

## Realty Values of Montreal Show Continuous Growth

One of the best indications of the progress in Montreal is shown in the continuous increases in realty values. Since 1905 the realty values of Montreal have increased about 400 per cent. In 1905

the values of Montreal realty totalled \$219,148,960 and they passed the three hundred million mark in 1909. In 1911 the total reached over \$505,000,000 and by 1915 had reached \$836,193,549. Should

the rate of yearly increases continue after the war, it will only be a couple of years before the realty values of the city will pass the billion dollar mark. There are many suburbs of Montreal which have their own civic government and are not within the city limits, so that the actual realty values of Greater Montreal would already exceed one billion dollars by a good margin. Realty sales during the past year have shown a fairly good maintenance of normal values.

### THE GROWTH OF MONTREAL.

The following chart indicates the growth of Montreal as shown in the assessed realty values. Since 1904 the realty values of the city have increased fourfold.

1905	\$219,148,960
1907	\$273,762,130
1909	\$329,933,900
1910	\$428,600,350
1911	\$505,091,500
1912	\$638,081,015
1913	\$791,913,683
1914	\$850,440,637
1915	\$836,193,549

## A. HARRY WOLFE Hat and Cap Manufacturer

Few individual men have had a greater share in the equipment of the Canadian soldiers than has A. Harry Wolfe, who in his plant in the Unity Building, Montreal, manufactures and handles a large variety of military caps, badges, belts, pouches, leggins, rubber coats, etc. He has specialized on the highest grade of headgear equipment for military and civil purposes, his output including uniforms, liveries and caps for militia, naval, marine, railways, banks, theatres, office officials, messengers, police, fire and other officials.

Mr. Wolfe who came to Canada in 1890, being educated in the public schools at Toronto and serving in various capacities including law clerk, has alone worked up one of the biggest businesses of its kind in Canada. He has put at the heads of each of his manufacturing departments, experts from Great Britain and has made it a part of his business to insist on the highest quality in his output. As manufacturer of military caps and accoutrement for the Canadian Government he has won a prominent standing. He has himself served as Corporal and Sergeant in the Canadian militia, and is a member of various Montreal Clubs, including the Canadian, Liberal-Conservative, Y. M. H. A., M. A. A. A., Board of Trade, etc., and belongs to several societies including the I. O. B. B. (Mount Royal Lodge), etc.

Mr. Wolfe is now preparing to manufacture a high class line of civil cloth, hats and caps, made along the same style as the high grade products of Great Britain, and for this purpose he has engaged expert British workmen for the heads of the departments. A feature of this new line will be the selling direct to high grade retail trade. The same quality will be put into this new line that has been put into the military equipment produced by Mr. Wolfe.

An important feature of Montreal's manufacturing output, both military and civil, is the high grade of products made in the factory of A. Harry Wolfe. The factory has an important share in equipping the Canadian militia for home and overseas service.

## MOLSON'S INDIA PALE ALE & XXX PORTER

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FOR 130 YEARS.

The Ale Your Great  
Grandfather Drank.

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MONTREAL

ARE YOU THIRSTY?

Drink GURD'S Drinks  
"They Satisfy"

GURD'S Ginger Ale  
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GURD'S Apple Nectar, etc., etc.  
GURD'S Caledonia Water

CHARLES GURD & CO., LIMITED  
MONTREAL

## Change in Firm's Name

The Company now known as THE PARKHILL MANUFACTURING COMPANY, LIMITED, was founded in 1891 under the name of the Alaska Feather and Down Company, Limited. At the start, pillows and down comforters only were made, these being sold almost entirely to the dry goods and general store trade. The manufacture of down comforters was early discontinued, and lines of bedding substituted that could be marketed through the furniture trade, which gradually replaced the Dry Goods trade as the medium of distribution.

Steady expansion has taken place, one line after another being added with the passing of the years until this organization has now won the right to be considered the largest bedding manufacturing concern under the British flag, manufacturing brass and iron beds, steel couches, bed springs, mattresses (including the famous Ostermoor) and pillows. There are now branch factories at Winnipeg, Calgary, Vancouver, and a branch warehouse at Regina; a fact that permits of a 24-hour service to any dealer in Canada.

In recognition of the fact that the old name had long ceased to be indicative of the comprehensive manufacturing activities of the Company, the shareholders recently authorized a change of firm name to THE PARKHILL MANUFACTURING COMPANY, LIMITED. This change recognized the long, close association and steadily increasing executive influence and prominence in the policies of the Alaska Bedding Companies of MR. J. H. PARKHILL, President and Supervising Executive of these Companies.

The "Guaranteed Alaska Bedding" trade-mark, which is used by all the factories, is well and favorably known to trade and public alike all over Canada as the sign of high-grade beds, Steel couches and springs, and sanitary mattresses and pillows. "Alaska on an article means high-grade every particle" and "Canada has no pure bedding laws; we have," are two "slogans" that fitly express the spirit permeating every section of the organization. The Parkhill-Alaska guarantee means "money back unless satisfactory," and covers every purchase of "Guaranteed Alaska Bedding," made anywhere; its object is the best of sleep comforts placed in the hands of satisfied users.