

Both for business purposes and residential purposes Pembroke is a most desirable town. Because of its advantageous surroundings, its commercial facilities, its advantages as a shipping and distributing point, its excellent sanitary conditions, and the thousand and one things that make the town a desirable place in which to live, it has attracted, during the past few years, capitalists and business men from afar.

The district surrounding Pembroke is one of the richest agricultural districts in Eastern Canada. The farmers are all well-to-do, while many of them have accumulated fortunes.

The town is located on the main line of two transcontinental railways, the Canadian Pacific and the Canadian Northern, which is rapidly nearing completion, while it has direct connection with the Parry Sound-Ottawa line of the Grand Trunk Railway. Its advantages as a shipping point are therefore plainly evident. The town is also on the proposed route of the Georgian Bay Canal.

Pembroke has an excellent sewerage system, valued at \$40,000, and a water works system valued at \$200,000, owned by the town. It has a well equipped fire brigade, of which Mr. J. M. Taylor is chief. The Town Council is considering the erection of a new up-to-date fire station, the present quarters of the brigade being in a section of the Town Hall building. In all, there are some twelve miles of granolithic walks in Pembroke, while all its streets are kept very clean and neat, the main ones being macadamized.

The chief shipments from the town are lumber, grain, steel office furniture, lumbermen's tools, steel ranges, live stock, flour and produce, woollen goods, and shooks. Three of the largest lumbering concerns in Canada are located in Pembroke: The Pembroke Lumber Company, The Colonial Lumber Company, and the Petewawa Lumber Company. The total yearly output of these three mills aggregates 60,000,000 feet. Descriptions of all the leading industries of the town will be found elsewhere in this book.

The town contains eight churches, a convent, public and separate schools, a high school, business college, court house, gaol, town hall, two moving picture theatres, a large opera house, a splendid drill hall, a huge skating rink, an up-to-date curling rink, three banks, Royal, Ottawa and Quebec, a Carnegie

Free Library, several hosteleries and stores of every description, all of them up-to-date. The press is well represented in the town by the Standard, Conservative, of which Mr. O. M. Alger is publisher, the Observer, Liberal, published by Mr. D. A. Jones, and the Deutsche Post, a German paper, published by Mr. E. B. Christianson.

Located conveniently near the centre of the town is a splendid dock from which there is a daily boat service to Des Joachims and a half hourly service to Allumette Island, on the north side of which is situated the village of Chapeau. The dock on summer evenings and on Sundays is used as a place of promenade by the residents of the town.

One feature of Pembroke which more than all others is an inducement to manufacturers to locate in the town is the superfluity of electric power which is generated by the plant of the Pembroke Electric Light Company at Black River, a tributary of the Ottawa, about 24 miles from Pembroke. Any amount of power is available at \$12 per horsepower.

Pembroke is regarded by commercial men as one of the very best towns in Canada. During the past six months, which have been particularly hard ones, these men report little or no falling off of their business in Pembroke. The growth of the town has always been steady, but during the past few years, due to manufacturers realizing the real advantages of the town, it has taken a decided boom. Some time ago the boundaries of the town were found to be too small and a special act of Parliament was passed to have them extended. In the extreme west end of the town around the plants of the Steel Equipment Company of Canada, the Pembroke Shook Mills and the H. & H. Factory, a little city of fine and up-to-date residences has sprung up within the past two years. This section of the Town is known as Inglewood.

The Town Council this year is composed of particularly aggressive and capable men. These are: Mayor, J. L. Morris; Reeve, W. H. Bromley; Deputy-Reeve, W. L. Hunter; and Councillors H. S. Bowden, W. R. Beatty, A. L. Eastcott, D. A. Jones, Andrew Hamilton, Dr. H. Irwin, H. G. Harwood, T. H. Moffat, and A. Woernke.

The future of the town of Pembroke is very hard to imagine. It is bound to be a city in a very few years.