise and acumen has been shown by the readiness with which they went into this market.

The Company are also dealers in farm lands, handle all kinds of city property and since their establishment in April this year, have consummated some of the best deals that have taken place in that time.

The firm is composed of A. P. Baker and W. L. Young, and both partners have been identified with this city during the last years when its development has been so marked. Also they were in a position to know the causes of development and to judge that its progress was permanent and assured.

This information makes them reliable authority in the matter of real estate, for they have past experiences by which to gauge future per-



ATHABASCA LANDING FROM NORTH BANK OF RIVER

EB-26-364



STEAMER NORTHLAND SUN AT ATHABASCA LANDING

EB-26-365

will soon reap the advantages of railroad traffic and all that goes with it. It is a good time to invest in Athabasca Landing and that is what is advised by a realty concern located here, the Athabasca Land Co., with office at 648 First St.

This Company has what is known as Gateway Heights, a most appropriate name for that district, which will be the entrance to a vast region farther north and which will be one of the reasons that Athabasca Landing will be a growing community, and which now offers opportunities for profitable investment.

Gateway Heights was secured by this Company before the present boom and the price at which it was purchased allows this Company to offer it its customers at reasonable terms. The land is inside the half mile limit and near the railroad, so that it is territory that will be most promptly in demand and offers a particularly good buy for anyone who may be intending to locate there or anyone who wants an

formances and they have every resource with which to govern their own purchases and choice of land, and to advise their clients accordingly.

Mr. Young has lived in Edmonton such a period that he may almost be numbered among our old timers. He has been in the newspaper and publishing business, and was one of the founders of one of the best known printing establishments now conducted in this city. Mr. Baker came here from Michigan some four years ago, and followed his craftsmanship of printing, had a plant of his own before entering the real estate business.

The Company is one of the realty concerns that has the confidence of the public. The business ability of both partners has commended itself to many customers, and their progressive work in this field is assisting in the development of this city and such promising places as Athabasca Landing. Both partners are well known in this section of Alberta and are regarded for personal as well as mercantile qualifications.

F. J. WHITE

Real Estate Dealer who Lists City Property and has Constant Transactions

EVEN the people who have lived in this city for some years, not to mention the many people who come in here just to make investments in land, are not quite sure which is the most desirable site to purchase, and generally like to have reasons given why one neighborhood is likely to have quicker advancement than another, or why one piece of property would be good for a quick turn over and another better if one desires to wait for two or three years.

Naturally these questions are put to the real estate dealer and the man who can answer them most conclusively is the one to whom such transactions will be entrusted. Men who have been in this city for the last half dozen years are naturally aware of the greatest changes that have ever taken place, and operating in the present they can from past happenings and the present trend of affairs make a shrewd estimate of what will occur in the future.

F. J. White, 37 Jasper Avenue, East, now in his fifth year of real estate operations, is informed of what has been taking place in Alberta, which he is also able to make comparisons, through other experiences in the west. His avowal that our city will be a second Chicago, the great city of the Canadian west, as Chicago is of the Yankee west, is not made in an outburst of enthusiasm but in a calm worked out reason. Though Mr. White might not convince all customers of such a large ambition, he has plenty of reasons that carry weight, for his transactions in the past have been carried out

with such foresight and acumen that his customers have come to rely upon him and to realize that his predictions have so far come true and that his dealings have been conducted in a thorough and reliable manner.



EB-26-353

Listings all over the city are held by Mr. White but he does not enter indiscriminately into holdings, for he intends to verify his predictions that every piece of land he handles will have an increased value within a specified time. To this end, he handles that property which is most eagerly desired and makes a

specialty of inside city property, choosing First Street and Jasper Avenue properties and practically insuring a handsome profit to any one who purchases such sites and puts them upon the market again.

All the different residential neighborhoods that have ever been put upon the market here in the past few years have been traded in by Mr. White who has offered his judgment to customers when property was to be secured and has made for them such excellent bargains that their business has been entrusted to him personally.

Mr. White has been located in our city for nearly five years and has been in this part of the country for the past eight years. He was formerly located in British Columbia and while he believes that there are most desirable fruit lands in that province and that its coast cities have particularly promising outlooks, he believes that for steadfast progress and permanent prosperity there is no settlement in the North American continent has the reasons and resources for going forward that Alberta has, and that Edmonton particularly will be the representative city of the province and the great metropolis of the Northwest.

Mr. White acts on his own belief and holds property of his own as well as handling it for others. He is most interested in every movement that will effect the progress and development of our city and in actions as well as words uses his influence for the betterment and advancement of this community.

EDMONTON ICE CO.

Old Established Company will Greatly Increase Capacity this Coming Season

THE stranger who comes to the north for the first time has the impression that there never could be a shortage of ice, yet this past summer we have known something like an ice famine, and great pressure was brought to bear upon the Edmonton Ice Company so that it would meet the demands of customers whose supplies fell short, through the limited stock that had been closed out by another ice concern. As far as possible the Edmonton Company met these unusual demands and was careful at least to take care of patrons where there were children or sick people, but it had not made arrangements to supply the whole city and the regular customers were given the complete service they had always had before any new ones were considered.

But this additional demand and the constantly increasing business of the Company, showed it that a larger capacity was needed and before another season has been closed, this Company will have erected new ice houses and will be able to store and handle a much larger quantity than it has been doing in recent years.

This Company, established twelve years ago, is the oldest and best known business house of this kind in this section. Its ice houses are down by the river and the office at 143 Saskatchewan Avenue, adjoin them. These houses have a capacity for five thousand five hundred tons of ice, but will be extended so that from two to three thousand tons more can be stored here.

The ice is cut at Capital Hill, about three miles up the river, and is clear as crystal, free from accumulations and is of such purity that fine reading matter could be read through one of the blocks.

Many people forget that ice melts in their water coolers or refrigerators and that if there is a sediment in the ice it enters into other stuffs in which it comes in contact. Not heeding this, many of them are not as particular about

ice as they should be, but happily in our city our companies are cautious and trustworthy and in the particular case of the Edmonton Ice Company it selects properties where the swift current of the river bears away any accumulations, leaving a frozen surface that is free from any impurities.

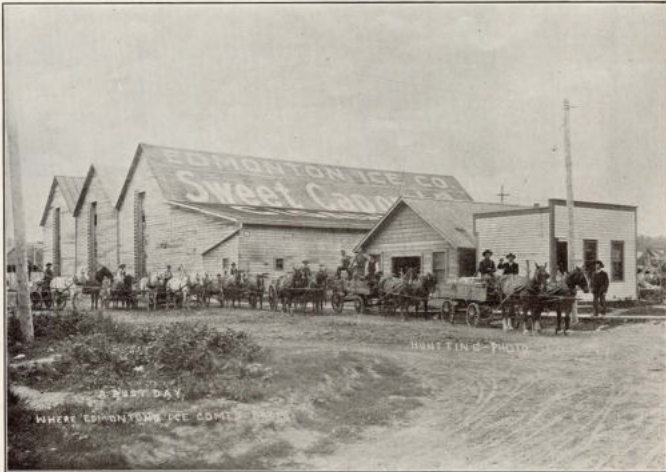
This concern has among its customers some of the largest wholesale and retail concerns in our city, ice cream and soda dispensers and manufacturers, and a majority of the residential trade, and the fact that it has never run short or allowed any suspicion of an ice famine to be connected with its name has given it a reputation for ability and experience, that has brought it increasing patronage and prestige.

Nine teams are kept for deliveries in the summer and the Company does not even solicit or cater to Strathcona trade, concentrating its

efforts on giving satisfaction to its many patrons this side of the river. About sixteen people are employed in the summer and in the ice harvesting season, some twenty-five men are utilized, in addition to the up-to-date machinery that is operated.

The Company is composed of R. Simpson and A. H. Schincke. Mr. Simpson was the founder of the business twelve years ago and has been the promoter of its early success and its present stability. Mr. Schincke has been in partnership with him for the past six years and has been energetic in progressive movements and an able co-operator with Mr. Simpson in reliable methods.

Mr. Simpson and Mr. Schincke are esteemed for personal as well as commercial qualifications and are numbered among the representative citizens of this community.



EB-26-339



Loyal Legion of Labor

A Document of Importance—Outlining a course of action for the ultimate adjustment of the International Race Problem. Reason for submitting this course of Action to the Public.

FIRST: It is founded upon a thorough knowledge of existing conditions and the multitudinous causes responsible for them, gained through a systematic study of the question by Mr. Z. W. Mitchell, its founder, who first spent a number of years studying and investigating the subject in the Southern States and who has since tested the practicability of the course through a practical application of its principles in various communities in several different States. Having satisfied himself that the organic plan of the movement embraced all of the elements necessary to an harmonious adjustment of the many forces with which an organization of the kind would necessarily have to deal the founder applied himself for more than three years to FOUNDATION WORK with a view to making it possible to perpetuate the operations of the movement while at the same time extending its usefulness from one community to another until it could be made national and international in its scope—England, Scotland, Ireland, Wales, France and other European countries have been visited during a period of more than seven months abroad during which time the foundation for foreign co-operation was successfully laid and a most valuable connection established.

Second: It engages the best and most worthy of the colored race in an effort to reach and control the lower and less worthy of its own and restrain them from criminal practices and degrading habits, by establishing an organized head for the race in EACH DISTRICT through which the various phases of the race problem can be reduced from an ethereal plane to a definite point of attack, which by adjustment of sane methods to local needs can be effectually dealt with, while at the same time removing the causes responsible for unrest and friction between the races.

Third: Through the medium of CO-OPERATIVE BOARDS the best and most wholesome influences of the dominant race can be forcefully brought to bear in stimulating and encouraging to higher effort the worthy, while holding under subjection and restraint the thoughtless and more vicious elements of the colored race, through which also can be equitably adjusted all matters arising effecting in any way the harmonious relations of the two races.

Fourth: It removes all agitation over "Race Superiority," regulating the question of SOCIAL EQUALITY between the races in such a way as to give the race the fullest latitude for developing the best and highest powers consistent with its environment and intrinsic worth.

Article III.—Co-Operative Members.

Section 1.—Any person in sympathy with the colored race in its struggle to work out an harmonious solution for the serious problem now confronting it, willing to give co-operation and support to the work of systematically working out its solution along lines defined by the Loyal Legion Co-Operative Educational System are asked to become co-operative members.

Article IV.—Co-Operative District Council Board.

Section 1.—The Co-Operative District Advisory Board shall consist of twenty-five selected co-operative members who shall have co-operative jurisdiction in all matters touching the interests of the races and the Legion. It shall advise and counsel with the active Advisory Board whenever anything may arise effecting the interests of the cause or races requiring proper adjustment.

Article V.—Power of the District Council Board.

Section 1.—The District Council Boards of this organization shall have power to make laws for the governing of the organization within their field of operation, fix and collect membership fees, contract and pay debts, prosecute and carry on each phase of the organization's work within its district and enforce

purpose of bringing about a harmonious solution of the so-called RACE PROBLEM along such lines as are and may hereafter be laid down by the Loyal Legion Co-operative Educational System.

Section 3.—It shall consist of three ranks, to be known as the Legislative, Executive and General.

Section 4.—The objects of this organization shall be—

1. To reach under LIVING CONDITIONS the general masses of the colored people and educate them on matters of life, aid them in solving their individual problems by helping them to throw off the inherent weaknesses resulting from slavery and past conditions, and by making the best of each opportunity and avoiding the things which on their part give rise to prejudice, hatred and contempt, enter fully into the spirit of the Twentieth Century civilization and advancement.

2. To encourage the race in thrift, economy and enterprise and better in every way their environment.

3. To enhance in every honorable way the industrial interests of the subjective race and protect it in the free and full enjoyment of the ordinary rights of citizenship.

4. To provide a practical medium of co-operation between the races through which all matters affecting the amicable relations of all races can be harmoniously and wisely dealt with while at the same time preserving the social purity and integrity of each.

5. To clarify and produce a healthy sentiment on the part of the employing or dominant class of whites toward members of the colored race by explaining and bringing intelligently before them existing RACIAL CONTRADICTIONS and the causes responsible for them, while at the same time directing an intelligent COURSE-OF-EFFORT on the part of the Legion to rectify and correct the CAUSES which may be found responsible for lack of progress and harmonious racial conditions and to form a closer union between the races for their mutual advancement and prosperity.

6. To negotiate with capital for the employment of worthy members of the organization in the various avenues of industry.

7. To reduce the work of dealing with vital questions effecting the constitutional rights and privileges of the race to a practical business system in charge of recognized officers legally vested with power to act, supported by a formidable organized moral force.

Article II.—Legislative Rank.

Section 1.—The legislative and governing power of this body shall be vested in a District Council Board of twenty-five members to be recommended by the District Advisory Board approved by the Supreme Master and elected annually by the members of the General Rank.

Executive Rank.

Section 2.—The executive power of this district organization shall be vested in a District Advisory Board of nine officers.

General Rank.

Section 3.—Any and all persons in sympathy with the work of bringing about a better and more harmonious relation between the races, and in systematically working out an harmonious solution of the serious RACE PROBLEM now confronting the nation, willing to give the weight of their best influence and support to working out systematically its solution along lines defined by the LOYAL LEGION CO-OPERATIVE EDUCATIONAL SYSTEM are asked to become co-operative members.

Article IX.—Duties of Officers.

Section 1.—The Loyal Legion Superintendent shall personally superintend the entire work of the organization within its district. He shall construe and interpret the general laws of the organization, and shall see that each board carries out its work in keeping with the organization's spirit and general law. He shall draft or approve all measures brought before the legislative body for action.

Article X.—Loyal Heart of the Legion.

Section 1.—The Loyal Heart of the Legion shall be the women's department of the Loyal Legion of Labor; the duties of these officers shall correspond with the duties of officers of the Loyal Legion of Labor.

Article XI.

This constitution may be amended upon approval of the District Advisory Board and a three-fourths vote of the members of the District Council Board at any regular business meeting provided said amendment shall be presented in writing thirty days prior to final action.

The Loyal Legion Co-operative Investment Company, Ltd. of Edmonton, Canada, shall constitute the investment department of the organization.

Edmonton, Alta. September 23th, 1911.

To THE PUBLIC—The principles of the Loyal Legion of Labor, as have been applied to this city, reflecting as the organization has, the higher influences of a selected number of prominent men of this section, coupled with the active co-operation of its head with the authorities in obtaining the observance of law and order, have to my personal experience resulted in much good to Edmonton.

Yours truly,
A. C. LANCY,
Chief of Police.

and pass upon any and all measures affecting in any way the interests of the races or cause within its jurisdiction.

Article VI.—Power of the District Advisory Board.

Section 1.—The District Advisory Board shall have such power in executing and carrying out the edicts and work of the organization in general as the District Council Boards may delegate to it.

Section 2.—The District Advisory Board shall be subdivided into three boards of directors through which the work of dealing with each and every phase of the so-called race problem within its district shall be reduced to a business system.

BOARDS.

Educational Board.

Section 3.—The Educational Board shall devise means and methods for developing and giving the powers for goods within the race, while at the same time holding under restraint the thoughtless, shiftless and criminal elements in a way as to prevent their influences from overshadowing and handclapping those of the race who are striving for better and higher planes of life.

Industrial Board.

Section 4.—The combined influences of the organization shall be directed through the industrial board to secure employment for worthy members in all legitimate avenues of industry while at the same time protecting the employing class against idle, reckless and unworthy members.

Legal and Protective Board.

Section 5.—To the Legal and Protective Board shall be referred all matters affecting in any way the amicable relations of the two races. All matters which estrange, divide and keep apart members of the race shall also become the property of this board. Through this board special effort shall be made to protect the public against injustice and imposition on the part of members of the race by investigating all race-difficulties calling for public support, and recommending those found worthy and reporting adversely on those unworthy, and to co-operate with the authorities in enforcing the observance of law and order.

Article VII.—Character of the Organization.

Section 1.—The Loyal Legion of Labor with its auxiliaries shall be strictly non-partisan and un denominational in character. No newspaper pamphlet or periodical of any kind published under the auspices of the organization shall contain either editorial comment or news matter of a partisan or a sectarian caste.

Section 2.—Persons giving employment to worthy members of the organization, co-operation and support to the work of working out an harmonious solution of the race problem along lines de-

approved agencies conducted for the purpose of advancing the religious, educational, material and other interests of the race, shall be classed as "Friends of the Cause" to whom shall be given the best influences of the Legion.

Article IX.—Duties of Officers.

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Yours truly,
A. C. LANCY,
Chief of Police.

F. FRASER TIMS

Real Estate Dealer whose Method of Publicity acts for Good of the Community in General

There is an old saying which probably every one has heard, "Every man for himself and God for us all," that undoubtedly has more believers and practitioners than any other creed or policy in all the world; the first part is indeed accepted literally by the vast majority of people and the good Samaritans that pass on the road to Jericho are as rare now as in biblical times.

Yet there are people who realize that the good of their neighbors makes for their own good, and beside being a more large-minded policy will have in time the returns that such unselfishness begets.

In these days of fierce and alert competition no one much expects that a business man will have but the one object—of achieving success for himself. But in this growing community, at least, it can be seen that those who assist in the advertisement of our city and Alberta must in consequence receive an adequate return, while others also will profit by such methods.

Among our real estate men there are a number whose literature not only calls attention to the particular trades they have to offer, but even more emphatically they call attention to the sound establishment of Edmonton, the extensive facilities it has to offer in public utilities, education and religious privileges, its banking and mercantile conveniences and its superior location as the entrance to a vast country to the north and west of us.

At the present time no one is more energetic in such exploitation than F. Fraser Tims, real estate and commission broker, with office at 120 McDougall Avenue, and it is gratifying to know that such general and desirable information, spread wherever it would be most effective, has resulted profitably for Mr. Tims, as it must do for our community generally.

No one is better qualified to undertake such a task than Mr. Tims, from his association with the great Northwest for the past twenty-nine years. He came in on a construction train and settled at Regina, the present capital of Saskatchewan, in the sum-

mer of 1882, and moved to Fort Saskatchewan, Alberta, in April, 1888. He is consequently familiar with every progressive step that has led to the great advancement of the West.

In 1898 he first entered the real estate field as an operator, and the experience he had before

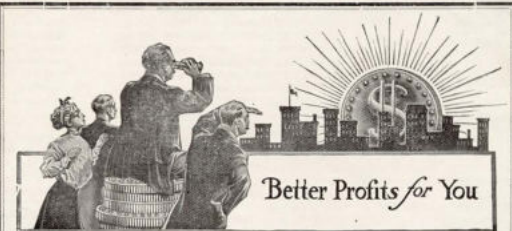
territory in the transactions that he conducts.

Mr. Tims has listed improved and unimproved farm lands, coal and timber districts, city property, while to completely accommodate any person looking for investment in this section, he makes loans or investments, also handles fire insurance. Trackage and warehouse sites may also be secured of him, and the most agreeable part [of trading with this concern is that a true statement of conditions will be rendered, and the person at a distance will be as adequately informed as if he in person were making the investment. The growth of the different parts of this province in recent years shows in what direction future movements will take place. The character of the land and its accessibility to railroads and other utilities is pointed out, while the experience Mr. Tims has had through his long residence here gives him especially sound information about current matters, by which he guides himself and clients.

Mr. Tims was during his retirement from the real estate business on his own account, in the Dominion Land Office, a fact in itself that will show the opportunity he had to become acquainted with the opportunities and possibilities of this part of the west. He was also for seven years the secretary of the Board of Trade, which necessitated him having the most thorough knowledge of land and facilities about here. He was also manager of the Edmonton Exhibition for three years, and in this office the many advantages of our city were set forth as a natural accompaniment to the attractions of the exhibition itself.

Mr. Tims was the first member for the Victoria District in the Legislature then convening at Regina, and in his long residence in the west has always been a helpful citizen to whatever locality where he has resided.

He is now counted among our city's useful and public spirited citizens and his reputation he exemplifies in his business calling as well as in those matters more distinctly associated with municipal affairs.



"Just as the Sun goes down or as it arises"

There is MONEY piling up for YOU if you will take good advice and BUY NOW. Do not procrastinate.

The wise men say: "That Real Estate is the very best investment for savings. It is bound to grow into money. More fortunes are made from the RISE IN REAL ESTATE VALUES than all other causes combined. When you buy REAL ESTATE you are buying an inheritance. The wise young man and maiden who TO-DAY invests their money in Real Estate have started on the proper road to WEALTH. Let your Motto be: "Edmonton the Beautiful for me."

It is destined to become the Largest City in the whole of the West. BUY NOW.
It is the Natural Distributing and Manufacturing Centre. BUY NOW.
It is the Railway Centre from which all railways will radiate for the North, South, East and West. BUY NOW.

Consult me for choice of some 1,300 lots; a number have good, cheap buys in fully modern houses on them.

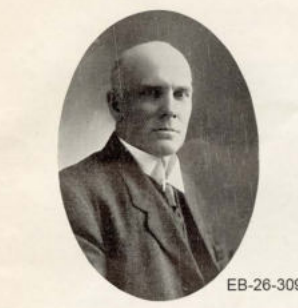
Delton Fairview Northcote
Dorval Hempriggs Haggman
Ingleswood Great Estate
Glenora Capital Hill
Westmont Ross Flats
Fraser Flats Norwood
Parkdale Cromdale
Riverview City Park Annex
Grand Trunk Annex Elm Park
and in every sub-division there is, either in the city limits or adjacent to them.

Phone 4265 F. FRASER TIMS Phone 4265
By-Secretary-Treasurer of The Edmonton Board of Trade and also The Edmonton Exhibition Association
120 McDougall Avenue Edmonton, Alberta, Canada

this at once gave him the confidence of local patrons as well as those who at a distance came into communication with him. He retired from this field for three years, but re-entered it again in August, 1910, and at the present time covers a wide list of property and

Greater Edmonton's Exhibition
Canada's Great Western Fair

MIRACLES of progress have been wrought in Edmonton in the last decade, but none more wonderful than the transformation of the Agricultural Fair of the old town into the big Exhibition of the new city. No better example could be found of what Sir Wilfrid Laurier on his recent tour of the West termed the "fabulous" development of Edmonton, than this same Exhibition, in which is epitomized the wealth of the city, the enterprise of the



A. B. CAMPBELL
President Edmonton Exhibition Association

citizens and the resources of tributary territory. It combines both history and prophecy. It is a monumental record of past achievement, designed to build up Greater Edmonton.

On grounds in the north-east section of the city, where two summers ago frogs piped in the slough grass, and cattle grazed, or sought shelter in the brush, there is now established the Edmonton Exhibition, presenting a beautiful panorama of magnificent buildings symmetrically arranged in park-like surroundings. Two years ago, the City of Edmonton made over to the Edmonton Exhibition Association, Limited, 147 acres of land which had been acquired for park purposes. In the spring of last year the Association began the improvement of this property as a site for the annual Exhibition, which, since the year 1900, had been held in cramped grounds on the river flat below the city. Eighty acres were fenced off for the Exhibition and the remainder of the property left open for improvement as a public park and recreation grounds. The sum of \$150,000 was voted by the citizens in two by-laws for exhibition buildings. In the short space of five months, the grounds were graded, roads constructed, a half mile race track built, waterworks, electric light and telephone systems installed, and two score buildings erected, including a grand stand with a seating capacity of 5,000.

On Wednesday, August 24th, 1910, flags flying and bands playing, the new grounds were formally declared open by His Honor Lieutenant Governor Bulyea. The opening had been postponed from the previous day on account of rain. Heavy showers on other days of the fair kept down the attendance, but on Thursday, Civic holiday, 15,000 people paid admission to the grounds. In the afternoon of this day, 7,000 people crowded the grand stand and enclosure. In respect of exhibits and races, the Exhibition proved an unqualified success, meeting the most sanguine hopes of the directors and justifying the large outlay of money by the citizens.

So numerous were the entries for the Fair of 1910 that more accommodation for stock was absolutely necessary for the Fair of 1911. The directors decided to appeal again to the citizens and a by-law for \$175,000 was submitted and carried by a large majority. An expenditure to date of \$362,500 has been authorized by the citizens for exhibition purposes. Of this amount \$300,000 has been devoted to stock buildings, for a manufacturers' building built as one wing of a main building, \$60,000 for a sub-way under the race track; \$10,000 for extension to sheep and swine buildings; \$15,000 for boulevarding and outside improvements; \$20,-

commenced this year, the contract for the steel work having been let to the Dominion Bridge Company. The pavilion will be 354 feet in length, by 200 feet in width, with an inside arena 236 feet long by 85 feet wide. It will be provided with a seating capacity for 6,000 people. Here in the future will be held the spring and winter stock shows and some day the Edmonton Horse Show.

Western Canada does not boast a finer Exhibition in grounds and buildings than that of Edmonton. Following last year's Fair the most highly commendatory notices appeared in leading agricultural journals of the Dominion. The Canadian Farm, published in Toronto, said in an article on the Edmonton Exhibition in the issue of September 9th, 1910: "The expenditure of \$175,000 upon the exhibition buildings has resulted in the finest thing of its kind in Western Canada, if not in the whole Dominion, and it was a pleasing sight to see the long ranks of handsome stables, methodically planned around the handsome pavilion, filled up with high class exhibits of live stock. The agricultural hall, representative of accomplishments and of possibilities in grains, roots and vegetables proved conclusively to visitors that Alberta is not the land of the one line farmer." The buildings on the new grounds were all constructed and arranged according to ideas gathered by Manager A. G. Harrison in visiting leading fairs of the United States and Canada, and following a general plan for the laying out of the grounds prepared by a landscape artist and awarded first prize in a plans competition.

The main entrance to the grounds is at the south-west corner through a handsome gateway of the lodge type built of concrete blocks. Here there are four turnstiles, two on either side of a large central exit. Tickets are sold from four booths, built into the gateway on each side of the turnstiles. Gravelled walks and roadways, green lawns, groves of trees and pretty flower beds greet the eye of the visitor to the fair on entering by this gateway. The well graded roads and driveways lead from the gate at Willow Avenue on the east side of the grounds. All vehicles and carriages enter by this gateway. All the buildings are connected with the fire station on the grounds by an alarm system. At night they are brilliantly illuminated, the fronts of all the buildings being outlined with incandescent bulbs. As the buildings are methodically arranged, facing on a central square, the effect of this electric illumination is very striking. The buildings erected last year are a grand stand, seating capacity 6,000, equipped with up-to-date reserved seats and capable of being enlarged to a seating capacity of 10,000; director's office, police station; fire hall; paddock and shelter shed; dining hall; four lavatories; two band stands; attraction platform; judges' stand; fireworks building; four race stable; dairy and horticultural building; dog and poultry building; nine show horse buildings, 105 feet



CROWD IN GRAND STAND AT EXHIBITION ON CITIZENS' DAY
On this day of the Exhibition the actual attendance was over 24,000
EB-26-366

long; swine building; sheep building; six cattle buildings, 150 feet long; superintendent's cottage. The \$175,000 voted for 1911 improvements has been expended as follows: \$100,000 for the erection of a stock pavilion; \$10,000 for a manufacturers' building built as one wing of a main building; \$60,000 for a sub-way under the race track; \$10,000 for extension to sheep and swine buildings; \$15,000 for boulevarding and outside improvements; \$20,-

000 for other buildings; \$14,000 to cover extras. A large number of trees, mostly elm, were planted out in the grounds this year.

With its expansion in grounds and buildings the Edmonton Exhibition expanded proportionately in stock exhibits. The need of the greater accommodation for live stock is shown by comparing the number of entries made in stock in 1908, 1909, 1910 and 1911:



A. G. HARRISON
Manager Edmonton Exhibition Association

	1908	1909	1910	1911
Number of entries in 1908	541			
Number of entries in 1909		1,203		
Number of entries in 1910			2,080	
Number of entries in 1911				3,907

	1908	1909	1910	1911
Cattle entries	199	321	475	603
Horse entries	234	251	454	443
Swine entries	67	106	178	322
Sheep entries	41	31	188	510
Poultry entries			177	233
Dog entries			105	85
Horticulture entries			13	264
Domestic Manufactures			19	48
Dairy Products			89	66
Sundry entries			91	89
Total	541	1,203	2,080	3,907

Edmonton's 1911 Exhibition was known as the Great Western Interprovincial Stock Show and Race Meet. It was held August 15th to 19th. Almost double the money that was spent last year in prizes, horse races and attractions was expended in the same direction at this year's fair. Last year the prizes and purses awarded and attractions offered cost the management \$19,951. This year the expenditure was \$35,795.

Last year the total prize money for all classes of exhibits was \$8,761, this year \$12,795 was given for live stock alone, exclusive of special prizes estimated in value at \$1,200. On the horse races \$11,000 was offered in purses this year, as compared with \$6,700 in 1910. Attractions presented this year cost \$0,500. Last year's attractions cost \$4,500. The distribution of the prize money in the live stock classes this year was as follows: Light horses, \$1,744; heavy horses, \$3,684; best cattle, \$3,243; dairy cattle, \$1,706; sheep, \$1,316; hogs, \$1,102; special prizes, \$1,200; poultry, \$2,500; dogs, \$700; horticultural show, held under the auspices of the Edmonton Horticultural Society in conjunction with the Exhibition, \$750; domestic manufactures and dairy products, \$350.

From a village agricultural show, the growth of the Edmonton Exhibition may be traced to its present proportions. Twenty-eight years ago the first race meet and agricultural exhibition was held in old Fort Edmonton. The race meet was held on a grassy track, roughly laid out in a clearing in the woods in the Hudson's Bay reserve between what are now Third and Fourth streets, north of Jasper Avenue. Later in the same year, 1882, the first agricultural exhibition took place. It was held in front of the Jasper House and Columbia House, on the bank of the river near the junction of Jasper Avenue and Grierson Street. In the years following it

was the custom to hold the race meet on July 1st. The meet was the event of the year for settlers and fur traders for hundreds of miles round. Indians and half-breeds would bet their all, scrip, money, pony-saddles and their ponies even on their favorites, and white men were ready to wager anything from a saddle to a farm on a foot race or a pony dash. "Tommy" Lander, now chief of the Edmonton Fire Brigade, was in those days the champion jockey of the countryside. "Bill" West, still an active member of the Exhibition Association, held the record for the 100 yards sprint. No regular race program was prepared. A certain number of races were arranged for, the majority were volunteer races whether of men or ponies.

For some years, the race and sports committee had charge of the agricultural show which was always held in a clear space on Jasper Avenue near the Columbia House, the proprietor of which, Wm. Walker, father of Frank Walker M.P.P. of Fort Saskatchewan, was one of the first promoters of the agricultural exhibition. When the Hudson's Bay Company's grounds were no longer available for the race track, which with years of use had been worked into a fairly good speedway, a joint stock company was formed and grounds on the flats below the hill were purchased. Here the Exhibition was held for the first time in 1900. These grounds were purchased by the city in 1907 for \$60,000. In 1909, the annual Fair having grown to be an event of great importance in the life of the city, A. G. Harrison, then secretary of the Edmonton Board of Trade, was appointed permanent man ager and secretary of the Exhibition Association. The new grounds of 147 acres in the east end of the city were turned over to the directors by the city council. D. H. Stewart

was appointed superintendent by the Association, and with new grounds and a new system of administration under the presidency of A. B. Campbell, last year the Edmonton Exhibition entered upon a new era in its history.

Following a broad policy for the encouragement of pure blood stock breeding, the Edmonton Exhibition Association has organized a number of provincial live stock associations, the Alberta Provincial Horse Breeders' Association, Provincial Cattle Breeders' Association, Provincial Sheep Breeders' Association, and Provincial Swine Breeders' Association. To the same purpose, an annual spring stock show was inaugurated on April 26th and 27th of this year. Over a thousand dollars in prizes were distributed among various classes of pure bred stallions. In addition to the stallion show, a show and sale of bulls was held. High prices were realized for animals offered for sale at this show.

Next year, sheep, swine and female horses and cattle will be added to the prize list of the spring show. A fat stock show is to be held under the auspices of the Association on December 20th of this year. By such means as these the Association is doing much to further the interests of the live stock industry in Alberta. The paramount importance of the stock feature of the Exhibition is shown by the erection of a stock pavilion to cost \$135,000 when completed early next year. This building in addition to a seating capacity in the main hall of over 6,000 will be equipped with carriage rooms, harness rooms, accommodation for some 200 head of live stock or horses, a lecture room seating 250 persons, a cafe seating 150 persons and ample toilet facilities.

The Edmonton Exhibition Association also made arrangements this year for the big spring race meet of the province on May 24th and May



WORK-HORSE PARADE—A FEATURE OF THE 1911 EXHIBITION
In this Parade which took place on the third day of the Exhibition there were 87 Horses

EB-26-368

25th, offering \$3,500 in purses in eleven races. This meet will be an annual affair.

The magnificent race track is one of the outstanding features of the grounds. Although built less than two years ago it has already acquired a reputation as being one of the finest and fastest half-mile tracks on the American Continent. The following extract from the report of Dr. R. D. Eaton, the Association's official judge of racing and a man who is conceded to be one of the greatest living authorities on racing and racing tracks on the whole American Continent is of interest. Dr. Eaton says:

"I have had the pleasure of visiting nearly all the best race tracks in the United States and a great many of them in Canada and I speak from experience when I say that from the Atlantic to the Pacific the Edmonton Exhibition Association's race track is one of

the very best half-mile tracks I have ever had the pleasure of visiting."

It is of more than passing interest to note that at the present time this race track holds every western record for pacing, trotting and running. The Canadian mile trotting record of 2:05 1-5 was equalled on this track at the Exhibition races this year.

The attendance at this year's exhibition was more than double that at the exhibition of 1910 and more than four times as great as that at the fair three years ago. This increase in attendance took place despite the raising of the price of admission to the grounds last year from twenty-five to fifty cents. The figures for the last four years are as follows:

1908.....	12,250
1909.....	21,921
1910.....	24,396
1911.....	52,156

The patrons, directors and officers of the Edmonton Exhibition Association are as follows:

Patrons—The Hon. G. H. V. Bulyea, Lieutenant Governor of the Province of Alberta; Hon. A. L. Sifton, Premier of Alberta.

Honorary Directors—Hon. Frank Oliver; Hon. C. W. Cross, M.L.A.; Hon. A. C. Rutherford, L.L.D., M.L.A.; Hon. P. E. Lessard, M.L.A.; Hon. Duncan Marshall, M.L.A., Minister of Agriculture; Hon. A. J. McLean, M.L.A., Provincial Secretary; Hon. C. H. Mitchell, M.L.A., Attorney General of Alberta; G. S. Armstrong, Mayor of the City of Edmonton; A. Davies, Mayor of the City of Strathcona; F. M. Morgan, President Edmonton Board of Trade; R. B. Douglas, President Strathcona Board of Trade; W. F. Stevens, Live Stock Commissioner, Alberta; James

J. Bower, President United Farmers' Association; George Harcourt, Deputy Minister of Agriculture; John A. McDougall, M.L.A.; W. S. Robertson, Sheriff; M. R. Jennings, Editor Edmonton Journal; W. McAdam, Editor Edmonton Capital; John Howey, Editor Edmonton Bulletin; A. B. Watt, Editor Saturday News; Geo. B. Fraser, Editor The Alberta Homesteader.

Officers—A. B. Campbell, president; James McGeorge, Vice-President; A. G. Harrison, Manager.

Directors—J. E. Lundy, Geo. Hunter, J. H. McKinley, George Long, T. M. Turnbull, J. B. Lubbock, C. H. Grierson, W. D. Carscadden, D. R. Stewart, W. R. West, Mayor G. S. Armstrong, F. M. Grindley, Chas. Gowan, R. J. Manson, Wm. Colley, S. W. Candy, Charles May, D. C. Robertson, M. F. Webb and J. L. Porte.

THE PALM CIGAR STORE

Smoke Shop with Extensive Stock Furnishes Accommodations in Pool, Billiards and Bowling

NO matter how much engrossed a community is with its manufacturing, mercantile or agricultural pursuits, there must be a time for recreation and enjoyment and no city can claim to offer up-to-date accommodations and conveniences unless it has a sufficient number of amusement establishments to cater to the demands of its population.

In this field, Edmonton has been well supplied since its early days and at the present time there is every opportunity for reasonable and wholesome entertainment. Though its name would indicate that tobacco and its products were the chief transactions of the Palm Cigar Store, the fact remains that this establishment has for years been the gathering place of men who enjoy clean and exciting indoor sport and who like to indulge their tastes in surroundings that are suitable and well conducted.

This establishment has been in operation for the past seven years and always under capable and efficient management, it has at-

tracted the best class of trade and has given satisfaction to its many patrons by the services given and by the modern facilities that are afforded.

At the Palm, six pool and one billiard table are conducted and each one is of regulation size, finely upholstered and constructed so that fast and clean work is general and some of the best contests that have ever been seen in the city have taken place here. Cues and all paraphernalia are kept in the best of condition, so that true shots and the best scores possible can be made.

The business has for the past few years been under the sole

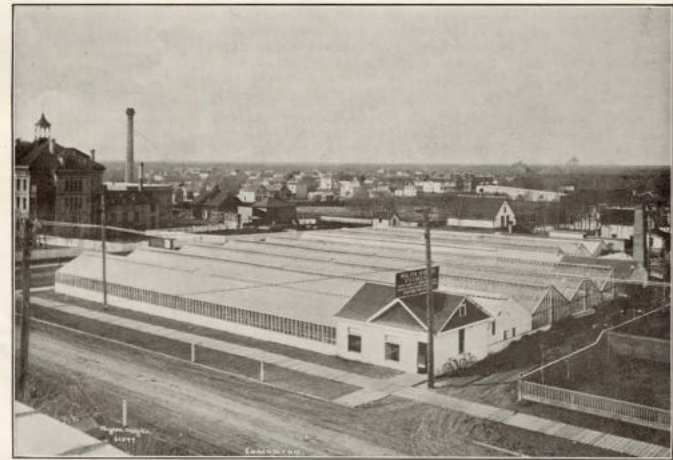
proprietorship of Mr. John McCorquodale, who is highly popular with his numerous patrons.



EB-26-367

WALTER RAMSAY

Largest Greenhouses in Western Canada, Conducted on
Victoria Avenue and Eleventh Street



WALTER RAMSAY'S OFFICE AND GREENHOUSES, 908 VICTORIA AVENUE

EB-26-369

EDMONTON in anticipating an increasing and remarkable growth in the next five and ten years looks for prominence in many fields, and what it has accomplished at the present time is held as illustrations of what may be achieved in the future. Consequently any enterprise distinctive and foremost in its own field is not only creditable to its promoter but is gratifying to the community in general.

Covering nearly an acre of ground, the greenhouses of Walter Ramsay are the largest in Western Canada, and many parts of Alberta are supplied with plants and cut flowers from this establishment. The group of ten buildings that are occupied are one of the most striking properties in this city, practically occupying half a block, the office being at 936 Victoria Avenue, and the greenhouses running back from this avenue on to Eleventh Street and facing Tenth Street.

The buildings are of modern construction, so that every device and equipment for the raising and cultivating of flowers is operated. Hardy or house plants are grown, roses, callas, carnations, chrysanthemums, and all those blossoms that are known to the average person, also rarer ones that are loved and indexed by horticulturists. Many thousand blossoms of one kind are raised here in one season, and as several plants are in bloom at the same time, the fragrance of the atmosphere and the delight to the eye may be imagined, though for that matter they may be experienced too, as the hot houses are central and may be visited any time.

The ten buildings occupied means that forty thousand square feet of glass is utilized, while over three miles of steam pipes are installed.

This concern supplies the market of Edmonton and this portion of Alberta with cut flowers, plants, shrubs, etc., taking care at different seasons of the year of house plants, being the decorator at all events where flowers are used, providing funeral emblems, corsage, shower or bridal bouquets, and having at its own plant every beautiful blossom that is in season, also displaying artistic and expert ability in the arrangement of flowers. Thirteen people are employed and each department is under skilful supervision.

Mr. Ramsay, who was formerly the principal of our public schools, had first a green house that was about sixteen by fifty feet and began the cultivation of flowers from his interest and sympathy with them. He entered the field commercially some six years ago, and the property on Victoria Avenue being secured, he had erected five green houses, the extensions that have followed giving twice the capacity that he started with.

Mr. Ramsay being the owner of the largest greenhouses in this part of the Dominion, has not only demonstrated his ability and progressiveness in this field, but has as noted in the beginning assisted in the reputation of Edmonton as a mercantile and supply centre, and is performing an important part in the greater growth and reputation of our city.

THE MACPHERSON FRUIT CO., LTD.

Oldest Wholesale Fruit Dealers in West Regard our City as Promising
and Been Successful here

WHILE the spirit of one for all and all for one has probably never been exemplified outside of fiction, it is true, nevertheless, in this great hopeful western country of ours, that one man's good fortune is looked upon much more favorably than back in those crowded eastern cities where one man's upbuilding may have been the cause of another man's downfall. Out here there is room for us all, and the success of one man or concern does not lessen the chances of another, on the contrary it should be an example and stimulation.

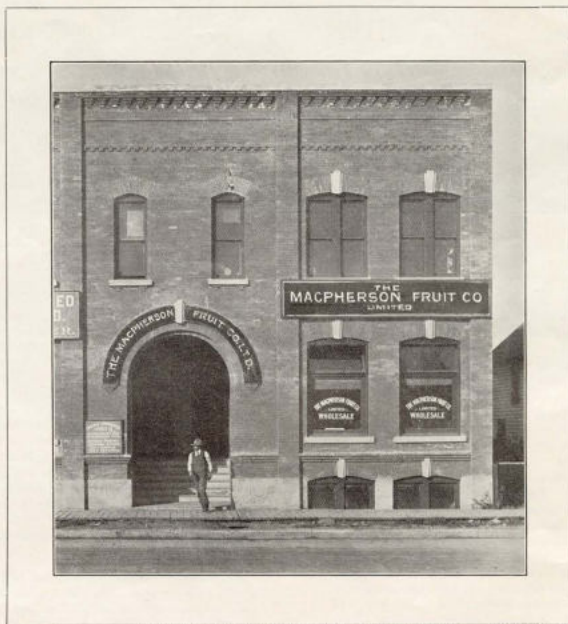
Thus when we learn that some of our more recently established wholesale houses have doubled and perhaps trebled their transactions in a comparatively short time, we feel that instead of crowding others in their field they have more likely opened new territory, created

Though this corporation was late in securing Edmonton's trade such as naturally comes through a local warehouse and manager, it has always been known here and had customers. The opening of a branch, in the early part of 1909, however, placed it upon a different footing, and the patronage gained that year was but an indication of what was to ensue. The transactions of the company were doubled in the following year, and this year the amount of business done in 1910 will be left far behind compared to the 1911 twelve months.

This concern is one that looks to the future and in addition to the great trade already developed in and about Edmonton, there are large territories that will be open to this trade within a comparatively short time. Even Edmonton people may not know that it is impossible to send out fruit where transportation is by

fruits in the west, and outside of Winnipeg has seven other establishments which include three in Alberta province, exclusive of Edmonton, so that the company's patrons are taken care of from such convenient points as our city, Calgary, Lethbridge and Medicine Hat.

Vegetables as well as fruits are handled by this concern and the Edmonton branch receives its shipments in carloads from different parts of this country, as well as from the tropics where bananas and other small fruits are most successfully grown, while the great volume of business conducted by the MacPherson Company, and the reputation it has among the producers gives it an advantage in selecting the finest quality goods and securing the lowest possible prices, advantages of course that are distributed among this concern's customers.



MACPHERSON FRUIT CO.'S WHOLESALE OFFICE AND WAREHOUSE

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fresh demands and called attention to our city as a distributing centre.

The MacPherson Fruit Co., 640 Third Street, though one of the last wholesale houses to be founded in our city, is nevertheless the first establishment of its kind to have headquarters in the west and as its career can be traced back for the past twenty-eight years, it is needless to emphasize the fact that its transactions began in a small way and have been increasingly expanded as the settlement of the Northwest took place.

In this respect, however, the MacPherson Company was by no means a follower, but was very often a leader, foresightedly and correctly gauging the location of the larger settlements, and being on hand to give service in their line before other traders realized the possibilities of such sections.

means of coach or stage and that there are neighborhoods to the north of us that never have any fresh berries, bananas, oranges, pears, peaches, plums, etc., can only be tasted by them when on a rare visit to the city.

The railroad through to Athabasca Landing will change these conditions, and when the steam railroads penetrate even farther north, there will be a still heavier demand upon our wholesale markets, and the first to be patronized after a long fast will be the fruit concerns.

From the office and warehouse in this city, the MacPherson Fruit Company supplies a large territory, though its capacity in this matter is somewhat restricted, owing to the fact that the MacPherson Company is the largest dealer

The company here has the facilities that a spur track gives it, upon which it can hold refrigerated cars until customers want their contents. Six thousand square feet of floor space is occupied and one salesman attends to local trade, while three others attend to outlying districts.

C. Mackelvie, who was formerly in the Calgary branch, has been manager here since July, 1909, and his maintenance of the upright policy of the parent house combined with his own trustworthy and enterprising methods has been responsible for the notable amount of business manifested at the present time. Mr. Mackelvie believes in the greater growth of Edmonton and its importance as a supply centre for a much wider territory and in extending and increasing the transactions of his own company is furthering and advancing the interests of our city.

E. HARDISTY

Handsome and Completely Equipped
Pharmacy Established in
West End of City

IF Edmonton had reached its greatest growth it would be a poor undertaking to begin a commercial enterprise outside of that portion of the city that has generally been regarded as the mercantile centre. But while estimates as to the development of our city in the next five years vary, there is no one who does not predict at least a trebling of the population in that time. The time to prepare for it is now. Consequently firms that are becoming established some distance away from the present centre are in a position to reap the harvest when the city expands in that direction.

Although it is practically certain the west end will be one of the choicest residential places, the concerns that have lately become located there are not waiting for the future. There are extensive transactions going on at the present time and the coming days will bring their own reward.

E. Hardisty, the pharmacist, at 603 Jasper Avenue West, founded this business in April of this year and though the development that must occur in the next few years may have governed him to some extent, trade at the present time is of more than sufficient volume to justify his location here.



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Moreover if this concern is typical of the class that we are to have here we may feel sure that this part of our city is to have modern and most efficient service. The store is one of the handsomest and most attractive in this city, quartered oak being used in compartments, shelves and fixtures, while three plate glass show cases with marble bases are other equipment.

A prescription specialist with a complete line of drugs and chemicals, including Nyal's family remedies in the large assortment in which they are produced, while toilet and fancy articles, druggists' sundries, etc., are shown in quantity and quality that meet with the approval of discerning people.

Kodak form an important side line, while other incidentals that are to be found at a high class family drug store are also dispensed and are displayed attractively and advantageously.

Mr. Hardisty has been in Edmonton for the past four years and was formerly employed at a leading drug store in the centre of the city. His enterprise and foresight is shown in his venture in this, the growing part of our city, and his capable and efficient service is bringing almost daily new patronage and a reputation as a trustworthy and progressive business man.

D. P. MUIR

Harness Manufacturer and Dealer Who Has
Old Established Site and
Extensive Patronage

ONE of the reasons why Strathcona and Edmonton both may look for continual development and a prosperous future, is that our locality attracts many new residents and business men who feel that the Twin Cities have more resources and opportunities than any other communities in the Northwest. These new people bring with them capital, industry and progressiveness, all of which may be applied to their individual affairs and yet have a beneficial effect on the community in general.

In this class of business men may D. P. Muir be placed, and though he bought out an old established harness shop when he came here three months ago, his own ability and enterprise is adding to the prestige of the establishment, so that new customers are almost daily being gained, while the old customers are being retained.

Mr. Muir comes from a family of harness makers and learned his trade in Scotland where his father, brothers and uncles follow that trade. He himself only reached this country last January, and soon after accepted employment in a harness factory in Calgary. Following this he bought out his present business in Strathcona, and is there reaping the reward his industry and foresight merit.



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The premises are ones that have long been known to city and country traders, all kinds of harnesses and saddlery being dealt in, also horse and stable supplies, while special orders are filled for heavy or stylish harness in which the best leather and the highest class workmanship are combined.

Mr. Muir having been brought up in this business since he was a boy, is particularly expert both in materials and processes, consequently the harness and saddlery which he handles are expertly selected, so that there will be no weak spots, that each portion of the harness will be durable and sustain the weight or drag that may be attached to it, and will give satisfaction both in appearance and durability.

The same precautions are taken in making harnesses, the best and most wearable material being supplied and the most painstaking skill being applied to the construction of each and every piece. Repairing is also thoroughly done and all orders are filled at the time promised and at the lowest possible price consistent with high grade material and competent workmanship.

Mr. Muir has in a short time become known for his reliability and progressiveness and is considered a most desirable acquisition to Strathcona's industrial circles, while he is esteemed also for personal qualifications.

Stanley and Jackson

LEADING MEN'S
CLOTHIERS AND
HABERDASHERS



FALL Styles now being shown, from the makers who lead in workmanship, fashionable material and styles.

Distinction and Good Form are characteristic of the Clothes we handle.

Newest things in

NECKWEAR
HOSIERY
HATS
CAPS

Men and Youths who are particular

TRADE HERE!

Stanley & Jackson
WINDSOR BLOCK
JASPER AVE. WEST

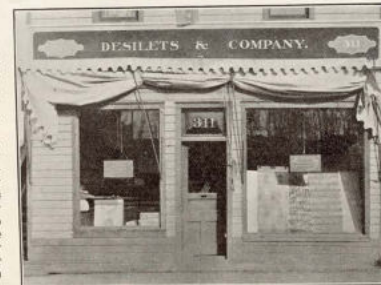
DESILETS & CO.

Interior Painters and Decorators Have Had Important Contracts in our City

IT might be considered strange by an uninformed person to learn that one of the concerns located farthest west in our city yet has transactions in all parts of greater Edmonton and had executed some of the most important work in its line that has been done here. But it might be remembered that good workmanship is not sectional and that people who demand quality are not worried if they go a block or two out of their way to get it.

In the particular case of Desilets & Co., which is located at 311 Jasper West, it may be said that the firm has occupied these premises for the past six years and consequently they have become well known and as it has been said, though other establishments may be more convenient to those who generally do their trading in the centre of the city, none can furnish more experienced or trustworthy service, none show a more desirable or larger stock, so a few extra steps are well worth taking.

The Company handling wall papers, displays one of the largest and best selected stocks that is carried in this city. The newest designs of the presses of the manufacturers are shown here



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as soon as they are offered in the market, and every texture, design and composition are dealt in. As interior and exterior painters, the Com-

pany carries all kinds of painting supplies and as interior decorators have shown their workmanship and ingenuity in the many high-class contracts they have executed.

The interior decorations of the King Edward Hotel, also of the Post Office, were done by this establishment and many of the modern homes in our city have been tastefully painted and decorated by this same concern. From fifteen to twenty men are employed and the contract ones figured upon and accepted, work is begun promptly and finished at the time appointed.

Originally the business was founded seven years ago and in the intervening period Edmonton has had its greatest growth with which this Company has kept pace in operations and development, a force of one or two people having grown to a crew of 15 to 20.

The present Company, consisting of A. Desilets and G. A. McAlpine, is comprised of two men, practical in painting and decorating who gained experience in different parts of this country. Mr. McAlpine is a Canadian by birth and has been in many parts of the Dominion, while Mr. Desilets came here from British Columbia.

GREAT WEST SADDLERY CO.

Largest Saddlery Concern Under the
British Flag

THE history of so many concerns in the great Northwest sound so much like fairy tales that they would be taken for such if the facts were not in evidence that substantiate their truthfulness and exactness. Of the men who brought only their hands and trade to the west and won fame and fortune there are more than a few and yet of these none is a more striking example than E. F. Hutchings, president of the Great West Saddlery Company and whose achievements are not open to doubt since this corporation today stands as the greatest saddlery concern under the British flag and before another year has passed such extensions will have been made to give it the premier position in its field in the entire world.

Though Mr. Hutchings laid the foundation of his fortune in Winnipeg and has head offices in that city, Edmonton is by no means disinterested, for the company has been in operation in our city for the past ten years and has now under construction a five story building with basement on Fourth Street which it will presently occupy.

In this manner the Great West Saddlery Company not only affords this city and vicinity the accommodations of its immense facilities and stock but in becoming a property owner and taxpayer, it becomes an integral part of our city and through its extensive operations reflects credit upon this community as well as upon itself.

The extent of this company's operations may be further attested in the fact that it has five wholesale houses and two of the largest factories in Canada, and is the manufacturer of the famous "Horse Shoe Brand"—the best brand of leather goods in the world in use for horses. Of the local headquarters two travelling men are sent out who cover Central Alberta and each transaction thus accomplished means wider reputation for Edmonton as a shipping centre; while every part of such trade adds to the volume of transportation and the amount of finances that is annually moved in our city. In all, the local establishment gives employment to twenty people, not an inconsiderable number in mercantile circles, benefiting not the people employed but the community where they live and where their wages are naturally expended.

The present premises of the Great West Saddlery gives the concern two stories in the front and four floors in the rear of the building, presenting floor space of ten thousand square feet. The front is devoted to retail transactions and the rear to the wholesale trade. Each part of the business offers the same conveniences, everything in leather (horse) goods

being shown and the Horse Shoe Brand predominating. These goods the company can sincerely recommend, for made under their own and practical supervision, the quality of the material has been expertly selected and the workmanship has been supervised so that it is thoroughly skilful and trustworthy.

Designs in saddles and harnesses that will meet the desires of the most discriminating people are shown and whether the goods are to be used for rough usage, for fancy or town riding there is at hand the proper equipment and the guarantee that no matter how far one can go, or what goods they can examine, nothing better may be found than the lines shown by the Great West Saddlery Company.

The concern are jobbers in saddlery hardware, blankets, trunks, oiled clothing and like commodities and the voluminous transactions of this corporation gives it the exclusive agencies for some of the best known manufacturers of these goods, complete displays of which are shown in the Edmonton store.

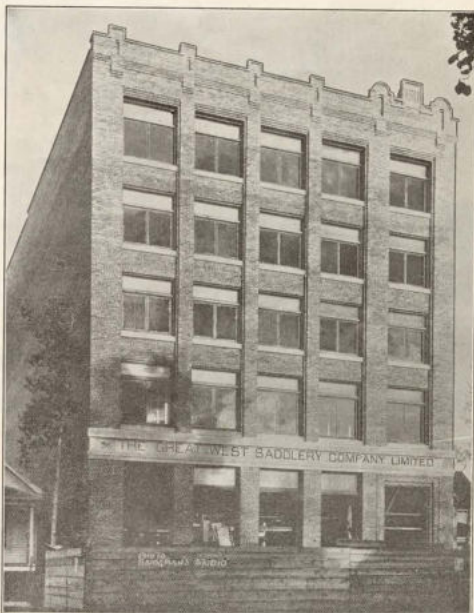
The greater capacity of the new building to be occupied and the fact that it is designed especially for this purpose will, of course, give the company model quarters where larger stocks may be carried and more attractive displays made. The arrangements will assist in facilitating business in every way so that the new premises will not only be creditable to the company but will allow better service that will be appreciated by customers.

Manager W. J. Thompson, under whose direction these changes are taking place, has been in charge of the Edmonton store for the past two years and was formerly with the same concern at the Calgary branch for five years. President Hutchings has been in the business for thirty-five years and the story is one of the wonders of the west, how he came to

Winnipeg and making harness and saddles for the Indians, virtually the only residents of that period, how he continued to do a larger business as other settlers came in, starting shops and stores as the population and demands warranted, until he reached the financial and industrial eminence he now holds.

Mr. Thompson is one of the vigorous young men of the west who believes that unusually good fortune may be earned here now, even though the phenomenal development of earlier days may not be quite possible. Admiration for President Hutchings animates all those who are associated with him and his upright policy as well as his accumulations stimulate them to exercise principles of energy and application which were part of his first assets.

Mr. Thompson has demonstrated his industry, perseverance and ability since he located here and the results that he has gained reflect credit upon himself personally as well as upon the great saddlery company which he represents.



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EDMONTON LUMBER CO., Limited

Saw Mill by the Bridge that Produces Lumber from Timber Districts Owned by this Concern

OF the various cities that have in recent years sprung up in this great northwest, none of them have more natural advantages than Edmonton, and it remains at the present time a city of wonderful possibilities since it is the entrance and natural base of supplies for the fertile country to the north.

Of many of these resources the future will give results and the outcome may be safely predicted from what has occurred in the past. The advantages are many and through them the amazing growth of this community has been stimulated and fostered.

So many facts speak for themselves when the prosperity of Edmonton is demonstrated that it is difficult to choose the features that have been more important than others in the growth of the city. The main cause of our success is that the right kind of people have been attracted here and they have explored and cultivated the lines that would affect advantageously the province as well as themselves.

Lumber is a primary essential, for without it no building could be done. Lumber that could be secured without loss of time is correspondingly more essential when we consider how much building has been done in an extremely short time, and the Edmonton Lumber Company with supplies of raw goods right at hand has been advantageous to the city's settlement and development and is proof again of the many resources this part of Alberta offers.

The Edmonton Lumber Co. was organized in 1905 and in the years succeeding has taken many millions of feet of lumber from vast forest tracts up the river, having yet a practically inexhaustible supply. The company owns its own timber limits and each season cuts millions of feet of spruce. The saw mill is located by the bridge on the Saskatchewan and here the trees of our native forest are turned into finished lumber ready for immediate use.

The mill is equipped with the best and most modern machinery; every facility is utilized to get the logs out promptly and turn them into usable material and the trade of Edmonton and its immediate vicinity is largely supplied by this concern, whose facilities give it an advantage over concerns that have farther to go for raw material or who are dependent upon other lumber men to make shipments down the river.

The mill has a capacity of 35,000 feet a day and more than three and a half million feet of lumber is put through here every year.

Wholesale and retail transactions are conducted in this product and a large number of builders and contractors in Edmonton and vicinity are supplied by this concern.

The company gives employment to forty men at the mill and send from one hundred to one hundred and twenty men into the woods each winter. This makes the concern a distributor of wages and labor that is effective in many circles. Men are brought in here for the lumber camps who get their supplies here and

who also refurnish their wardrobes and other needs when they come out of the woods. These men are also likely to be voyagers to and from other parts of the country, and the stories they have told of the richness of these lands and districts have undoubtedly influenced many people to prospect about here and ultimately to take up their residence in this section.

The organization of the Edmonton Lumber Company might be said to be due to prospecting and also to an intimate knowledge of what this community needs. At the head of the company is William H. Clark, who came here twenty years ago and as a builder and contractor became aware of what the demands were and how admirable it would be if they could be filled from home depots. Consequently timber tracts were secured at different times and the Edmonton Lumber Co. formed in 1905, Mr. Clark being president and manager, and A. West, secretary-treasurer.

The company includes men who are well informed of all conditions in this section of the province and the success of the lumber company was insured from the start. An office is maintained at 615 Second Street and the affairs are administered by the two officers mentioned.

The increasing operations of the company show with what wisdom and foresight it was authorized and it is a fortunate thing that in bringing credit and profits to its promoters, it has also facilitated building enterprises in our city and as such has been quite as distinctly beneficial as to those who invested in it and developed it.

QUEEN'S HOTEL

Modern, Up-to-Date house gave Accommodation
to Guests of Early Days

THOUGH we think of Edmonton of a city of recent settlement, it must be remembered that a community of its size could not just happen and that there must have been a beginning which however modest and hidden it might have been, yet was the seed from which our present municipality has ripened. And if the seed had not been sown and the soil fertile, the present development would not have resulted.

So the greatest credit must be given to those pioneers who first saw the opportunities of this district and through their cultivation and the results they achieved its reputation spread and its growth from that time, which may be said to be a quarter of a century ago, has been steady and continuous.

Naturally among the first enterprises founded in the community were accommodations for man and beast, and from its earliest days Edmonton has been distinguished for the conveniences furnished both. It is a matter of

In these recent years the building has been raised and extended, modern plumbing installed, electric light provided, kitchen and cooking facilities improved and from being a leading hotel of pioneer days it has continued a leading house of the present up-to-date period.

Located on Jasper Avenue East, between Queens and Fraser Avenues, it is convenient to all the trading and mercantile sections and attracts one of the best class of patrons that visit our city.

The sixty chambers which it contains are all attractively and neatly furnished. Hot and cold running water, bath rooms on each floor, steam heat, electric bells and other equipment that tend to the accommodation and comfort of guests are utilized while the service in every department is courteous, willing and prompt.

Billiard and pool rooms, barber shop and bar also writing, reception, sample rooms and parlors are maintained and from thirty to forty people are employed so that each operation of the house has an efficient corps of workers.



QUEEN'S HOTEL, JASPER AVENUE EAST

EB-26-371

surprise to many who only know of our city's most recent development to learn that there were several hotels established here as long as thirty years ago, moreover these hotels have kept pace with the community's remarkable growth and these hosteries of early days are also numbered among the best and most complete of the present period.

Queen's Hotel, one of the best known in the Province of Alberta, was started some thirty years ago and has been under the proprietorship of Mrs. B. Hetu for the past twenty-one years. A very few rooms were all that was needed when this proprietor took possession though at that time it was the most favored stopping place in this section. As the traffic grew heavier the house was extended to meet the demands and within the past twelve years it has been entirely rebuilt and remodelled, not only to give accommodations to an increasing number of guests but also to supply them with those comforts and luxuries which the modern traveller thinks he can not do without.

The dining room is particularly pleasant and cheerfully furnished and with a seating capacity for one hundred is so arranged that there is no crowding. The menu varied daily offers the best foods on the market, thoroughly cooked and served with facility and expedition.

Mrs. Hetu, retaining the whole interest in the property, has for the manager of the hotel H. F. McDonough, who came to this city from Winnipeg, and as he has been in the hotel business a number of years in the west, he has a large following among travellers, and is known throughout a wide section for his enterprise and administrative ability.

His experience gives him an intimate knowledge of the service required by the travelling public and his ability allows him to fulfil these demands. Mr. McDonough, with an excellent reputation before he came to this city a year and a half ago, has certainly strengthened it here, acquired a large number of friends locally, and with the guests of his house is always the genial and cordial host, which his profession and his disposition desire him to be.

R. N. FRITH & COMPANY

Insurance and Financial Agents who Succeeded Two Old Established Concerns

SO much attention is paid to acquiring property in this rapidly growing city, that one might naturally think the second consideration would be the protection of the same property, yet it is a fact that in this city, as well as in most others, property owners have to be constantly reminded of the importance of fire insurance, and even after the policy has been written many people would neglect to have it renewed if the insurance agent were not at hand to take the pains to remind his clients that the policy had expired or was running out.

In this matter as was said before the client is not only apt to be neglectful but he generally wants to have absolute confidence in the concern in which he deals. Ordinarily he does not

know the capital, assets or resources of the great fire insurance organizations, and he looks to his brokers to place his risk in the soundest and most strongly financed corporation, relying on them to use their own judgment.

Consequently a firm that has been doing business in this section for any length of time and has a reputation for experience and trustworthiness, will have an accumulating business and the confidence of its patrons will be an asset which will not be destroyed.

Though the firm of R. N. Frith & Company has only been established as at present a little over a year, it has the prestige of a longer establishment and experience from the fact that it is the successor of two other concerns, long identified with this field and because the present partners are men who have been experienced in insurance and financial matters in other parts of Canada and have demonstrated their qualifications since locating here.

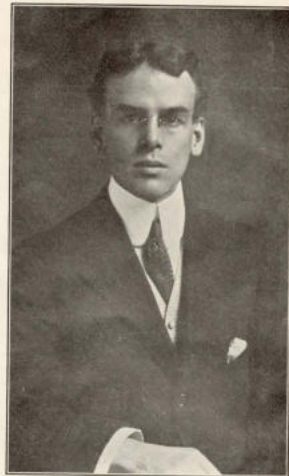
R. N. Frith & Company purchased the fire insurance business of two old established firms and brokers and in recent months the old customers of these firms have not only been satisfied with the service the new concern has afforded, but their recommendations have been sincere and widespread and an increasing patronage has resulted.

This firm now represents the Anglo-American, Ontario, Phoenix, Winnipeg, Nova Scotia, Alliance Fire Insurance Companies, also the Maryland Casualty Co. and the National Life Assurance Co.

Through the local agency of Frith & Co., policies are issued at the lowest possible rates, and in the case of loss an adjustment is made promptly and satisfactorily. All kinds of insurance are placed by them, including accident, illness, employers' liability, plate glass, automobile, also court, fidelity and contractors' bonds and all the usual forms of life and endowment policies.

The company as financial agents make loans, negotiate mortgages, collect rents and manage estates and give thorough service in any of these lines. They also control many desirable properties in this city and Strathcona, and their recommendation may be relied upon by persons who contemplate investing in this locality.

R. N. Frith, who came here from Toronto, was in the insurance business in that city and has



K. W. TOWNSEND EB-26-302

also been in banking business. K. W. Townsend was a banker in Nova Scotia, so that the partners have had an unusual experience and are authorities in the field in which they are now engaged.

They very early won the confidence of the public here, have shown themselves to be alert and responsible financiers and commercial men. They are regarded as important acquisitions to our city, experts in insurance and finance and citizens who take an interest in the advancement and welfare of our city.

wide entrance opens onto a concreted floor and high beamed walls give the premises a particularly commodious appearance. Twenty-five cars can be kept on the floor while a considerable portion of the rear end of the building is retained for the workshop where four mechanics are employed.

Supplies of various guaranteed makes are dealt in and at this garage are shown skiffs, canoes and launches of the Peterboro make. The agency for this water craft is maintained here and as the power boats have engines similar to automobiles, practical work can be done on these, either in installing, assembling or repairing.

This garage offers services in automobile transportation in the city or to neighboring towns, and business or pleasure parties prospective settlers or investors are given a favourable impression of our country by the comfort they

have while travelling to different parts and the swiftness and sureness with which they get over the ground.

The Bellamy Company, which owns the garage, is the farm implement and carriage house which is a neighbor to the automobile establishment. Ralph V. Bellamy is the manager, having formerly been manager of the implement and carriage business that is owned by his father, Thomas Bellamy. Mr. Bellamy, for years associated with his father here, was in a position to note the increasing popularity of the gasoline propelled vehicle and it was his foresight and enterprise that provided Edmonton with this garage.

Mr. Bellamy, who is still interested in the old business of the Bellamy Company, is one of the forceful and energetic young mercantile men in our city.



EDMONTON GARAGE, RICE STREET

EB-26-375

EDMONTON GARAGE

Up-to-date Accommodation Furnished and High-Class Cars Handled by the Bellamy Company

THE progressive character of a city may be somewhat judged by the accommodations that it furnishes for automobilists and their machines. This might seem a singular standard by which to make comparisons, but the fact remains nevertheless that a lasting impression is made when a large number of automobiles are seen on the streets.

Sometimes the use of cars depends upon the dealers, for if a concern happens to get hold of a car that doesn't give satisfaction the trade may languish several seasons until the first disappointment has worn off or been succeeded by demonstrations of what good cars will do.

Happily for automobilists as well as for dealers and the public there has from the inception of the automobile trade been expert dealers and careful buyers so that the trade has never had a setback and at the present time is one of the soundest businesses in this part of the province. The Edmonton Garage, with office at 124 Rice Street, has the agency for such well known makes of machines as the Overland, McLaughlin and Chalmers. The McLaughlin, which is assembled in Canada, has one of the best engines that is used in these vehicles, and as many different models are turned out from this plant, any taste for a body can be supplied here.

The Chalmers, formerly made in three types with different names, now all bear the same name. These cars are the most carefully constructed in the world, it might be said, as every operation takes place under one roof, each part is interchangeable and there is a lack of friction, a durability and a low cost of operation and upkeep that gives the Chalmers a reputation that is distinctly and undeniably its own.

The Overland is one of the best moderate priced cars in the market that can be recommended for rough as well as smooth roads.

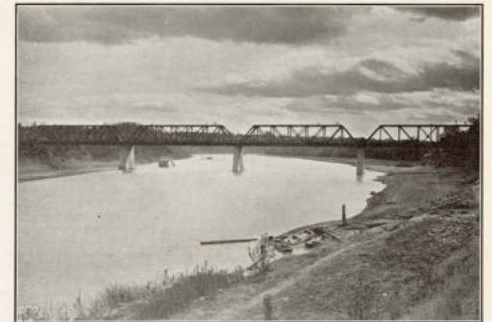
The garage of the Bellamy Company shows the up-to-date character of the business, as it is one of the finest premises used for this purpose in this part of Canada and was constructed by the Bellamy Company for this business. A

THE HIGH LEVEL BRIDGE

SINCE August, 1910, work has been in progress on the construction of the C.P.R. high level bridge which before the close of another year will span the Saskatchewan valley from side to side and unite the cities of Edmonton and Strathcona in a Greater Edmonton. The bridge takes its departure from the north bank of the river at a point between Ninth and Tenth Streets, immediately to the west of the new Parliament buildings, and joins the south bank a short distance east of the university grounds. It will be 2,800 feet in length, 200 feet above water level, and will cost approximately \$1,500,000. There will be two decks, the upper for the C.P.R. rails and street railway tracks, and the lower for foot passenger and vehicular traffic.

John B. Gunn and Sons, of Winnipeg, were awarded the contract for the substructure of the bridge, and in August, 1910, commenced the work of excavating the pier foundations. When the river had frozen over, coffer-dams were built, and the two main piers in mid-stream were raised above water level before

On the Edmonton side, the roadway will approach the bridge at about the present level. On the Strathcona side it will turn out and rise twenty-five or thirty feet by a five per cent grade. At no place on either side of the river will there be a level crossing, the roads, in every case, passing either over or under the railway line. The tracks will be bridged at Saskatchewan Ave. and will pass over a bridge at Hardisty Ave. running north along a lane between Ninth and



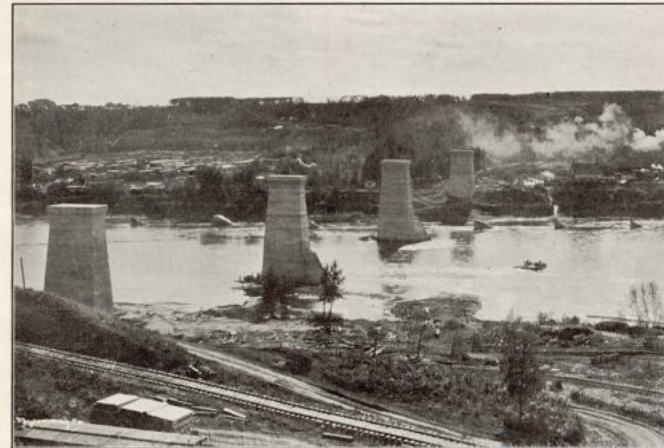
THE LOW LEVEL BRIDGE.

EB-26-414

Of the total cost of the traffic section of the bridge, Edmonton will bear \$288,000, the provincial government \$175,000 and the Dominion government \$125,000. The total cost of the structure has been estimated by the engineers of the Canadian Pacific Railway to be \$1,428,793. Of this amount probably half a million dollars will be paid out in wages in Edmonton and Strathcona during the progress of construction work.

The bridge when completed will command a magnificent view of the parliament buildings, the University of Alberta and North and South Edmonton, and also of the river valley in which it will stand a monument of engineering enterprise.

By a coincidence the site chosen by the engineers of the Canadian Pacific Railway for the great bridge which will give their trains entrance to Edmonton from the south, is exactly at the point where by the oldest and easiest ford across the Saskatchewan at Fort Edmonton. In a few months' time, giant locomotives, street cars and automobiles will glide over the Saskatchewan valley, high in air, on this most modern substitute for the old ford across which a few decades ago Indians urged their ponies and settlers toiled in ox-drawn Red River carts.



THE PIERS OF THE HIGH LEVEL BRIDGE.

EB-26-373

the ice had broken up in the spring. Night and day shifts were employed in order to accomplish this end and diving apparatus was used by the workmen in repairing one of the coffer dams which by accident had filled up with water during the progress of the work. Foundations for all the land piers were excavated last year, and early this year the concrete work was commenced.

In the excavation of the pit at the river's edge for the largest pier on the north side, thousands of cubic feet of material had to be removed. It was necessary to cut through a seam of coal seven feet in thickness. This coal was found to be of fairly good quality and, as excavated was used as fuel for the engine operating the derricks. The pit was thus, in a sense, digging the pit. Sub-contracts for supplies of gravel and sand required in cement mixing were let to local companies. The thousands of cubic yards of gravel supplied were dredged from the river bed and washed by a plant situated on the river bank a few rods distant from the location of the bridge piers. All work on the substructure of the bridge was completed in August and everything is now in readiness for the building of the steel spans.

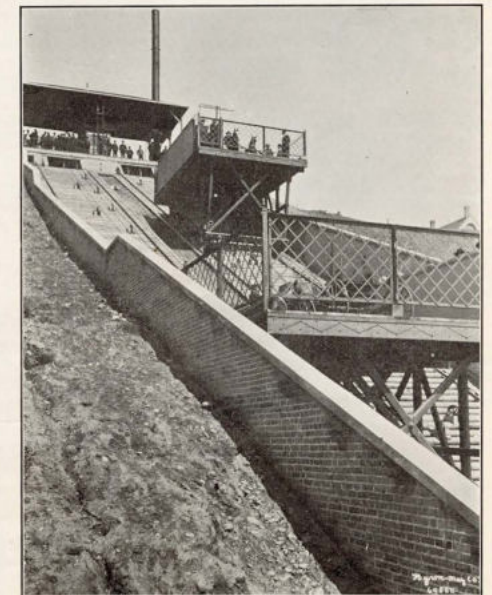
The bridge when completed will be supported by thirty-two piers and pedestals. There are four large central piers, one at each side of the river at the commencement of the water, and two in the stream. These piers are 128 feet high, the distance from the low water level taken in July, 1906, to the top of the substructure. The top of the rails will be 198.8 feet, or practically two hundred feet, above the low water level. The central piers will be twenty feet square at the base.

The C.P.R. rails will occupy the centre of the bridge, and on either side will run the street railway tracks. Forty feet below the level of the tracks will be the traffic deck of the bridge with a roadway 23 feet in width and an eight-foot sidewalk on each side.

Tenth Sts. From Saskatchewan Ave. to the west abutment of the bridge there will be a 10 per cent grade. The C.P.R. have provided the city with a right-of-way from Saskatchewan Ave. to the north end of the bridge for sidewalks and roadways. A right-of-way has also been provided on the Strathcona side to a point where the road joins one of the main streets of the city.

By the present street car route over the low level bridge, the distance from the corner of First St. and Jasper Ave., Edmonton, to the C.P.R. station in Strathcona is four miles. The distance between the same two points by way of the high level bridge will be two and seven-eighths miles, a reduction of one and one-eighth miles.

On the busy of a five minute service this would be a saving of 408 miles per day in the run between these two points.



THE INCLINE RAILWAY.

EB-26-374

LAFLECHE BROS.

Custom Tailors who carry Highest Grade Stock and have Particular Patronage

BUSINESS men who have more recently come to the City of Edmonton to locate, have come prepared to cater to a metropolitan class of people and to offer them the same service and facilities that are required in the older established communities. This is the method of business that is appreciated by the residents of this municipality, and consequently some of the newer concerns have far outstripped their predecessors and

have gained a success that is almost out of proportion with the time they have been established here.

Among such organizations may be mentioned LaFleche Bros., the merchant tailors at 118 Jasper Avenue West, who, located at their present site for a year and a half, have been in operation in our city altogether but two years and have among their large patronage the majority of the exclusive men and fashionable dressers here.

The reason is plain. The Company in becoming established here presented the finest and most up-to-date lines of materials, demonstrated their capable and modern workmanship and have repeatedly given evidence of their ability, so that the first customers have been supplemented by many others and a wider reputation is being constantly acquired.

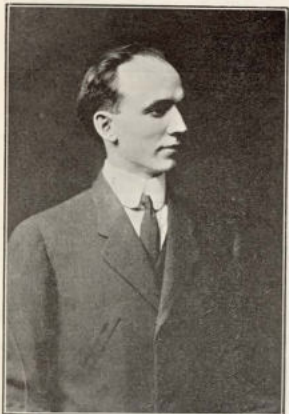
This firm carries the largest lines of woolsens and tweeds that is shown by any one establishment in this part of Alberta. The majority of these materials are imported directly from the old country and the styles that prevail in fashionable centres are turned out in suits, coats or other separate garments.

Trimmings, linings, etc., are also handled in large quantities, so that a suit once ordered may be completed without delay, the measurements being accurately taken, perfect fits guaranteed, and high class workmanship applied to every part of the making. Eight or nine people are employed and the proprietors themselves have direct supervision over every process.

The firm, composed of T. J. and J. A. LaFleche, came to this city from the State of Vermont, and are practical tailors who have had experience in different parts of the United States. They are alert to all improvements in their profession, keep informed of the newest

things in materials and fashions and are able to provide Edmonton customers with the most reasonable goods and styles, especially adapted to the individuality of each customer.

The Messrs. LaFleche have not only built up an extensive and successful business, but are recognized as the leaders in their trade and mercantile men of authority and progressiveness.



T. J. LAFLECHE EB-26-303



J. A. LAFLECHE EB-26-304

CAMPBELL & OTTEWELL

Flour Mill Operators who have Oldest Established and Best Known Plant in the City

WHILE the City of Edmonton and the Province of Alberta welcome within their precincts at any time business houses of the sort that are fitted for this section, and desires to see an ever-increasing population, including mercantile, industrial and agricultural men, neither the province nor our city can have quite that sense of gratitude that they had when the field here was more doubtful and conditions much more restricted. Then a man establishing a new business was disclosing the resources of this country and as a pioneer was blazing a path which now gives proof of its value and importance.

Thus, in giving credit to the City Flour Mills, Curry Street, Campbell & Ottevell, proprietors, it must not be forgotten that this mill presented the first market for the grain and wheat growers of this section and was the first to put upon the market a finished product that gave our city a reputation as a flour manufacturing location.

The public spirit as well as the progressiveness of a number of citizens was responsible for this movement, as in 1899 the plant was erected and the Doreing Milling Co. founded. It was a business that merited and received the consideration of the agriculturists about here, and today, it is an important factor among them, the preference always being given to home growers, so that at the present time seventy-five per cent. of its wheat is brought to its doors and the market price is paid to the farmers of Alberta who have long had confidence in the square dealings of this Company.

Two years after the business had been established, A. B. Campbell was secured as manager, and October 1st, 1906, Mr. Campbell and R. P. Ottevell purchased the industry, and through increased transactions and experienced application to the output and the raw material needed for it, strengthened the importance of the operations, enhanced the reputation of the firm and influenced the growers about here.

This concern was the first in Alberta to see the wisdom of raising winter wheat and to this

end secured the co-operation of the Canadian Pacific Railway by which a carload of wheat was brought here and distributed through Campbell & Ottevell at cost. Demonstrations since have not only proved the wisdom of raising winter wheat but some of the farmers who experimented with it have found it a particularly excellent and profitable crop. This movement of Campbell & Ottevell was consequently the means of further developing this section of the country, and also of proving the fertile character of the soil and the geniality of the climate.

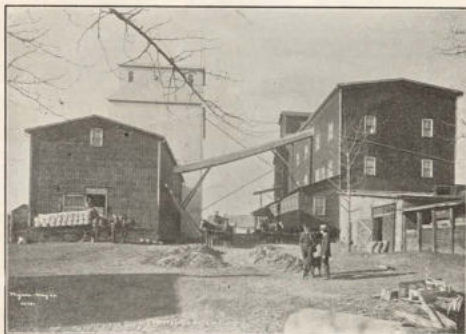
Under Mr. Campbell's management and partnership, the capacity of the mill has been increased from one hundred and fifty barrels to two hundred barrels a day and as the concern has kept pace with modern conditions and requirements, it has constantly added to its equipment and improved processes and has put upon the market a high grade flour that will compare favorably with any similar product manufactured in this part of the country.

This fact may be particularly understood when it is known that the Company has made shipments to the Orient but on account of home demands has never felt able to encourage this traffic but has given a strict attention to local demands, which takes practically its entire output.

The Company has recently registered a new trade mark, "The Crusader," and with a special and appropriate design that will call attention to this brand, will cover its old field effectually and take on such new territory as its facilities will warrant. The selected wheat used and expert milling operations that are applied, is resulting in high grade flour that is meeting all expectations.

Elevators with a capacity of one hundred and ten thousand bushels are utilized and the mill is kept in operation day and night through some seasons of the year.

R. P. Ottevell, though a resident of Clover Bar, is well known in the Twin Cities and is one of the most extensive farmers in this section and is the owner and promoter of coal mines in the Clover Bar district. Mr. Campbell, who formerly lived in the east, is one of the men who have absorbed the western atmosphere and is identified with its hopes and achievements. He has been a most astute and judicious manager of this mill, though our city has not been deprived of his services when they were needed. He is one of the most active workers in the Edmonton Exhibition Association, and has been its president for three years. He was also president of the Board of Trade in 1905. Every effort that would give creditable and desirable publicity to our city has had the encouragement and support of Mr. Campbell, and his reputation as a public spirited citizen is on a par with the standing of the firm of Campbell & Ottevell regarded as one of our soundest and foremost industrial concerns.



CITY FLOUR MILLS, CURRY STREET

EB-26-416



Greater Edmonton's Fire Fighting System Unsurpassed in the West



FIRE fighting in Edmonton was placed on an organized basis in 1892 when the first volunteer corps was formed. This year marks the inception of Edmonton's fire brigade. The volunteer system continued till April, 1906, when the paid system was organized. The first chief was R. G. Davidson who resigned from office in February of the present year. Under his superintendence the department was established on a most efficient basis. Mr. Davidson was succeeded as chief of the brigade by its present head, "Tommy" Lauder who is the pioneer member of the brigade both volunteer and paid. Mr. Lauder was with the brigade at its inauguration, and with the exception of one year he has been identified with it ever since. Prior to his appointment as chief he held the position of captain of No. 1 station.

Until June 1892, the town of Edmonton had been at the mercy of the water bucket and the bucket brigade of townspeople. In this month a meeting was held at the office of P. Daly, who was then carrying on a drug business in a store on Jasper Avenue East, "for the purpose of electing officers to manage and conduct the chemical engine, hook and ladder and general apparatus" which had just been purchased by the town council for the purpose of fire protection.

A village manual ladder truck and a manual double forty gallon cylinder chemical constituted the first apparatus of the town. These were stored in a shed at the rear of the building on Jasper Avenue East now occupied by the Blowey-Henry Company. To this "fire-hall" the members of the volunteer corps repaired when the alarm of fire rang out in the old town. The present hall at the corner of Fraser Avenue and Rice Street was built in 1893, and in the fall of that year, the apparatus was moved to this building. In October, 1906, the new building was sleeping accommodation for twelve men, with light, heat and water supplied free. The fees paid the brigade were at the rate of 60 cents an hour while in attendance at fires. Water for the steam engine was supplied from eleven tanks located in various parts of the city. They held 12,000 gallons of water each and were filled by the steamer placed down at the river bank. The installation of the water-works in the city and the hydrants for fire protection rendered the use of the engine unnecessary save in emergencies for which it is now held in reserve.

The first step in the formation of a paid brigade was taken with the arrival of the newly appointed chief, R. G. Davidson, of Sherbrooke, Quebec. In the service of this city, Edmonton's new chief had acquired much valuable experience in modern methods of fire fighting. He took charge of the brigade on the day after his arrival in the city. His first report embodied a recommendation for the construction of sub-stations and a fire alarm system which has since been adopted.

During the year 1906 new equipment was secured and the number of men in the brigade increased to ten. The installation of the Gamewell Fire Alarm System was begun in

the spring of 1907 and on August 23rd the first alarm was rung in over the line. The construction of the East End Fire Hall, known as No. 3, was completed in October 1907 and put in operation in this month in charge of Captain Lauder with six men. The apparatus in this hall consists of chemical engine "Seagrave" single sixty carrying two hand extinguishers, short ladder equipment and other necessary appliances, city hose wagon "Seagrave" carrying 1,200 feet of two and a half

hose, steam fire engine "Ronald" 2nd size. From this station is operated the city ambulance which was presented to the city by the Westward Ho Chapter of the Daughters of the Empire. This ambulance is maintained and operated by the members of the Fire Department, with no additional expense to the city, and is free of charge.

No. 5 fire hall, on First Street, Norwood, was opened on March 27th of this year under Captain Murray with six men. The apparatus of this hall consists of one single sixty gallon cylinder chemical, horse drawn; and one divisional hose wagon, capacity 1,200 feet of hose. Plans are now being prepared for No. 4 fire hall, to be erected on Sixteenth Street, and to be known as the West End Fire Hall.

With four fire halls in service and 40 men in the brigade, Edmonton has the best of fire protection. The equipment for fire fighting consists of one steam fire engine, three chemical engines, three city hose wagons, two city hook and ladder trucks, trussed ladders and a full complement of tools and appliances, 10,500 feet of "Paragon" hose, and 22 horses.

Improvements in the Fire Department have resulted in reductions of the fire insurance rates and further reductions are expected. In July 1906 the classification of Edmonton was changed to a base rate of \$1.00, and since that time two reductions have been granted upon improvements in the fire department, one of 15 cents and the other of 10 cents, which now places the city's base rate at 75 cents and means a great annual saving to property owners. A further reduction of 10 cents is looked for.

The ambulance provided by the Daughters of the Empire has been greatly in demand and has proved a boon in many cases of accident and sickness. In the six months, Nov. 1, 1910, to May 1, 1911, the ambulance responded to 237 calls; in the year previous, to 590 calls; in 1909 to 413 calls and for the two months in 1908 to 53 calls, making a total 1,293 calls in two years and eight months of service.

A notable showing was made by the fire department for the municipal year which ended October 31, 1910. During the twelve months there were 182 fire alarms rung in, and the property affected by the fires during the year totalled \$411,450. On this large amount of property all the insurance that the companies were required to pay amounted to \$18,865, a very small amount when the threatening nature of some of the fires of the year is considered. It is estimated by the insurance men of the city that there is paid yearly in premiums from the city of Edmonton about \$150,000. Deducting from this \$18,000 paid out, a gross profit of \$132,000 is left to the insurance companies.

The following figures show the amount of property involved by fires in the last five years, the amount actually destroyed and paid for in insurance:

Year	Alarms Involved	Amount Involved	Amount Paid
1910	182	\$411,450	\$18,856
1909	125	607,240	30,330
1908	78	224,990	21,920
1907	72	362,660	81,858
1906	31	75,565	13,527

The low percentage of loss indicated by these figures constitutes a striking tribute to the efficiency of Edmonton's Fire Brigade.



CHIEF LAUDER EB-26-311

inch hose; "Paragon" short ladder equipment, axes, bars, etc., with four horses in this hall solely for fire duty. This station is equipped with automatic stall and engine house door-openers, connecting the alarm system with a 16-inch gong and "Gamewell" indicator.

The construction of No. 2 fire hall was com-



FOURTH STREET FIRE HALL

EB-26-415

pleted and put into service in August, 1908, in charge of Captain Murray, with 9 men. The apparatus in the hall consists of, chief's buggy, "Seagrave" chemical engine, "Seagrave" single sixty with hand extinguisher, short ladder equipment and other necessary appliances, city hose wagon, "Seagrave" carrying 1,200 feet two and one-half inch "Paragon"

CAPITAL STONE WORKS

Plant on Eighth Street where Stone for Building Purposes is Handled

THOUGH Edmonton's chief reputation is as a mercantile supply and distributing centre, industrial operations are of paramount importance for every resource which our city develops itself gives it more and more independence and relieves it from the necessity of relying upon other communities for its finished products. Every step in this direction adds to the assets and reputation of our municipality.

The Capital Stone Works, with plant at 846 Eighth Street, is one of the industries that cover a wide field and though the raw materials can only be secured with difficulty in the surrounding territory, at least this concern facilitates building operations by turning out all kinds of building stone.

A portion of the raw material is Macleod stone mined here in Alberta, but the majority comes from across the line, thus far this commodity being found the most durable and desirable for construction purposes.

The Capital Stone Works, however, securing the raw material has modern and up-to-date equipment by which this stone is cut any shape desired, and in length, breadth or thickness corresponds to any specifications furnished.

Ten to fifteen men are employed, and a five horse power motor operated. Through the employment given, the operation of a complete and high class plant, shipping and administration expenses, the company enters into the list of industries that is assisting Edmonton, through

the distribution of wages, and facilities that accommodate the building trade.

The Company operating the Capital Stone Works consists of three directors, with an office on Second Street; F. A. George, A. P. Chattell and F. L. Sanders comprise the list, with Mr. George as manager and Mr. Chattell as secretary. Mr. George is a competent and experienced industrial man whose executive ability has been demonstrated in the development and extension of business that has been accomplished in less than four years. Mr. Chattell is an efficient and progressive administrative force and uninterrupted advancement has been due to the productive and combined efforts of these responsible men.

KENRICK & CO.

First Street Real Estate Concern that has Been Successful in its Operations

THOUGH continued activity in the real estate market in our city gives the many firms engaged in this business numerous opportunities and avenues

for their transactions. It must be admitted that the field has now reached such a competitive stage that only men of resource and foresight are the ones who are achieving any notable results and constant application and energy is demanded for a firm to make such headway and reputation as Kenrick & Co., 612 First Street, has done in a year's existence.

The company is composed of young men, who have been in this part of the country for a considerable number of years, and they have not only noted the development of our city, but have kept informed of conditions in the surrounding territory, so that the future of our city is not only spoken of confidently by this company but they have sound reasons for expecting the advance of other portions of Alberta.

With this idea in mind, they have undertaken the promotion of a number of townsites, and have now under their jurisdiction a new factory townsite in Clyde, a community some fifty miles distant on the Canadian Northern, which has every indication of being a most prosperous and largely populated settlement.

Oil, gas, asphalt and cement deposits are to

be found in abundance here, and the prospects are that it will be a community whose resources will attract capitalists, investors and residents. At the present time lots are being offered here at particularly reasonable prices, and as the town already has transportation facilities the advance that is likely to take place soon may be readily recognized by those who have been in this country any length of time, and know the speed with which such places are developed. The townsite now offers unusual opportunity for investment for those who look forward to

and in trading in real estate here it has a large number of selected listings, taking property for which there is a demand and demonstrating through the past occurrences what will most assuredly take place in the future. Inside property on Jasper Avenue and First Street is handled, also some of the residential sections that have already been included in the city limits, while property that will eventually be demanded for industrial locations are also dealt in.

In fact this company keeping informed of every movement in this municipality, is able to predict the direction in which it will grow most rapidly and extending the benefit of their experience to their customers, they are able to point out confidently the property that will have the earliest demand and the quickest profit. As this company has demonstrated its ability and foresight in such matters, it has gained the confidence of those that have dealings with it and are constantly adding to the number of their patrons.

J. B. Kenrick of this company has been in the west for the past dozen years and through his identity with this part of the Dominion is experienced and thorough in all matters relating to it. R. M. Logan, his partner, has been in this section for eight to nine years, and both young men have not only seen remarkable development, but are convinced that even greater progress will take place in the next few years.

They are consequently very active in promoting affairs to this end and in public spirited as well as commercial affairs, do their share in effecting the prosperity and welfare of this community.

locate there or for those who would like to invest in western property and realize in a short time a considerable profit on their investment. Facts and statistics are furnished by Kenrick & Co., so that no one need place his money in this proposition without being fully convinced of the worth and solidity of it.

While giving special attention to this townsite, this company is by no means indifferent to the wide opportunities our own city offers,



Clyde Celebrating on the arrival of the C.N.R. Street

EB-26-417

THE NORTHERN SUPPLY CO.

Structural Steel, Prisms, Windows, Sashes and All Kinds of Builders' Materials Handled

MANY people most vitally interested in Edmonton and conscious of its remarkable growth and prosperity, have no definite idea of the resources of this municipality and are only partially aware of the many fields that are covered by the mercantile and industrial concerns that are established here.

Though the Northern Supply Co., with office at 696 Second Street, has been in operation here for four or five years, comparatively few people realize that through this concern every sort of building materials can be supplied at once through the facilities offered by this house. Contractors, of course, are well informed of the conveniences that are thereby rendered them, but the individual would hardly assume that stone, steel, and many other materials and designs can be so promptly reached.

Structural steel, used for the foundation of large buildings, bridges, etc., is handled here,

also steel windows and sashes and other materials that are now in demand where fire-proof and substantial structures are the rule of modern times.

This firm also handles pressed brick, furnishings for the interior as well as exterior of a house or block, building paper, tiles for hearths, floorings, partitions, etc., roofing, plaster board, building paper, builders' hardware, fire place linings, floor coverings, hardwood flooring, and the many improvements that are now in demand by people who want comfort, utility and pleasing appearances in their homes or business places.

Such modern inventions as coal chutes, dumb waiters and other time and labor-saving appliances are handled here, prism lights and even fire extinguishers such as may be installed in factories, business blocks or warehouses are carried here.

A warehouse on Fourth Street is utilized. The Northern Supply Co. has for its managing director A. P. Chattell, and associated with him is F. L. Sanders, secretary-treasurer. Mr. Sanders is a qualified surveyor, having been associated with Mr. Chattell in that profession.

Mr. Chattell, who was the promoter of the Northern Supply Co., when the interests of Mr. Benson were secured, has been the manager of the present organization; he was formerly a qualified land surveyor, and native of England, having been in the Northwest the past few years.

His business acumen and alertness prompted him to enter the builders' supply industry, and since instituting this company he has cultivated the field energetically and progressively, and has developed its transactions to such an extent that it has had increasing and substantial success and is numbered among the leading industries in our city.

THE DOMINION CIGAR & NEWS STORES CO.

Modern Retail Establishment whose owners have Wholesale Tobacco Office and Transactions

THOUGH it would appear to some people that a tobacco and cigar business would naturally be somewhat restricted it can be shown that people themselves make their own opportunity and the nature of the business is not so important as the disposition of the people who are conducting it. If they are alert and progressive, the transactions will be extended, if they are content to move along in the same old rut, there will be no expansion or no success worthy of the name.

The Dominion Cigar & News Stores Co., with headquarters at 35 Jasper Avenue West, has enlarged its field of operations by entering the wholesale trade, the past spring organizing the Western Tobacco Co., and having dealings in all parts of Alberta, south to Red Deer, east into the province of Saskatchewan, and west on the Grand Trunk Pacific, two travelling salesmen covering this territory, and in a comparatively short time gaining a most desirable volume of trade. Wholesale headquarters are maintained at 719 Second Street.

Even if this company had not taken up wholesale trade, it would have forged to the front for its retail transactions are conducted on a scale seldom attempted by a cigar house. This company imports all of its own Havana cigars direct from the manufacturers in the southern country, where the pure leaf is grown, dried and rolled. It imports tobacco from England, pipes from Germany and France, cigarettes from Egypt and Turkey; and by these means has built up a patronage that knows the genuine from the imitation and will only be satisfied with the best.



RECEPTION PARLOR

EB-26-419

As this concern is the only one that has gone out after this trade, and as it applies energy and enterprise to supplying it, it has among its customers the most discriminate users of tobacco in our city and one of the largest trades of any retail store in this province.

The premises occupied, fitted up with dark

oak, with counters, cases and compartments of the most modern design, appeal to particular people, and there is no supply in foreign or domestic smoking material that is not handled here. A very large stock of pipes are handled and shown in cases or hung against dark covered matings, they are displayed to good advantage, so that a selection may be most readily made.

Tobacco pouches, humidors, cigar and cigarette holders and a score of articles that are useful to lovers of the fragrant weed are handled. Daily papers from many parts of the world are also dealt in, periodicals and magazines; so many publications being shown daily that the company has as much use for its title "News Store," as for its appellation of "Cigar Store."

The officers of the corporation are: J. E. Theriault, President; J. E. Leonard, Treasurer; J. M. Laureman, Vice-President. Messrs. Theriault and Leonard were the founders of this business some four years ago, and Mr. Laureman has been associated with them for the past year. The first two officers have been in Edmonton for five and six years and since coming together in this enterprise have developed the opportunities this advancing part of Alberta offers, and have become known as one of the leading concerns in this district.

All the gentlemen are able and energetic and devoting their ability to the advancement of this industry have achieved a notable and substantial success.



INTERIOR OF RETAIL STORE ON JASPER WEST

EB-26-418

A. J. BATES

Real Estate Dealer who has Made Progress in
Comparatively Short Time

HERE have been so many illustrations of advancement and success achieved in a short time in real estate operations in our city, that no account, however startling it might be to residents of other communities, creates a stir in this city. However heavy or profitable the results, in these operations, no one is much surprised, for foresight, industry and progressiveness are the capital that has led many to fortunes, and can be directed as successfully now as in other days.

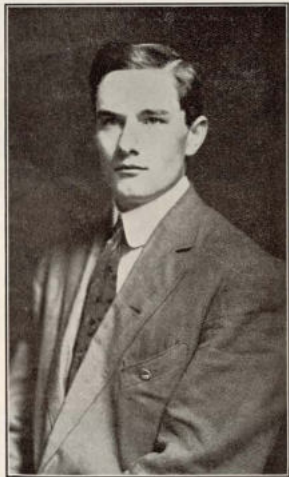
Consequently, some of the young real estate men in our city are stepping into the limelight, and while they have not yet made their fortunes, a continuance of their energy and enterprise must bring the results that such characteristics compel.

Among these operators who have only been a short time in the market and yet have had

Mr. Bates handles all kinds of city property and farm lands. He has been given some excellent listings and has investigated for himself the locations and surroundings.

Buying and selling on commission, Mr. Bates deals unprejudiced and impartially by all clients. He has no division that he must get rid of, or no property that will return him a greater profit than another.

Consequently comparisons can be freely made and facts only govern his suggestions and advice. The direction the growth of the city is taking, the class of residents that will naturally gravitate to one section, and the class that will take to another are considered and the ultimate manufacturing and mercantile industries are scheduled so that the customer has the essentials by which to guide him in the kind of property he desires to possess.



A. J. BATES

EB-26-305

transactions that illustrate their ability and judgment, is A. J. Bates, with office at 152 Rice Street. Mr. Bates has been in this part of the country some three years and was formerly engaged in construction work. He was impressed with opportunities of real estate investment and in this city and also in Saskatoon made purchases that demonstrated his judgment and foresight, as there was a rapid rise in values that netted him handsome profits.

Devoting more attention to the possibilities of this city, the conditions that govern it and the location it occupies as a supply and distributing centre, convinced him of the increasing value of property and the profits that will be realized. His own confidence has been impressed upon those with whom he has come in contact and he has been entrusted with their investments in such a volume that practically before he opened an office he had become a real estate dealer.

Mr. Bates' own acumen being shown in personal investments he has made, his judgment is accepted by many clients and his enterprise and reliability is bringing him into favorable notice that assists in increasing his business.

In fact this young man is one of the kind that is welcomed in our city. There is no envy or obstacles for the new aspirant for success in the real estate field. On the contrary, it is felt that each newcomer if he has sagacity and application, heightens the activities of this market and assists in making known its advantages and resources.

Mr. Bates then is being congratulated on the reputation he has made in the past few months, and the success which he has already achieved is considered but an indication of what he will accomplish in the future.

THE EDMONTON CITY DAIRY, LIMITED

Industry that gives Local Market to Dairymen and High
Service to Consumers

EVERY business that is conducted in the Twin Cities adds to the industrial importance of our community and makes it more and more a neighborhood that is practically independent in its own resources. Yet of these enterprises some are more beneficial than others, especially when like the Edmonton City Dairy, Ltd., it has transactions with both producer and consumers right in our own neighborhood.

This Company which has a most up-to-date plant across the bridge on the Strathcona road, sells milk, cream, butter, eggs and ice cream and buys these commodities all within a radius of two hundred miles. Thus the farmer or dairyman is given a market near at hand which encourages him in production and the

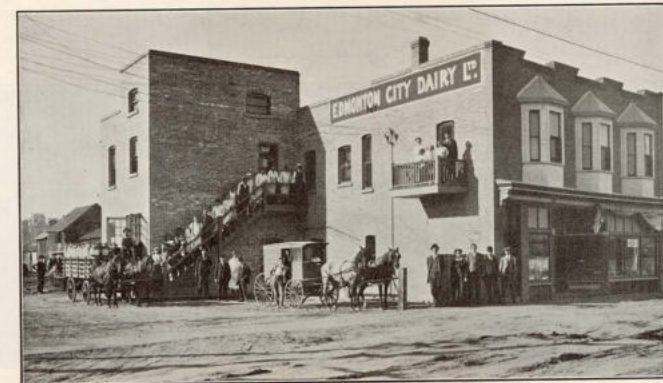
ton, which is very strict regarding the milk supply.

The hygienic that is made nowadays that peoples' hands should not touch anything that is to be eaten or drunk is observed here as every device for filling and washing bottles, covering and labelling, is done by machinery, and personal contact does not occur at any time.

The manufacture of butter by this concern has become one of the leading departments. Modern machinery is used for this part of the business and the butter is churned, moulded, wrapped and packed expeditiously so that production in this department amounts to four thousand pounds daily, and bearing the name Edmonton Fancy Creamery is shipped to the

company conducts in the front part of its main building a grocery store, where all kinds of staple and fancy groceries are kept in large assortment and guaranteed quality. This store furnishes a convenient market place for those who drive in from the country, and those who have selling accounts with this company find it advantageous for both to keep an open account for groceries.

The business was started some six years ago, and incorporated four months ago. W. W. Prevey, who was the founder, continues as managing director and it is he who has been the promoter of the many advancements that have taken place. Not only has the volume of the business been repeatedly increased, but facilities have been extended and improvements made



THE EDMONTON CITY DAIRY COMPANY'S DEPOT, STRATHCONA ROAD

EB-26-386

consumer is furnished with materials that are practically guaranteed fresh and pure, not having been held for days and weeks in cold storage.

This Company has a depot on the Strathcona side for the milk that is received from this immediate vicinity, and a branch is conducted at Leduc, which becomes the central point of shipments in that district.

The milk which is produced in these districts is handled in the most scientific manner, the fluid being pasteurized and bottled. The system used guarantees to the consumer that the milk is thoroughly pasteurized, having first been heated to a temperature of 145 degrees then held at this temperature for 25 minutes, after which it is immediately cooled to 45 degrees. This system having been approved of by the Board of Health of the City of Edmon-

coast and mountains and other parts of the Northwest where a number one fancy is appreciated. The local trade for this butter is large for the purity as well as the quality of this company's goods is widely recognized and approved.

A year ago the Company began making ice cream on a small scale but such a demand followed that a continuous flow freezer was installed this season and seven hundred gallons a day have been at times turned out. This confection is made of pure cream, is frozen with so many quick revolutions that it is wonderfully smooth and velvety, and the demand created resulted entirely from the satisfaction that was given. The freezer is one of the most modern inventions and is one of the very few that is operated in this part of the country.

In connection with the dairy business this

to keep pace with modern demands and widen territory.

Two stories and a basement have been occupied for the past few years, while there is at present under construction a commodious brick elevator and office building.

Fifty people are employed, while through indirect connections, the company may be said to have on its list a couple of hundred people through whom it makes financial disbursements.

Mr. Prevey has friendly as well as business relations with the many producers and customers that he has dealt with in the past six years, has their confidence and regard, and is numbered among the progressive business men of this community and as one of its representative citizens.

CUSHING BROS. CO., Limited

Greatest Sash and Door House in the West has New Plant with Extra Facilities and Capacity

IN a city whose population has come in so speedily and in such throngs as has occurred in Edmonton, there would be hardships and many disappointments if facilities and stock for building purposes were lacking. Necessarily building has been one of the chief industries that has been carried on in Alberta for the past few years, and that there has been no delay in these transactions has been due to the foresight of industrial men who anticipated these conditions and were prepared to meet them.

Creditable as this state of affairs is to our community, there are facts connected with the building trade of still greater importance, and one of them is that in Cushing Brothers, Limited, is the greatest sash and door house in the West, and in operating its new plant north of the railroad tracks between Nineteenth and Twentieth Streets it has one of the best plants of its kind in the country.

storied brick building which has been equipped with machinery from the old factory on Elizabeth Street and also with new and improved machinery. What with added space and more economic equipment the product of the company has been nearly doubled. Formerly employment was given to one hundred men, but now one hundred and fifty hands will be employed. The building has a depth of two hundred and twenty feet, the main structure being 80 by 160 and a wing being 80 by 60, giving an area on the two floors of over thirty-five thousand square feet.

The most improved system of kiln drying has been installed and the company generates its own electric power and is the first manufacturer of its class to provide its own power in electricity for driving its machinery.

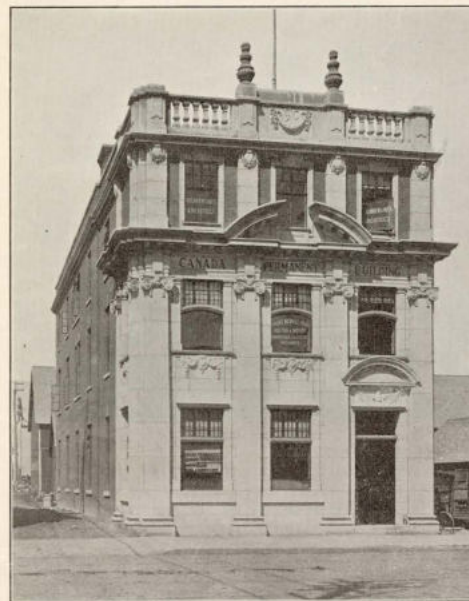
A spur track from the Grand Trunk Pacific Railroad runs into the company's yard and it is expected that similar conveniences will be

Street is retained for a supply house. In connection with this building a retail lumber yard and sales office will be continued to serve the eastern portion of the city and the country trade.

The directors of the company are: W. H. Cushing, Calgary, president; George Cushing, Regina, vice-president; A. T. Cushing, Edmonton, secretary-treasurer; and R. Walton, Fort Saskatchewan. The history of the business is similar to others of the great industries that have been promoted successfully in this part of the Dominion. W. H. Cushing began operations in Calgary in a small way in 1883 with a partner and in 1889 became sole owner. Repeated extensions were made in looking after the trade of the province, and in 1902 the business was made a limited corporation, with officers as at present.

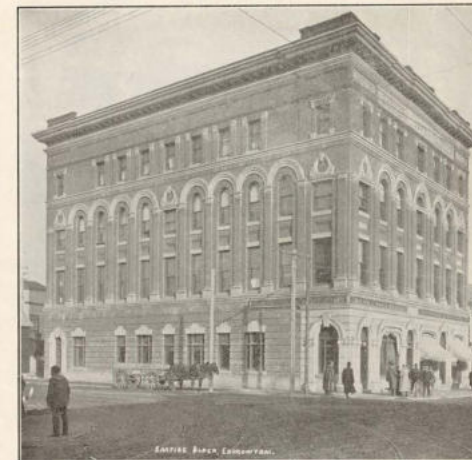
A. T. Cushing has been the head of the Edmonton business since it was founded here and he has been the promoter of the increases

Some of the Banking and Financial Institutions of Greater Edmonton



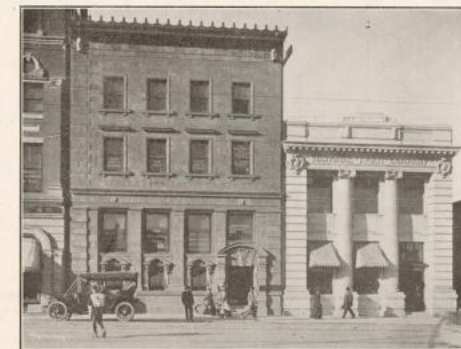
CANADA PERMANENT BUILDING SOCIETY

EB-26-387



BANK OF NOVA SCOTIA, IN THE EMPIRE BLOCK

EB-26-528



MOLSON'S BANK AND NATIONAL TRUST BUILDING

EB-26-389



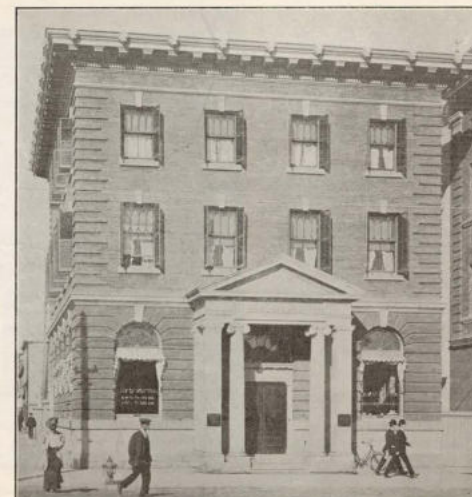
BANQUE D'HOCHÉLAGA, IN THE CREDIT FONCIER BUILDING

EB-26-391



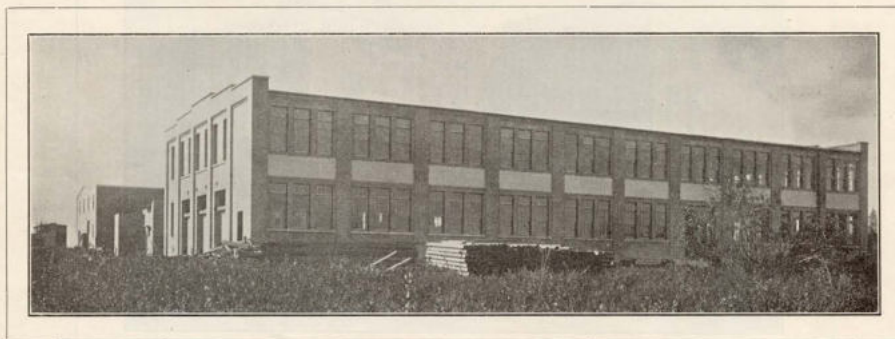
MERCHANTS BANK

EB-26-390



BANK OF MONTREAL

EB-26-388



CUSHING BROS. COMPANY, LIMITED—NEW MILLS

EB-26-527

In effect, this concern has been identified with Edmonton from the time that its great value as a merchandising and industrial centre was recognized, for the corporation bought a small concern in 1900 and has catered to the city's increasing demands in the past eleven years with a completeness and thoroughness that gave satisfaction to the public and necessarily meant expansion and extension to the concern so largely called upon.

The line of business to which Cushing Bros. has given particular attention has also been helpful to our commercial centre, for giving especial time and experience to the manufacture of store fixtures and finishings, it has provided our retailers with conveniences and facilities that are of the most modern and up-to-date character, assisting in that result which gives Edmonton the reputation of being the most metropolitan city in the great North-west.

The new factory of the company is a two-

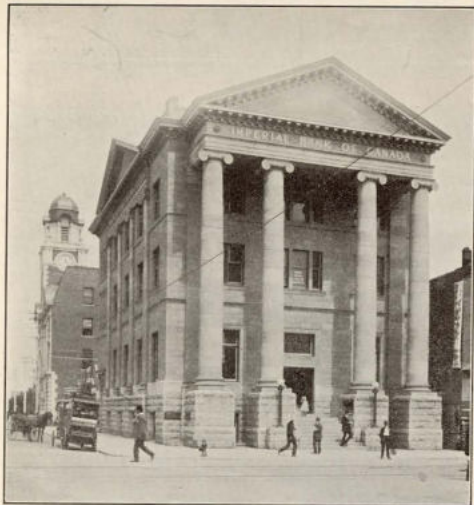
provided by the Canadian Northern before many months elapse. The location of the plant and the facilities and conveniences it now operates makes it not only one of the finest plants of its kind in the country, but gives it the capacity and opportunities to handle the greatest quantity of work with such economy that its prices cannot be underbid in this part of Canada.

Interior finish of all kinds including hardwood are its chief products and specialties are made of original designs or to follow specifications, superior work being produced in store fixtures of all kinds, show cases, grilles, mantels, colonial columns, porch accessories and ornamental products for residences or commercial houses.

The firm's transactions in doors, blinds, and sashes make it the largest dealer of its kind in the west, glazed sash, plate and window glass being other commodities in which it has heavy dealings. The old factory on Elizabeth

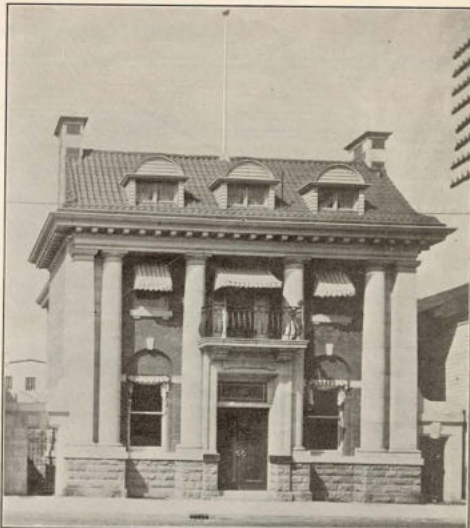
and expansions that have taken place in more recent years. The members of the company understand the great opportunities and resources of the province and have co-operated to anticipate all demands and keep at the head of the progressive industries in this section. With its present number of employees, the corporation is a valuable factor in the city's welfare as its payroll is one of the largest in town and the steady employment provided gives us a well paid and most desirable class of citizens.

A. T. Cushing has shown his interest and affiliation with Edmonton in other than business matters. He has been president and vice-president of the Board of Trade, alderman for two years, chairman of the Hospital Board two years, is a director of the Alberta College, and a school trustee, and is one of our influential citizens whose co-operation and support may be counted upon when any project is advanced for the betterment or welfare of this community.



IMPERIAL BANK

EB-26-393



BANK OF COMMERCE

EB-26-394

THE ROYAL BANK OF CANADA

Old Established Financial Institution Will Have Building Of Its Own In Another Year.

THE accommodations that have been given Edmonton through branches of the most powerful and soundly organized Banks in the Dominion has been responsible in a great measure for the successful development of this community, since mercantile nor manufacturing interests cannot be promoted without the backing of a bank and the facilities it offers. But further than that, the financial institutions in our city have done much to promote the confidence of other capitalists and investors, as most people are ready to rest their judgment upon a Bank's opinion and methods.

Consequently it is most gratifying to this community in general to know that some of our financial institutions have such reliance upon Edmonton that they are making investments here in property of their own. The Royal Bank of Canada, located on Jasper Avenue East will next year take possession of premises of its own. The Bank owns a fifty foot frontage west of the Yale Hotel, and next year will have erected a three or more storied building.

The bank has been established in this city since December, 1906, and starting business here with a small force and with accounts necessarily restricted, it has increased its transactions each year so that a staff of ten clerks is now required. When its new premises are ready, the corporation will install handsome and modern fixtures

and have the most metropolitan and up-to-date banking facilities and capacity that is employed anywhere in Alberta.

The bank, with headquarters in Montreal, is the third largest bank or institution of its

and New York, and foreign correspondents banking throughout Great Britain, the United States, France, Germany, China, Japan and Australia.

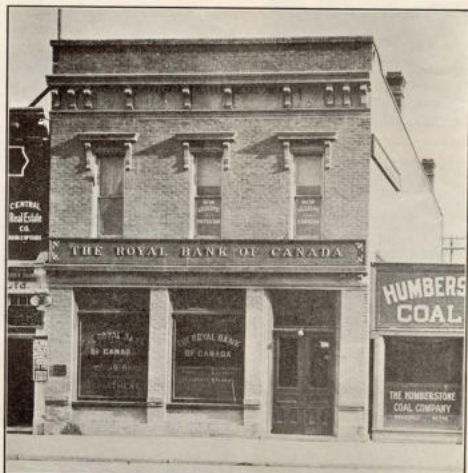
It has a capital of \$6,200,000.00, reserve fund of \$7,000,000.00, and undivided profits amounting to \$423,230.93.

The bank has among its officers and directors some of the best known financial men in Canada, whose names are synonymous with large transactions, sagacious and enterprising dealings and whose efforts in distinctive circles have been duplicated by the profitable and progressive methods they have inaugurated and promoted for this bank.

J. F. McMillan, the manager of the Edmonton branch, has been in our city for the past two years, and his ability is attested by the fact that the bank's business was doubled last year, as indicated by their clearings.

Mr. McMillan was a manager for the Royal Bank for three years in Charlottetown, Prince Edward Island, and previously had been connected with the Canadian Bank of Commerce.

He is one of the best informed financial men in our city, gives thorough and complete service, and by his methods has gained enhanced reputation and patronage for his principals while also achieving prestige on his own account.



EB-26-395

kind in Canada, and branches are maintained in every province. It has some twenty-five branches in the West Indies, one in London

UNION BANK OF CANADA

Financial Institution that has occupied its Own Modern Building since First of May

THE standing of a community is largely denoted through the development of its banking institutions and taking this rule as one by which to make comparisons, the importance of Edmonton may be fully estimated. Not only is our city thoroughly and expertly served by its banking accommodations but the strength and advancement of these organizations are plainly in evidence through the properties they own and the constant expansion that is taking place.

Among the more recent movements that are indicative of prosperity is the occupancy of its own building by the Union Bank of Canada, and the erection of this block has meant not only suitable premises for the Bank, but has been a benefit to our city through the slightly edifice that it has constructed on Jasper avenue in the heart of our commercial and financial centre.

The exterior conforming to modern ideas in architecture is also arranged interiorly to reflect the dignity and soundness of the organization's transactions, while every plan was

the country and it was one of the first to appreciate the possibilities of this section and cater to it accordingly. The first bank established in Alberta was founded by this company in Lethbridge and it has had branches in the great north-west since 1870.

Its many branches now reach from coast to coast and through its correspondents it has transactions in the United States, Great Britain and the East Indies. For years the capital stock has been \$4,000,000.00, and this amount of money being all paid in and the transactions of the bank warranting larger capital, an increase to \$8,000,000.00 is asked for and will be utilized as the occasions demand.

The bank's development in our own city may be instanced as to its general advancement. The branch was opened here in 1901 and each year succeeding has been an expansive one, a large number of clients being attracted and a greater amount of finances being handled both in its general banking accounts and in its savings departments.

were \$79,486.91, and fifteen years later they were \$451,629.82. It has a staff of more than nine hundred capable and efficient employees. The capital, rest and undivided profits are \$7,500,000.00, and total assets are over \$49,030,000.00.

All these affect the Edmonton branch of the Union Bank since the general strength and reputation of the organization is shared by every one of its departments and give prestige to the community where it is located. Moreover the combined facilities of all branches are practically at the disposal of each one and in general banking facilities this institution has given Edmonton the highest service and has been of assistance in extending the commercial and industrial growth of this community.

In rendering high class service to its clients here, the bank, of course, has prospered accordingly and the modest quarters that were occupied when the branch was first opened are now most insignificant with those that are now



UNION BANK OF CANADA, JASPER AVE. EAST

EB-26-392

followed by which the Bank's business might be expedited and allow clients the greatest comfort and convenience.

The impression of solidity and elegance is gained on the first visit; solid mahogany fixtures, counters and desks being installed and all different departments being relatively arranged and each one so constructed as to allow individual direction of each part of the bank's affairs. Tiled floors, stuccoed ceilings, high studded foundations with large windows in the roof provide plenty of light and the atmosphere is one of refinement and good taste, such as is associated with a great financial institution. The manager's office, and a special room for women are other apartments handsomely and conveniently furnished, and the bank has every facility for attending to commercial banking and also to its savings accounts.

The Union Bank of Canada with head office in Quebec, has come to be known as a western bank from its long affiliation with this part of

The management of the bank both locally and through its board of directors and officers has been such as merit the confidence of depositors. Some of the most widely known and soundly established financial men in the Dominion are in charge of its administration and their policy of progressiveness by which they have constantly increased the bank's transactions have been heartily commended, for in addition to the enterprise displayed, judgment and discretion have characterized their policy, so that advancements have never affected the stability of the institution.

The forty-sixth annual meeting was held last November, so that the old establishment of the organization is here shown. At that time it was shown that its paid up capital was \$4,000,000.00 and its rest account \$2,400,000.00. The development of the bank is also attested in such figures as these: in 1895 it had twenty-one agencies or branches and in 1910 there were two hundred and four. The net profits in 1895

occupied. In the initial period of its organization there were two people employed and now the staff numbers fourteen.

This expansion has all taken place under Manager J. J. Anderson, who had been in the west and in banking circles a few years before he came to Edmonton. His experience and his co-operation with the bank's policy have made him a most desirable and effective representative and in providing our city with the best possible banking accommodations he has exercised foresight and integrity and has made friends and customers for himself and his principals.

Mr. Anderson has been identified with Edmonton during its period of greatest growth, but is hopeful that the records of the past will be eclipsed by those of the future and that the career of the Union Bank will keep pace with municipal progress and always be counted upon as one of the representative institutions of Central Alberta.

EDMONTON WINE & SPIRIT CO.

Most Extensive Enterprise of its Class, has Patronage in all Parts of
Central Alberta

UNDoubtedly the liquor trade as conducted in Edmonton and this part of Alberta has given our city as much beneficial reputation as any other enterprise or municipal system. Everyone recognizes that liquor is an essential, though many communities are in a state of constant agitation over the manner in which transactions shall be governed. Edmonton long ago solved this question and people who come to this city for the first time and expect a laxitude and freedom in this business that is often associated with a new settlement are agreeably disappointed.

They find that the business is conducted ably and efficiently and that it has as principals and promoters men of the highest standing and integrity in this community. The very manner

cover a considerable district about here, so that supplies are sent as far as Innisfail, Battleford and Saskatoon, and the large stock that is kept on hand allows the firm to meet any demand with promptness and exactness.

The principal warerooms occupy space of thirty-seven hundred and fifty square feet, with a basement twice this size. Also it maintains excise and custom warehouses where large quantities of liquors are stored in bond.

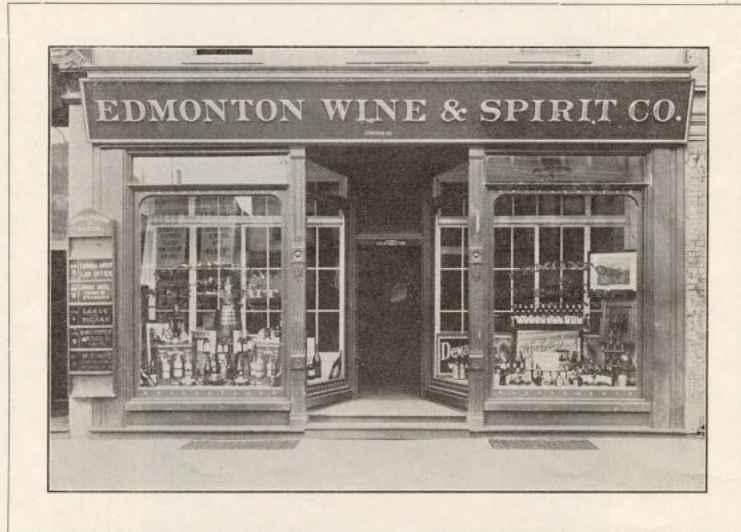
This company imports great quantities of Scotch and other whiskies that are manufactured in the old countries, also imports French brandies, Holland gin and the other liquors that are particularly made by experts in the countries across the Atlantic and offers in wine everything

through the extensive facilities this concern operates.

The company gives employment to eleven men, and two teams are used for deliveries. All the equipment for carrying on this business is utilized here and the sample stock is the sales-room is displayed advantageously, not only calling attention to the variety of goods at hand, but offering proof of the cleanliness and wholesomeness of the bottled commodities carried.

Cigars and cigarettes are handled in connection with this trade and a jobbing and retail business done in this line.

The largest store in Calgary used for this business is conducted by the Calgary Wine and



EB-26-396

in which this trade is handled helps to give us a law-abiding and progressive community, free from those excesses and lawlessness that often mark the development of a new country. Thus a favorable first impression is created and this impression is deepened as one becomes more and more familiar with the situation.

Of the restricted number of concerns that are engaged in this industry, none is better known or has a more desirable reputation than the Edmonton Wine & Spirit Co., with headquarters at 246 Jasper Avenue East. It is one of the few concerns in this trade that exercises wide and unlimited discretion in the handling of spirituous and malt liquors and consequently places its orders among the brewers and distillers who produce the highest quality and most popular goods.

The company has dealings with all the hotels in the Twin Cities and has a very large retail trade. It has also two traveling men who

from native production to the highest priced effervescent and sparkling wines.

Much of the wine and liquors that are sold wholesale and retail here is bottled especially for this firm, and the quality and purity of the goods can thus be recommended, while the distinctive designs that are shown in some receptacles makes them ornamental as well as useful.

This company handles all the popular malt liquors that are recommended either in this country or the one across the border, having the agency for Pabst's, Milwaukee and Schlitz beers, and also dealing in the high grade liquors that are manufactured by the Edmonton Malting and Brewing Co., the Stratheona Malting and Brewing Co., and the Calgary Brewing Co.'s, Guinness' stout, Bass' ale and other malt liquors that are known throughout the world are also kept in stock here and there is no demand in this field that cannot be filled

by the Edmonton house is owned by four partners, two of whom supervise the constantly increasing transactions of the local trade. T. H. Lancaster and A. Laurendeau are the responsible heads of the Edmonton concern, and both men have been engaged in this line for something like eight years. They are the successors of a company that was established here nine or ten years ago, and were bought out by the present organization four years ago.

Mr. Laurendeau had been connected with the old firm for four years and Mr. Lancaster had been in the same enterprise in Calgary four years previous to locating here.

These two gentlemen are thoroughly efficient in these operations, conform strictly to all regulations, and through careful and upright administration have made an unqualified success of their industry and achieved credit and estimable reputations for themselves.

J. J. McLAUGHLIN CO., Ltd.

Manufacturing Chemists who have Complete Plant and Facilities in Edmonton

IT must be admitted by any fair-minded person that a concern with a national reputation does not go begging for locations where it may establish a branch business. On the contrary there are usually a number of inducements offered, so that when a concern of its own accord puts one of its branches in operation in any community it must be assumed that particular location has great trading possibilities and is alive to the advantage of having old established concerns represented there.

The establishment of the J. J. McLaughlin Co., Ltd., in this city, Bellamy Street, some four years ago, may be construed in both ways. This company with head office in Toronto, and one of the largest manufacturing plants on this continent, surely did not have to skirmish for a location. Consequently the opportunities of Edmonton must have appealed to them as a favorable and profitable field.

house, but in themselves form an industry that is comparable in amount and expansiveness with any single business in this section.

Hygeia distilled water is one of the commodities which it places upon the market, in this city and vicinity, and those who have to have a clear white water, healthful and invigorating, are delighted with this liquid which answers all these purposes. This present summer, when the river water has been continually muddied, this hygeia has been a boon and utility that our community would have been most inconvenienced without.

The water as well as the soda and juices manufactured on these premises are noted for purity and quality, both words standing for much as used by the McLaughlin Company. Purity is sustained by the selected materials that are used in products and quality is related to it by the processes that are conducted. The raw

This "Canada dry" and all other carbonated beverages, pure fruit juices, crushed fruits, are shipped all over Alberta from the Edmonton plant, while as a branch house this establishment handles soda fountains which are manufactured by the McLaughlin Company which maintains several different factories for the production of these modern conveniences and presents in sizes, designs and materials, one of the largest and handsomest assortments that is shown by any one concern in the country.

A number of samples are always kept on hand at the Edmonton headquarters and any order is quickly supplied. The company here gives employment to fifteen people and uses six horses for its delivery wagons.

A. W. Challand, who is manager here, may be said to be the promoter of this Edmonton industry, as to him was entrusted the location of the plant, the purchase of the property, and



EB-26-529

In return, our city surely appreciates the prestige that is gained in having such a nationally reputed house represented here, so that the benefits certainly have been mutual if not equal. Moreover, the operation of this plant has meant the improvement of property also, as the premises occupied on Bellamy Street were purchased before business was begun, and up to the present day there have been continuous improvements, buildings being reconstructed and new machinery being constantly added.

The McLaughlin Company as manufacturing chemists are among the largest and heaviest dealers in aerated waters, fruit juices and soda fountain supplies anywhere on this continent, and the Edmonton establishment has within the province of Alberta a volume of transactions that not only add to the great total of the mother

material being discriminately selected, laboratory work is expertly done, receptacles used are kept in sanitary condition, and cleanliness is a rule from which there is no deviation.

Thus the mixing of ingredients, bottling of the liquids, and all the features that are connected with these transactions are performed skilfully and efficiently, with the result if so desired that every product manufactured by the McLaughlin Company here could be marked pure and high grade, if the concern so wished.

Its temperance beverages are in demand wherever there are particular customers and its "Canada dry" ginger ale, bottled with particular attractiveness, has largely supplanted any other brand of ginger ale on the local market and is having the same success in other territories where it has been promoted.

the installing of the machinery. Also the chemical and administrative affairs are in his hands. Mr. Challand's responsibility and resourcefulness was of course well known to the McLaughlin head office, as he has been with this company for fourteen years and just previous to coming to Edmonton had spent more than a year in England establishing a branch house.

Mr. Challand is one of the many who are willing to be contented in one part of the country, now that they know Edmonton. He has made an unmistakable success of the business in which he is engaged, has taken up some of the outdoor sports that are enjoyed here, has been warmly welcomed socially, and as a citizen and industrial man has won the esteem of this community where he hopes to continue permanently.

CLEGG & CASE

Dealers in Bicycles and Sporting Goods
Who have advanced in business
Prominence

HERE are many stories told of some of the pioneers who came to the North-west with such an amount of capital as could be easily carried in one pocket and who have from some modest beginning continually advanced until they had fame and fortune, but very often when such cases are cited, one hears the remark that these days are passed. Yet more often it is claimed that any man can do well in this country and this can be so frequently proved that the doubter or scoffer must be silenced. Whether really large fortunes can be made in the future alone can tell.

But we have in this city, and among the very best known business men, examples of the most inauspicious beginnings that have resulted and not even ended yet in material and large success, so that what has been done can be done again. While it is too early yet to predict what the final accomplishment of the firm of Clegg-Case may be, this firm has in the past five years made such development that its future is certainly an assured one and no one can predict what it may eventually accomplish. This firm composed of two expert machinists and gunsmiths began business in a tent.

They had ability and experience for their heaviest capital, and these are assets that are always recognized in a growing country.

It was not long before the tent had to be abandoned, and each time the firm moved larger quarters were necessary, until July this year, one of the best located stores at 333 Jasper Avenue East was leased, and here the company with added capacity and facilities, has entered upon its career of more extensive service and larger operations.

The Company are dealers in all kinds of sporting goods and give special attention to several makes of bicycles, whose construction and workmanship make them the most reliable "silent steeds" now upon the market. The Capital is of English make, and is a long lasting and easy running wheel. The Massey-Harris is as thorough and well constructed a wheel as this great firm would naturally place upon the market and the Cleveland is another make that has points that appeal to the expert rider. The motor-cycle is also handled and as this firm are expert mechanics, the wheels on the premises are thoroughly assembled and repairs are skilfully attended to.

Guns of various guaranteed makes are dealt in, and any sort of a firearm is rebuilt or repaired here. Baseball outfits, tennis and golf equipment are handled and the man or woman who takes part in any outdoor sports will find here the necessary and luxuries by which the most pleasure is gained; boots, gloves and other coverings being some of the clothing accessories that are carried.

A large and well equipped work shop in the rear is maintained and one assistant beside the two proprietors' services are required.

Edward Clegg and W. J. Case are both Englishmen who came to this country about the same time. Though not acquainted in the homeland, mutual interests brought them together and the partnership formed five years ago, has been agreeable and profitable to both. Experience and ability, their first assets, have been materially added to since the combination took place and the Company is regarded as one of the progressive and substantial ones in our city—whose present achievements are but an indication of what they will accomplish in the future.

THE D.G. LATTA Co.

Carriage Supplies Deal in and Blacksmithing Done at Old Established Location

ONE would expect in this community where horses are a most important possession of every person who tills the land or has business transactions that require deliveries, that business catering to such animals would be numerous and of long establishment. Yet in such operations as well as in others, there have been numerous changes and we find that there are only a few industrial men who have really been identified with the growth of our city and have taken part in it through services in this field.

Among those, however, who have seen various changes in this section and who have seen the amount of work and the number of horses steadily increase, is D. G. Latta, the

WATSON & CO.

Promoters of Jasper Place Subdivision
One of Best Known Dealers

EVERY real estate concern in a city, if conducted trustworthily and progressively, contributes something to the advancement of that community, for the promotion of real estate transactions means calling attention to investments and values in that district, and to interesting outside as well as inside capital. This of course is most successfully done by men who have for years been located in the district where they are doing business and where the firm's name is synonymous for responsibility and integrity.

Probably no concern in our city has been more effective in this way than Watson & Co. with office at 124 Jasper Avenue West. This concern for instance has put upon the market Jasper Place, one of the very finest of west end residential property. But unlike most other real estate operators, this company has not been satisfied with this preliminary step, but has



EB-26-397

laid out sidewalks in this subdivision, has formed a school district and will have a school ready this fall, also constructed a fine bridge over the ravine that lies in the property.

Moreover, this Company would like to see this property actually in use, rather than taken hold of for speculation or long investment, and offers a ten per cent. bonus on the cost of a house for each person who builds there. There have been a dozen of pretty residences erected this year.

The situation of Jasper Place on a splendid elevation, a short way removed from the river and close to other exclusive sections makes it certain that it will be one of the most fashionable dwelling sites in our city.

Fred S. Watson, the proprietor of this business, is one of the oldest established real estate men in this community, and has during the past nine years gained the confidence and esteem of all by his straightforward dealings.



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owner of the D. G. Latta Company, at 132 Fraser Avenue. Mr. Latta is an experienced and trustworthy blacksmith, who has been in this city for many years and for nearly ten years was a member of the firm of Latta & Lyons, succeeding this concern in February of this year, when the present title went into effect.

The shop on Fraser Avenue is connected with warehouses where all kinds of carriage supplies

AITKEN BROS.

Up-to-Date Grocers, are one of the Oldest
Business Concerns on Namayo Ave.

HERE are certain sections of Edmonton that will in the future even more than in the past be identified with certain lines or classes of mercantile or manufacturing enterprises. Predictions are freely made that Namayo Avenue will be one of the best retail districts in this community and the number of new concerns that are locating there at present seems to indicate that this prediction will certainly be verified. It may also be said that some people realized this long ago, and though parts of this neighborhood have only recently been settled there have for the past eight years been conveniences in almost every retail traffic.

Aitken Bros., the grocers, 402 Namayo, corner of Clara Street, have been in business here for eight years and preceding them the store was occupied by another grocer from one to two years and it is with one exception the oldest business site in this section. As the business that had an earlier foundation has recently changed hands, Aitken Bros. are undoubtedly the longest established business concern on the avenue.

A number of changes have been made since this Company first began operations and various improvements have been made so that the establishment is one of the best arranged and most completely stocked in the city.

Staple and fancy groceries are handled in all the quality and brands that give satisfaction; canned goods from some of the best known packers in this country are dealt in, and tinned and pickled goods from the Old Country fancy crackers, confectionery, fruits, fresh vegetables, are some of the other commodities dealt in, and the stock is constantly replenished so that every customer sending for a weekly or daily supply of foodstuffs is never disappointed by getting word "we are just out of that."

In more recent years an ice cream parlor has been added and all kinds of creams and sodas are served. The parlor being daintily furnished and everything offered to please patrons both in variety of ices, etc., and in pleasing and appropriate surroundings. An innovation soda fountain is installed and all kinds of syrups are carried for the mixing of any kind of a refreshing drink.

Five people are employed and one team is used for deliveries while a warehouse in the rear is utilized in addition to the main sales-rooms, that have a capacity of some three thousand square feet.

A. P. Aitken, the present proprietor of the business, has been in Edmonton for some nine years, and after coming here from Prince Edward Island was employed as a bookkeeper for a year. With a brother he bought out his business and under his management there has been a steadfast development in which the firm has achieved desirable reputation and success.

Mr. Aitken is a member of the Board of Trade and being numbered among the sound mercantile men in our city is also regarded as a public spirited citizen. In every movement that has for its object the advancement and welfare of this community.

are kept at hand. Carriage building which has always been an important operation of this concern, is still continued and any sort of a vehicle for farm or city work, heavy teaming or light delivering, pleasure or family driving is constructed to order here, the best and most durable materials being used, while expert and thorough workmanship is applied.

Carriage repairing and reconstruction is also done, a complete stock of selected and guaranteed stock being carried for this purpose.

For years the owners of horses have been in the habit of having their animals shod here and the excellent workmanship that has always been a recommendation to this establishment is a feature now, as it has been in preceding years.

Mr. Latta was one of the town's councillors, is active and interested in public affairs and is one of Edmonton's public spirited citizens who take part in any movement that promotes the welfare and progress of this community.

BURNHAM-FRITH ELECTRIC CO., LTD.

Corporation that has most Commodious Premises and Facilities of any Concern in Western Canada.

IN these days of modern utilities, when conveniences that were formerly considered luxuries are now counted among the necessities of life, a community would be poorly served without facilities in the field of electricity and electrical equipment. Yet a community might have all its demands attended to and think itself well off, even if it had fewer facilities than are offered in Edmonton. But our city is never satisfied with less than the best and as its tradesmen realize this their aim is not only to offer a good as is offered in other cities of its size, but to exercise that initiative and penetration that has characterized other cities in other fields and to lead the way in up-to-date merchandising and complete stocks.

The Burnham-Frith Electric Co. Limited may indeed be cited as an example of progressive merchandising and industrial affairs, for though the corporation is only comparatively a few months' old and the partnership that preceded it was only of one year's existence, the company now holds a foremost position in its field, having the most commodious premises that are occupied by any similar concern west of Winnipeg, and having a stock and equipment that is commensurate with the space utilized.

Moreover, in the new inventions handled, this company leads the way for where people might be satisfied with much less, when improved articles are put upon the market and their superiority is demonstrated, nothing less than these marvellous inventions will satisfy discriminating people, even though they may have thought they were well off before the uses of these utilities were shown them.

The electric iron which has done so much to lessen the labor of the housekeeper and to allow her comfort when she has her laundry work to do has had an immense sale through this company. Other devices for shortening the hours of work and saving people from excessive heat have been handled by this company as soon as they were tested, and it is through such enterprising methods that this company has widened its market and given its patrons accommodations that are not surpassed in the very largest cities.

Fixtures for electric lights, globes and lamps of many designs and of attractions are shown

in large quantities; electric fans, bells and other equipment for the home, mercantile establishment or hotel are shown in stock while as contractors of wide and thorough experience this company undertakes the installation of any electrical contrivance or system and performs this work with the accuracy and skill for which it is noted.

As the successor of the North West Electric Company, the present corporation has been for a number of years a factor in the development of this field in this city. The headquarters of the North West Company were in Calgary, but on March 15, 1910, the Edmonton business was taken over by Harold B. Burnham and Andrew M. Frith, and instead of being a branch

is also under the direction of the company, to be used for its own purposes when its transactions demand that space.

As contractors, the company in the past year has had many important jobs that include the wiring of some of our finest residences, also hotels, etc., and through a branch office in Strathcona, our twin city across the river, is supplied with all the conveniences that are offered Edmonton. The McCauley Street School is one of the more recent contracts of the company, and the Northern Hotel will also be equipped by it.

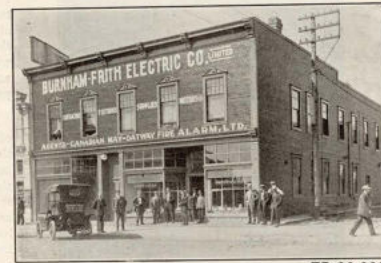
The line of electrical goods carried is supplemented by one of the finest selections of brass goods and aluminum ware that is handled in this section, while automobile supplies are among the stocks shown.

The company gives employment to thirty people, and as a year ago the staff was only six or seven, the rapid development of the concern is most evident in these figures as well as in the extensive warehouses occupied and the expansive stock carried.

If Burnham and Mr. Frith were both connected with the North West Electric Company and were in the administrative and operating departments respectively, so that their different experiences have been most effectually combined in their present associations. Mr. McFarlane was formerly the accountant for the partners and Mr. Allen a foreman, so that efficiency and experience are the assets of this corporation.

In fact, the increased transactions of the company has demanded increased resources and the prosperity of the principals means a corresponding prosperity for others, the more people employed and the larger amount of money in circulation, meaning that many channels are touched by this one concern and all are thereby benefited.

The company in its progressiveness and expansion does credit to our city, which does things on a large scale, and its present development and success is but an indication of what it will accomplish in the future, along with the advancement of a Greater Edmonton that is to be the metropolis of the North-West.



EB-26-399

office and a side issue, experience and ability were devoted to making it a live and individual industry, fitting with the resourceful character of our city. Early last year the business was incorporated with Mr. Burnham as President; Mr. Frith, Vice-President and Managing Director; David D. McFarlane, Secretary-Treasurer, and Colin Allen, Director.

On May 24th the location was removed from Jasper Avenue to 224-228 McDougall Avenue, where the entire building is leased, the street floor occupied giving space of four thousand square feet in addition to which the basement of the same capacity is utilized. A second floor,

F. D. MACFIE

Real Estate Dealer, has had Six Years' Experience
and Made Progress in Proportion

THOUGH it was an American who said some half a century ago, "Go West, young man, go West," the advice can now be as often repeated and with more justification than in that earlier period. The difference, however, would be that instead of the States being suggested, the wise counsellor would state that the promising country is our own wide north-west of Canada and proof could be given that where this advice has been heeded, results have been accomplished that have proved the soundness of any hopeful predictions made.

Though various fields are open to the young man, who seeks opportunities in this field, the extraordinary movement in real estate has made this market a most desirable one, for a progressive young man, to engage in, and instances are shown in our own city of the rapid development that has taken place.

Whether governed by that advice to "Go West," or because inclination headed him this way, is not of primary consideration in the record of F. D. Macfie, the real estate dealer at 64 Jasper Avenue East. The important matter is that Mr. Macfie came to this city some six years ago, when the community was in a comparatively raw state, and entering his present field of operations, has advanced with our city and become one of the best known and best informed men in this line of commerce.

Though there are many dealers who have taken up this business in more recent years, it must be allowed that men who have seen the growth of this town have noted what direction building and improvements have taken place, and are the ones who can most definitely judge of what advancements will occur in the future and what neighborhoods will be most promptly

settled. Consequently the investor or the person who intends to reside here permanently should acquaint themselves of what has gone before that they may have provable facts with which they guide themselves.

Mr. Macfie in his six years' operations has handled city and farm lands and at the present time continues negotiations in these properties. Timber and coal lands are also dealt in and the resources of such territory have been investigated and demonstrated before Mr. Macfie lists them.

He has now on his list a number of desirable and available farm lands that are not only excellent for agricultural purposes but are a particularly good investment, inasmuch as the government asks but a small rate of interest after a requisite amount has been paid down.

Mr. Macfie has a number of old country clients and in sending out information that attracts capital to this city, he is one of the business men of this city who is continually keeping its name before the public, bringing in finances that would otherwise not enter this community, and through effective and reliable methods of publicity he assists in the general development of our city as well as to his own advancement.

Mr. Macfie came here from London, Ontario, and in his career here has identified himself with that go-ahead, active disposition that has done so much to make this part of the country known as the most alert, progressive and productive territory on this continent. Mr. Macfie is a member of the Edmonton Club and other representative organizations and in his business capacity and as a citizen takes part in all movements that promise the welfare of this city and its ultimate standing and fame as the metropolis of the North-West.

Naturally they would depend upon the real estate concern with which they deal, and it is through such experience and knowledge as well as through the reliability of all transactions that are conducted through this office that the reputation of Mr. Macfie has been built up.



EB-26-306

PENDENNIS HOTEL

One of the Most Popular Houses in the City Expertly Conducted by Landlord Bell

IN a city like Edmonton that attracts every class of people to its environs, it is important that accommodations should be furnished one as well as the other. There are people who would make a show if it cost them their last dollar, while there are many others who take into consideration what they receive for the money expended and just for outward appearance have no intention for paying for exterior attractions.

For those people who want to impress the public or who think they can only get first class service by paying the highest price, we have in Edmonton various hotels that appeal to them. For those other persons who count the cost and investigate what they will receive for it we have such excellent and reasonable priced hosteries as the Pendennis Hotel on Jasper Avenue East. Primarily a hotel is to furnish food and lodging for transient or permanent guests and this service the Pendennis furnishes with a completeness and efficiency that makes its guests wonder why others do not realize the economy of registering here.

To be sure, the house has about all the people it can accommodate so that it is evident we have a large number of discriminating people but in another year Landlord Bell will make some additions and the reputation and patronage of the hotel will undoubtedly increase accordingly.

It now contains some forty-four rooms and the cleanliness of these apartments is what commends them to many particular people. The table is admittedly one of the best in this city, and this reputation is well earned and well

deserved as the chef has no limitations placed upon him and has the liberty of securing the very best the market affords. The highest grade meats, fresh vegetables and country eggs are always used, the cooking is thorough, flavoring palatable and a most courteous corps of waiters give prompt attention and service.

Hot and cold water, steam heat, electric lights, electric bell communication with the



N. BELL. EB-26-307

EDMONTON BOTTLING WORKS

Purity and Quality the Standard in Goods Produced by this Concern

ALL tastes must naturally be considered in a city which endeavors to fill every line of industry and it is expected that Edmonton with its reputation as a distributing and supply centre, would furnish beverages that are in demand by all classes of people. The only question that remains is if these goods meet the demands of a discriminating and exacting public. This question is answered by the Edmonton Bottling Works, with plant and office at 660 Elizabeth Street, and its reputation for quality and purity in bottled goods

is sufficient to assure the most fastidious person that everything he or she desires in light beverages is supplied by this concern which has achieved notable distinction on its brand "Red Cross" goods.

The business, which was established some six or seven years ago, was purchased by G. Miller in July, 1909. In the succeeding period, Mr. Miller has invested some seven thousand dollars in the business and has equipped his plant with the most up-to-date machinery and with all the facilities that may be operated in the manufacture of carbonated waters.

A dry and sparkling ginger ale is one of the specialties of this house while all sweet drinks that are cooling and refreshing are turned out in large quantities, this firm not only having a large trade in both Edmonton and Strathcona, but making shipments to different parts of Alberta. The company also handles Humboldt mineral waters.

office are some of the modern conveniences provided and every request of a guest is responded to with courtesy and considerate alertness.

The bar has recently been enlarged and is now a capacious and up-to-date part of the house, equipped with a large and desirable stock, while the very best of order is always demanded and observed in this part of the establishment. A new writing room is to take the place of the one that was absorbed by the bar and other plans are being considered by which the comfort of guests will be maintained. The home atmosphere that prevails attracts many permanent boarders and it is these people who stay here from day to day who are the strongest endorsers of the hotel and its popular, competent and comprehensive policy.

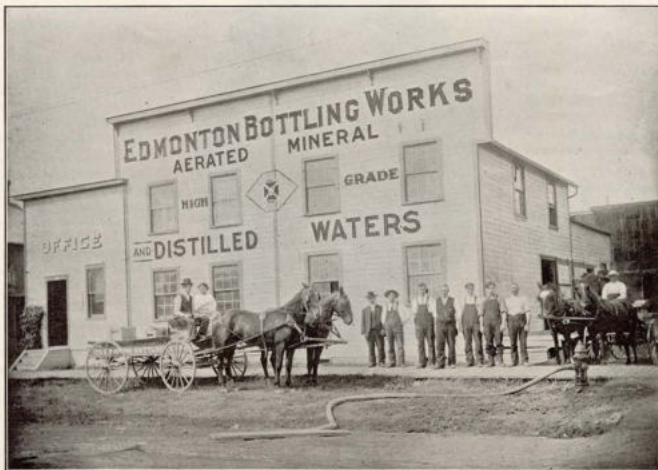
Landlord Nat Bell has been the proprietor of the house for the past four years and in that time has made a number of additions and improvements. Being himself cordial and alert to the interests of his guests he sets an example that is followed by all the attaches of the house and once made welcome here the traveller looks forward to the time when he will again be housed under the roof of the Pendennis.

Mr. Bell is a member of several fraternal organizations. He was formerly in the hotel business in Calgary, has friends in all parts of Alberta and among the travelling fraternity and enjoys the warm regard of all with whom he comes in contact being known as an enterprising and reliable business man and a genial and companionable host.

The factory on Elizabeth Street gives employment to some twelve people, and four teams are kept on the road for local deliveries, the outside orders being received from some parts of Saskatchewan and British Columbia. Every flavor that is produced in non-intoxicating drinks is produced and the company has in its equipment improved machines for washing, filling and corking bottles so that there is little personal contact with the materials and hygienic principles are maintained.

Mr. Miller, the proprietor of the business, has been in this section for a long time and has been a successful business man in different fields. He has been a contractor, also in the feed business, and has been a reliable man in all the operations that he has undertaken.

Applying his ability and industry to the promotion of the Edmonton Bottling Works, he has greatly increased the business in the past two years and has earned enhanced reputation for his own enterprise and integrity.



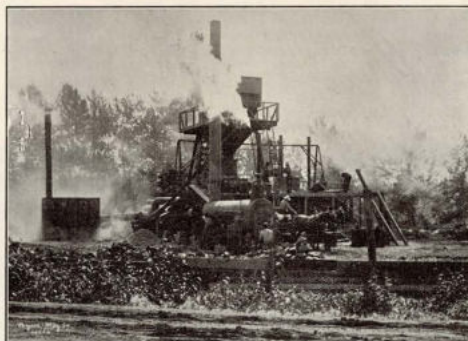
PLANT AND OFFICE—660 ELIZABETH ST.

EB-26-407

Some of the Industries of Greater Edmonton



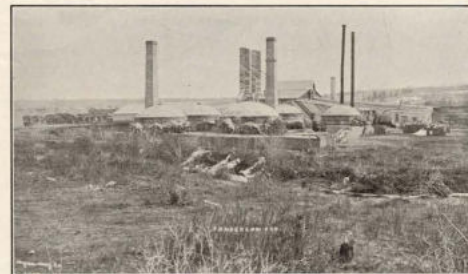
SWIFT CANADIAN PACKING PLANT EB-26-400



THE BETHULITHIC CONSTRUCTION CO. EB-26-420



TWIN CITY MANUFACTURING CO. EB-26-401



ANDERSON BRICK CO. EB-26-402

Organized Labor in Edmonton

THE Trades and Labor Council of the City of Edmonton was organized in August, 1906, by W. R. Trotter, organizer of the Trades and Labor Congress of Canada, and a charter was obtained from that body. The first entry of the newly-formed Council into the organized movement of the Dominion was made one month later when two delegates were sent to the annual convention of the Trades and Labor Congress meeting that year in Victoria, B.C.

Under the presidency of J. A. Kinney, now a general organizer of the Brotherhood of Carpenters and Joiners, the new Council made good progress and the following spring was successful in securing an increase in wages for civic employees, and in establishing the eight hour day in civic work. This latter advantage has since been lost through unfavorable labor conditions and unsympathetic Councils, but it is hoped will be regained at no very distant date.

At the midsummer election of officers Harry Nash was elected President and A. J. Healey Secretary, and under these two capable officials much good work was done on behalf of the toilers of the city and district. The Council was again represented at the Trades Congress, held

American Federation of Labor and by this stroke of policy a much better consolidation of the labor forces of the city was obtained.

Coming to the present year 1911, it must be written down as the best yet from all points of view. Seven new organizations have been formed, the junior member of the council at the present time being the Street Railway Employees with a membership of nearly one hundred and thirty. In addition several other organizations not previously affiliated have seen the wisdom of being represented in labor's civic parliament. The gain in membership this year has been slightly over nine hundred, bringing the total membership to about twenty-one hundred worthy citizens of Edmonton. The president for 1911 is J. D. Liseum of the Brotherhood of Railway Carmen. G. W. Mosher of the Brotherhood of Carpenters is Vice-President and T. H. Clark of the Brotherhood of Painters and Decorators is General Secretary.

Each year for a number of years past Labor Day has been marked in Edmonton by a celebration, taking the form of a field day. One of the best programs of the year in track and field athletic sports in the province is that provided by the Edmonton Trades and Labor Council.

sented by R. G. Hay and Secretary Clark. The future is bright with promise.

Officers of the Edmonton Trades and Labor Council, 1911:

President—J. D. Liseum, Brotherhood of Railway Carmen.

Vice-President—G. W. Mosher, Brotherhood of Carpenters.

General Secretary—T. H. Clark, Brotherhood of Painters and Decorators.

Financial Secretary—H. J. Clark, Musicians.

Sergeant-at-Arms—A. Clubb, Electricians.

Committees; Legislative, J. W. Adair, Chairman; Organizing, Mark C. Rogers, Chairman; Press, T. H. Clark, Chairman; Finance, H. J. Clark, Chairman; Executive, composed of officers and trustees E. D. Blain, G. H. Geary, and A. Bryden.

Following are the Secretaries of the labor organizations of the city:

Trades and Labor Council..... T. H. Clark.

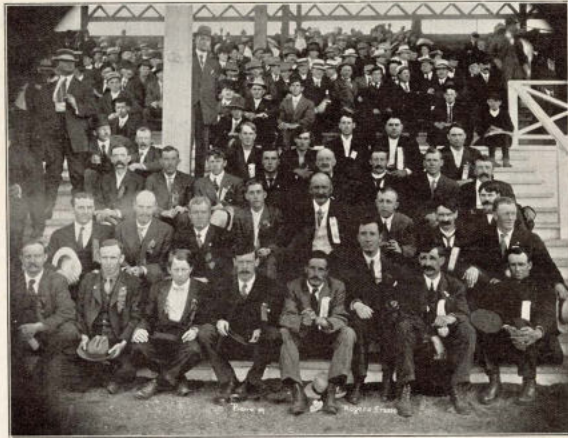
Building Trades Council..... Jas. Wilson.

Brotherhood of Carpenters..... E. D. Blain.

Amalgamated Carpenters..... Wm. Peppers.

Bricklayers and Masons..... F. Brenton.

Hod Carriers and Building Laborers..... E. J. Holroyd.



Trades and Labor Officers at September Celebration in Exhibition Park

EB-26-408

this year in Winnipeg, by Secretary Healey, T. R. Wesman and F. F. Woodward, while a number of affiliated unions were also represented.

The outstanding feature of 1908 was the passage by the Provincial Legislature of the Workmen's Compensation Act, after continued agitation on the part of the Council in common with other central bodies in the province.

The year 1909, was largely a marking time year due to the trade depression prevailing and the strike of the carpenters, who were idle for nearly seven weeks that summer; many of the building trades were more or less tied up in consequence. J. W. Morley was President this year and worked hard to keep the movement in a virile condition during one of the hardest years of his career. The present Secretary, T. H. Clark, succeeded A. J. Healey in February of this year.

In 1910, under the presidency of C. A. McKim, of the Machinists' Union, was one of the best seasons of the series, notable for the affiliation of most of the railroad organizations and a general improvement of conditions in all branches. In March of this year the Council decided to affiliate as a central body with the

In looking over the field at the close of 1911, labor is gradually but surely realizing its force as a progressive agency. Starting with a membership of half a dozen unions, and an affiliated membership of less than four hundred five years ago, the present Council with its twenty-five unions and twenty-one hundred membership marks a big advance in the history of the city and of the movement. During that period wages in the organized crafts have increased on an average of twenty-five per cent, at least, while the eight hour day for the building trades and the printing industry has been won, and in many trades the Saturday half-holiday now obtains.

Organized labor in Edmonton, however, in common with brother toilers the world over, is beginning to realize that it must enter the legislative field to back up and validate its efforts in the economic. To this end the fullest consideration and discussion is always encouraged in the Council of any policy or measure to better the condition of the wealth producers in any way. A big step forward was made at this year's convention of the Trades and Labor Congress held in Calgary at which the Council was repre-

Sheet Metal Workers..... H. Warren.

Operative Plasterers..... Geo. Wilson.

Brotherhood of Painters..... H. Marsden.

Plumbers and Steamfitters..... J. G. Casson.

Brotherhood of Lathers..... James Wilson.

Electrical Workers..... Wm. J. Hill.

Brotherhood of Stone Cutters..... G. Wylie.

Brotherhood of Railway Carmen..... A. Coates.

Brotherhood of Machinists..... W. Hawker.

Maintenance of Way Employees..... W. McArthur.

Typographical Union..... A. R. Groff.

Musicians Association..... H. J. Clark.

Theatrical Stage Employees, Arthur Houghton.

Cigarmakers..... F. H. Bruce.

Barbers..... J. Chamberlain.

Bakery and Confectionery Workers..... J. H. Davies.

Garment Workers..... Mrs. M. Ellis.

Hotel and Restaurant Employees..... M. Rogers.

Street Railway Employees..... R. Murphy.

Printing Pressmen..... J. Conley.

Bookbinders..... F. J. Lorimer.

D. B. CAMPBELL

General Merchandise Business Successfully Inaugurated at New Place on Namayo Avenue

WHILE predictions are freely made that Namayo Avenue is to be one of the best retail mercantile centres in our city, the person who makes such a prophecy must not be given too much credit. On the contrary the fact is so evident that there is no prediction about the matter, but rather a certainty, as in the past six months there have been more well organized business concerns started in this section than in any other part of our city.

Of these may be mentioned D. B. Campbell, 519 Namayo Avenue, who was for a number of years a merchant in Saskatchewan and who left the trade that he had built up in five years' transactions to found his present general merchandise enterprise here.

Mr. Campbell began operations here about the middle of July, taking the occupancy of a new building, having floor space of three thousand square feet, and a bright and attractive interior that provides for an inviting display of goods and allows convenient facilities for the comfort of customers and the most efficient service of assistants.

The lines of goods handled comprise groceries, dry goods, boots and shoes and men's furnishings. Each one is given as much attention as if but one line of goods was dealt in, and the grocery department equals in stock and facilities any of the grocery stores of this section, while dry goods and other classes of merchandise are shown in the quantity and quality that are most desired.

Mr. Campbell has been in this part of the country for many years and in consequence is well aware of the needs and demands of the trading public. He meets these demands and gives satisfaction by handling dry goods and footwear that are durable and serviceable, and that are especially desirable for usage in this north-western province.



EB-26-409

D. B. CAMPBELL'S, 519 NAMAYO AVE.

Selected lines of men's furnishings are carried, and reasonable textures and up-to-date fashions shown.

Four people are employed and a team is kept in commission for taking and delivering orders in the grocery department.

Mr. Campbell as has been said came here from a prosperous town in Saskatchewan and before that was located in Manitoba, so that it is apparent he has followed the path of progress which is going farther and farther to the west. Mr. Campbell, however, shares the belief with many others that our city is the greatest and in promise between Montreal and Vancouver and it is his intention to remain here. He has the facilities and experience to gain favor and patronage here, and his upright methods and the reliable transactions for which he is already known, assures him of an immediate success that will naturally accumulate with coming years.

ONTARIO STABLE

Well Known Livery and Feed Stable Under Proprietorship of P. Hecko

CHANGES in property are indications of a community's prosperity, and it is always a good sign to see business establishments changing hands, that is of course, if there is not too many of such changes. Ordinarily such transactions mean that someone is desirous of investing here, while it is also assumed that the men who are selling out are merely going to try their fortune in another line or in another part of the city.

The ownership of the Ontario Stable had appealed to P. Hecko for some time past, and in June he bought out one partner's interest



THE ELK CIGAR COMPANY

Manufacturers who are Creating and Meeting a Demand for a High Class Home Product

EVERY industry that seeks a location in our city should be shown all the favor possible and be given as much encouragement as their ability and efficiency warrants.

The Elk Cigar Company, 807 Jasper Avenue East, is one of the newest industries in our city and encouragement should be given it, not only from public spirited motives, with the consideration of what a benefit any new concern is to our community, but patronage should be extended because the Company has a product, that is equal to any in its line and is placing upon the market a cigar that meets the approval of all who have tested it.

In fact, outside of any public spirited motives, the concern is meeting success, solely on the merit of its product. The Elk is a finely filled and expertly wrapped Havana, is put up attractively and has every quality to recommend it to the discerning smoker.

The Elk at retail sells for ten cents or three for a quarter and at this price offers the best tobacco that is anywhere used for this priced smoke. Expert smokers engaged in the manufacture of it, so that choice strips only are used, while a fragrant leaf is utilized for the wrapper.

The Elk is carried by all the principal cigar and tobacco stores in the Twin Cities, also in the majority of hotels, and without being pushed has won its way into favor. One salesman is employed and he has entered and covered a considerable territory about here, shipments being made as far as Battleford and Red Deer, and new customers being added almost daily.

The concern has a large and well stocked factory on Jasper Avenue East, and though but four people are at present employed the indications are that twice that number will be needed before the Company has been in business any great length of time.

It is a limited concern that has for its incorporators: H. Calhoun, President; William Calhoun, Secretary and Treasurer; Norman Gauld, Vice-President.

The first two officers named are practical cigar makers who learned their trade in the east and have had a number of years' experience in it. Mr. Gauld is the salesman and these three gentlemen are exerting their united and individual efforts for the development of this business.

With the growth of these factories and enterprises every part of our city is benefited and the manufacturers themselves will only reap the reward which they deserve.

For it must be understood that it is not expected that people will patronize home industries or products that are not as efficient or as desirable as what is produced in other communities. But quality and production being equal the home manufacturer should have the preference.

The Elk Cigar Company has been established here only since last March, but the members of the Company are wholly satisfied with demand of the consumers and the disposition of this community. Each month has seen a material increase of business over the preceding month, and the corporation is building up a reputation for square and trustworthy dealings that is in itself an asset, this reputation and its increasing transactions reflecting credit upon the Company and upon our city where its operations take place.

WILLIAM WENSEL

Modern Brick Block Occupied by its Owner With Stock of General Merchandise

THERE is an old saying that nothing succeeds like success, and it does seem that once a man has found the path to success nothing can keep him from going ahead on it, adding to his possessions and gaining the wider and sounder standing that comes from reliability and prosperity.

The new brick block on the corner of First and Main Streets is an illustration of the success that William Wensel has achieved and is proof of the market that Strathcona affords, when it is properly cultivated.

Mr. Wensel has been in this part of the country for only about nine years and after two years' employment with one of the old mercantile concerns in our city, he started out for himself seven years ago and took a small store on Main Street, opposite the fine edifice he now occupies.

Offering reliable service and reasonable prices, the first customers of Mr. Wensel were so well satisfied that they continued to trade here and also to recommend this establishment to their friends, while more and more stock was carried to meet the demands of a largely increasing trade.

In August of last year, the construction of a modern two story building was begun and on December 7 Mr. Wensel moved into it, and here in his own property he handles one of the most complete and up-to-date line of goods and has every facility to attend promptly to his extensive transactions.

Groceries of high grade quality are handled, fancy and staple foodstuffs, canned and bottled goods, bakery products, fruits and provisions, so that the out of town householder or the city dweller desiring supplies for a week or a month, has the capacity from which to make a choice here and is satisfied also that only the most reasonable prices are asked.



EB-26-410

Crockery, kitchen utensils, carpets and rugs are also dealt in while men's and women's furnishings are handled, boots and shoes, dry and fancy goods, the selected stocks carried giving each customer a wide selection and gratifying many and varied tastes.

Six people are employed and the rule of courtesy which is practised by the proprietor is followed by all of his assistants and every customer feels that the accommodation of the establishment is completely at his or her disposal.

The store has a frontage of thirty-five feet and a depth of seventy-five, with a full basement also utilized, providing ample capacity for a large stock.

and some five weeks later secured the half interest of the other partner, thus succeeding the firm of McKay & Jamison, who had been for a number of years located here.

The Ontario is one of the oldest and best known stables in this city, up-to-date and serviceable livables are kept here and these premises are particularly well known and popular with people who drive in here from the surrounding country and have their animals stabled and fed here, while they attend to other matters. Confidence is felt that all horses under this roof will be considerably treated, good food supplied and every attention shown the beast, if he is thirsty, heated or over-tired.

This is the treatment that is given the livery horses that are owned here, so that when a team is sent out, the horses are always ready to perform the trip that is necessary and make the journey a safe and pleasant one for the driver or passenger.

Single and double rigs, open or closed carriages are provided and serviceable harnesses, whips, robes and other accessories are furnished, and every convenience afforded for either summer or winter travel. Twelve horses are owned and the stable provides accommodations for as many more that is at the service of transients. Clipping is also done here and two or three skillful people are employed.

As was said in the beginning, Mr. Hecko has recently taken possession here, though he has been in Edmonton for the past fifteen years, and had lately been proprietor of a store on Queen's Avenue. He is a business man who has been successful in several enterprises and is making a reputation for himself as a stableman of reliability and progressiveness.

He has retained all the customers of the firm he succeeded, and is almost daily adding new customers as a result of his square dealings and energetic efforts.

The Alexander-Hilpert Fur Co., Limited

Manufacturers of Fine Furs Have Modern Establishment on Jasper Avenue, West

ONE might naturally think that in a northern country such as Edmonton is in, that particular attention would have been paid to fur transactions from its earliest inception. One is right in assuming that furs have been a leading sale commodity, but one is wrong if he or she supposes that much effort was devoted to make them wearable and marketable for every day use. It is only in later days that this line of operations has been taken up and it might be said that until the establishment of The Alexander-Hilpert Fur Co., Ltd., the field was never especially well covered.

This Company with salesrooms and workrooms at 609 Jasper Avenue West, is certainly a worthy one to promote the industry, as the two principals of the corporation are among the best known and experienced fur men in the country.

N. D. J. Alexander was for sixteen years with Holt, Renfrew & Co., in Quebec, this Company being one of the oldest and one of the most extensively known fur manufacturers on this continent. E. Hilpert, as a fur cutter, began his trade in his native country of Belgium, and was in business for himself in eastern cities.

Furs in their native state, in cured and usable condition, are familiar products to each of these two men, and in opening their business here the intention of the company was to deal only in fine furs and in manufacturing them into any



THE ALEXANDER HILPERT FUR CO.'S SALESROOMS

sort of garment, to design and fit them with skill and thoroughness.

This purpose has been so completely and painstakingly carried out, that a year's career in this city has given the company an established reputation and a patronage that not only comprises the discriminating people of this city, but has attracted customers from other parts of Alberta.

Handling only the higher quality furs, the concern deals in mink and marten, Russian and Cornelian ermine, fox of all kinds, seal, etc., and these skins are made into coats, muffs, gloves, tippees, and shoulder wraps, capes, etc.

Eight or ten people are employed and fur machines are also operated, linings, trimmings, etc., being dealt in so that a garment when finished may meet the approval of a person who may have examined such products in the most metropolitan markets.

Armstrong's Pharmacy

Well Known Namayo Avenue Business House Under Proprietorship Of Our Mayor

AN almost innumerable number of men have found Edmonton to be a field where development might take place and success be achieved and the larger number of these people have been satisfied to gain distinction in commercial lines. Yet our city's notable progress would never have taken place to the extent it has if all men were absorbed in financial or mercantile affairs and could give no time to matters that affect the community as a whole.

Mayor Armstrong may have had little expectation of being entrusted with the administration of our city when he first became interested in municipal matters, but a concern for his adopted city stimulated him to active endeavors that in the end were so largely appreciated that the confidence of the people was won, so that he was made their chief executive.

As a business man, G. S. Armstrong has, since he first became established in our city, shown his discernment and integrity. The Armstrong Pharmacy at 435 Namayo Avenue, corner of Boyle, is one of the first enterprises

The Star Cash Store

Kent & Anderson Make Improvements In Oldest Mercantile Establishment On Namayo Avenue

WHILE Edmonton, a city of recent growth, takes pride in these business men who were in early days here and contributed to the development of our community, through the services they offered both in private and public enterprises, it is aware that any prosperous or promising city attracts new capital and up-to-date and alert business men, and for such as these our city has a cordial welcome and the success of the concern is most sincerely hoped for, since



THE STAR CASH STORE EB-26-471

the advancement of any enterprise has a contributory effect on the advancement of our city.

Among the important changes that have taken place recently in the proprietorship of the Star Cash Store, Namayo Avenue, corner of Isabella Street, for many years conducted by Frederiek Schattner, now succeeded by Kent & Anderson.

The Star Cash Store was the first mercantile enterprise that had its headquarters on Namayo Avenue, and an extensive business was handled in the past ten years in general merchandise, groceries, provisions, fruits and vegetables, being the chief lines handled, in addition to which there were dry goods, men's furnishings, clothing, etc. The dry goods and furnishings have been moved into the store north of the corner site and a larger stock is carried, which includes all wearables of reasonable textures and styles.

The grocery department is one of the best and most complete in our city, and the finest brands of goods are carried both in packages and in bulk. Staple groceries of guaranteed quality are dealt in, also fancy groceries, canned goods, table sauces, fancy crackers, and other bakery products, butter, cheese and dairy goods, domestic and foreign fruits, fresh vegetables, provisions, etc., also confectionery, preserved fruits and the many natural or manufactured commodities that are demanded on a well supplied table.

Household supplies of various kinds are dealt in, grocers' specialties and to the well selected stock that has always been carried here the new firm has added a finely assorted and comprehensive line of gramineware.

The premises are among the best situated in this part of the city, and presenting floor space of some five thousand square feet, provides adequate capacity for the extensive transactions that are taking place here. A warehouse in the rear on Isabella street is also utilized and eight people are employed.

J. A. Kent and S. Anderson are both men of experience in the mercantile world and their reliable and enterprising methods have been sufficient to retain the patrons of the old firm, while new ones are also being attracted.

of this kind in this quarter of the city, and the opportunity Namayo Avenue afforded for this mercantile line is an evidence of the penetration which Mr. Armstrong has disclosed at various times.



THE ARMSTRONG PHARMACY EB-26-473

Chown Hardware Co.

Business That Is Promoted By Experienced Men From The Start Wins Success Here

THE wonderful growth of Edmonton has been accomplished in such a short time that we are prepared to find among its business men promoters who had an earlier experience in other parts of the country. It is such men that our city welcomes, for it is such ambitious and enterprising inhabitants that will insure the future as well as the present of the great Northwest.

Of the concerns that saw the great advantage of locating in Alberta's capital, may be mentioned the Chown Hardware Company, 20 Jasper Avenue East, and this concern can be given distinct attention from the fact that its senior member located in Edmonton after years of experience in the east. W. W. Chown having been in business in Belleville, Ontario, for twenty-five years.

The foresight that prompted him to enter the Northwest has been demonstrated in the conduct of the business for the facilities and capacity of the concern have been most largely increased since locating in Edmonton and the Company has won a foremost position in trade circles through enterprising and progressive business methods and through upright and straightforward transactions.

In November, 1906, the first store of the Chown Hardware Company was inaugurated and the well selected and guaranteed stock gave a satisfaction that was soon communicated to others by the first purchasers. Trade became more and more brisk and to accommodate the growth of transactions a larger and more varied stock was added. The premises were outgrown and the present fine quarters were



CHOWN HARDWARE CO.'S STORE EB-26-413

secured and taken possession of two years ago.

The store in fixtures and stock is one of the most attractive in our city. Shelf and builders' hardware is handled and each line of goods is selected from the manufacturers who have become known for reliability in their products. Practically a double guarantee goes with the tools, cutlery, builders' implements, etc., that are sold here for the firm itself stands back of its sales and also has the reputation of the producers to back them.

The Company is composed of W. W. Chown and his son, L. J. Chown. Largely to offer his son expansive opportunities was why the Company came from the east to Edmonton, though the senior, as well as the junior member of the firm, has entered into the spirit of our province and put energy, acumen and ability into the conduct of the business.

The Armstrong Pharmacy is one of the best equipped stores in the city and though not occupying as much space as some of our more central pharmacies, is stocked so discriminately that practically every demand can be met at once.

Household remedies and sick room supplies are handled and the customers of this concern avail themselves of the privileges a family store offers, by asking and accepting the different commodities that are suggested and recommended. In consequence, this establishment has been particularly careful to keep on hand materials and preparations which it could conscientiously recommend and undoubtedly many a doctor's bill has been saved by putting in use the remedies that are supplied here.

Prescriptions are carefully attended to, and as this is one of the most important offices of the pharmacist, only well trained and experienced people are given employment in this department and compounding is accurately and skilfully done.

Druggists' sundries, toilet and fancy articles, confectionery cigars, etc., are dealt in, scores of preparations that are put up by the Nyal Company are carried in stock, and this concern not only responds to the demands that are made at any first class drugstore, but furnishes the accommodations that are associated with this business.

SUBDIVISIONS INVESTMENTS

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THE WESTERN COAL COMPANY

One of the Oldest Concerns in our City has Mines on South Side of the River

IT might be difficult to discover one reason more than another that has tended to the wonderful advancement and development of Edmonton. In the midst of a most fertile country, it has naturally become the centre of supplies and merchandising; real estate operations have brought it into prominence in even far-off countries and a number of other causes have contributed to its present standing and population.

Yet another feature that has gained it a reputation as a community of unusual resources is the coal mines that are in existence within the city limits or close to them, thus providing near at hand that most important of all commodities—fuel.

The Western Coal Co., with office at 133 Rice Street, under the present proprietorship of Brehaut & Harlan, is the second oldest coal company in the city, and having a lease of the Franck mines on the south side of the Saskatchewan River, has a property that has been worked successfully and productively for the past six years.

The output of this mine as in other mines in this section is a lignite coal, that is one of the cleanest burning fuels that is mined in any country.

It is clean to handle, throws a splendid heat, produces but little waste and practically no cinders, and is serviceable for both manufacturing and household purposes.

This Company has modern equipment for operating, and has facilities for getting out one hundred tons a day. The customers are virtually supplied direct from the mine and the quality of the coal and the minimum expenses for delivering, give our city an advantage that will be more and more realized as Edmonton becomes more largely populated and makes inducements to manufacturers.

This Company gives employment to twenty men in season, so that the operation of the natural resources of our community not only provide deposits at reasonable prices, but constitute an industry by which wage earners prosper.

James Brehaut who was the founder of this business, began operations in this field soon after he came to this city, and has recently been joined by A. G. Harlan who has been an inventor for the last five or six years. Mr. Brehaut was also the founder of the Dominion Real Estate Company and the operation of these two businesses are combined at the coal company's office at 133 Rice Street. All kinds of property is listed with the company and city property, farms, coal and timber lands are handled.

Both are confident of the greater growth of Edmonton and are alert in promoting any measures that will affect its progress and welfare.

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VANCOUVER, B.C.

HAMILTON & SON

Flour, Feed and Seed House that is
Second Oldest Established in
Our City

WHILE the length of time that a concern has been in business, in some respects, is of no particular importance, at other times it should be taken into consideration, for while such an existence in reality tells nothing of its methods, it does at least disclose the fact that it has been giving satisfaction to the public, as houses that are not receiving and meriting the approval of the public are not likely to remain in one location long.

Consequently, it may be taken as a creditable asset, that the firm of Hamilton & Son, 153 Queens Avenue, organized since April 1909, is the second oldest seed and feed concern in our city.

Dealing largely in seeds, this Company carries almost every kind of a seed that is used by our agriculturists, also for gardening, vegetable or fruit raising. It further covers this



EB-26-308

field by carrying bird seed, also animal food and poultry supplies, remedies for weak or stricken stock, and has in this line practically everything the horse, cattle or animal owner may require to properly feed his stock and keep them in the best condition possible.

A retail as well as wholesale trade is accommodated and beside its railroad shipments, the company operates two teams for local deliveries of flour and feed. The oats and barley are regularly see red from district growers.

The firm is composed of J. R. and M. M. Hamilton. Both have been residents of Edmonton for the past seven years, and M. M. Hamilton was formerly employed in the seed business. In less than six years the company has had such increasing and successful transactions that it is known in many parts of the Province as one of the leading and most progressive concerns in our city. Mr. Hamilton, Sr., as well as Mr. Hamilton, Jr., is up-to-date, alert and resourceful and the straightforward and straight-dealing principles of the firm have gained it the confidence as well as the patronage of city and country people.

WOLFE & HINE

Taxidermists and Furriers who do
Most Expert and High-Class
Work

REQUIRING the utmost skill and an extended knowledge of animals and skins the trade of taxidermy is practised by comparatively few people, and in our own city of Edmonton where most lines of industry have several representatives, there is only one house of this kind. To be sure, there is no need of any others for we are fortunate in having one of the most expert and skilled firms of taxidermists that operate in this part of the country.

Wolfe & Hine, 648 Second Street, have been established in our city for some two years and a half. Formerly they were located in Banff, where they were employed by one of the best known taxidermists in Canada. William Wolfe has been at this trade for the past twelve years, while Ashley Hine has been at it all his life, his father settling in Winnipeg in 1882, being the pioneer taxidermist in Western Canada.

RASCH & McMILLAN

Well Known Real Estate Concern
Is Handling Subdivision at
Athabasca

THOUGH there is no livelier market for real estate in the west than right here in our own city of Edmonton, the alert and up-to-date dealer does not believe in confining himself to too restricted a territory, especially when opportunities are being opened in many neighborhoods adjoining or approximate to our city. Every part of this province that is developed means prosperity for this community, for Edmonton will always be the supply and distributing centre and the larger the area it reaches the greater the advancement that will take place.

Athabasca Landing has always been a purchaser in Edmonton markets and the development of that city means much to ours. That it will be a most populous community within a comparatively few years no one doubts, and as it is soon to be placed in communication with the outer world by means of a railroad, property there will have a natural advance and value that is being recognized by investors in this city. In fact this is the time that Edmonton goes to market in Athabasca instead of Athabasca coming to us.

Certainty of railroad facilities has already caused a boom in property at the Landing, but one of the Edmonton concerns that got in before there was too pronounced an increase is Rasch & McMillan, the real estate dealers at 620 First Street.

This firm has secured one of the finest subdivisions that could be procured at this time before all the valuable property is taken up. The property is high and dry and has a fine outlook, is at an altitude that promises clean, pure air and is only a short distance from the business and railroad sites.

This company, alert to all opportunities in realty dealings, is one of the responsible concerns in our city, handling listings in practically every desirable neighborhood and having a large number of transactions in inside property.

The Company buys and sells on its own account and having great confidence in Edmonton's future, is prepared to hold its possessions or to sell if their customers demand it; giving satisfaction and complete service to its clients, being the first and most important principle that is exemplified by this house.

Money to loan, insurance placed, mortgages negotiated are other accommodations it offers and each customer is given a personal and interested attention that shows the thoroughness with which all business is transacted by this firm.

The present partnership, which has been in existence for a year, is composed of H. A. Rasch and James D. McMillan. Mr. Rasch, formerly the principal of H. A. Rasch & Co., has been in the real estate business in our city for the past six years and is known as one of the most experienced and widely informed men in this field in our city. Mr. McMillan has been here for some two years but had formerly been located in Saskatchewan and had had real estate operations there. The firm as now constituted, consists of two men able and trustworthy in every matter relating to realty affairs, and giving reliable and trustworthy direction to all its transactions it has secured an extensive clientele and is regarded as one of the leading concerns in our city.

These two experts locating in Edmonton have built up an increasing and successful business, and not only do superior work but carry one of the most attractive and extensive stocks that



may be seen anywhere. All the animal life of the north is represented in the exhibit shown, birds as well as beasts, small and large animals, and where heads only are retained they are

McCLARY

Hardware Dealer on Namayo Ave. who
has Doubled Business in Short Time

THOUGH it is truly said that Edmonton offers unusual advantages for mercantile pursuits, it is well to remember that here as in other places, fitness for commerce is necessary and there must be both stock and ability to back the dealer's enterprise. With such assets, there can be no doubt of the outcome which has been many and oftentimes proved.

The store is one of the best located in this section and kept in first class condition; it attracts the better class of trade which not only desires good goods but demands rightly to see that they are in good condition and are so displayed that a customer can see his requirements at a glance. Fixtures and conveniences that facilitate trade are installed here and in lines of heavy and shelf hardware there is no stock lacking that is in demand by builders, householders or other customers. In tools and implements as well as building materials care is used in the selection of goods, so that they will give the best of service; manufacturers' products in tested metals to which skilled workmanship has been applied, being the makes handled so that durability and superiority may be recommended.



EB-26-474

Moffatt's well known line of stoves and ranges are dealt in and are guaranteed to be economic in the use of fuel and excellent heaters and bakers. The Canada Paint Co.'s paints, stains and varnishes are also handled and from many years of testing and use this line of goods has shown its wearability over many others.

The business purchased by Mr. McClary in 1910 has grown rapidly under his direction and though a main store of fifteen hundred feet, basement and upstairs are occupied, a warehouse in the rear is also utilized and the time has arrived when additional space is required. In fact the volume of business has been doubled in little more than a year and is now steadily increasing. Four men are employed and the trade comes from patrons from outside the city limits as well as from residents.

Mr. McClary has been in the hardware business almost from the time he entered mercantile life and was formerly proprietor of a business down Calgary way. The wider and better field now open to him has been stimulated and developed by his sagacious business methods and his policy of the square deal and he is known as one of our sound and upright merchants.

He has so far demonstrated the possibilities of Edmonton that he is enthusiastic over the future, believing in a greater Edmonton and doing his share to bring about its progress and advancement.

mounted in the most lifelike attitudes and express all the vigor and action of the beast in life. All kinds of raw skins are handled by this company and are cured and dressed. They are made into rugs or other floor coverings, heads or tails being continued with the skin, and most picturesque and lively effects being obtained.

Hunters and sportsmen who obtain trophies of their skill in this part of the country leave it to the discretion of this firm how they shall be dressed or mounted, and orders of the same kind come from various parts of Saskatchewan, British Columbia and all parts of Alberta.

All kinds of furs that are obtained in the north are shown here: Indian curios are dealt in, and the shop of this concern is the nearest to a museum of anything that we have in Edmonton or its vicinity. This firm has done much work for the Dominion government, and in recent years has mounted some thirty head of buffalo which have been shipped to many parts of the world.

Messrs. Wolfe & Hine are not only expert and skillful workmen in this industry, but are also alert and progressive business men, so that they are continually enlarging their patronage, enhancing their reputation and acquiring credit as a firm and as individuals.

BEALS, HOAR & BEALS

Agricultural Implements and Carriage Concern of
Old and Successful Establishment

THOUGH Edmonton, as everyone knows, is a city of comparatively recent incorporation and growth, the causes that have led to its standing and present population began with its early settlement and the enterprise that was in evidence then is continued now. Edmonton's development may be attributed to the fact that mercantile and industrial accommodations were furnished as soon as they were required and constantly new settlers have favored this locality from the very fact that every means were placed at their disposal for comfortable living and prosperous progress.

Located in an agricultural district, naturally attention was first given to tillers of the soil and in consequence we find that some of the largest agricultural implement houses that are operated in the Northwest are located here. The importance of these facilities and conveniences can hardly be overestimated, for it can be readily seen that products from the land were the first asset of these regions and their cultivation has led to the development of the present day.

etc., are handled, and there is no tool or convenience that has any use on the farm or wheat field that is not handled by this concern, which deals in implements that have been on the market for years and have a reputation for their utility, economic operation and for the durability of material and workmanship that is comprised in them.

The Brantford Carriage Co. is also represented by this organization, also the Studebaker Co., and the facilities that are afforded by these Canadian and United States manufacturers are fully represented by this local company, farm wagons, single and double seated carriages, any make of vehicle that is serviceable for city or country traffic being carried, the newest designs from either factory being shown as soon as they are placed upon the market.

The Company on Rice Street, occupies extensive premises that include a building one hundred and fifty feet by fifty feet, the larger part of which has a two storied building. A warehouse by the C.N.R. tracks on Columbia corner of Fifth Street, is utilized and beside



OFFICE AND WAREHOUSES, 271 RICE ST.

EB-26-318

Of the concerns early in this field may be mentioned Beals, Hoar & Beals, which is the direct successor of a company that was organized in 1898. C. B. Beals, the senior member of the present house, was then a partner in the firm of Kelly & Beals, and for thirteen years has continued in this industry.

The present house of Beals, Hoar & Beals with office and warehouses at 271 Rice Street, has the advantages that apply to a concern that has been operating for so long, and while the customers of the old company continue to have transactions with it, the newer population has also largely favored it and it is consequently one of the soundest and most important industries in our city.

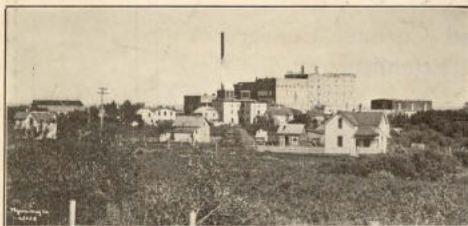
The Company is the agent for the Cuckshutt Plow Company, and handling these implements in every size and design, is in a position to supply at short notice the demands of any agriculturist, whether he is farming on a large or small scale. Binders, mowers, discs,

floor space of ten thousand square feet, there is extra ground room of five thousand square feet.

C. B. Beals who has had such extended experience in this industry, has been a resident of Edmonton for twenty years, and has been an investor in land and property about here, as well as in this business. Four years ago, R. L. Hoar was admitted to partnership with him and two years ago his son, R. T. Beals, was taken into the firm.

The Company on account of the nature of its operations is known in many parts of Alberta, and the firm name to every customer stands for square dealings, fair prices and up-to-date and complete service. There are few citizens in Edmonton better known or more widely esteemed than Mr. Beals, Sr., and his associates in following the straightforward policy, always maintained by him, are gaining credit for themselves as well as for the house with which they are identified.

Some Edmonton Banks, a Glimpse of
North Edmonton and Other Scenes



NORTH EDMONTON EB-26-312a



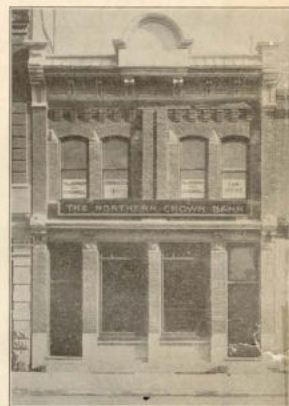
DOMINION BANK, EDMONTON EB-26-313



NORTH EDMONTON EB-26-312



THE EDMONTON CEMETERY EB-26-316



THE NORTHERN CROWN BANK

EB-26-314



VICTORIA AVENUE, EDMONTON, LOOKING EAST

EB-26-317



BANK OF BRITISH NORTH AMERICA

EB-26-315

A. D. DAVIDSON, President
Toronto, Ontario

A. R. DAVIDSON, Vice-President
Winnipeg, Manitoba

A. D. McRAE, Secretary-Treasurer
Vancouver, B.C.

DAVIDSON & McRAE, General Agents Canadian Northern Railway Land Department

Land Department

The Land Department of the Canadian Northern Railway has for sale about ONE MILLION ACRES of carefully selected farm lands, located in the Provinces of Saskatchewan and Manitoba, in the famous wheat growing valleys of Saskatchewan, and in the noted fertile valleys of the Swan River & Dauphin districts in Manitoba.

These lands are nearly all situated within a few miles of lines of railway now completed and under operation. Additional proposed lines of railway are likely to be constructed through several districts where our lands are situated within the next year or two. Most of our lands are located in well settled communities where purchasers will be surrounded by well-to-do farmers, and where schools, churches and good towns are already established.

FREE HOMESTEADS

160 acres of the finest wheat producing and mixed farming land in the world can be acquired along the lines of the Canadian Northern Railway, free of cost, by the head of each family or by any male member thereof of the age of eighteen years or over.

These lands are being taken up very rapidly, and in a short time the opportunity of securing a free homestead will be a thing of the past.

Those intending to obtain a Free home in the best country in the world, should DO IT NOW.

Business Opportunities

We are placing on the market this Fall, a number of new townsites, some of which will be divisional points and a number of these towns will grow to be among the most prominent commercial centres in Western Canada.

Business opportunities comprising all branches usually represented in country towns may be found in many of the older places, and in all of the new towns along the system.

Among the most important towns placed on sale this year will be PORT MANN and ATHABASCA LANDING.

There will also be several divisional points established and put on sale this season,—and one of the finest summer resorts in the West has been located on the banks of Jack Fish Lake, known as the town of Meota, where there is fine fishing, bathing, boating, etc.

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