The City of the Rocks

ELORA IS ONE OF THE MOST PICTURESQUE SPOTS IN THE DOMINION.

As Prosperous as It is Beauliful

MARKED ADVANCEMENT IN ITS EDUCATIONAL. INDUSTRIAL. COMMERCIAL AND AGRICULTURAL INTERESTS.

On the banks of the Grand and Irvine Rivers, and in the heart of one of the most fertile and richest agricultural districts in Canada is the beautiful ittle town of Elora. In no portion of our Dominion has nature been more lavish in her gifts than here, and to the lover of the beautiful, in whatever way you turn, there is an ever varying scene of loveliness, of which one never tires. Through the centre of the town flows the Grand River, the banks of which for a distance of nearly half a mile are lined with splendid factories and mills. On the west side is, the Irvine River, which here joins the Grand, and commencing within a stone's throw of the business centre the river flows between solid walls of limestone rock, which rise to a height of over one hundred feet from the river's bed. Beautiful walks, bridges and stairways have been built for the convenience of pleasure seekers, and, during the summer season, thousands of visitors from every quarter of the country are attracted to this lovely spot. Painters have ery quarter of the country are attract- trade in our cities.

ery quarter of the country are attracted in our cities.

As a residential town Elora has adverselled in its beauties and poets have sung its praises.

In the year 1858 Elora assumed the dignity of an incorporated village, and the honor of being elected to the first total immunity from anything in the dignity of an incorporated village, and the honor of being elected to the first council board was conferred on the following gentlemen: Reeve, David Foote; Councillors, John Godfrey, John Mundell, John Potter, and Chas. Clarke. Three of these gentlemer are still residents of Elora, the Hon. Chas. Clarke. John Godfrey, Esq., and John Mundell, Esq. Mr. Potter is a resident of Brooklyn, N.Y., and the death of Mr. Foote in 1891 made the first break in the ranks of the original fathers of the village.

Elora is one of the greatest live stock markets in Canada, and the thousands of head of the finest cattle that are annually shipped from this place, has perhaps more than in any other way given to Elora and the Townships of Filkington and Nichol the proud name they have so well earned. In educational matters Elora takes a high rank, and with the High, Public, Model and Separate Schools, the rising generation is afforded advantages not excelled by any other place in the country. With a staff of competent teachers in every department of the various schools, well lighted, ventilated and equipped buildings, its educational facilities are of the highest order.

The Elora Public Library takes a rank amongst similar institutions of that nature in the Dominion, and on its shelves are to be found over 8,000 volumes of the choicest works of history, science and fiction. In connective works of history, sc

volumes of the choicest works of history, science and fiction. In connection with the library is a reading room, where may be found the leading dailies and magazines. On the second floor is located the High School museum, in which is found a rare collection of fossils, coins, stuffed animals and birds, and everything relating to the early history of Canada.

Elora is proverbially a town of churches, and the number of splendid edifices of the different denominations

A Canadian Product Com-

THAT RIVALS THE BEST CARPETS THAT CAN BE IMPORTED.

Galbot, Cockroft & Harvey's Enterprise



River, is a massive stone structure, 4 stories high, and 115x40 feet in dimensions. In addition to the main building are other buildings, which form a wing, and greatly enhance the outside appearance of the mill. Both steam and water are utilized as the motive power for running the machinery. Messrs. Talbot, Cockroft & Harvey employ no less than 65 hands to run this vast concern. Most of these men require to be skilled mechanics. Every department of this mill is managed in the most strictly up to date manner. The entire factory is lighted by electricity.

The entire factory is lighted by electricity.

The goods made are manufactured from the purest Canadian wool, and the wool can be seen at any time in its various stages of progress. This wool is taken in from the farmers in the country. Then we see it in its scoured state. From this worsted yarn is made, which is dyed in all the colors of the rainbow, and the carpet itself is turned out from the yarn on the loom. This is how the famous Canadian Body Brussels carpet is manufactured. All the improvements of machinery, together with the skill of the most proficient mechanics combine in making

WHERE THE LIGHTEST BREAD AND FANCY

CONFECTIONS ARE MADE

MASSIE'S BAKERY



Located on the main street of Elora is the bakery of D. Massie, who has been in this business for the past twenty-five years. Practical and experienced he manufactures only the most wholesome of ingredients into marketable form, not forgetting to be strictly up to the times with the larger cities in both quality and weight. Here you find the nicest and lightest of bread, cake, pies, cookies, etc., while his wagon visits the suburbs and outlying districts. districts.

The output of Mr. Massie's bakery has earned the highest encomiums for general excellence, gaining for the establishment well deserved prominence.



Besides being a practical baker he is also an expert confectioner, and manu-factures most of his confectionery. He is liberally patronized by the communi-



civalled for quality and the Horris' Drug Sfore WM. H. SCOTT Sheppard's Jewelry Store have spin-fully cleaned before spin-

ONE OF ELORA'S UP-TO-DATE BUSINESS



where you can find all the fitting representatives of the pharmacoporia as well as patent and proprietory medicines, toilet accessories, etc., added to which is a large assortment of fancy and commercial stationery. The prescription department is under the immediate supervision of Mr. Norris, who graduated at the Toronto College of Pharmacy as the gold medalist, and afterwards spent a year in New York (City with one of its largest drug houses, in the prescription department. He sees to the third prescription department. He sees to the the prescription department is under the immediate supervision of Mr. Norris, who graduated at the Toronto College of Pharmacy as the gold medalist, and afterwards spent a year in New York (it with one of its largest drug houses, in the prescription department. He sees to the the prescription department. He sees to the the prescription department affects of the prescription department. He sees to the the prescription department affects of the prescription department. He sees to the the prescription department affects of the prescription department. He sees to the the prescription department affects of the prescription department is under the interval and afterwards spent a year in New York in the prescription department. He sees to the the prescription department affects of the prescription department is under the interval and afterwards spent a year in New York in the prescription department. He sees to the the prescription department. He sees to the the prescription department is under the interval and afterwards spent a year in New York in the prescription department. He sees to the the prescription department is under the interval and afterwards spent a year in New York in the prescription department. He sees to the the prescription department is under the interval and afterwards spent a year in New York

AS AN EXPERT OPTICIAN MR. T. P. SMITH, OF ELORA,

MANUFACTURER OF ALL KINDS

OF FOOTWEAR.



There is no branch of commercial enterprise more exacting and representative in character than the drug trade, both as regards resources and sterling enterprise. A prominent house engaged in this line is that of T.P. Smith, who conducts what is popularly known as the finest drug stores in Elora, and which was fitted up two years ago, and from its original inception seventeen years ago it has enjoyed a large and ever increasing trade. The store is handsomely and artistically arranged throughout and every evidence of good taste and knowledge of the requirements is displayed in the fitting and arrangement for business purposes. The fixtures are walfut in a massive design. The stock carried consists of a fine assortment of drugs and chemicals, fancy and toilet articles, splendid perfumes, in fact, all the articles usually carried in a first-class drug store.

The prescription department is favorably known both to the medical profession and to the community in general as one of the most complete and carefully conducted in the town. It is presided over by Mr. Smith in person, and for minute care and thorough accuracy is unsurpassed. Mr. Smith is considered one of the best opticians in Ontario; in fact, where some Toronto and travelling opticians have failed, T. P. Smith has treated the case successfully. He has devoted a long study to the science and is a graduate of New York, Philadelphia, and Toronto Optical Colleges. God's greatest gift to man is his vision, and we should not trifle with His precious gifts by not heeding the dictates of nature. There



are many wearing spectacles to-day that should not, having been taken in by the false persuasions of quacks and pedlers. Many again are not wearing them when they should. Mr. Smith is permanently located here and makes a specialty of the refraction of the eye. He is equipped with the latest and best test case, rebinscope and opthalmoscope on the market. All his examinations are carefully made on the very latest scientific principles. He fits the most obstinate chases of refraction and as his work is all guaranteed, those who consult him may be perfectly sure of geting their money's worth, and save what money can never buy, viz., that heaven-granted gift of eye-sight.

"Mens sana in corpore sano" is the motto which furnishes in every state of society the groundwork of all human happiness. Many are the testimonies from the medical profession and the public as to the sterling worth of Mr. T. P. Smith as a scientific optician.

We have the testimony of numbers of people who were in failing health, both in body and mind, on account of defective eyesight, and whom Mr. Smith has been able to restore to health by means of his skill and proficiency. He is a progressive man and an active supporter of every measure best calculated to advance the welfare and permanent prosperity of the town. He is an enterprising gentleman and possesses all those characteristics which bring him the good will of 'all with whom he has relations, business or social, and is endowed with all the attributes which demand success. Mr. Smith retired from the Reeve's chair about three years ago, which he occupied with honor and dignity for six years. The wishes of the most staunch supporters could not prevail on him to retain the office. Mr. Smith lives for his profession and devotes all his time in the cause of suffering humanity, and though lamenting his loss to the Council, we cannot but feel pleased at the result of his decision, for which indeed he earns and has the esteem and respect of the community.

THERE IS DISPLAYED A FINE ASSORTMENT

OF NEW GOODS.



One of Elora's prominent mercantile houses is the boot and shoe store of Wm. H. Scott, where is carried everything in footwear for men, youths, ladies and children, besides which manufacturing of all kinds is done in late styles and perfect fits. Repairing is also done promptly to order. Mr. Scott has a thorough and extensive knowledge of the boot and shoe trade, which he has been engaged in for the past five and a half years, his experience thus enabling him to offer to his patrons a very superior class of goods of the latest syles at moderate prices. Mr. Scott is an active, energetic business man, and is personally popular, while his reputation for fair dealings and strict integrity stands very high in the business community and with the general public. be just as recommended. Incredent done here also all manner of repairing on the shortest notice. Mr.. Sheppard is an expert jeweller and engraver and work entrusted to him is always done satisfactorily. An energetic amenterprising bysiness man, Mr. Shepparhas gained legions of friends by himself.

IS AARON AUGER. BOOT AND SHOE DEALER AND UNDERTAKER.

AND UNDERTAKER.

The above named establishment was founded here two years ago and has successfully catered to the public in carrying a large line of boots and shoes, as well as a large assortment of coffins, caskets, and funeral furnishings. In this latter department Mr. Auger is enabled to take full charge of a funeral, furnishing everything required, inclusive of a handsome hearse. In conjunction with these two lines Mr. Auger conducts a cabinet department, where is manufactured picture frames of all sizes and styles. The distinguishing feature of this establishment is that while everything is of the best, still only popular prices prevail, coupled with the utmost courtesy and attentiveness to patrons.



Mr. Auger has already demonstrated that he is a liberal, broad-minded merchant, who will scrupulously guardhis patrons' interests. Genial and ever alert to please, he is looked upon as one of Elora's progressive citizens, respected by all who know him.

Gents' Furnishings

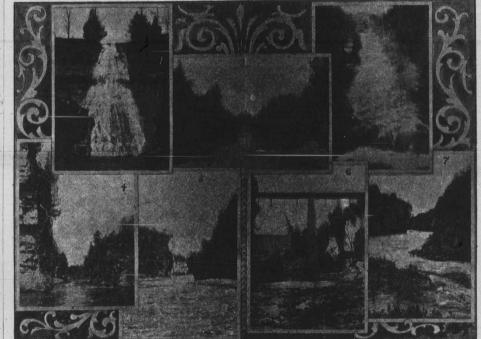
TO THAT LINE ALONE DOES A. KRAUSMANN, JR., DEVOTE



Although established only a short time the above named gentleman is fast making his establishment assume a front rank in the mercantile circles of Elora. This is the only establishment devoted solely to the handling of gents' turnishings. The stock carried represents everything usually required by a gentleman, from hose to a well-made white shirt, ties, underwear, etc. Mr. Krausmann has also the agency for the Star Steam Laundry, of Toronto, and he sees to it that his patrons' laundry is collected and delivered without delay. Mr. Krausmann is a young man, a native of Elora, and a business man of acumen and equitable methods. He is well and favorably known throughout the locality and his business venture is sure to be a success.

A Popular Hotel AND A POPULAR PROPRIETOR





SCENES ON THE IRVINE RIVER, ELORA.

The Gorge.
 Little Falls.
 High Rock.
 Irvine Bridge.
 The Junction.

Well to the Front PIONEER OF THE

IN THE FURNITURE LINE IS JOHN MUNDELL'S FACTORY.

In the manufacture of furniture Wellington County holds an eminently high position in respect to the rest of the Dominion. There are many large and representative furniture manufacturers and standing to the front in the galaxy is the firm of John Mundell & Co. The business was established many years ago by Mr. John Mundell, who admitted as a partner, his son, Mr. J. C. Mundell, who is now the mainstay and acting man in the business.

From year to year the business was steadily developed by the systematic, intelligent and honorable efforts of its management. The firm have two fac-



MEAT BUSINESS

ALEX. KERR IS AN EXPERIENCED AND PRACTICAL PURVEYOR.

The pioneer of the meat business of Elora is Alex. Kerr, who started this



tories which cover an extensive area. They have successfully introduced modern machinery and mechanical poliances, and have brought the manufacture of furniture into a high state of proficiency. Steady employment is given to a number of men. Here is manufactured all lines of furniture, including spring beds.

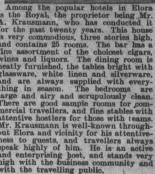
An honorable career is something on ean look back on with satisfaction, especially so when it has brought with, it the friendship of many, hundreds of people, Mr. Mundell has and manufactured of profice one can look back on with satisfaction, especially so when it has brought with, it the friendship of many, hundreds of people, Mr. Mundell has and bacon cured by this establishment have a reputation for superiority of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the pictures of visitors and picnic parally of finish. He makes a specialty of taking the picture, and the work turned out is parally of finish. He make a sp





IS MR. A. KRAUSMANN.







Long before the whirl of machinery cessity for an industry like the one unwas sheard in the land the luxury of carpets was deemed a necessary auxiliary to the homes of the hardiest and most primitive races. In these present days, when invention treads on the helis of invention, at so rapid a pace that we cannot keep abreast of the ever-advancing tide, it would be a mockery in a history of this kind to expatiate on what is old and cast aside, when it is impossible to keep up with what is new and ever-present. The new carpets, Messrs, Talbot, Cock-