

MONCTON

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CANADA

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THE CITY WITH NATURAL GAS

MONCTON

NEW BRUNSWICK

CANADA

The City of Opportunity

THE CENTRE OF THE GREATEST
NATURAL GAS PRODUCING FIELD
IN THE DOMINION OF CANADA

1915

ISSUED UNDER THE
DIRECTION OF THE COMMON COUNCIL OF THE
CITY OF MONCTON, N. B.

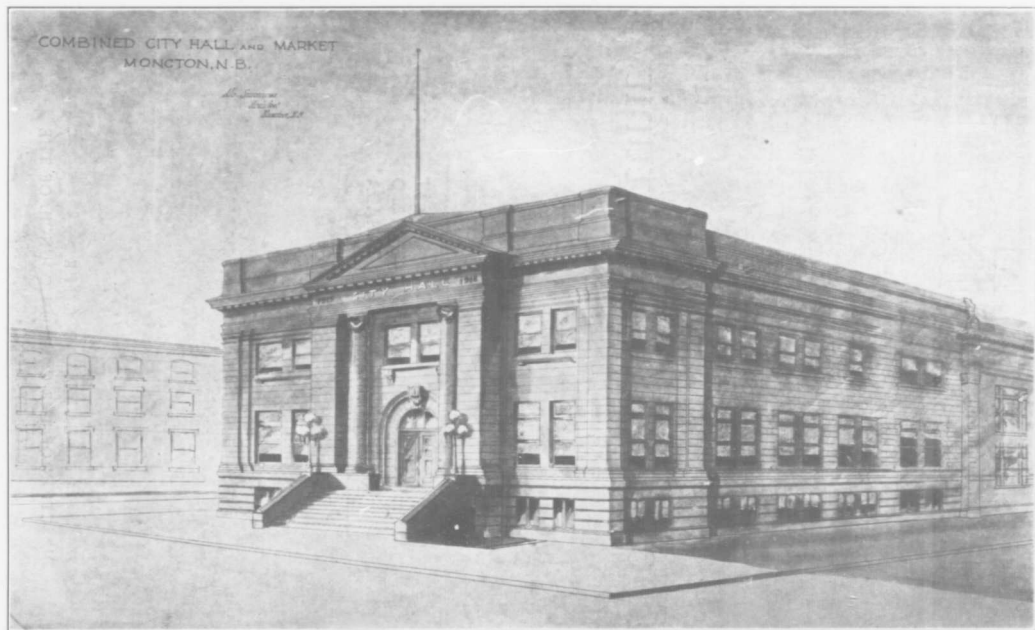


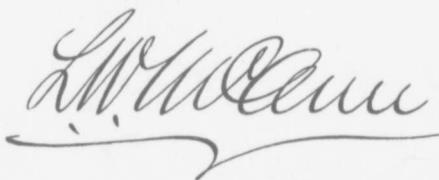
Photo. by Percy Crandall.

FOREWORD.

THE CITY OF MONCTON for a number of years has issued pamphlets setting forth its advantages as an industrial and commercial centre. This, the latest publication, is an amplification of matter contained in former ones, with new material regarding transportation, gas, raw products, health, sports, industries, distributing, and other advantages. In addition, the reading is illustrated on a scale never before attempted, by pictures of public buildings, schools, churches, factories, and business houses, in order to give the reader an even more comprehensive idea of the growth of the city in the years since it became the headquarters for the Government Railways System, to its prominent position among the cities of Eastern Canada.

We feel confident that such a Booklet will be recognized not only as a necessity by the people of the city, but will also be appreciated by those who are looking for the location of industries, or wholesale houses, because of the range of information of a practical nature contained, in regard to every phase of the city's activity.

Respectfully,



Mayor of Moncton, N. B.

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Photo, by Percy Crandall.

VIEW OF MAIN STREET, looking east. Moncton's Leading Business Street.

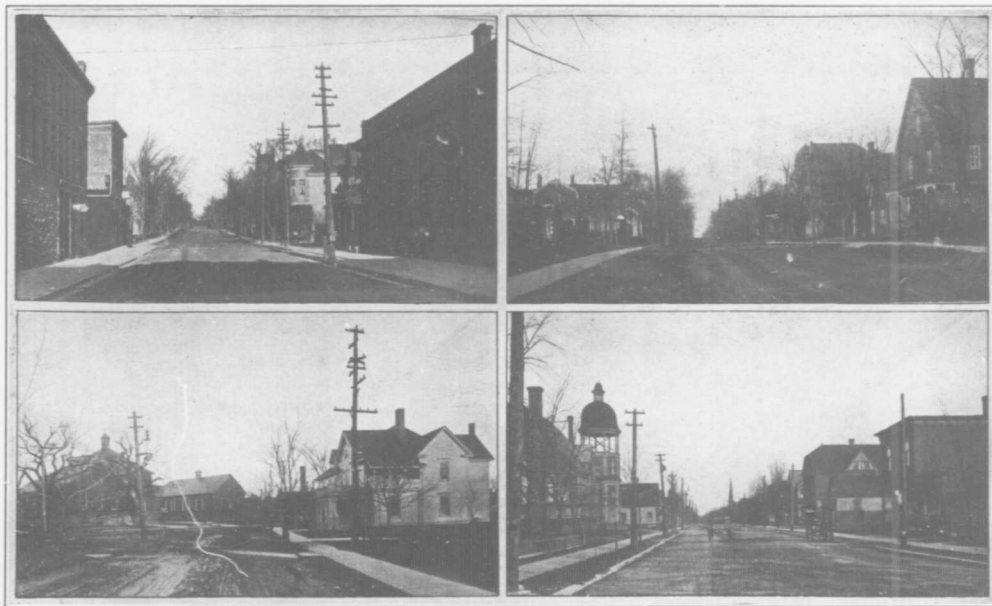
HISTORICAL.

Some cities and towns are known for some particular features, and are distinguished by characteristics and advantages which gives them an individuality distinctively their own. Such a city is Moncton. With a population of some 15,000, it is more widely advertised than many cities three and four times as large, by reason of the fact that it is the general headquarters of the Government Railways, and because it is the centre of the only gas and oil fields of Eastern Canada, and one of the three fields in the Dominion producing gas and oil in paying quantities.

Its early history is similar to that of other Canadian towns and cities. The first Europeans to dwell in the region roundabout were the French. The ruins of a chapel, found by the settlers who came in 1763, near the site of the old sugar refinery, and a graveyard, from which sixteen coffins were exhumed in 1839, testify to their early occupation of the country, the record of which however, is hidden in obscurity. The emigrants of 1763 comprised nine German families who came from near Philadelphia of the then British Colony of Pennsylvania, whither they had come from the Rhine country in 1749. They settled in Westmorland county, Christian Trites and Christian Stieff acquiring not only the site of the present city, but also a large part of the parish. The former built the first dwelling house in the future town. It was constructed of logs, and located on the site of the Intercolonial Railway roundhouse. The first English speaking settler of whom there is any record was a Mr. Cutler, whose son Jonas was born in 1792. The next one was William Steadman. Others followed. By 1829

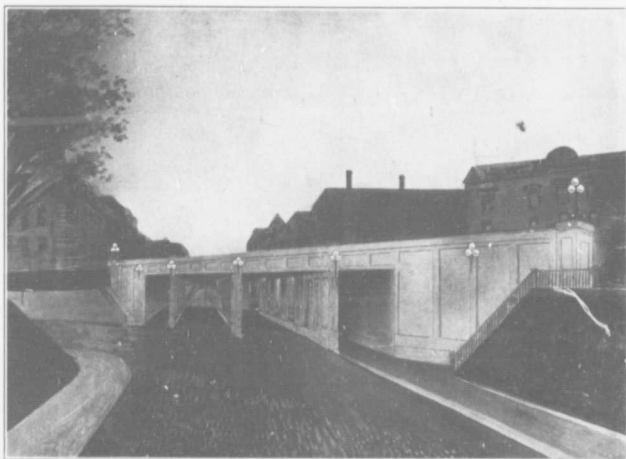
it had some nine or ten families. That year also saw the beginning of the ship building industry, which continued with growing prosperity for nearly thirty years, when iron vessels began to take the place of wooden ships. In the height of their prosperity, the shipyards employed as many as 400 men. During these years the settlement was known as the "Bend," from the fact that it was situated at the bend of the Petitcodiac river, about thirty-five miles from where it empties into the Bay of Fundy; and such it remained until its first incorporation in 1855, when it was called Moncton in honor of General Monckton, once Lieutenant-General of Nova Scotia, who took part in the capture of Louisburg, and had served as second in command under General Wolfe at the taking of Quebec. From its first settlement in 1763 to 1872 it grew to a town of some 1,200 inhabitants. When, however, the existing railways of New Brunswick and Nova Scotia were taken over by the Federal Government following confederation, and extended to Quebec under the name of the Intercolonial, and Moncton made the Government Railway headquarters, it entered upon a new period of growth and prosperity, to expand in the next forty-two years to a city, which with the suburbs of Sunny Brae, Lewisville and Humphrey's Mill, embraces a population of nearly 20,000 people.

Not only the general offices but also the principal workshops of the Government Railways are located here, and it has become a railway centre of great importance. It is the headquarters of the National Transcontinental and of the Moncton and Buctouche railways, and travellers, to reach Prince Edward Island and the



Photos by Percy Condit.

FOUR LEADING STREETS. Botsford, Highfield, King, showing Nurses' Home and Hospital, and St. George, a coming retail business thoroughfare.



VIEW OF SUBWAY. On Main street, under Intercolonial Railway tracks.

Atlantic seaboard must pass through or make railway connections at Moncton.

It is the centre of the only natural gas producing area in Eastern Canada. Immense oil shale deposits, which have no superior anywhere, are located a short distance away, waiting for capital to develop them. It is the only city in Eastern Canada which uses natural gas for light and fuel. It has an ample water supply, and efficient fire and police protection. Moncton was the first municipality in New Brunswick to establish a garbage collecting system, which with other sanitary advantages, makes it one of the healthiest places in Canada. It is only a short distance from the big game country, and the streams and lakes where fish abound.

The city takes a deep interest in education. It has attractive school buildings, as the illustrations show. The four churches now in course of construction, when completed, will

rank it high as to church architecture. It has a modernly equipped hospital, attractive theatre buildings, sporting and other clubs. It has many beautiful residences, the majority of which are surrounded by lawns and gardens. Attractive suburbs are being built up, connected to the city by street cars. The government is building a subway under the series of tracks crossing Main street, to further guard the safety of pedestrians and vehicles. In 1914 more than fifty houses were erected, the number of which is to be increased this year. These advantages combined with the developing importance to Canada of the government owned railways, and the growing number of buildings the government is erecting, with its increasing number of employees together with its resources of gas and oil, all give Moncton a character distinct from other cities, and is a sure augury of a growth in population and wealth that will rank it in time as great an industrial, as it is already a railroad centre.

Photos, by Percy Crandall.



A GROUP OF TYPICAL RESIDENCE BUILDINGS.

- (1) T. F. Sherrard & Son. (2) Alderman M. MacLeod, Sr. (3) Alderman P. A. Belliveau. (4) St. Bernard's Presbytery. (5) Mayor L.W. McAnn.
 (6) Methodist Parsonage. (7) Alderman F. C. Robinson. (8) Presbytery L'Assumption Church.

CITY GOVERNMENT AND FINANCE.

Moncton covers an area of about three squaremiles. It was first incorporated as a town in 1855, but in 1862 its charter was annulled. In 1875 the second act of incorporation was passed, with a governing body of six councilmen, who were to choose a chairman from among their number to preside over their deliberations. This system continued until 1883, when the council appointed a mayor to act with them. One year later, however, the mayor like the councilmen was elected by the voters of the municipality.

In 1890 the town was incorporated as a city. It has a council consisting of a mayor, two aldermen-at-large, and six aldermen, two for each of the three wards into which the city is divided, elected the last Monday in January of each year. The council appoints the city clerk, engineer, chief of the fire department, and other municipal officers and employees. From its own number it elects a deputy mayor, who, in the absence of the mayor, acts as presiding officer at council meetings, and appoints the standing committees, through whom the department of finance, public works, fire, police, market, parks, advertising, license law, and legislation are administered, in co-operation with the whole council, which consists this year of the following members: L. W. McAnn, Mayor; F. C. Robinson, Deputy Mayor, with L. H. Price, M.D., Aldermen-at-large; P. A. Belliveau, and J. B. Toombs, Aldermen for Ward No. 1; M. MacLeod, Sr., and W. C. Hunter, Aldermen for Ward No. 2; B. Tucker and H. G. Steeves, Aldermen for Ward No. 3, all representative men, who are giving the city a progressive administration.

With the growth of the city in population, the valuation of property has increased. To show the growth in

property values, it may be mentioned that in 1888 the taxable property was valued at \$1,900,000 and real estate exempted from taxation was valued at \$1,750,000, whereas in 1914 the assessed value of real estate amounted to \$6,733,596, and the exempted property to \$7,000,000. To this sum must be added \$926,581 in personal property, and \$1,065,300 in incomes, making a total of \$8,725,477 subject to taxation.

The rate of taxation for 1914 was \$1.50 per one hundred dollars, and for this year the rate is \$1.75. The taxes collected for 1914 totalled \$183,534.10, and unpaid taxes at the close of the year amounted to \$50,476.11. The total revenue collected for the year was \$228,405.59 and its expenditure \$232,742.65. But when it is considered that \$50,476.11 of taxes were still due, the overexpenditure of \$4,337 is a small matter, as it leaves collectable assets of more than \$46,000.

The city owns real estate, including a water plant, valued at \$994,635.35; school property valued at \$162,098.00; fire stations and other city property, amounting in all to \$1,866,215.65 with a bonded indebtedness of \$1,431,564.90. Toward the payment of the bonds sinking funds of \$81,695.96 have already accumulated, and as the greater number of the debentures afloat do not mature for thirty or forty years, the sinking funds will be ample to pay the bonds as they become due. It is also important to remember that the debentures for the water and light plant alone amount to \$853,564.90 and since these are to be met from the earnings of the department, the actual debt to be paid out of the general tax fund is only \$578,000, not a large sum considering the city's present assets and its constantly growing wealth.



Photos by Percy Casadit.

A GROUP OF MODERNLY BUILT HOMES. (1) F. P. Gutelius. (2) J. A. Marven. (3) Alderman W. C. Hunter. (4) W. F. Fergusson.
 (5) L. H. Higgins. (6) F. W. Sumner (7) J. F. Edgett (8) E. W. Givan. (9) David Steeves. (10) C. W. Robinson, K.C.



Y. M. C. A. BUILDING. In it also are located, temporarily, the city offices.

PUBLIC IMPROVEMENTS.

The water supply of the city is exceptionally good, and is pure and healthy. It comes from the springs and brooks which have their source in the Lutz mountains, with a drainage area of some five square miles. It is impounded in two reservoirs, one located on Black Mill brook, and the new one on McNutt's brook, four and a half miles from the city, with a level of wasteway for the former of 147.34 feet, and for the latter 130 feet above city datum, the two reservoirs having a capacity of 500,000,000 gallons, a supply of water sufficient for a city three times its size.

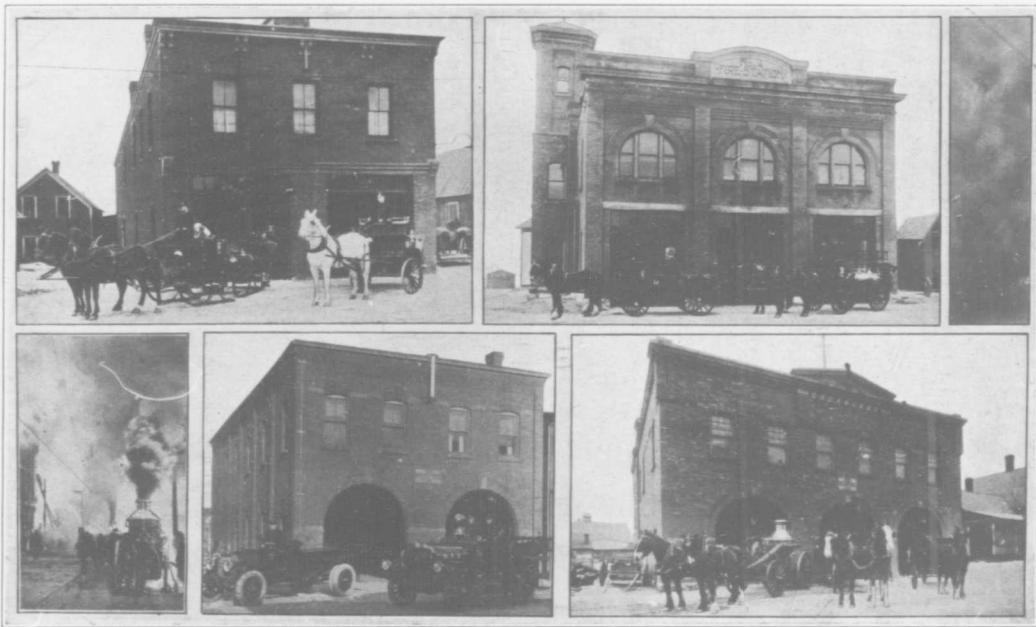
The new dam constructed of earth and clay is fifty-four feet high. The new pumping station is 60 x 100 feet in size, and is large enough for two pumping units. The plant consists of a 460 H. P. Premier gas engine with a five million gallon rope driven Turbo

Photo. by Percy Crandall.

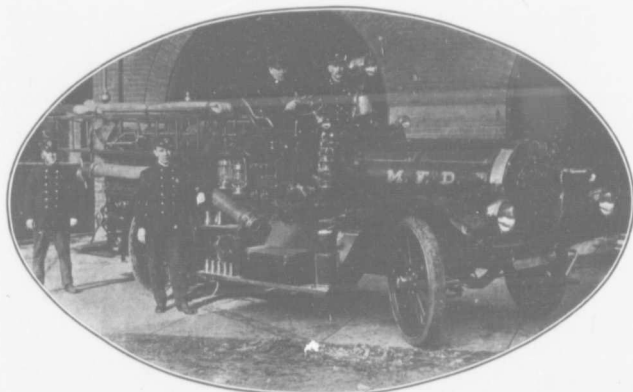
pump, together with a gas producer equipment as an auxiliary means of power in case of trouble with the natural gas.

The leading main from the new pumping station to the dam, twenty inches in diameter, is 1,654 feet or 3.14 miles long. The force mains from the pumping station to the centre of distribution are respectively sixteen and eighteen inches in diameter, the former 4,661 feet and the latter 8,432 feet long, laid in duplicate. Altogether the city has 12.22 miles of service pipes, and 32.43 miles of leading and distribution mains.

The gravity water pressure on the lower levels of the city is forty-two pounds, and on the very highest points is twenty pounds to the square inch. This pressure is increased from seventy-five to one hundred pounds when the pumps are in operation, and



THE FOUR MONCTON FIRE STATIONS. Glimpses of the City's Fire Fighting Equipment.



AUTOMOBILE COMBINATION MOTOR PUMP AND HOSE WAGGON.
Capable of throwing 800 gallons of water per minute.

with the 120 hydrants advantageously located, gives the city an efficient service in case of fire.

FIRE DEPARTMENT.

The city has four fire stations built of brick. The equipment consists of a combination motor pump and hose wagon capable of throwing 800 gallons of water per minute, two steam fire engines, two double sixty gallon tank chemical engines, one hook and ladder truck, one motor salvage truck and three hose wagons with 6,500 feet of hose.

The fire brigade has four permanent and fifty-five volunteer men, including the chief, George Ackman, and his deputy, John Gunn, the former having been at the head of the fire department upwards of thirty-one years, and has worked hard and energetically to bring the brigade to its present high state of efficiency. The salvage corps consists of one permanent man (chauffeur), one captain, one lieutenant and twenty-three men. The Canadian Government Railways also has a fire brigade composed of volunteers from

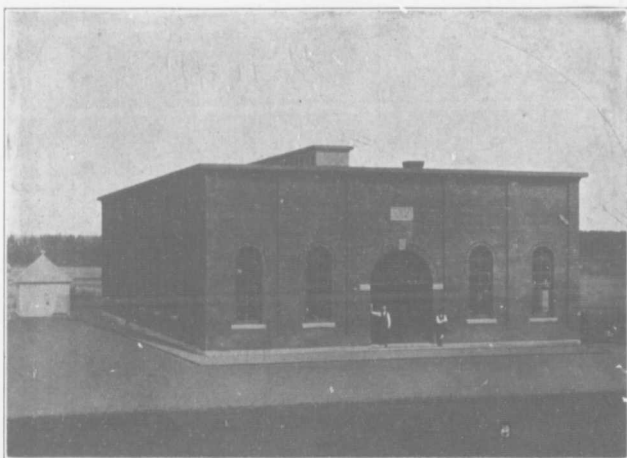
the employees of the company, for the protection of shops, office and other railway buildings.

The city has recently installed a Diaphone horn, worked by compressed air, to give the general fire alarm signal. It has thirty-four street fire alarm boxes, advantageously located, and in addition each member of the fire department has an electric tapper in his home. Up to within the past year or two, Moncton has been particularly free from any very heavy fire loss, and for a period of about ten years preceding, not a total fire loss occurred on any building to which the brigade was called, which, considering the fact that the city is built largely of wood, speaks volumes for the energy and efficiency of its fire department.

POLICE DEPARTMENT.

The police department consists of nine men, including the chief. The council names the number of constables, and a Police Commission, composed of the Judge of the County Court, the Police Magistrate and the Mayor

Photo. by Percy Cradall.



NEW PUMPING STATION. City Waterworks.

appoint them and fix their salaries, which are paid by the city.

During the past year, the city has not only been free from serious crimes, but the number of general arrests has also decreased. In 1914 only fourteen persons were arrested for theft as against forty-two the year before. Of the \$1,281.60 worth of goods stolen, \$770.50 or nearly sixty per cent. were recovered and returned to the owners, a record which compares favorably with any city of its size and population in Canada.

OTHER IMPROVEMENTS AND UTILITIES.

Moncton has at present 19.19 miles of sewers. The sewerage system is constructed on what is known as the combined principle, under which the city is divided into eight draining areas, each area having a separate trunk sewer into which the laterals discharge. The system consists of tile pipes ranging from nineteen to

twenty inches in diameter, the larger sizes being constructed of brick work, egg shaped in sectional area, and a few outlets built of timber. The sewerage is discharged into the Petitcodiac river, from whence it is carried by the tidal waters to the Bay of Fundy.

The city has 26.71 miles of concrete sidewalks. It owns the electric light and gas plant, with 70 arc and 154 incandescent lamps, which it has leased to the Moncton Tramways and Electric Company since 1909 for a period of forty years at a rental of \$10,000 annually. The Company furnishes electric light to the city at \$65.00 per year for each arc light, and \$17.00 yearly for each incandescent light, and to consumers generally, for eleven cents per kilowatt, less a discount of five per cent. to those who pay their electric light bills before the twelfth day of each month; while natural gas is furnished for thirty-eight cents

Photo. by Percy Crandall.



VIEW OF NEW RESERVOIR, City Waterworks.

net per 1,000 cubic feet, a service giving Moncton cheaper gas than any city in the Maritime Provinces.

The city and suburbs have 1,500 consumers of electricity, and 1,914 consumers of natural gas. It has five miles of street railway, connecting not only the outlying sections, but also the suburbs of Sunny Brae, Lewisville and Humphrey's Mill with the centre of the city, the cars in the corporate

limits passing a given point every ten minutes, and those to the suburbs running on a forty minute schedule. It has an efficient telephone service, which connects with all sections of the province and parts of Nova Scotia, as well as two telegraph and two express companies, giving it all the general utilities of a growing and progressive city.

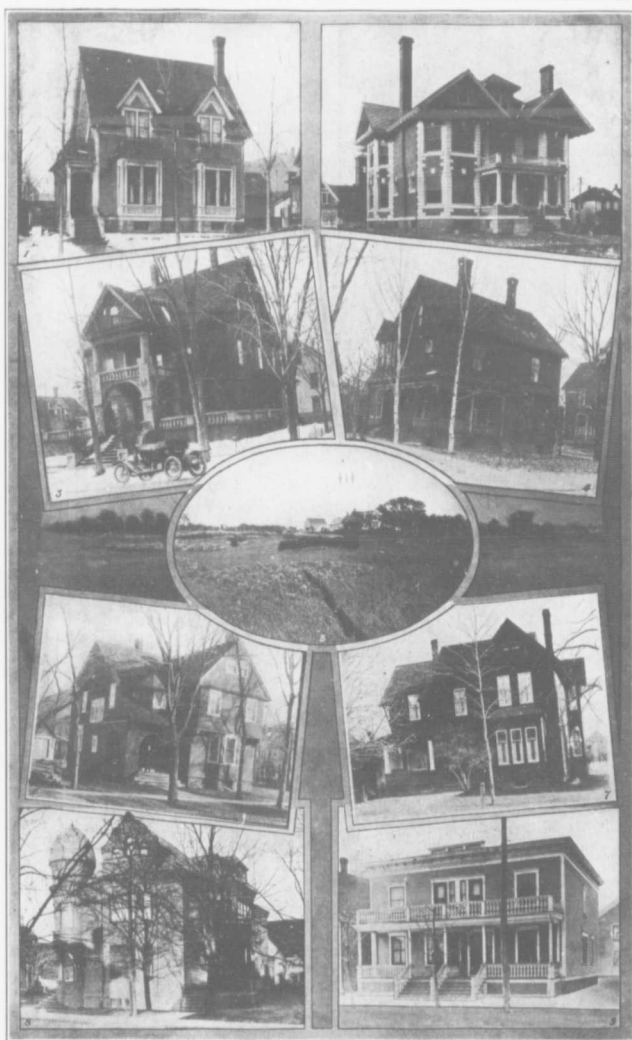
SCHOOLS, CHURCHES and PUBLIC INSTITUTIONS.

The city has five school buildings, commodious, modern in arrangement, and equipped with ample fire escapes.

The schools, governed by a board of nine trustees, four of whom are appointed by the Lieutenant Governor-in-Council, and five, including the two women trustees, appointed by the city council, are divided into eleven grades and employ fifty-two teachers,

among whom are numbered two teachers of manual training, two in household science, one singing teacher and instructor of physical culture. Following grade VIII., an examination is held for entrance to the High School, from which to graduate takes a three years course of study. The High School laboratory is among the best equipped in New Brunswick. It has regular

Photo. by Percy Crandall.



A VARIED GROUP OF MONCTON HOMES.

- (1) H. H. Melanson. (2) R. N. Wyse. (3) J. H. Harris. (4) Captain J. E. Masters.
 (5) Fraser Bros. (6) A. J. McQuarrie. (7) A. C. Chapman. (8) A. E. Peters. (9) Z. M. Leger.

Photo, by Percy Crandall.

laboratory tables, water basins, troughs, Bunsen burners supplied with natural gas, foul air chambers and hydrostatic, physical and electrical apparatus for forty-eight pupils. Connected with the school is a well equipped library, stereopticon, gymnasium, and an excellent assortment of birds and animals. The High School has a cadet corps. All

schools have fire drills twice a month. Pupils from grade I. to VI., inclusive, receive instruction in singing. Moncton was the first city in the province to regularly employ a vocal teacher, and it was the first one in New Brunswick to engage a physical culture instructor, training in physical drill being given to scholars from grade IV. to XI.

The manual training and household science departments were organized in 1912. Pupils from grade VI. to X. inclusive are required to attend one half day per week, the boys in the former and girls in the latter. Both of the departments are well equipped. The manual training school has all the necessary machinery and tools for the production of articles in wood, while the household science school has demonstrating room, with individual

gas and cooking apparatus for twenty-four pupils, dining-room, kitchen, laundry and sewing-room, to teach girls the practical advantages of scientific housekeeping.

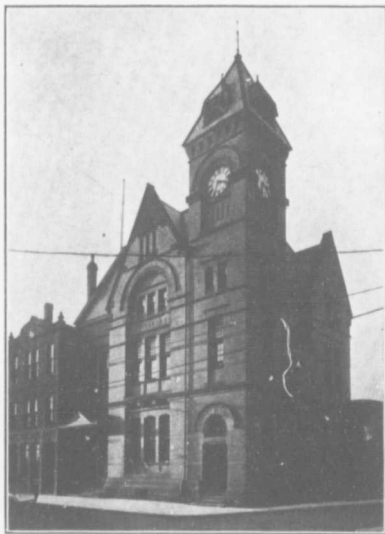
School attendance is compulsory for children from six to fourteen years of age. The percentage of enrolment is high. Eighty-six to ninety-two per

cent. of the children of school age attend the public schools. The total enrolment for 1913 was 2134 and for 1914 numbered 2,194 pupils; which latter is 923 more than in 1889, and 298 greater than in 1906.

CHURCHES.

The first Christian denomination to erect a church in Moncton were the Baptists, who first worshipped in a building

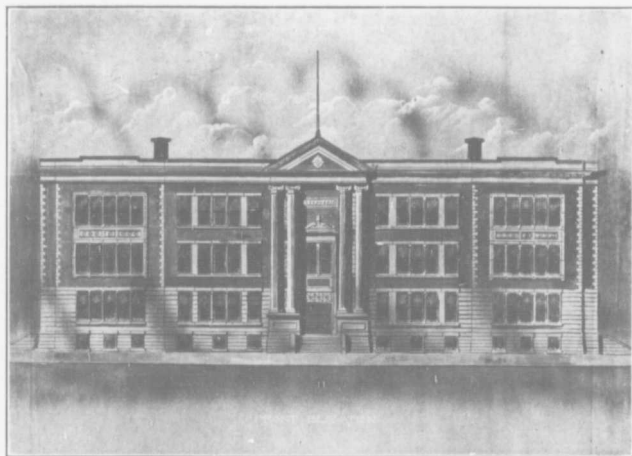
known as the "Free Church" and later occupied by other religious organizations. In 1828 the First Baptist church was regularly organized. During the next twenty-eight years the membership grew to be the largest in the town. A new church was built and dedicated for worship in 1857. Subsequently in December, 1887, the building was enlarged and remodelled. For the next twenty-five years it served as a place of worship without



POST OFFICE.



SCHOOL BUILDINGS (Read from left to right). Manual Training and Domestic Science School, Mary's Home, Wesley Street School, Victoria School.



ABERDEEN HIGH SCHOOL, G. J. Oulton, M.A., Principal.
One of the best equipped schools in the Eastern Provinces.

material alteration, when it was destroyed by fire in 1913, to be replaced by the present beautiful structure dedicated on May 16, 1915.

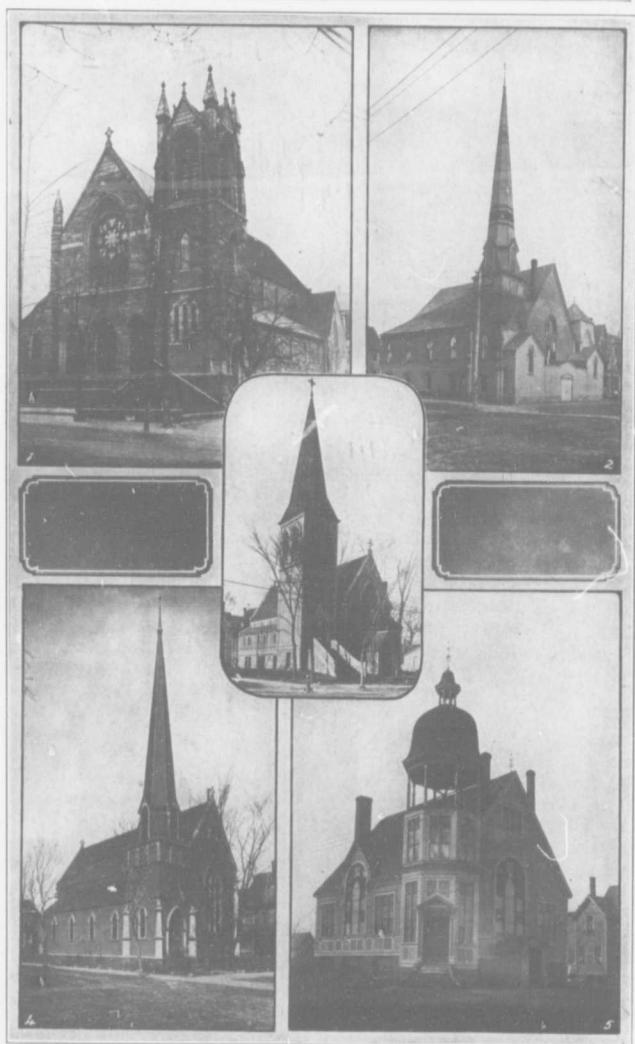
The Methodists held services in Moncton as early as 1830, although it was not until 1847 that they worshipped in a church of their own. The congregation grew in numbers. In 1877 the building was erected which served as a church home until December 3rd, 1914, when it was destroyed by fire. Work on the new church has already begun. It will be built of stone and when completed will be one of the city's finest religious structures.

Religious services by the Presbyterians were first held in Moncton about 1838. Nineteen years later they built the church, which for many years was recognized as the largest Presbyterian church in this section of the provinces. In 1884 the old church

was abandoned, and the one erected which burned down in 1913, on the site of which is being raised the magnificent church which will be ready for worship toward the end of the year.

The first Anglican church in Moncton was dedicated for service in 1852, although a missionary of the Church Colonial Society had been stationed here since 1847, before which date occasional services had been held. Following the destruction of the old church by fire, the present St. George's was begun in 1875, and consecrated in 1878, Bishop Medley and nineteen clergymen taking part in the ceremony.

Occasional church services were held by the Roman Catholics of Moncton as early as 1864, but it was not until 1871 that the construction of the first church was begun, and consecrated for the celebration of Mass in 1872, the town having at that time about



FIVE MONCTON CHURCHES. (1) St. Bernard's. (2) Highfield Baptist. (3) St. George Anglican.
(4) Reformed Episcopal. (5) Wesley Memorial.

Photo. by Percy Crandall.



ASSUMPTION CHURCH (ROMAN CATHOLIC)

E. A. FRECHET, ARCHT. & ENGR.

SILVANO L. LEBLANC, CONTRACTOR & ENGR.



ST. JOHN'S PRESBYTERIAN CHURCH, MONCTON N. B.

HUGH G. JONES, ARCHITECT, MONTREAL
E. B. EVANS, BUILDING CONTRACTOR, MONTREAL
FERDINAND J. FRIEDMAN, HEATING CONTRACTOR, MONTREAL

twelve Catholic families. From that time on, the number rapidly grew, and a larger one was completed in 1879, which was followed by the erection of St. Bernard's Church, during the pastorate of the late Father Meahan, the corner stone of which was laid on August 17, 1888.

Following the next twenty-five years the French Catholic population had increased so fast that it was decided to build a new church and accordingly in 1914 the construction of L'Assumption Church was begun (the basement of which is used at the present time for the celebration of Mass) and which when once completed will be one of the most imposing church structures in the eastern provinces.

In 1877 the Free Christian Baptist Church (and since the union of the Baptist churches, known as the Highfield United Baptist Church) was organized. For six years the society held services in the old "Free Church" building, when in September, 1883, the church at the corner of Highfield and George street was dedicated, the congregation numbering at that time one hundred and twenty-six communicants.

The Reformed Episcopal Church, first composed of members who withdrew from St. George's Anglican Church, began to worship as a separate body in 1873, and in 1876 laid the foundation of the present church edifice which was dedicated for divine service in 1877. The Wesley Memorial Church was built by George R. Sangster and dedicated in 1891. The Reformed Baptist denomination was organized on February 12, 1889, and several years ago built a small but attractive chapel, and the Salvation Army worship in a barracks of their own. In addition to the religious organizations mentioned sects like the Reformed Presbyterians,

Seventh Day Adventists, Christian Scientists and Christadelphians, hold occasional services, although they have no permanent places of worship.

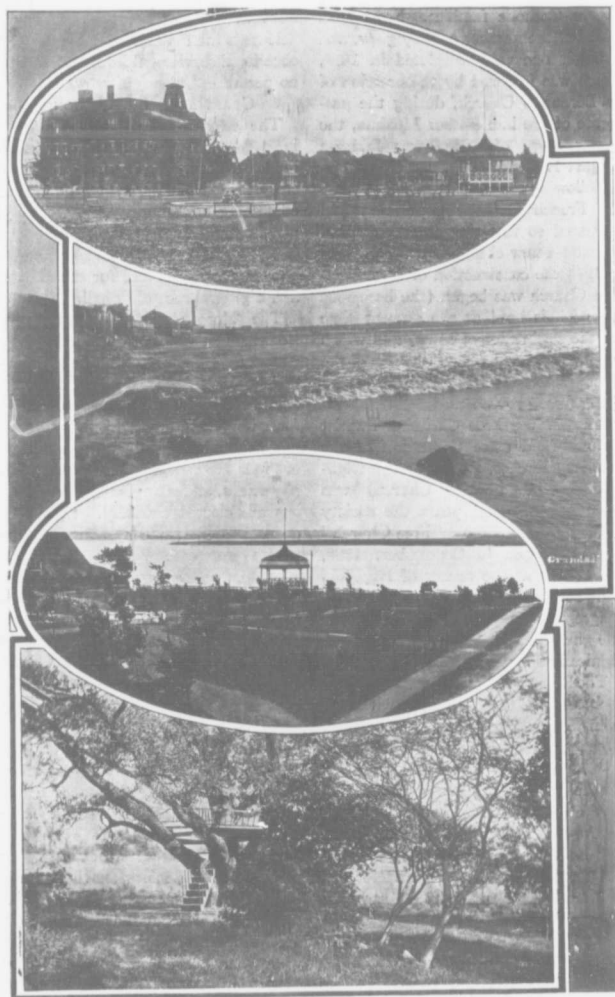
CHARITABLE INSTITUTIONS.

The Moncton Hospital was built in 1904 following its incorporation in 1901. It is a quadrangular two story brick building with a basement, containing sixteen private, two semi-private and two general wards, one X-Ray and two operating rooms, besides a private office for the matron and a general reception hall.

The Hospital is governed by a Board of Trustees representing the City of Moncton and the Municipalities of Westmorland and Kent. All licensed practitioners of the city form its general staff, from which the medical and surgical staff, consisting of four consulting and six acting physicians, and six eye and ear specialists are elected annually. It is non-denominational, and is supported by grants from the Province, City of Moncton, and Kent and Westmorland counties, in addition to the income received from treating private patients, and the contributions made through the efforts of the Ladies' Hospital Aid, an association of representative women, organized to raise money, gifts and supplies for the institution.

During the year ending May 31, 1914, seven hundred and forty-seven cases were treated, three hundred and thirty-seven coming from points outside of the city. Of this number five hundred and fifty-six underwent surgical operations. In the course of the year five hundred and ninety-six patients were discharged as cured, and fifty were reported improved, while only seven were pronounced incurable.

Connected with the Hospital is a training school for nurses, which at



MONCTON PARKS. Victoria Square, Tidal Bore, Petitcodiac River, Bend View Square or Tidal Bore Park. Big Tree on Fraser Brothers' Farm.

Photo. by Percy Cravall.



MONCTON HOSPITAL.

present has fifteen students. Instruction is given from text books, lectures and daily drills in the operating rooms, and other departments of the Hospital, by the superintendent, in addition to demonstrations by the surgical and medical staff, followed by examinations at stated periods. The course of study and training covers a period of three years, during which time the students are lodged and boarded at a home maintained at the expense of the Hospital.

The city also supports a Municipal Home for poor and infirm people, to maintain which it spent in 1914 the sum of \$3,651.83, and plans are under way to establish a home for wayward girls, to be conducted by the Salvation Army.

OTHER ORGANIZATIONS.

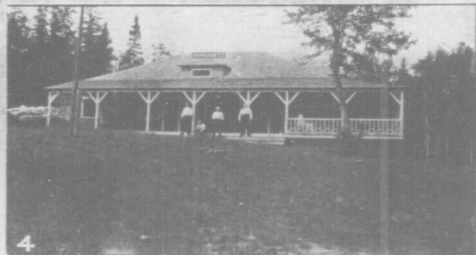
The Board of Trade, an organization composed of the representative business and professional men of the city has been a very active factor in the develop-

ment of the city as an industrial centre. It has been instrumental in bringing to Moncton some of its largest industries. It aims to disseminate correct knowledge, regarding labor, industrial and financial conditions, to foster commercial and manufacturing enterprises, and to encourage legislative efforts which will advance it along every avenue of trade and commerce.

The city also has three bands and other musical organizations, among which the Moncton Citizens Concert Band holds a prominent place. It was organized as early as 1870, and has achieved a distinct reputation among the bands of Eastern Canada, not only because of the high quality of its playing, but also because of its patriotic devotion to the city, being ready at any time to meet any musical demands made upon it.

The band is composed of forty-five members, and has a full formation of

Photo. by Percy Crandall.



SPORT AND PLAY PLACES. (1) Adougwaasook Fishing Club Camp. (2) McGinnis Brook, near Kouchibouguac River. (3) Kouchibouguac River. (4) Camp Lazy, Shediac River Fishing Club.

brass and reed instruments including seven clarinets, seven cornets, seven saxophones, four altos, seven trombones, two tenors, one baritone, three E flat basses, one double B flat bass, two snare drums, bass drum and cymbals. The personnel consists of experienced players, who under the twelve years leadership of W. S. Bowness, have achieved a high place for themselves, both as musicians and public spirited men.

The Loyal Protestant Band includes about thirty-five performers, and the L'Assumption Band recently organized is composed of young men from L'Assumption Church parish.

The Young Men's Christian Association was organized in 1880 and incorporated in 1882. It owns a premises of 65 x 150 feet upon which it erected in 1891 a three story building 65 x 100 feet. Besides a store, and the Canadian Pacific Railway offices on the ground floor, the building includes a reading room, reception hall, game room for billiards and other amusements, boys' room, gymnasium, with shower baths and lockers, and two halls, one used for society purposes and one, with a kitchen attached, for meetings and social gatherings. The offices of the Board of Trade are located in the building. At present it is also used as temporary city quarters, including the city clerk's, engineer's and assessor's offices.

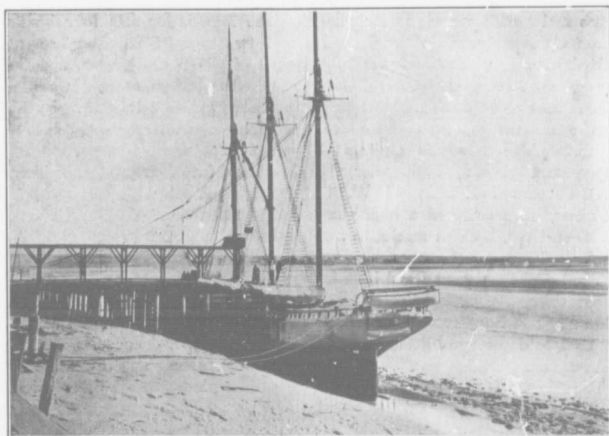
The Association has four hundred and twenty-eight members, seventy-eight of whom are juniors, and three hundred and fifty seniors. It conducts fourteen physical culture classes weekly including those for business men and ladies. The work of the Association is divided into four groups, embracing the physical, mental, moral and spiritual development of young men in order to enable them to meet life's duties with courage, strength and vision.

The Business Men's Club, as its name implies, is an organization of business men, and occupies attractive rooms for reading and recreation both for themselves and visiting friends. New volumes are being constantly added to the public library. The city has several fine theatres and moving picture houses. The Knights of Columbus own a homelike building, large and attractive, with spacious reception hall, library, billiard and lodge rooms. St. George's Society and Knights of Pythias each own their own buildings, utilized for lodge and social purposes, while the Masonic Order, Odd Fellows and other secret societies meet each in attractive quarters. Besides those mentioned the city has three golf clubs, tennis and other clubs, and educational organizations, all aiming to make living in Moncton pleasant and profitable.

HEALTH, PARKS AND PLAY PLACES.

Moncton is a healthy city. It has good natural drainage. All sewerage is drained into the Petitcodiac river, the tidal waters of which carry all refuse twice a day outward to the Bay of Fundy, and on to the Atlantic ocean. In 1914, one hundred and ninety-nine deaths occurred. Out of this number

twenty-nine were patients at the Moncton Hospital from points outside of the city, making the actual deaths for Moncton one hundred and seventy, which based on a population of 15,000, gives the exceptionally low mortality rate of 11.33 per cent. per thousand. Last year the city had only seven



MASTERS' WHARF, owned by J. E. Masters Company, Limited
Wholesale and Retail Coal Dealers. Ship at low tide unloading coal.

cases of typhoid, one of which proved fatal, an unprecedented record for New Brunswick.

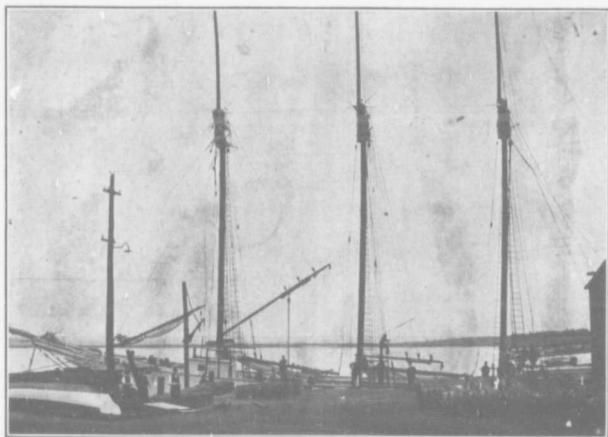
To achieve this result the Board of Health has been very active. All herds from which milk is supplied to the city are tested once a year. All contagious and infectious diseases are promptly quarantined and the premises are fumigated before releasing the quarantine. The city is thoroughly inspected during the spring months, and dangerous places are inspected from one to three times weekly. All bad plumbing and drainage is corrected. Garbage is collected twice a week. All householders must install properly covered garbage cans, which are to be used according to instructions furnished by the Board of Health.

Moncton so far is the only city in New Brunswick to establish a garbage system, and according to C. E. Northrup, who for the past twenty years has been the secretary of the Board of

Health, has proved an important factor in making it the healthy city it is.

PARKS, HUNTING AND FISHING.

Bend View is a small but attractive square. It is also called "Tidal Bore" Park, since from its banks may be seen to the best advantage the great natural phenomena known as the "Bore" of the Petitcodiac river, formed by the tide rushing up the river twice every twenty-four hours, to a height of thirty-one to thirty-five feet. Victoria Square, situated in the western part of the city, is used as a recreation and play place for children. In both squares concerts are given during the summer months. The exhibition ground has a fine race track where speed exhibitions are given from time to time. Leading out from the city are beautiful drives, to Shediac, Hillsborough, Cocagne, Dorchester, Albert, Alma, and other towns and villages located along the Petitcodiac river,



VIEW OF REED'S WHARF. Unloading Molasses for Reed Company, Limited Wholesale Grocers, Moncton and Campbellton, N. B., and Springhill, N. S.

and as far away as the Straits of Northumberland. The city is centrally located to the hunting and fishing territory of northern and eastern New Brunswick. Good sea trout fishing may be had in the Shediac river. McFadden lake, in Albert county, thirty-five miles distant, also has excellent fish. Pope Logan lake, Indian, and Antenora lakes, the Molus, Benjamin, Canaan, Jacquet, and other

ivers, with their tributaries are famous for salmon and trout, while the country adjacent abounds in moose, deer and other wild animals, to hunt which guides may be hired both in Moncton and in the small towns surrounding the city, and entertainment may be had at good country hotels, and camps built by hunting and fishing clubs, composed of men in and outside of the city and province.

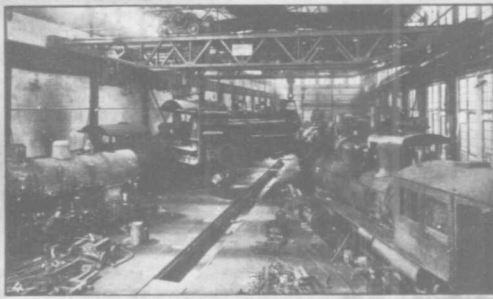
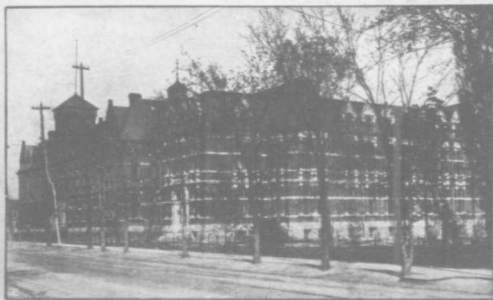
TRANSPORTATION, EXPORTS AND IMPORTS.

The location of the general offices and headquarters of the Canadian Government Railway system has made Moncton the "Railway Hub" of Eastern Canada, from which railway lines radiate to all important centres of the eastern provinces and the Canadian Atlantic seaboard.

The Intercolonial Railway is the only all-Canadian route from Montreal to

the Atlantic. It dates its inception thirty-five years prior to Confederation, when a movement was begun to connect Quebec by rail to the Atlantic seacoast cities of Halifax and St. John. Following Confederation, all the existing lines in New Brunswick and Nova Scotia were taken over by the Dominion Government and linked together under the name of the Intercolonial, extended

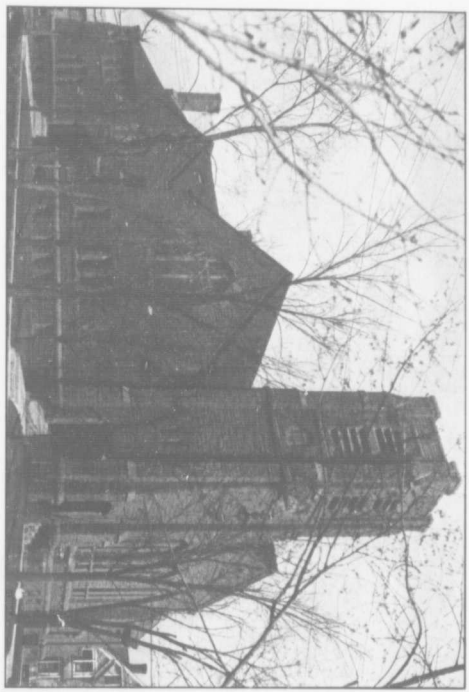
Photo. by Percy Cradall.

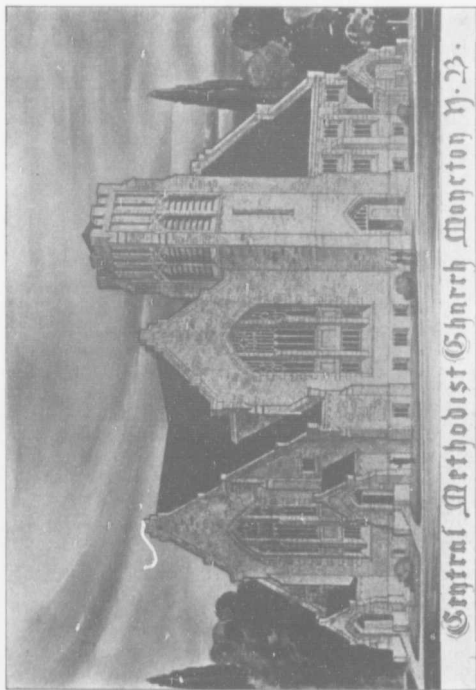


GOVERNMENT RAILWAY BUILDINGS. (1) Depot. (2) General Offices. (3) New Yards. (4) Erecting Plant.

E. H. CHAPPEL, ARCHT. - CONSTRUCTION BY E. J. JAMES - PHOTO BY J. S. CAMPBELL - WASHINGTON

FIRST BAPTIST CHURCH WASHINGTON, D. C.





CENTRAL METHODIST CHURCH, MONCTON, N. B.

ANDREW R. COOPER, ARCHT. - MONCTON, N. B.
JAMES REIS & SON, CONTRACTORS, MONCTON

to Riviere du Loup, and later to Levis opposite Quebec. With the entrance of Prince Edward Island in Confederation in 1873, the government took over the island railways. In 1897 it purchased the Drummond County Railway and extended the line to Montreal.

In 1904 the government took over the Canada Eastern Railway running from Fredericton to Chatham. The past year the Intercolonial Railway running along the St. John river from Campbellton to St. Leonards, as well as the railway line from Sackville, N. B. to Cape Tormentine, has been acquired. The government also operates the St. John and Quebec Railway from Fredericton to Woodstock, N. B., and between Fredericton and Gagetown, N. B., and lately has begun operating the Transcontinental. The line from Moncton to Edmundston was first started, and later was continued to Levis, Quebec, to be extended recently from Quebec to Superior Junction, with the idea of soon reaching the City of Winnipeg, Manitoba.

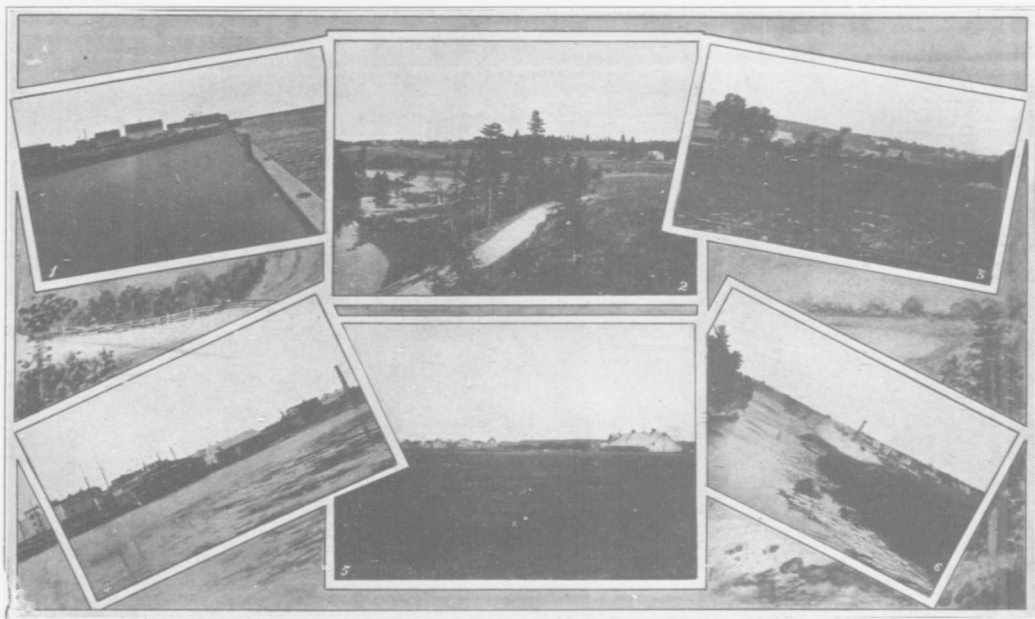
The Intercolonial runs through one of the most picturesque sections of Canada. North and west from Moncton beyond Newcastle and Chatham, it passes through the moose hunting and big game country, along the picturesque Bay Chaleur, and the Matapedia valley with its rivers famous for trout and salmon, to the well known summer resorts of Metis, Rimouski, Bic, Cacouna and Riviere du Loup, to Levis, and on to connect with other Transcontinental lines to points west and the Pacific slope of Canada. The line to St. John runs for many miles along the beautiful Kennebecasis, while eastward towards Halifax, it passes through the flourishing towns of Amherst and Truro, from where a branch leads to The Sydneys, with

daily (except Sunday) steamer connections to Newfoundland. The through trains are models of elegance and comfort. A night and day express leaves daily (except Sunday) for The Sydneys. The Maritime express carries passengers to and from Halifax, St. John, Quebec and Montreal, without a change of cars. And during the summer months the Ocean Limited, one of the fastest trains in Canada, runs from Halifax to Montreal, making connections at Moncton for passengers from St. John and other eastern New Brunswick points, and with the P. E. Island steamship lines, and the trains for The Sydneys.

The Moncton-Buctouche Railway, thirty-two and a half miles long, also has its headquarters in Moncton. The Moncton and Northumberland Railway Company hopes to extend the line shortly from Buctouche through Rexton and Richibucto to Loggieville, at Miramichi Bay, tapping the fertile valleys of five large rivers and a number of smaller ones of Kent county within easy reach of the Strait shore. During the summer months one passenger and one freight train, and during the winter a mixed train makes a round trip daily from the Intercolonial station to Buctouche and return. Since the construction of the Moncton and Buctouche Railway the output of the farms in the Cocagne and Buctouche rivers valleys has enormously increased, and the freight shipments within the past ten years have more than doubled.

Kent county has a great natural fertilizer in the mussel mud found near the lower reaches and tidal waters of the rivers. The land still carries heavy growths of hemlock, spruce and pine, while the fish and water products are inexhaustible. Fifty per cent. of the more than 101,000,000 pounds of fish caught off the New Brunswick

Photo. by Percy Curadell



MONCTON AND BUCTOUCHE RAILWAY. Views of (1) Richibucto Public Wharf. (2) Little River. (3) Farming Land, Irishtown. (4) Richibucto Water Front. (5) Farms at MacDougals. (6) Cocagne River at Notre Dame.

shores in 1913 came from Kent county. With the market for fish, lobster and clams increasing, and the ability to send them almost any distance in cold storage and refrigerator cars, and with the railroad to Loggieville built and trains running regularly, Kent county should more than double its output of land and water products. The tourist travel will also increase. As it is, many travellers find their way to its picturesque streams and valleys. The Strait shore offers salt water and surf bathing, deep sea and river fishing. In the early fall may be had goose, duck and brant shooting while later in the winter, moose and deer hunting calls to those who enjoy life in snow covered forests.

The city is the eastern terminus of the Transcontinental Railway. A bridge to be built over the Petitcodiac river will make it one of the termini of the Salisbury and Albert County Railway, the line by which access is had to the gas, oil and bituminous shale fields of Albert county, while the Canadian Northern Railway system in seeking an ocean outlet must pass near or through Moncton.

RIVER TRANSPORTATION.

The Petitcodiac river is navigable nine months in the year for vessels drawing as much as twenty-five feet of water. Vessels coming up the river are carried forward with the tide, known as the "Tidal Bore," which

rises to a height of thirty-five feet twice every twenty-four hours, to find anchor along the river's docks and wharves, where sidings make freight shipments convenient and inexpensive. With its advantageous railroad transportation from St. John and Halifax, Moncton has not felt the need of extensive docks and wharves to the same extent as other seaport cities, although the many creeks which indent its foreshore seem designed by nature for the location of docks which can be economically constructed, quickly filled and as rapidly emptied.

EXPORTS AND IMPORTS.

In 1913 forty-nine vessels with a tonnage of 24,759 arrived and thirty vessels of 19,506 tons burden departed from Moncton and its twelve outports. Besides these forty-five steamers and one hundred and twenty-nine sailing vessels engaged in the coasting trade arrived, and forty steamers and one hundred and forty-five sailing vessels departed. The exports and imports they carried, too, were considerable. In 1911 the former amounted to \$526,411.00 and the latter were \$662,919.00. During 1912 the exports fell to \$429,488.00 and the imports rose to \$722,268.00 while in 1913 both exports and imports increased, the former to \$496,379.00 and the latter \$911,030.00, having almost doubled during the past twenty-five years.

MANUFACTURING INDUSTRIES.

Moncton is chiefly known to Canada and the world at large as the headquarters for the Canadian Government Railway system, a fact which in a measure has dwarfed its reputation as an industrial city. But when it is remembered that from Moncton advantageous railway connections are had to

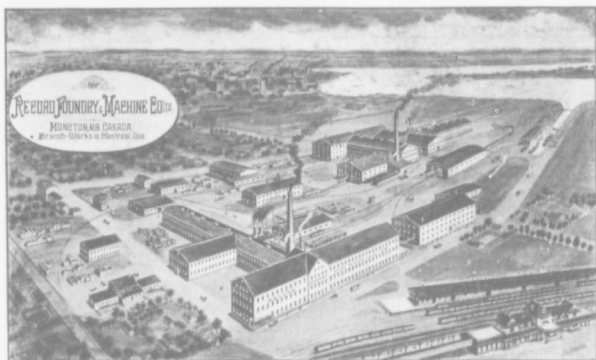
all parts of the Maritime Provinces, as well as to the west, and that railway hauls to the ocean and points north and south are short, its advantages as a factory centre are apparent.

Logically Moncton is the industrial and distributing point of the east. Because of its superior transportation

Photos by Peter Gaudette.



MONCTON CITIZENS CONCERT BAND. Norman Beaton, President; Y. C. Cosman, Secretary-Treasurer; W. S. Bowness, Bandmaster; W. F. McStay, Sergeant Major; James Morrissey, Drum Major. For dates address Y. C. Cosman, Secretary-Treasurer, 16 Steadman street, Moncton, N. B., or Telephone 200-21. This Band has played more than 100 engagements for patriotic purposes since August 1st, 1914.



RECORD FOUNDRY & MACHINE COMPANY.

Manufacturers of Stoves, Ranges, Heaters, Sugar Boilers, Hollow Ware and Railway Castings.

facilities and the cheapness and convenience of assembling raw products, many large factories, illustrations of which appear in this booklet are already located in the city and suburbs. Aside from its duty as a transportation company, the Intercolonial Railway is the largest manufacturing industry in Moncton, and its largest employer of labor. The Government Railways own, in Moncton, 437.4 acres of land, and the National Transcontinental Railway owns 55.3 acres, with a track mileage of 37.1 in the yards for the former, and 14.2 miles for the latter. The passenger car repair and paint shops, the freight car repair shops, machine shops, powerhouse, roundhouse, with general office, station, stores, freight shed and other buildings of the Intercolonial cover 690,026 square feet which with the 32,425 square feet of buildings utilized in the National Transcontinental service, average some eighteen acres of floor space. The company employs in the shops, offices, station and yards, including conductors, engineers and trainmen between two and three thousand people who receive in wages yearly about

Photo. by Percy Crandall.

\$2,000,000.00, a sum increasing from year to year as the business of the company increases.

The Record Foundry and Machine Company, one of the most important stove manufacturing industries in Canada, founded fifty-five years ago, and employing one hundred and fifty people, occupies a premises of twelve acres. On it are located the foundry, machine shops, offices and warehouses to carry on its extensive manufacturing operations for the production of stoves, ranges, heaters, furnaces, sugar boilers, hollow ware, and civic, railway and general castings, in addition to large quantities of shells for the war office. The Record Sunshine heaters, Record Brilliant, and Record Empress steel ranges have attained a wide popularity throughout Canada for their superior quality, beauty of finish and prices. The company has agencies in Montreal, Toronto, Vancouver, Winnipeg and Sydney, from which places the output of the industry is sold throughout Canada.

Across the street from the Record Foundry is located the foundry and machine works of John Abrams' Sons.

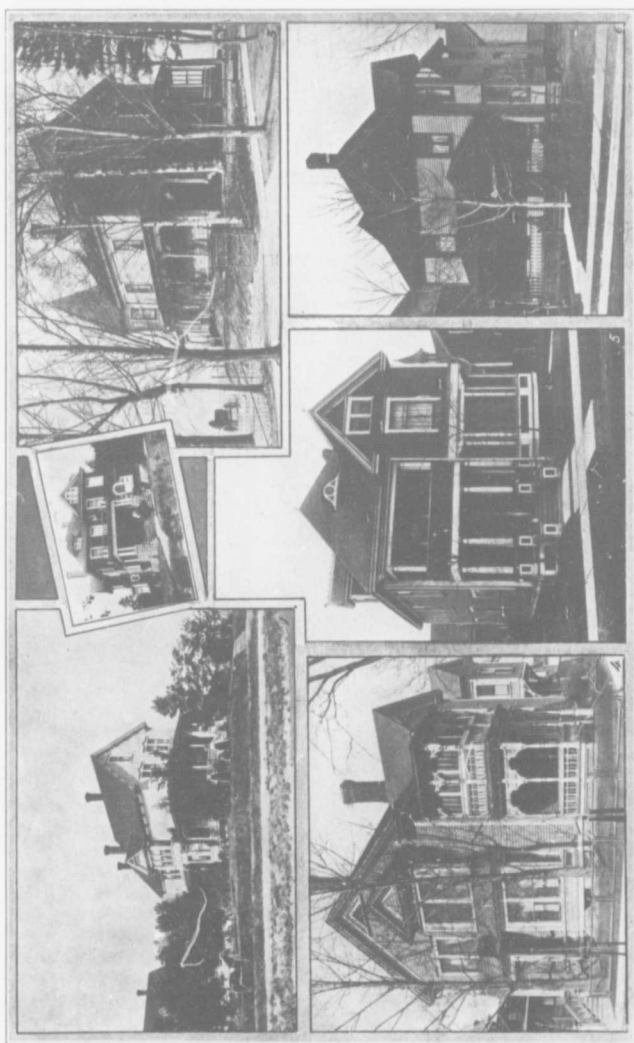


Photo by Percy Crandall.

SOME REPRESENTATIVE HOMES. (1) A. A. Allen, K.C. (2) F. A. McCully, K.C. (3) W. S. Bell. (4) F. A. McCully, K.C. (5) J. Fred Steeves. (6) R. R. Colpitts.



THE HAVELOCK MINERAL SPRING COMPANY, LIMITED.

Manufacturers of Ginger Ale, Ginger Beer, Sodas and Aerated Water Products of all kinds.

Limited, originally established in 1900 and incorporated in 1911. The industry employs twenty-five people. The buildings are new and comprise a floor space of 13,800 square feet, equipped with modern machinery for the production of iron castings for all purposes, as well as shafting, hangers, pulleys, hoists, elevators, lath machines, sawdust blowers and structural steel work, besides engine repairing and mill work of all kinds.

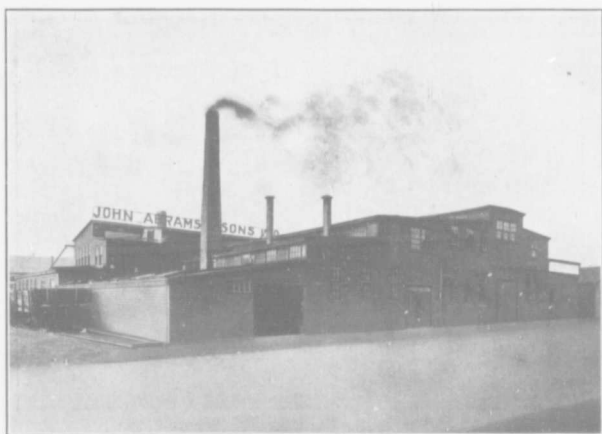
Another industry which has met with great success is the New Brunswick Wire Fence Company, Limited, established in 1899, and which from a small beginning has grown to one of the leading wire fence manufacturing concerns in Canada. The factory employs twenty people. It has a capacity of producing twenty miles of plain and ornamental woven wire fencing per day, which in addition to gates, screen work, office railing

and other wire products, are sold largely throughout the Maritime Provinces with occasional shipments to the West and South Africa.

On Humphrey's Creek, one and one-half miles from the centre of the city, adjoining the Intercolonial Railway, the J. A. Humphrey & Son, Limited, woolen mill is located, with W. F. Humphrey, at present a member of the Legislative Assembly of New Brunswick, president and general manager. The industry occupies premises of five acres, on which are located the buildings equipped with modern machinery for carding, spinning, weaving, dyeing and finishing the yarn, stockinet and cloth products manufactured, which with engine house, warehouse, gristmill, offices and other buildings, total 46,664 square feet, or more than one acre of floor space, utilized by the company to carry on its various industrial operations. On the property



PAUL LEA COMPANY, LTD., Established 1871. Lumber Merchants and Manufacturers of Doors, Sashes, Office and Bank Fittings and interior finish of all kinds.



JOHN ABRAMS' SONS, LIMITED. Foundry and Machine Works, Brass and Iron Castings for all purposes, Engine Repairing and Mill work of all kinds.

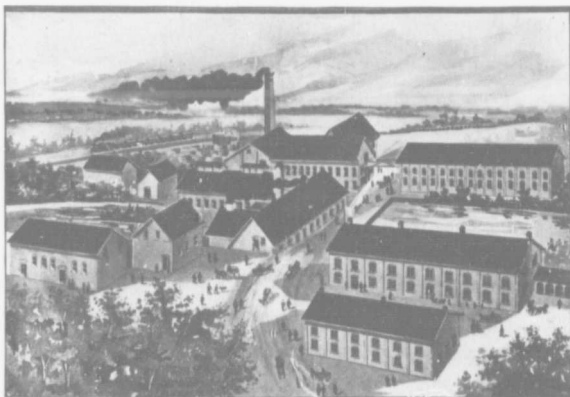
also are located the dwelling houses for the offices and principal employees. The company employs one hundred people, who produce more goods in one week than the firm did in 1882, the year the present manager became associated with the business.

The Atlantic Underwear, Limited, established in Moncton in 1912, is a \$500,000 corporation, and occupies a group of buildings, built of brick and concrete, with a floor space of 45,000 square feet, well lighted and ventilated. Its product of unshrinkable wool underwear, sweaters and hosiery for men, women and children has attained a wide reputation for its high quality and finish. Although starting in business when manufacturing operations were being curtailed rather than expanded, the company has been kept busy from the start. They employ some two hundred people, the products of whose skill are sold through wholesale houses from the Atlantic to the Pacific ocean.

Photo. by Percy Crandall.

The Maritime Cap, Limited, incorporated in 1913 and employing from sixty to sixty-five people, is a development of the cap manufacturing industry established in Truro, N. S. in 1900, by W. P. Walmesley and transferred by him to Moncton in 1911. The industry occupies a three story building with basement, built of concrete, 50 x 85 feet, the whole of which is utilized in the manufacture of woolen, tweed, leather, rubber and corduroy caps of all descriptions, known as the "Nobby Cap of Quality," a slogan under which the product has attained to a Dominion wide reputation.

One of the best equipped factories in Moncton is J. A. Marven, Limited, employing some seventy people in the manufacture of the "White Lily" brand of biscuits, well and favorably known throughout the Maritime Provinces and Quebec. Machinery, mechanical carriers, benches, floors, tools and all other equipments are thoroughly clean. The factory employ-



J. A. HUMPHREY & SON, LIMITED, Established in 1881.
Manufacturers of Yarn, Stockinet, and Cloth Products.

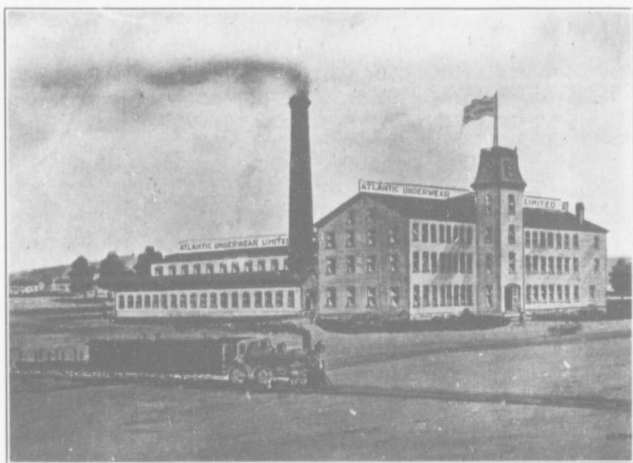
ees are required to wear clean white caps and aprons in the discharge of their duties. The plant has an endless chain carrier system, which not only saves much labor, but also dispenses with the unnecessary handling of the product, thus ensuring little breakage and further cleanliness, to know which should be more than gratifying to the consumer of this Moncton product, the output of which is increasing from year to year.

The Havelock Mineral Spring Co., Limited, recently added to the list of Moncton's industries, dates its founding back to 1892. Until 1912 the company operated at Havelock, N. B., located in the valley at the foot of the Canaan mountains, from which the water of the Havelock spring, highly recommended by physicians, derive their beneficial mineral properties. Dr. R. F. Ruttan, Professor of Chemistry, McGill University, has this to say: "I find the water to be free from deleterious organic matter, and to be a clear, wholesome and pleasant drinking

water. Its greatest characteristic is the quantity of sulphates which are found in it, and it being slightly laxative makes an excellent aerated beverage."

On account of better facilities for manufacturing and distribution, the business was removed to Moncton and a new plant erected, to which the water is brought in sterilized barrels. The building, constructed of concrete, is thoroughly clean, so the patron when enjoying a bottle of "Havelock" may rest assured that he is drinking something absolutely free from the contamination of an ill-kept unsanitary plant.

Founded as early as 1871, by Mr. Paul Lea, burned out in 1892 and rebuilt larger than before the fire, the Paul Lea Co. Limited, is recognized as one of the leading woodworking industries in the eastern provinces. The premises cover some three acres of ground on which are located a planing mill, a modern dry kiln, warehouses, offices and lumber yard,



ATLANTIC UNDERWEAR, LIMITED, Manufacturers of Unshrinkable Wool Underwear for Men, Women and Children. One of Moncton's modern factories.

which constantly carries more than 600,000 feet of lumber, both domestic and imported, for the wholesale and retail trade. The company employs in the mills and yard, about sixty people, manufacturing doors, sashes, desks, office and bank fittings, and interior finish of all kinds utilized by local contractors and in their own extensive building operations (in which from fifteen to twenty more men are employed) outside of the city, among which may be mentioned the fish hatcheries at Grand Falls and Plaster Rock, recently completed.

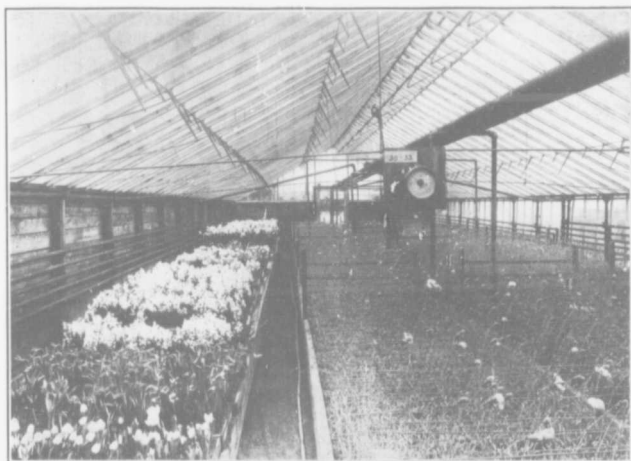
Another woodworking industry is that of P. N. LeBlanc, established in 1912, who operates a two story mill, 40 x 60 feet, manufacturing doors, sashes, frames, office fixtures, and church fittings. Among its building operations are included the erection of such buildings as the Provincial Bank of Canada, the addition made to

the Post Office, and a large number of dwelling houses.

One of the largest marble and granite works in the eastern provinces is the Westmorland Granite and Marble Works, equipped with polishing machinery and pneumatic tools for carving and lettering. The firm are importers of marble and granite, and manufacture monuments, tablets, gravestones and other cemetery work, with a business extending throughout the Maritime Provinces as far as the Gaspé coast.

E. W. Givan's Laundry, employing fourteen people was founded in 1887. It embraces a two story building, equipped with three washing machines, flatwork, shirt and collar ironers, starchers, dampeners, dryers, heaters, stamping machines and all the other equipments of a first class laundry, in connection with which he also manufactures all kinds of carbonated waters.

Photo. by Percy Crandall.



FRASER BROTHERS, 887 Main street, Artistic Florists, Growers and Dealers in all kinds of Flowers.
A view of one of the firm's greenhouses.



WESTMORLAND MARBLE AND GRANITE WORKS, T. F. Sherrard & Son, Proprietors.
Manufacturers of Monuments, Gravestones, Tablets, and other cemetery work.

Photo by Percy Cundall.



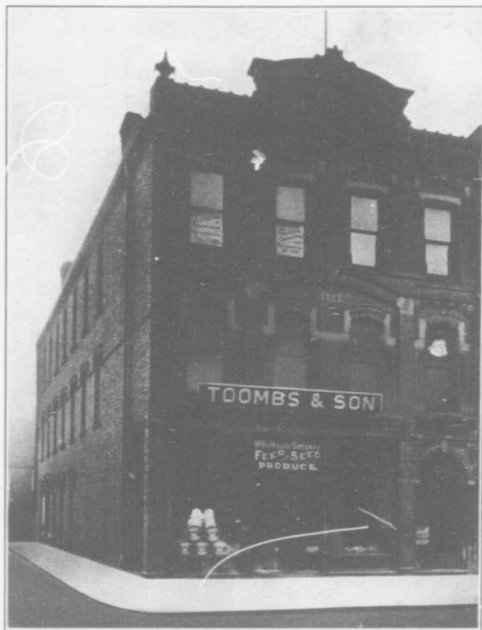
THE NEW BRUNSWICK WIRE FENCE COMPANY, LIMITED. Manufacturers of Plain and Ornamental Woven Wire Fencing, Screen Work, Office Railing, and other Wire Products.

Tuttle Brothers are manufacturers of coffins and caskets, which they sell both at wholesale and retail, employing six men. The factory comprises a two story building and basement, 34 x 40 feet, with a morgue and chapel, which is used in connection with their business as funeral directors and embalmers.

The Fawcett Milling Co. Limited, conducts a flour mill for the manufacture of corn and buckwheat meal and feed, known as the "Golden Star" brand, besides dealing in grain, middlings, bran, cotton seed, oil cake and molassine meal. T. & A. Leger and Cassidy & Belliveau are engaged in the tinsmith industry, the former employing six and the latter twelve men. The Acadia Sugar Refinery Co., Limited, has a stave and heading factory in Moncton employing fifty

people. The Globe, another laundry, employs twelve people, and the Branscombe New System Wet Wash Laundry was established in 1914. The Moncton Leather Manufacturing Company, Limited, manufacture harness and shoe findings, and give employment to some twenty-five men. The Hygienic Fresh Milk Company, Limited, conducts a modern creamery. The Maritime Press, Limited, and P. D. Ayer & Son, in addition to the various newspaper plants do all kinds of job printing, and together with a number of other smaller industries, like baker, plumbing and machine and electric shops, are all adding their quota to make the city a growing industrial centre, which already pays in wages, including those paid by the Government Railways close to \$2,500,000.00 yearly.

Photo. by Percy Crandall.



TOOMBS & SON, Main and Duke streets. Oldest Wholesale Grocery and Provision House in the City. A view of block where offices and showrooms are located.



THE ROYAL BANK OF CANADA.

Photo. by Percy Crandall.



BRUNSWICK HOTEL, George McSweeney Company, Limited, Proprietors; Harry Trigger, M.A.
A Leading Commercial and Tourist Hotel.

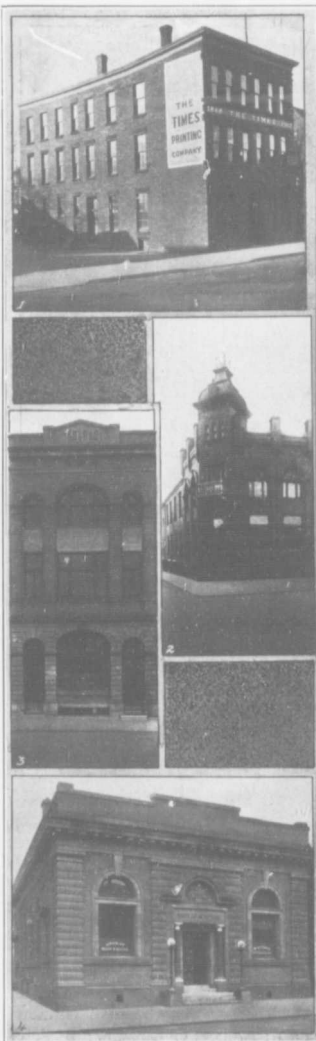
BANKS, NEWSPAPERS, INSURANCE, HOTELS.

Moncton has five banks. The Royal Bank of Canada originally chartered in 1869 as the Merchants Bank of Halifax, established a branch under the latter name in Moncton in 1886. When in 1901 the present title was assumed under authority of an act of parliament, the bank had forty-one branches. In 1910 the Union Bank of Halifax was purchased, and in 1912 the Royal Bank acquired the assets of the Traders Bank of Canada and those of the Bank of British Honduras. At present it has three hundred and forty branches and thirteen sub-branches in Canada and Newfoundland, forty in the West Indies, one in London, England, and one in New York, with correspondents in all parts of the world.

The Royal Bank building in Moncton, erected in 1898-1899 and constructed of red sandstone, is three stories high, the ground floor being used for the

transaction of its extensive business, while the second story is rented for offices, and the third is occupied by the Masonic Order.

The Bank of Montreal, the oldest bank in Canada, established a branch in Moncton in 1873, and in 1908 erected the commodious one story red sandstone building, thirty-two feet high, from which it does a large part of its eastern provincial business. A branch of the Bank of Nova Scotia, distinguished for having a larger reserve fund in proportion to its paid-up capital than any bank in the Dominion, was opened in the city in 1885. The Provincial Bank of Canada, founded in 1900, has had a branch in Moncton since 1910, in which year it also erected the three story building in which its growing business is transacted; while the Canadian Bank of Commerce with its three hundred and



SOME MODERN BUSINESS BUILDINGS.
 (1) The Times. (2) Transcript. (3) Provincial
 Bank of Canada. (4) Bank of Montreal.

seventy-one branches, founded in 1867, began business in the city in 1912.

NEWSPAPERS AND MAGAZINES.

The city has two daily newspapers, the "Times" a Conservative and the "Transcript" a Liberal publication, each of which also issue semi-weekly editions. Both the "Times" and "Transcript" occupy large buildings, with modern presses, linotypes, type and machinery, not only to print the daily and semi-weekly editions, but also to do bookwork and job work of every description.

"L'Acadien" is a semi-weekly paper printed in the French language, representing politically the Liberal cause, while "L'Evangeline," also French, and independent in politics, and the "Church News," a church paper issued jointly by the various protestant denominations of the city are published weekly.

The "Busy East" and the Canadian Government Railway Employees magazine are monthly publications attractively printed. The former contains interesting matter of an industrial and business nature, especially on the growth of the eastern provinces, while the latter is a railroad men's magazine, issued by the employees of the Government Railways for their mutual edification and instruction.

INSURANCE.

The rate of insurance in mercantile, manufacturing and dwelling risks are about the same as those of other cities in the province. While the insurance conditions are healthy, underwriters look carefully into fire protection (exceptionally good in Moncton), and prevention in order to keep the fire losses within bounds. Nearly all the companies which are members of the New Brunswick Board of Fire Underwriters, as well as the Life Insurance, Accident and Guarantee Companies, doing business in New Brunswick, have agencies in the city.

Photo by Percy Crandall.

Of the insurance firms doing business in Moncton, that of Masters & Snow is one of the most important, having been in existence for the past forty years. The firm represents seventeen tariff companies, including the Phoenix of London, Norwich Union, North British and Mercantile, British America, Western, Sun, Royal, Hartford, Aetna, London & Lancashire, Canada National, Queen, New York Underwriters, Phoenix of Hartford, Guardian and National, as well as the Equitable Life and Travellers Accident, the Ocean Accident and Guarantee Corporation and various Boiler Inspection and Plate Glass Companies.

HOTELS AND RESTAURANTS.

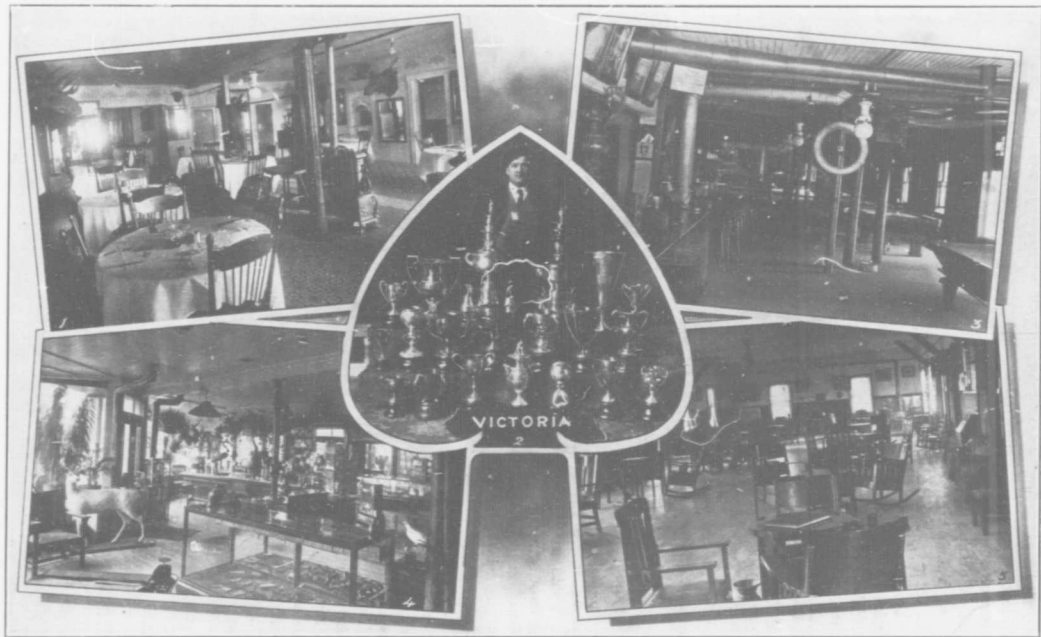
Moncton has good hotels. Among these the Brunswick Hotel, by reason of its location fronted by a wide lawn and a garden to the west, added to its old fashioned architecture, is one of the most attractive. It has sixty-five rooms. It is heated by hot water, and lighted by electricity and gas. It has a large lobby, waiting rooms, attractive parlors and dining room, with an excellent cuisine, advantages which makes it a favorite with commercial men and tourists.

The Windsor Hotel and Cafe, located near the station is conducted on the European plan. It has sixty rooms, modernly furnished, with every convenience. Connected with the hotel is a neatly appointed dining room where excellent meals are served at moderate prices. It also has a quick lunch counter and ice cream parlors. The pool room has sixteen tables, and attached to the pool room are four continuous bowling alleys and a shooting gallery. It has a large ballroom, largely patronized by those who wish to give dances, banquets and lectures; and because of these many advantages, and its sport conveniences, it is the city's sporting headquarters.

Photo. by Percy Crandall.



GLIMPSES OF SOCIAL MONCTON. (1) Business Men's Club. (2) Knights of Pythias Hall. (3) Race Course. (4) Knights of Columbus Hall.



Photos by Percy Goodall.

WINDSOR HOTEL AND CAFE, Wm. McMullen, Proprietor.
 American and European Plan. Newly remodelled and refurnished. Rates 75 cents to \$2.00 per day. The city's Sporting Headquarters,
 Bowling Alleys, Shooting Gallery, Billiard Parlor, Ballroom, Clubroom, Ice Cream Parlor, Lecture and Dancing Hall. Located near Station.



E. W. GIVAN, 90 King street. View of Steam Laundry and Carbonated Water Plant.
E.W. Givan is also the representative of the Cadillac, Pierce Arrow, McLaughlin-Buick Automobiles.

Other hotels are the Minto and American, both of which have a large patronage. The city has a number of

restaurants, well patronized, and many boarding houses, which serve meals and give lodging at very moderate prices.

MONCTON AS A DISTRIBUTING CENTRE.

Because of its location not only in the very heart of a very wealthy agricultural area, embracing the northern and eastern part of New Brunswick and western section of Nova Scotia, but also because of its being the eastern railroad centre from which the Intercolonial Railway radiates to all sections of the eastern provinces and parts of Quebec, with the most direct railroad connections to Prince Edward Island, Moncton is growing in importance as a distributing centre. Already it has a number of large wholesale houses. In fact the well known agricultural implement manufacturing industry of Massey-Harris Company, Limited, has moved its eastern Canadian distributing warehouse and offices from St. John to Moncton

because of the latter's more central location to reach the trade of all sections of the eastern provinces. This, the largest agricultural implement manufacturing industry in Canada, with head offices in Toronto and factories in Toronto, Brantford and Woodstock, has had its eastern provincial headquarters in Moncton since 1907, where it occupies large warehouses and offices, built of brick and concrete. The stock carried at this point is large, and includes binders, reapers, mowers, cultivators, waggons, cream separators, agricultural implements and other machinery used on the farm. Locally the company employs twenty-five people, besides twenty travellers, who visit the five hundred local agencies, with sub-offices and warehouses in

Photo. by Percy Crandall.



SUMNER COMPANY, Corner Main and Wesley streets.
Wholesale and Retail Importers and Dealers in General Hardware, Bar Iron, Steel, Window Glass, Paints, Oils, Fancy China, Crockeryware,
Cut Glass, Brass Goods, Silverware Headquarters in Eastern Canada for Plate Glass, Sheet Glass, etc. View of main building.



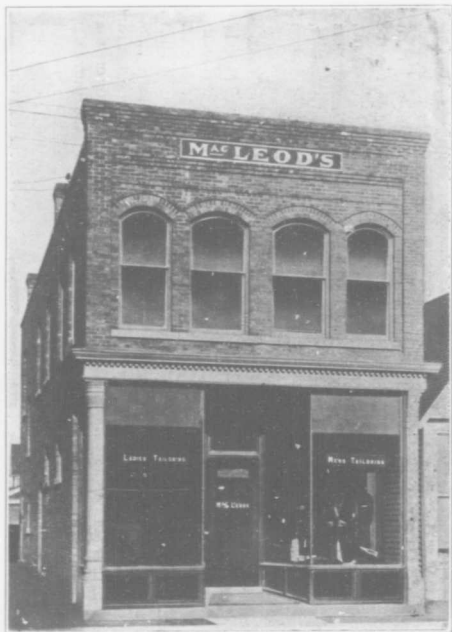
L. HIGGINS & Co., Wholesale Shoe and Rubber House. The home of the "Lester Shoe for all people." The Higgins Retail Shoe Store is located in this building, corner Main and Botsford streets

St. John, Fredericton and Woodstock, N. B.; Kentville and Truro, N. S.; Charlottetown, P. E. I; and Rimouski and New Richmond, Que., all of which report to the Moncton headquarters, and from which the large business of the company for the eastern provinces is conducted.

Founded as early as 1855 by W. H. T. Sumner, the wholesale and retail hardware firm of Sumner & Company has been closely identified with the business fortunes of Moncton, and recognized as one of the most important in the Maritime Provinces. In addition to the main building, a picture of which appears on the opposite page, the firm utilizes in its business five warehouses, embracing in all some 45,000 square feet of floor space, handling everything that goes toward the building of a house, except the frame. They are also extensive dealers in fancy china,

cut glass, art, brass goods and silverware, besides being headquarters in Eastern Canada for plate and sheet glass and builders' supplies of all kinds. They are the agents for the McClary Hot Air and Pennsylvania gas furnaces, and are manufacturers of all kinds of sheet metal products, employing in their business operations some sixty people.

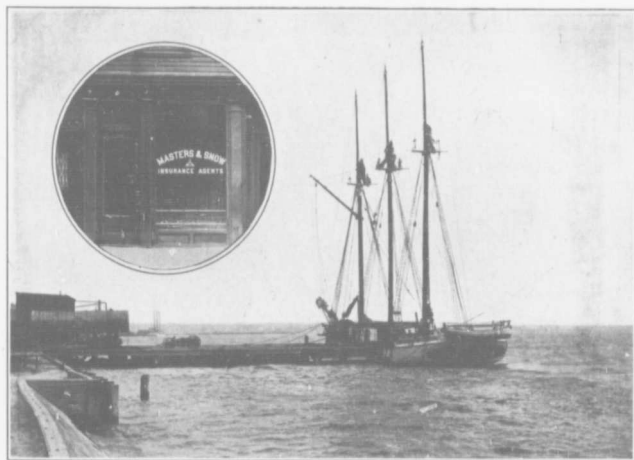
The only wholesale shoe and rubber dealers in Moncton, is the firm of L. Higgins & Co., which traces its foundation back to 1879 when the proprietor, Mr. L. H. Higgins, entered upon his business career as a retail shoe merchant. The business expanded and now besides conducting one of the largest retail stores in the provinces at Moncton, N. B., and a large retail shoe business at New Glasgow, N. S., carries on the extensive wholesale interest which bears his name. The



M. MACLEOD, JR., Merchant Tailor, 355 St. George street.
Wholesale and Retail Importer of Woolens.
Ladies' and Gentlemen's Custom Tailoring, Furs and Rain Coats.



G. H. GORBELL, 384 St. George street, corner Cameron.
Up-to-Date Dry Goods, Notions and Stationery Store.



VIEWS OF MASTERS' WHARF AND OFFICES OF THE J. E. MASTERS COMPANY, LIMITED, 732 Main street. Wholesale and Retail Dealers in Hard and Soft Coal; and of MASTERS & SNOW, Insurance Agents.

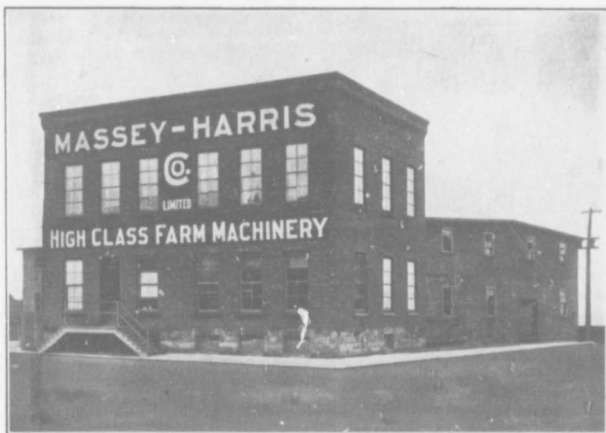
firm owns a three story brown stone front building, 100 x 106 feet, half of which is rented for stores and offices, and the balance of the building is utilized as wholesale house, offices and retail store. The house handles a general line of Goodyear welt, McKay sewn, and Standard screw shoes for men, women and children, making a specialty of the "Lester" for all people, a guaranteed all leather Goodyear welt shoe, especially manufactured for them. The firm employs twenty-four people besides four travellers paying in wages yearly some \$24,000.00, and is doing a large and steadily increasing business with a trade extending throughout the Maritime Provinces and the Gaspé coast.

The Reed Company, Limited, founded in 1891, and incorporated in 1910 with a capital of \$160,000.00, occupies a three story building, 48 x 80 feet. The company are direct importers of

groceries, provisions and molasses, which latter they import direct from Barbados to meet the extensive molasses trade they have established. Their present building was erected in 1899 and is one of the finest wholesale grocery establishments in the provinces. The company has branch warehouses in Campbellton, N. B. and Springhill, N. S., and in their operations cover a territory extending from Truro, N. S. to Rimouski, including the Gaspé coast, and west as far as Sussex and the adjoining counties, employing five travellers, doing a business largely in excess of one-half million dollars.

The oldest wholesale grocery and provision house in the city is that of Toombs & Son. It was established over one-third of a century ago by the late Mr. B. Toombs, and at present is owned and conducted by Mr. John B. Toombs. In the spring of 1911, Mr. Toombs purchased the three

Photo. by Percy Crandall.



MASSEY-HARRIS COMPANY, LIMITED, Eastern Canadian Distributing Warehouse and Offices. Manufacturers and Dealers in Agricultural Implements and Farm Machinery.

story brick building, corner of Main and Duke streets, where the offices and showrooms are located. They also have two large warehouses adjoining the railroad track. They make a specialty of wholesale groceries, flour, feed, seed grain, all kinds of seeds (which they import largely), hay, apples, eggs, fertilizers and other products, with a business during 1913 larger than that of any year in their history, and 1914 showing an increase of twenty per cent. over the year before.

Baird & Peters, of St. John, the largest wholesale grocery house in the Maritime Provinces, with branches in different parts of New Brunswick, established in Moncton since 1911, do a large business. The wholesale flour, feed, oats, hay, grocery and provisions house of J. F. Steeves, with a business extending through Westmorland, Kent and Albert counties, was established six years ago, and occupies

Photo. by Percy Coadall.

a building seventy feet square, and the A. J. Babang Company conducting a similar business enjoy a growing trade.

W. Sanford Smith does an extensive wholesale tobacco business throughout the Maritime Provinces, selling imported and domestic cigars, tobacco, cigarettes, and smokers' supplies of all kinds. Lately he has added a department devoted to guns, rifles, ammunition, hockey and baseball supplies and general sporting goods, which with the former he also sells at retail.

On another page may be seen a picture of one end of one of the seven green houses owned by Fraser Brothers, located at Lewisville, a suburb of the city. The greenhouses are of modern iron construction, and are heated by steam and hot water, using natural gas as fuel. The firm makes a specialty of wedding bouquets, table decorations and floral emblems, original in conception and artistic in design. From their



REED COMPANY, LIMITED, Wholesale Grocers, Moncton and Campbellton, N. B., and Springhill, N. S.
J. W. Y. Smith, President; J. F. Edgett, Vice-President and General Manager.

store located on Main street, they send the product to all towns from Campbellton to Springhill, the central location of Moncton being such that flowers can be delivered to points along the North Shore and Nova Scotia more quickly from it than from any other town or city in this section of Canada.

AUTOMOBILE AGENCIES.

The city has a number of automobile dealers among whom F. C. Robinson is one of the most important. He has the agency for Russell and Hupmobile cars for the counties of Westmorland, Albert and Kent, and the agency for the well known Ford automobiles for the first two named counties. More Ford automobiles are in use in Canada and the United States than that of any other make. They are honestly built, simple in design, easy to operate, economical to maintain, and cheap in price, a five passenger touring car costing in Canada \$590 F.O.B., advantages

Photo. by Percy Crandall.

which have made it a special favorite in this section of the Dominion.

The Overland service station is owned and conducted by J. M. MacDonald, who also is a dealer in Overland automobiles and trucks. The cars are graceful in appearance, and are built for speed as well as service. Expert mechanics are connected with the service station, stored with all Overland accessories. He also handles the Indian motor cycle, and a motor cycle attachment for ordinary bicycles, the latter selling for \$65.00. The station has the only gasoline street service plant in the city, equipped with a Bowser pump, which enables patrons to get gasoline free from grit and water.

E. W. Givan is Maritime agent for Pierce-Arrow motor cars and trucks, and agent for Cadillac and McLaughlin-Buick automobiles, all high priced cars, for Albert, Kent and Westmorland counties, where the cars are meeting with increasing favor from year to year.



F. C. ROBINSON, Dealer in Ford, Russell and Hupmobile Automobiles. The Ford Automobile Service Station and Showrooms, Mechanic street. A display of the well-known Ford cars. One of the leading Automobile distributing houses in the Eastern Provinces.



THE OVERLAND SERVICE STATION, J. M. MacDonald, Proprietor, Dealer and Distributer of Overland Automobiles and Trucks. The only filtered gasoline service station in the city.

RETAIL INTERESTS.

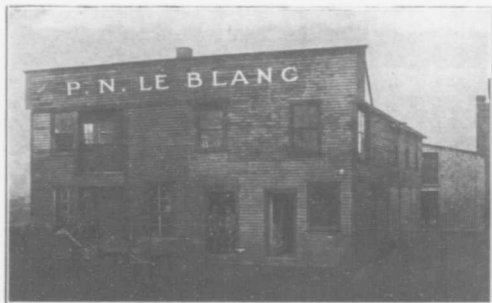
Recognizing the importance of Moncton as a growing business centre, J. D. Creaghan Co., Limited, a large importing house of Newcastle, N. B., opened a dry goods store in the city some eleven years ago, which has been very successful. Fergusson's, Limited, is another store which does an extensive business in staple dry goods, furs, carpets and house furnishings, and G. H. Gorbell, on St. George street, which is rapidly being converted into a retail business thoroughfare, in addition to dry goods, does a growing stationery business.

E. C. Cole & Company, Limited, clothiers and furnishers, founded in 1880, occupy a three story building, 32 x 100 feet, all of which is devoted to the business for the sale of men's, boys' and children's clothing, besides making clothes to measure, to carry on which thirty-five people are employed. The store of P. A. Belliveau

carries a large and up-to-date assortment of ready-to-wear clothing, caps and furnishings for men and boys, while M. MacLeod, Jr., maker of made-to-measure garments for men and women, occupies an attractive two story building on St. George street, employing in his operations some fifteen people.

R. R. Colpitts & Son, wholesale and retail dealers in books, stationery, sporting goods, office and school supplies, occupy a two story building with basement, 20 x 83 feet, the whole of which is utilized to carry on the business. L. Higgins & Company, the Moncton Footwear Company, Limited, who have the exclusive sale for the well known Regal shoe, and Bourgeois & Company, agents for the Slater shoe, each have large and attractive shoe stores as the illustrations show. I. Walton Kierstead and A. E. Holstead conduct attractive drug stores, while Z. M. Leger's jewelry store is modern in all its appointments. George A.

Photo. by Percy Crandall.



P. N. LeBlanc
Manufacturer of Doors, Sashes, Office Fixtures, and interior finish of all kinds.



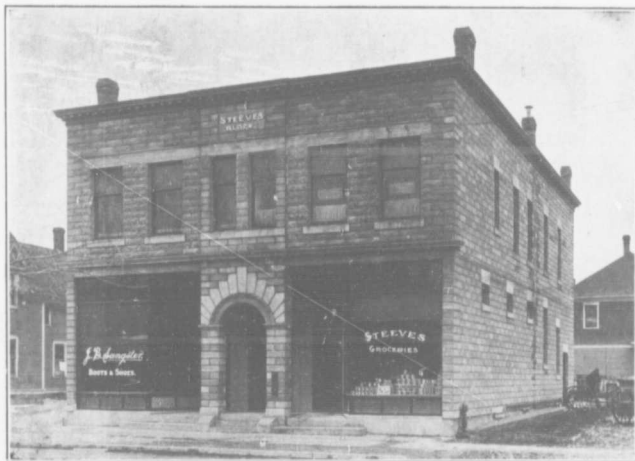
TUTTLE BROTHERS
Manufacturers of Coffins and Caskets, Funeral Directors and Embalmers.



J. F. STEEVES, 6 Cable street
Wholesale Flour, Feed, Oats and Provisions.



T. & A. LEGER, Tinsmiths and Dealers in General Hardware,
Stoves, Ranges, Tinware and Kitchen Supplies, 283 St. George street.
An up-to-date new store recently erected.



DAVID STEEVES, Wholesale and Retail Dealer in Choice Groceries, Flour, Feed and Provisions, 347 St. George street. One of Moncton's coming retail thoroughfares.

Robertson does a large general hardware, building supply and grocery trade, and T. & A. Leger, who recently moved their business from Main to a new building which they erected on St. George street, in addition to general hardware, carry a large stock of stoves, ranges, tinware and kitchen supplies. David Steeves, the owner of an attractive two story stone building on St. George street, is a large dealer

and jobber in groceries, flour and provisions, while Cassidy & Belliveau, in addition to groceries, are extensive dealers in hardware and building supplies. All these stores, with many others like the Peter Sweeney Departmental and the R. N. Wyse stores, are up-to-date in fittings and equipment, and carry a line of goods which in variety and range compare favorably with those of much larger cities.

BUILDING OPERATIONS AND LABOR CONDITIONS.

Moncton is a growing city. To show the growth in building operations it may be mentioned that the building permits in 1910 amounted to \$84,565.00, in 1913 \$180,780.00 and in 1914 \$337,355.00, figures showing an increase of nearly three hundred per cent. in the past five years, and in 1914 an increase of nearly ninety per cent. over the year before.

Photo. by Percy Crandall.

The new water works begun in 1911 were completed in 1914, and including reservoir, pumping station and pipe lines, cost to construct \$375,000.00.

The new First Baptist Church costing with pews, organ and other equipment \$87,000.00 is a massive yet dignified structure, with a tower eighty feet high, built of red sandstone. It accommodates 1,200 people. A Sun-



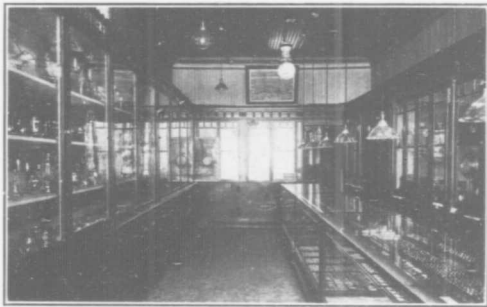
MONCTON FOOTWEAR COMPANY, LIMITED, F. D. Snyder, Manager, 791 Main street. Dealers in a full range of Boots, Shoes, Rubbers, Slippers, etc., for Men, Women and Children. Special Lines: Regal, Virginia, Temple and Parisienne Shoes.



CASSIDY & BELLIVEAU, Tinmiths, 744 and 746 Main street. Stoves, Furnaces, Hardware, Tinware, Groceries, Paints, Oils, Window Glass. Sole Agents for Patoid Roofing.



J. D. CREAGHAN COMPANY, LIMITED, Moncton, Newcastle, Chatham. Direct Importers of General Dry Goods, Art Squares, Linoleums, Furs, Mantles and Men's Furnishings. Moncton Store, 795 to 799 Main street.



Z. M. LEGER, Watchmaker and Jeweller, 731 Main Street. One of the most Up-to-date Jewelry Stores in the city.



W. SANFORD SMITH, Wholesale and Retail Tobacconist, 702 Main street. A full line of Smokers' Requisites, Headquarters for Sporting Goods. Barber Shop in the rear. A Popular Store.

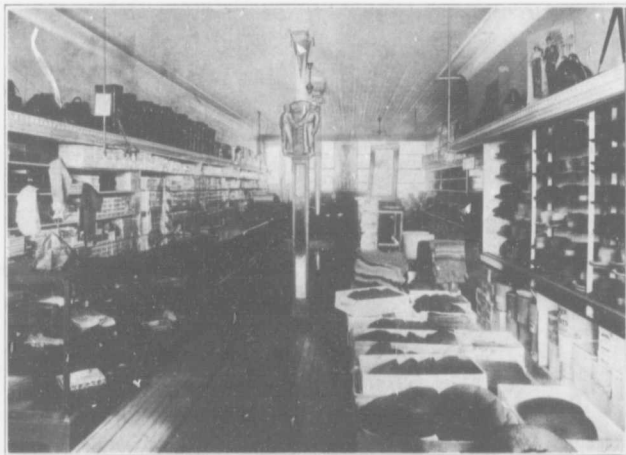
day School room, connected with the auditorium by wide folding doors seats eight hundred more persons, while the basement has a large social hall, with a kitchen attached, as well as a parlor for the use of the boys of the congregation, making it one of the best equipped churches in the city. It was designed by C. B. Chapell, an architect of Charlottetown, P. E. I., and built by James Reid & Son of this city, the former having designed such buildings as the Methodist Church, of Amherst, the Presbyterian Church, of New Glasgow, N. S., and the Baptist Church, of Wolfville, N. S., while the latter in addition to having erected such local buildings as the Y. M. C. A., Royal Bank and Bank of Montreal and other public buildings throughout the Maritime Provinces, also has the contract for erecting the Central Methodist Church building now in the course of construction.

Photo. by Percy Crandall.

The construction of the St. John's Presbyterian Church, designed by Hugh G. Jones, a leading Montreal architect, was begun in 1914 and will be completed sometime this year. Built of brick and stone, it is 100 x 130 feet in size. The auditorium has a seating capacity for 1,100 people, and the Sunday School room seats five hundred scholars. The building alone will cost to construct \$65,000.00, which with expense for pews, organ and other necessities will bring the price close to \$80,000.00. It is being erected by E. B. Evans, of Montreal, whose construction of such buildings as the Berliner Gramophone factory and the Jamieson paint factory of that city, has made his name well known among contractors. Ferdinand J. Friedman, a well known heating contractor of Montreal, who has installed the heating systems for the Globe Theatre, Hertz Institute, and other Montreal build-

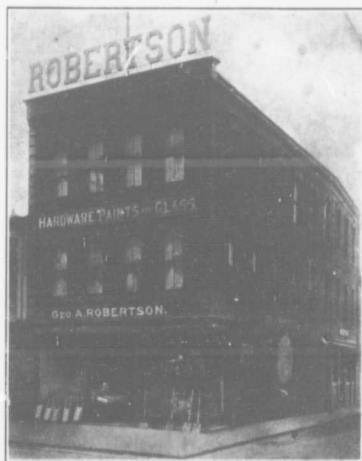


I. WALTON KIERSTEAD, Druggist, 869 Main street.
Drugs, Medicines, and Toilet Goods. A modern Moncton drug store.

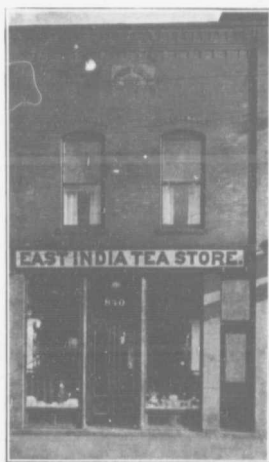


P. A. BELLIVEAU, 735 Main street, opposite City Hall and Market.
Men's and Boys' Ready-to-Wear Clothing, Hats, Caps and Gentlemen's Furnishings of all description
A glimpse of one of Moncton's up-to-date clothing stores.

Photo. by Percy Candall.



GEORGE A. ROBERTSON, 552 Main, cor. Duke street.
General Hardware, Builders' Supplies and Choice
Groceries. Agent for Sherwin-Williams Paints.



EAST INDIA TEA STORE
H. C. Charters, Proprietor, 840 Main street.
Dealer in Crockery, Glassware, Tea and Coffee.

ings, did the heating and plumbing. The electric installation was executed by the Central Garage and Electric Company, Limited, who also did the electric work on the First Baptist Church, while the plastering on both churches was done by W. O. Calkin, and the painting has been executed by A. E. Metzler.

The purity of the Gothic architecture not less than its size gives the L'Assomption Church a place distinct from the other churches of the city, large and attractive as the latter are. The building was designed by R. A. Frechet, a local architect, who has some of the finest buildings in the city to his credit. It is being constructed of olive colored sandstone, with copings, doors, window trimmings, colonades, pinnacles and panelling of creamy white terra cotta. It has an extreme length of two hundred and seven feet by ninety-six feet wide and one hundred

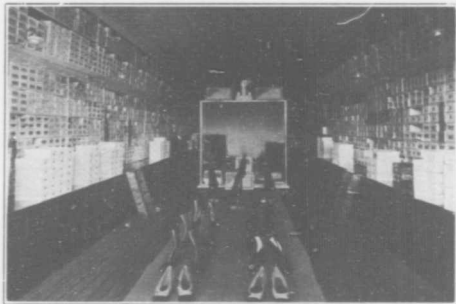
Photo. by Percy Crandall.



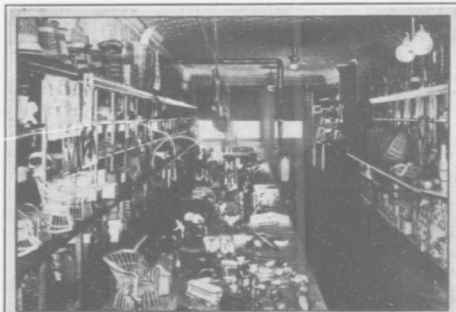
PERCY CRANDALL, Photographer, 838 Main street
Where the photographs for illustrations
in this booklet were made.



A. E. HOLSTEAD, Pharmacist, 641 Main street. Established thirty years. Drugs and Toilet Articles. One of the City's most up-to-date drug stores.



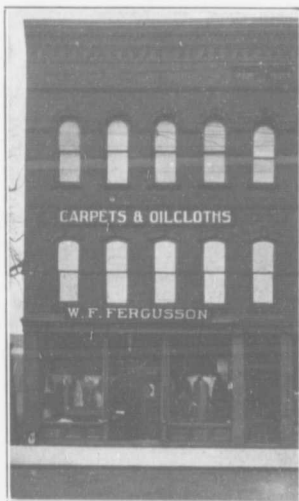
BOURGEOIS & COMPANY, 739 Main street. Fine Footwear for Men, Women and Children. Sole Dealers for the Slater Shoe.



R. R. COLPITTS & SON, Central Bookstore, 788 Main street. Wholesale and Retail Dealers in Books, Stationery, Fancy Goods and School Supplies. Circulating Library connected with the store. Views of main and second floors.



E. C. COLE & COMPANY, LIMITED, 670 Main street
Clothiers and Furnishers for Men, Boys and
Children, Designers and Makers of
Made-to-Measure Garments.



FERGUSSON'S, LIMITED, 664 Main street.
Direct Importers of Staple and Fancy Dry Goods,
Carpets and House Furnishings.

and eight feet high, with a steeple rising to a height of one hundred and ninety-six feet. It has a seating capacity for 1,800 people, with a basement seating 1,400 more, and when finally completed will cost close to \$200,000.00. T. D. LeBlanc, the builder of the church, who has sublet the electric installation to A. B. Belliveau, and the painting to George Christmas, is a Moncton contractor, who has erected the Higgins building, Wyse block, St. Bernard's Presbytery, besides many dwelling houses in the city, as well as the Bathurst and Woodstock railroad stations and other buildings throughout the Maritime Provinces.

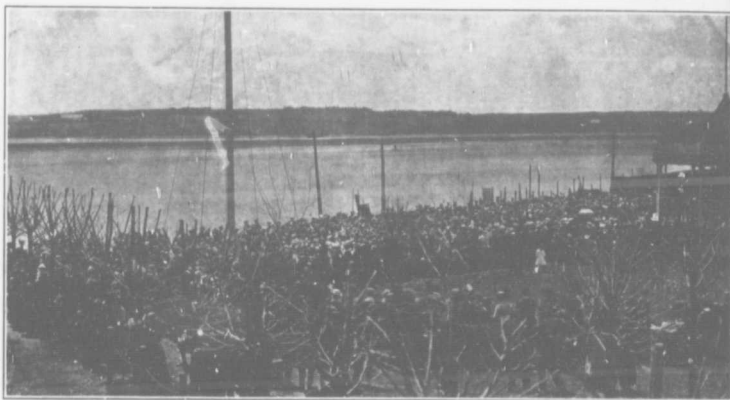
Construction work on the new Central Methodist Church has already begun to replace the one destroyed by fire in December, 1914. The new church building, in design a modification of the Old English parish church, was

Photo. by Percy Crandall.

designed by Andrew R. Cobb, a well known architect of Halifax, who has designed Dalhousie University building, Library and New Students' Hall of the Acadia University, and other public buildings. It will be constructed of Buctouche and Shediac sandstone, will have an auditorium seating 1,000 people, a Sunday School room with seats for three hundred persons on the main floor, and to build and equip will cost nearly \$100,000.00, ranking it next to L'Assomption Church, the most costly in the city.

St. Bernard's Presbytery and L'Assomption Presbytery, in the latter of which LeBlanc Bros. executed the plumbing, were completed this year.

The frontispiece of this booklet shows an illustration of the combined new City Hall and Market, 60 x 176 feet, designed by Albert Sincennes, a local



BEND VIEW SQUARE ON THE PETITCODIAC RIVER.
 Scene during Victoria Day, when the school children marched in line to Bend View Square, where patriotic addresses were delivered. A glimpse of Moncton's youthful patriotism.

architect, to be completed next year. The City Hall, two stories and basement, will be constructed of Amherst new quarry pink sandstone, while the Market, two stories high, will be built of concrete blocks, the whole costing over \$60,000, and when completed will be modern in all its appointments, and add much to the architectural advancement of the city.

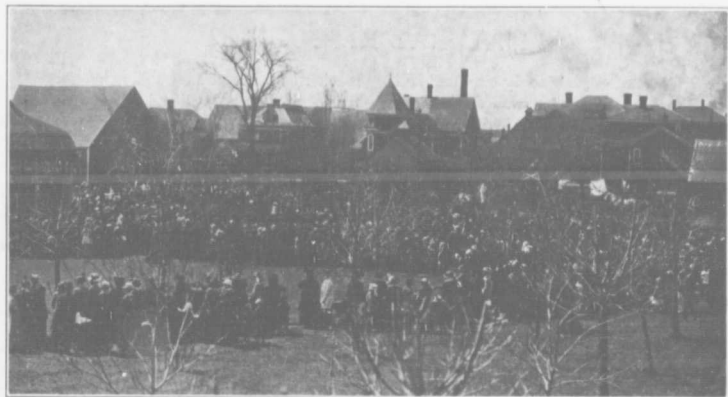
In addition to all this construction work a subway is being built under the main line of the Intercolonial Railway, on Main street, at a cost of nearly \$500,000.00, in order to facilitate travel along this busy thoroughfare. New dwelling houses for which there is a constant demand are being erected in the city and suburbs, the number of which will exceed the building operations of 1914, which had more than fifty new structures to its credit.

REAL ESTATE.

Real estate expansion has more than kept pace with the growth of the city in population. The installation of

Photo. by Percy Crandall.

natural gas and the consequent prospects of industrial expansion, coupled with the increased business and manufacturing activity of the Government Railways at this point, and the employment of more men, has not only increased the demand for homes, but has also attracted many people from outside to invest in Moncton real property. The city is expanding in every direction. To the north and east attractive suburbs like Sunny Brae, Lewisville and Humphrey's Mill have grown up, the former at the beginning of the year having been incorporated as a town. At Leger's Corner one-half mile from the city along the eastern extension of Main street, J. F. Steeves, the wholesale grocer has a subdivision of about six hundred lots, some of which have already been sold, a few with houses, the number of which will increase with the extension of the street car in that direction. The City Land and Investment Company have some six hundred lots in the



BEND VIEW SQUARE ON THE PETITCODIAC RIVER.
Scene during Victoria Day, when the school children marched in line to Bend View Square, where patriotic addresses were delivered. A glimpse of Moncton's youthful patriotism.

city limits, with street cars, water, light and sewerage connections. Norwood, a select residential subdivision, is beautifully situated toward the northwestern part of the city three blocks from the street car line, while the Great West subdivision offers an attractive investment to the home-seeker. To the westward, along the St. George street boulevard extension, the W. G. Jones Realty Co., Ltd., own a large tract of land suitable for allotments, some of which have already been subdivided, and will make fine residence properties for employees of the Intercolonial and Grand Trunk Pacific Railways, the shops of which are located in the neighborhood. These with Mount View, Fairview and Winter Gardens, and other subdivisions, in addition to some two hundred acres owned by the city, partly in and partly out of the city limits, with Jonathan's Creek running through it, offers both residential property and park places for a city three and four times its size.

Photo. by Percy Crandall.

LABOR AND COST OF LIVING.

The labor population is practically all native born. Both male and female labor is abundant, drawn from a well populated territory far beyond the limits of the city. The most cordial relations exist between employers and workers. Out of ninety-one labor unions in New Brunswick in 1913, twenty-two with an estimated total membership of 2,376 are credited to Moncton, the great majority of whom are Intercolonial employees. Outside of the railway workers, the laboring men are not strongly organized, either in the city or province. Nevertheless strikes and lockouts are unknown. What labor difficulties arise are amicably adjusted. While wages are not so high as in larger cities the cost of living also is lower. The city has few apartment houses or so called flats. The majority of workers own their homes and, as a rule, have gardens, from which vegetables and fruit are produced, enabling families to live cheaply yet well.

NATURAL RESOURCES.

Moncton is the only city, and Hillsborough (a few miles away) the only town in Eastern Canada which burn natural gas as fuel. The gas and oil fields are located nine miles from the city. With the exception of Ontario, Alberta and some parts of Quebec, the fields of Albert and Westmorland counties, of which Moncton is the centre, are the only producers of gas and oil in paying quantities in Canada. During the past five years seventeen productive gas wells (ten of which also produce oil) have been drilled and shut in, varying in pressure from two hundred to six hundred pounds to the square inch and yielding 35,000,000 cubic feet of gas daily. The gas is free from sulphur poisons and other deleterious substances. It has a heating strength of 1,290 British terminal units, a heating power greater than that of any other known gas.

According to oil experts, the drilling so far done is not a fair test of the field's gas and oil producing possibilities. They believe that future development work will show that the gas and oil producing area will extend to the province of Nova Scotia, and if drilling is carried on persistently, that the territory may in the future be classed among the most productive gas and oil fields in America.

BITUMINOUS SHALE.

Up to the present, Scotland has been the only large distillers of oil and other by-products from bituminous shale. In addition to oil large quantities of sulphate of ammonia used extensively as fertilizers is extracted from Scotch shale, while the companies controlling the industry are classed among the largest dividend payers known.

Tests have shown that the Albert and Westmorland shale deposits are

much richer both in oil and ammonia than those of Scotland, and are greater in extent. Nineteen tests made on forty tons yielded forty gallons of oil and 76.94 pounds of sulphate of ammonia per ton. Other tests made by the Pumpherson Oil Company, of Scotland, yielded from fifty-one to sixty-five gallons of oil, and from seventy-five to one hundred and ten pounds of sulphate of ammonia per ton, and a recent test made by Dr. Griffiths, of New York, revealed sixty-five gallons of oil and one hundred and sixty-five pounds of ammonia per ton. Out-croppings of shale one-half mile wide and thirty-five miles long have been discovered so far in the counties of Kent and Westmorland. Tests made with diamond drills show that the deposits, which, according to such experts as Sir Boverton Redwood, are unsurpassed in quality, extend to a depth of 1,547 feet. According to experts, deposits five hundred yards wide and three miles long, with an estimated thickness of twenty-four feet, will yield 30,000,000 tons or 1,000 tons per day per three hundred working days per year, for one hundred years, the greater part of which is accessible by open cast work, a process which greatly reduces the cost over deep mining operations.

A plant for mining, retorting, distilling and refining 547,600 tons per year, with houses for six hundred workmen, will cost to erect \$1,893,071.35, according to Dr. C. S. Lomax, of New York, who recently made a report to Mr. Matthew Lodge, a local financier greatly interested in the development of the industry. A plant of such a capacity will produce 27,280,000 gallons of crude oil, 21,078 tons of sulphate of ammonia, and 958,125

gallons of gasoline per year. In his estimate Dr. Lomax places the price of crude oil at two cents and the gasoline at six cents per gallon, and the sulphate of ammonia at \$50.00 per ton, at which prices the yearly output of the plant would sell for \$1,656,987.50.

These estimates are low. In 1905 sulphate of ammonia, for instance, sold for \$61.00 per ton. And although in the past ten years it has increased from 649,300 to 1,439,293 metric tons the present price is \$65.00 per ton. The market for oil is also widening. Canada is today importing the greater part of the kerosene, gasoline,

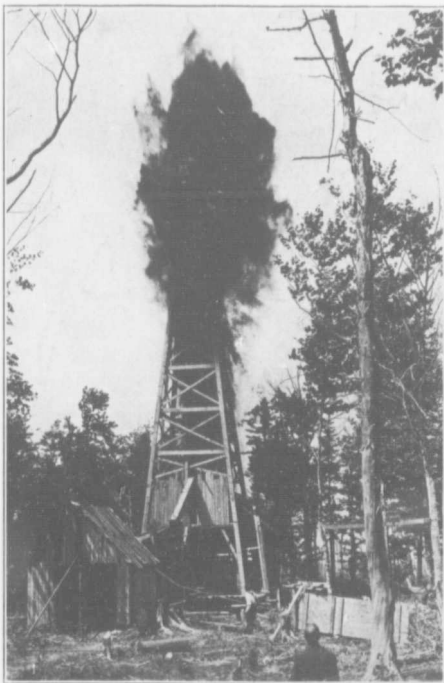
paraffin wax and lubricating oils used by consumers. It, like the United States, is a large importer of fertilizers, the latter country alone using 67,000 more tons of sulphate ammonia than it produced, facts and figures which tend to show that the mining of bituminous shale,

and the products it can be made to yield, should in the near future make Moncton an even greater centre of thriving industry.

CLAY, SILICA SAND AND STONE.

Extensive clay beds of the very best quality for the manufacture of bricks,

pottery and terra cotta products, are located within a few miles from the city. Not far away also are large deposits of silica sands suitable for the manufacture of glass products of all kinds. No finer building stones are found in Canada than those from the quarries in the vicinity of Moncton. The finest abrasive stones are being quarried,



ACTIVE GAS WELL, near Moncton.

for scythe and grindstones, large quantities of which are shipped out from year to year. Only two miles from the city on the Grand Trunk Pacific Railway is a deposit of the finest sandstones as yet unworked, while the timber of the province is easy of access for the man-

Photo. by Percy Crandall.

ufacture of all kinds of wood products.

SEA FOOD.

The Straits of Northumberland, Bay of Fundy and the Gulf of St. Lawrence, embracing the choicest fishing fields of Eastern Canada, are only a short distance from the city. At Shediac and along the North Shore, clams and oysters of the very finest quality abound, which, with the fish, find not only a market in the city, but are also shipped to Western Canada and exported to other countries in increasing quantities.

AGRICULTURAL PRODUCTS.

Agriculturally, the territory embracing the counties of Westmorland, Kent, Albert and Kings and the western part of Nova Scotia is unsurpassed. The land produces heavy yields of hay, oats, potatoes and roots of all kinds. No better potatoes can be raised anywhere, while the oat yield is exceptionally heavy. The number of horses, cattle and sheep, with poultry and dairy products, is increasing from year to year, and apple growing has become a profitable industry, offering to the gardener and farmer opportunities not surpassed anywhere.

CONCLUSION.

A careful review of all these natural resources, distinctively those of gas and oil, coupled with its transportation and other advantages, should attract financiers and investors, not less than manufacturers, to whom the city is ready to offer a practical welcome, believing that no centre in Canada has so many latent possibilities to make it a great centre of trade and commerce.



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For further information regarding Moncton and its industrial and business possibilities, write to City Clerk or Secretary Board of Trade, Moncton, N. B.

