

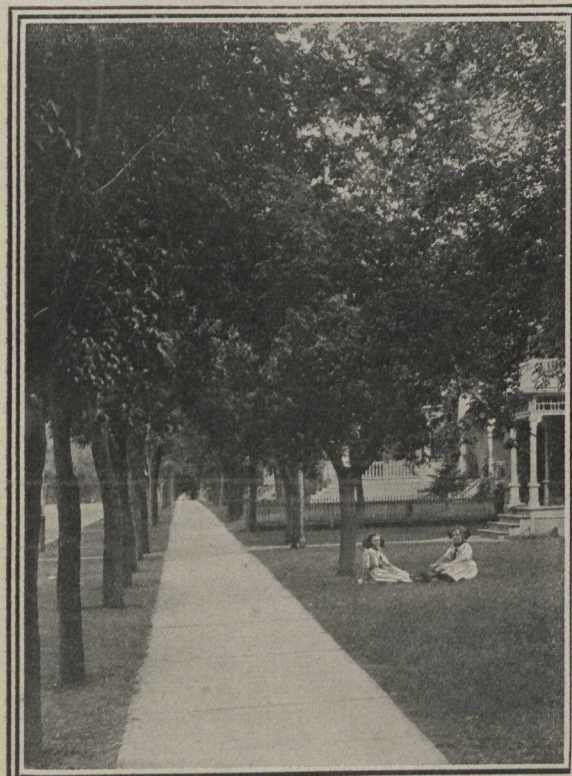


The yards of the Canadian Pacific and Great Northern Railways lined with factories and warehouses of Brandon.

BRANDON! Etymologizing the word, "brand," is Saxon for a burning, a sword; "on" is also Saxon, akin to "in" and "under." Brandon is therefore a burning-in, not the mustard plaster species of burning, but rather that of the sword, lasting and ineffable. It was the metamorphosis of the sword to the plough share that has burnt Brandon into the map of Manitoba, making it the agricultural capital of the province and its second city.

The godfathers of Brandon knew little of, and cared less for, etymology, and named the town after some man. Some of these same godfathers forgot their vows at the baptismal font, and poor little Brandon had to learn much of its shorter catechism by itself. Like Topsy, it just grew, without any boom. Some of its founders were lured by the wiles of the farther west, but there were many who drove the stakes in deeper and transformed Brandon from a way station on the Canadian Pacific into a benign octopus whose tentacles of steel embrace some seven score towns within a sixty-mile radius. These highways of the iron-horse are guarded by a regiment of elevators whose bellies bulge with twelve good million bushels of grain every time their yawning maws are filled, and the Brandon district crop will fill them seven times this year.

Brandon's believers are seeing it come into its own. While other towns have attained wonderful growth in record time, gained world-wide notoriety, blazoned their bank clearings and boosted their subdivisions, Brandon has plodded along without a press agent to a population of 15,000. The Bran-



BRANDON IS PROUD OF HER STREETS.

The city has many streets like this—broad, well paved, and bordered with fine trees and extensive lawns.

donian who had taken time enough to get away from his money-making to see these other much vaunted towns came back with the knowledge that he had at home a city whose light had been kept carefully under a tub by watchful city fathers, who feared that the oxygen of progress might call for more fuel. These champions of the lesser tax and the let-well-enough-alone policy have seen the town prosper in spite of them, and a retired farmer who dared to run for Council didn't even amble.

And while there are yet retrogressionists in the City Council, their efforts are offset by the men of greater faith whom the citizens have placed in the seats of the mighty. Besides which the council annually vote a publicity fund to the Commercial Bureau, a body of public spirited men who give their time and money for the advancement of "The Wheat City." Their efforts are supplemented by an active Board of Trade, embracing the majority of the live business and professional men of the town. They have brought industries and wholesale men into Brandon and are out after more.

Hub of Transportation Wheel

No campaign of publicity will make a town great unless it has the fundamentals to warrant that greatness. Brandon is the centre of a district seventy miles in each direction, that produces over sixty per cent. of the grain yield of Manitoba. This district is famed for the quality and quantity of its purebred stock. Its summer show is second only to that at Toronto, and its winter fair of live stock ranks with the winter fairs at Guelph and Ottawa. The Assiniboine River waters a fertile valley and connects the city with the forests of the north, giving access to cheap lumber, the manufacture of which into different forms is a growing industry. The main lines of the Canadian Pacific and the Canadian Northern pass through Brandon, each road making it a divisional point with branch lines radiating like the spokes of a wheel. The Great Northern from St. Paul terminates at Brandon and has a charter for extension to Hudson's Bay. The Grand Trunk Pacific is running in a short spur from its main line this year. The transportation problem is completed with the laying of street railway tracks, which are going down as this article is being written. Each of these railways has industrial sites which they offer at a nominal price to the manufacturer and the distributor, and cars are transferred from one road to another without any charge. The Electric Light Co. are operating a central heating plant supplying cheap power and heat. This is an undoubted advantage to the small or even the large manufacturer who must have heat even if he does use electric power. Coal is rather higher in the Prairie Provinces than in the East, and this heating plant is a drawing card that no other Western town possesses.

Brandon having become a great distributing centre, the Railway Commission were called upon to re-adjust shipping tariffs, and they have placed Brandon in an advantageous position. The Western manufacturer can break bulk at Brandon and re-ship at much cheaper rates than he can farther East, serving towns in central, southern, northern and western Manitoba, and even into the territory of the two distributing points in Saskatchewan.

This vast territory is filling up rapidly, creating

BRANDON—THE WHEAT CITY

"Has Plodded Along, Without a Press Agent, to a Population of 15,000"

By D. NIXON



MEET OF BRANDON'S AUTOMOBILE CLUB AT THE CITY HALL.

These are but a few of the automobiles owned in Brandon and its vicinity. For both business and pleasure the automobile has almost ousted the horse.



LOGS FROM LAKE WINGOSIS REACHING BRANDON.

These logs have travelled thirteen hundred miles to reach the mills and factories of "The Wheat City."



This general view of the city brings out in relief many of Brandon's fine buildings.

bigger markets for manufactured goods every year. As yet the bigger distributors are the farm implement manufacturers, the Eastern places represented being Toronto, Hamilton, London, Fergus, Brantford, Smith's Falls, Woodstock, Chatham. And several American houses have large warehouses. A number of manufacturers and wholesalers of Eastern Canada either have sample rooms in the town or travelling representatives, who make Brandon their headquarters, not only for this part of Western Canada, but in many cases for the whole of the West. The local manufacturers are doing business on a large scale even if yet they are not so numerous. There are flour mills, wire fence plants, breweries, planing mills, tanneries and the many other manufacturing plants that a town situated as Brandon is requires. There are wholesale grocers, hardwaremen, dealers in building supplies, fruit dealers, and a six-storey wholesale seed house. Brandon has more manufacturing and wholesale houses for its population than any other Western city.

The Provincial Asylum for the Insane is situated at Brandon. A fire last fall destroyed the building, but a better one is being erected in its place. It occupies a beautiful position across the river from the town proper. Near it is the Dominion Experimental Farm, and not far away is the Indian School and Farm. The Baptist and Catholic churches each conduct an educational institution, while the city is well served by collegiate, normal and public schools. The public buildings of Brandon are creditable. The business blocks and bank buildings are in the aggregate much ahead of those in towns of much larger population. Brandon looks older than it is—its tree-lined streets, parks and expansive lawns give it that appearance.

A lot of money ebbs and flows on the bar of the clearing house. Ten banks are required to handle Brandon's finances, and the bank clearings are not swelled by extravagant real estate transactions though prices are firm and the city steadily growing. Three insurance companies have their headquarters in "The Wheat City." One thing they lacked and missed sadly was good hotel service, but this year a new hotel was opened and another renovated, and the Canadian Northern Railway will soon have completed a mammoth hotel and station, which will be the second largest and best west of the Great Lakes.

The Great Bank Robbery

BY P. W. LUCE.

CARTOUCHE, the most famous French robber of all times, who busied himself in Paris nearly three centuries ago, is credited with this bon mot:

"Si j'y touche, j'y tiens."

(If I can touch it, I will hold on to it.)

This selfish sentiment probably animates his twentieth century emulators, and more particularly the quartette which robbed the Westminster branch of the Bank of Montreal of \$257,000 on September 15. At any rate they are carrying out Cartouche's policy of holding on to the tidy sum for which they "touched" the big financial institution.

The safe which the four bank robbers blew open with nitro-glycerine had been in use in this bank for over twenty years, and had passed undamaged



CANADIAN NORTHERN HOTEL, BRANDON

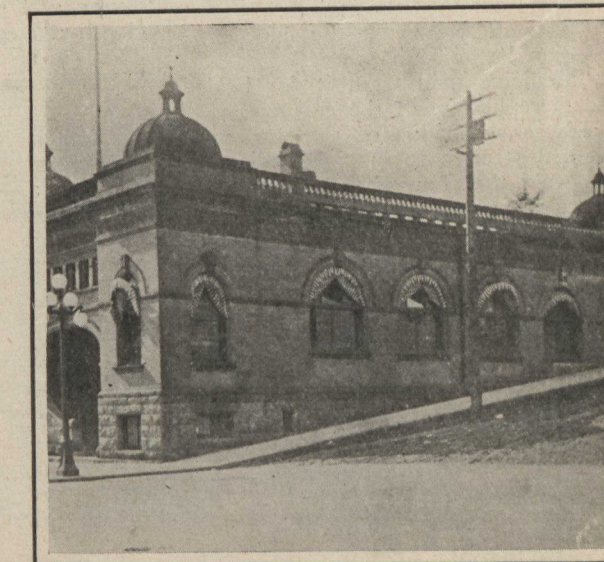
When completed it will be, next to the Royal Alexandra, in Winnipeg, the largest and best hotel in the Prairie Provinces.

through the great fire which partially destroyed that city in 1908. The strong box was fireproof, but it was not proof against clever thieves.

Now that the quarter of a million dollars in easily negotiable securities has been taken away, and that proper safeguards are being taken against a return visit, the public is informed that the veriest tyro would have had a good chance of lifting the snug fortune from its clumsy depository. The bank had no night watchman, no burglar alarm system, and was so situated that it was difficult to see the interior of the bank from the street.

The police station, where an officer sleeps all night, is less than twenty yards from the bank, and the men who so cleverly lifted the cash passed the lock-up empty-handed on their way to their night's work, and loaded to capacity on their return journey.

Meanwhile the officer slept, and downstairs in the basement of the bank the old Chinese janitor struggled silently to disentangle himself from a length of knotted rope and an evil smelling gag.



Where four men "lifted" \$257,000.