

EDMONTON, Alta.

(Specially written for the Journal)

When the citizens of Edmonton twelve years ago determined to make their little town of 4000 souls into a city of which Canada would be proud, they undertook a task worthy of the virility of the great West. They even "built better than they knew." Today the city of Edmonton has a population of 57,000 domiciled in homes sweetened by the knowledge that they are the results of their motto "INDUSTRY, ENERGY, ENTERPRISE." The people have carried their sense

centre of a rich agricultural country, Edmonton boasts within the vicinity natural resources of no mean order. Natural gas, oil, coal, timber and clay are all being worked to build up the industries which include most trades, from meat packing to shoe-making. Over 50 wholesale houses, many of them Eastern and American, have their factories or warehouses in the city, for easy distribution over the Saskatchewan and Peace River valleys which cover an area of thousands of square



Spring Day Crowd on Jasper Avenue, Edmonton, which is one of the finest streets in the West.

of beauty into their public buildings, the laying of their streets, and open spaces; their idea of utilitarianism into the public ownership of everything that tended to the comfort of the people and the mitigation of taxation; and their common sense into the advertising of their handsome city. And the citizens of Edmonton have something to advertise.

Situated 793 miles west of Winnipeg and on the beautiful Saskatchewan River, Edmonton is directly connected with the three great transcontinental lines and with five branch lines, and is the distributing centre for an immense district. Though she is the

miles. Quite a contrast to the Edmonton of yesterday when it was but a small trading post of the Hudson Bay Company!

Edmonton is not only the Provincial capital, but the home of the University of Alberta, a fact borne home to the visitor to the city when this well known college is in session. There is no doubt but that Alberta University has been, and is, a large factor in the educational life of the Province, and has added much to the social life of Edmonton. In addition to the University, two colleges, two business colleges, one high school and twenty-two public schools, cater to the training of the young mind, and forty churches attend to the