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# The St. Catharines, Pelham & Welland Electric Railway Company

Head Office, St. Catharines, Ont.



### Provisional Directors:

ROBERT McLAREN,	- - - - -	St. Catharines, Ont.
SINCLAIR H. GLASGOW,	- - - - -	Welland, Ont.
EDWARD MORRIS,	- - - - -	Fonthill, Ont.
GEORGE ARNOLD,	- - - - -	Ridgeville, Ont.
STEPHEN D. LAKE,	- - - - -	St. Catharines, Ont.

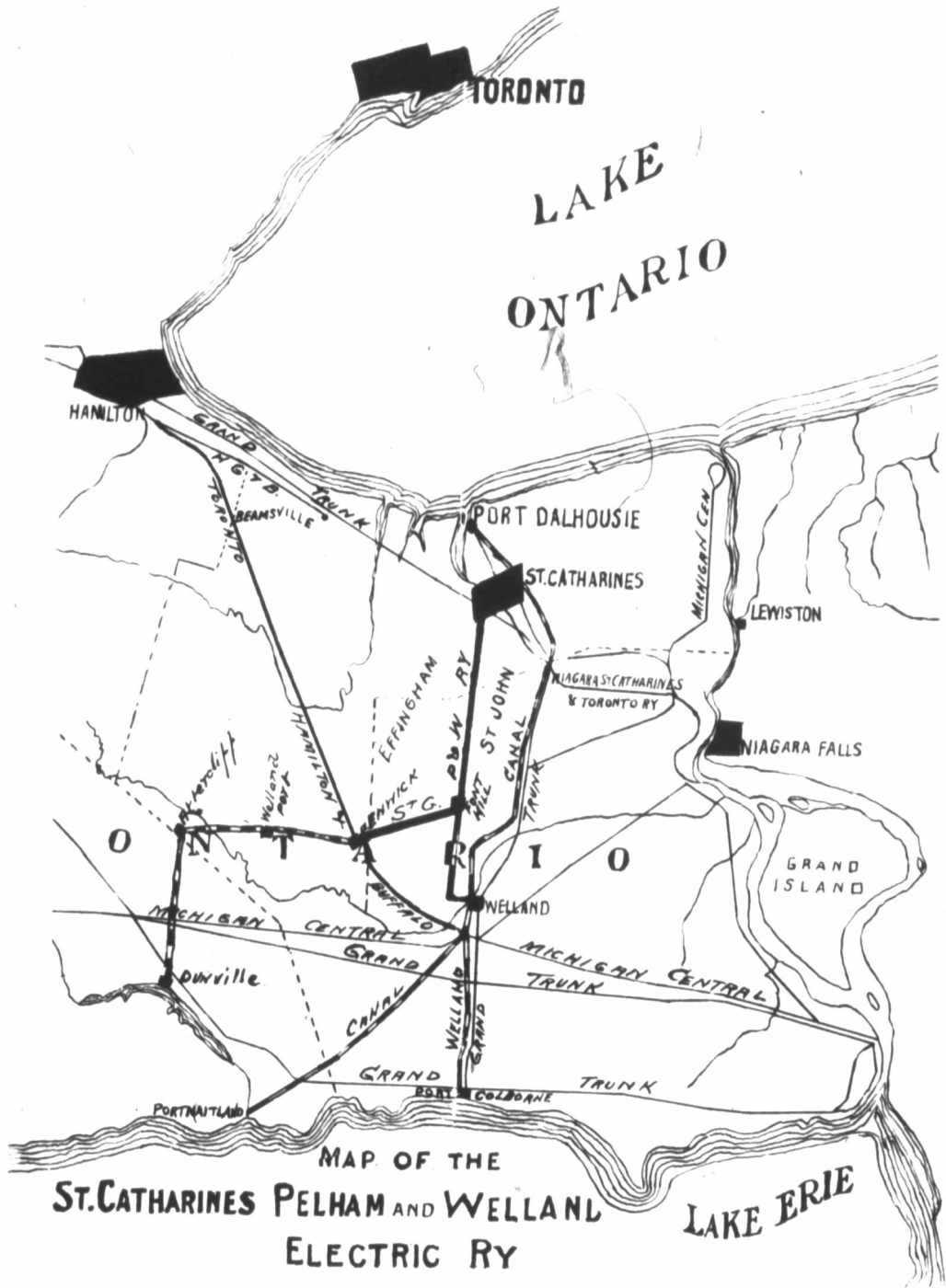
### Consulting Engineer:

J. H. ARMSTRONG,	- - - - -	St. Catharines, Ont.
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### Solicitors:

MARQUIS & GILLELAND,	- - - - -	St. Catharines, Ont.
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Proposed Time Table:

# The St. Catharines, Pelham & Welland Electric Railway Company.

## Main Line St. Catharines to Welland.

NORTH, READ UP			EASTERN TIME		SOUTH, READ DOWN		
P.M. Last Car	Min. after each hour	A.M. First Car	STATIONS	A.M. First Car	Min. after each hour	P.M. Last Car	
11 45	45	7 45	St. Catharines . . .	6 00		10 00	
11 40	40	7 40	Grand Trunk R'y Stn.	6 05	05	10 05	
11 30	30	7 30	Decew Falls . . . .	6 15	15	10 15	
11 20	20	7 20	Centreville . . . .	6 25	25	10 25	
11 15	15	7 15	Fonthill Junction . .	6 30	30	10 30	
11 00		7 00	Welland . . . . .	6 45	45	10 45	

## Fonthill and Fenwick Branch.

EAST, READ UP			WEST, READ DOWN			
P.M. Last Car	Min. after each hour	A.M. First Car	STATIONS	A.M. First Car	Min. after each hour	P.M. Last Car
11 12	12	7 12	Fonthill Junction . .	6 30	30	10 30
11 10	10	7 10	Fonthill . . . . .	6 32	32	10 32
11 02	02	7 02	Ridgeville . . . . .	6 40	40	10 40
10 57	57	6 57	Pelham Centre . . . .	6 45	45	10 45
10 52	52	6 52	Fenwick (T.H.&B.Sn)	6 50	50	10 50

Cars run hourly till the time given to the last car of the day, and leave each station at the same minute after each hour as shown in the column headed "minutes after each hour."

At St. Catharines, a local service will be supplied with cars running to and from Grand Trunk main line railway station to connect with all trains.

Extra cars will leave Welland and Fenwick a. m. to connect with Niagara, St. Catharines and Toronto Railway in time for first boat to Toronto.



LOWER DECEW FALLS.

# The St. Catharines, Pelham & Welland Electric Railway Company

Total Authorized Capital,	- - -	\$200,000.00
Authorized Bond Issue, per mile,	-	20,000.00
Length of Section to be built immediately,	-	18 miles
Estimated population to be served,	- - -	33,000

**Incorporation** This company is incorporated under special act of the Ontario Legislature, passed in the session 1904.

The charter gives the right to condemn land for railway and park purposes, also to furnish electric power and lights.

**Field of Operations** The charter empowers the company to construct and operate a railway from the city of St. Catharines to the town of Welland, a distance of thirteen and one-fourth miles, and a branch from the main line near Fonthill to Fenwick a distance of four and three-fourths miles.

The territory through which the railway will run is now without railway facilities, with the exception of the railways at St. Catharines, Welland and Fenwick, and they run east and west, while the St. Catharines, Pelham and Welland electric railway will run north and south, thus making connections with these lines, moreover there are no competing electric lines running through these points.

The richness of the whole territory, the grandeur of the scenery—coupled with the above facts—cannot but convince the reader that a properly equipped electric railway system, as here-with outlined, will be a brilliant and certain success.

Estimated population to be served:

City of St. Catharines	12,000
(The City of St. Catharines and the Towns of Merriton, Thorold and Port Dalhousie, which lie within a radius of four miles from St. Catharines, have a combined population of about 20,000.)	
Town of Welland	2,500
Village of Fonthill	400
Village of Fenwick	500
Village of Pelham Centre	150
Village of Rudgeville	300
Township of Pelham	2,000
Township of Gainsboro	2,500
Township of Grantham	3,841
Township of Thorold	4,000
Township of Louth	1,848
Township of Crowland	1,050
Village of Smithville	1,000
	33,280

Estimated Gross Earnings:

Passenger Traffic	\$50,000
Freight Traffic	22,000
Mail and Express	3,000
Light and Power	5,000
	\$80,000
Operating Expenses	40,000
Total Net Earnings	40,000
Interest on \$330,000 Bonds at 5%	16,500
Available for Sinking Fund and Dividends	\$23,500

The company's line will be constructed according to the best system of steam railway practice.

The track will be laid with steel T rails of at least fifty-six pounds weight. Bridges will be constructed of steel, with stone or concrete piers or abutments.

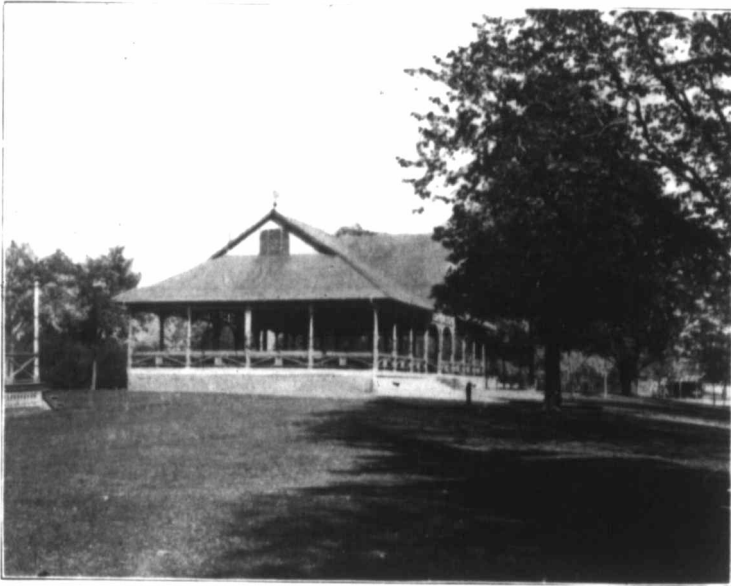
The company will erect the necessary transforming stations, repair shops, and car stations. All equipments for passengers and freight will be of the latest and most improved type. Passenger cars to be equipped with air-brakes.

The cost of building and equipping the eighteen miles is estimated approximately at \$270,000.

The Estimated Cost Stock book is now open, and subscriptions may be made at the offices of Marquis & Gilleland, Solicitors, No. 16 Queen St., St. Catharines, Ont.

Along the  
Route.

St. Catharines, the Garden City of Canada, has at present a population of about 12,000, which is increasing yearly; and its status as a manufacturing centre may be determined by the large number of successful factories located there, as given in the report of the Board of Trade which enumerates in all about one hundred manufactories, including paper mills, saw works, edge tool factories, implement factories, dash and metal works, brewery, planing mills, box factory, four pork packing establishments, pump factory, six canning factories, cold storage establish-

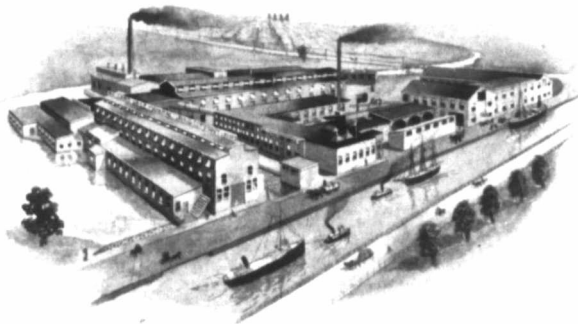


PAVILION, MONTEBELLO PARK, ST. CATHARINES.

ment, two flour mills, five carriage factories, six cigar factories, engine and boiler works, threshing machine and engine works, two moulding establishments, first-class electric light and power system, biscuit and confectionery factory, wine manufactory, etc. This important manufacturing city is well equipped with churches, schools, colleges, banks, hotels, first-class stores, waterworks, electric lighting, sewage system, public market, city and county buildings, modern opera house, public halls, a beautiful eight-acre park in the centre of the city, etc., and is also the home of the far-



famed 10th Battalion Band. The village of Port Dalhousie, the town of Merritton and the town of Thorold, are connected with St. Catharines by one of the best equipped electric railway systems on the continent and have populations of 1000, 2000, and 3000 respectively. The city is advantageously situated, both as a residential city and as an industrial centre, as it is on the main lines of the Niagara, St. Catharines & Toronto Railway and Grand Trunk Railway Systems, while in the summer a trolley ride of four miles brings the traveller to the Port Dalhousie dock of the Niagara, St. Catharines and Toronto Navigation Company, whose fine steamers ply daily between this point and the city of Toronto. It will also very shortly be connected by electric railway with Niagara-on-the-lake—the “Canadian Chautauqua”—twelve miles away, and with Queenston—replete with historic interest eight miles distant, between both of which points and



FACTORIES OF THE WELAND VALE MFG. CO., ST. CATHARINES

Toronto, the finely equipped steamers of the Niagara Navigation Company ply several times daily. It is also expected that the Hamilton, Grimsby and Beamsville electric railway will shortly connect the city of Hamilton. With the important manufacturing plants located here and at Port Dalhousie, Merritton and Thorold, an immense freight business could be done as well as a large passenger traffic for operatives in mills and factories, in all of which good wages are paid, would do considerable travelling, especially through the populous and popular district traversed by the proposed St. Catharines, Pelham & Welland Electric Railway,



ENTRANCE TO THE WELLAND.

to reach which points now requires the loss of a whole day. St. Catharines has also become a favorite health resort, thousands of people coming from all parts of the world every year to take treatment at "The Welland" because of its unexcelled mineral baths, the curative properties of which, together with the excellent massage, the medical attendance and general points of hotel perfection, have united to make "The Welland" far-famed as a health and pleasure resort.

The proposed road will, on entering the city, pass "The Welland," the Bank of Toronto, the Post Office, the Market, the City and County Buildings, the Public Schools, and the business and resident parts of the city.

Just a short distance from the city, and with trolley connection, is situated the world-renowned Canadian Henley Regatta course, which experts say is unsurpassed in the world. Here thousands of people assemble to witness the events in which competitors enter from all parts of the world.

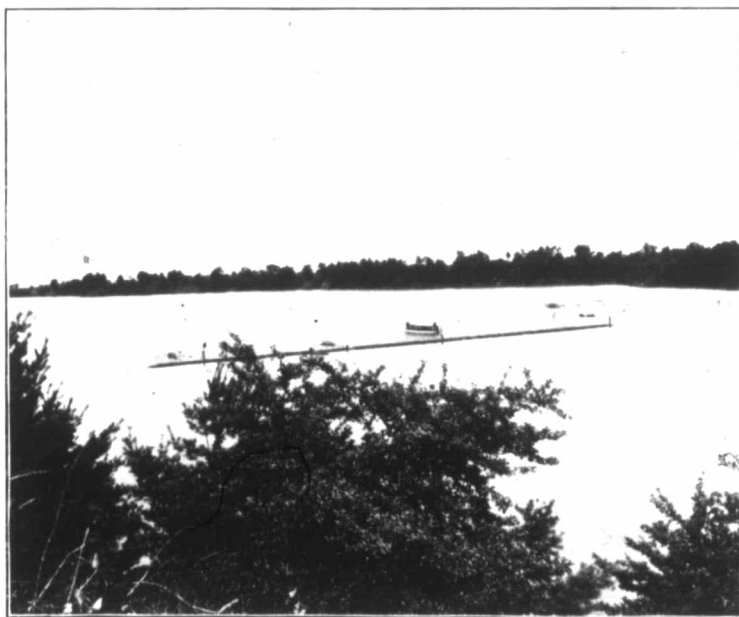
Twelve miles distant and connected with the Garden City by the main line of the Niagara, St. Catharines and Toronto Railway, as well as the main line of the Grand Trunk Railway, is the new city of Niagara Falls, where is situated the magnificent Horseshoe Falls and the romantic scenery along the Niagara river, which has been the admiration of tourists for generations.



THE WHITMAN & BARNES WORKS, ST. CATHARINES.

Here is also situated the famous Queen Victoria Niagara Falls Park, the property of the Province of Ontario, which is maintained by the Ontario Government.

The power development now in progress at Niagara Falls, Ont., when completed, will be capable of generating upwards of 250,000 horse power of electric energy. Three companies are interested in the scheme, and it is safe to predict that electric power can be procured and transmitted at a very moderate cost.



THE CANADIAN HENLEY REGATTA COURSE.

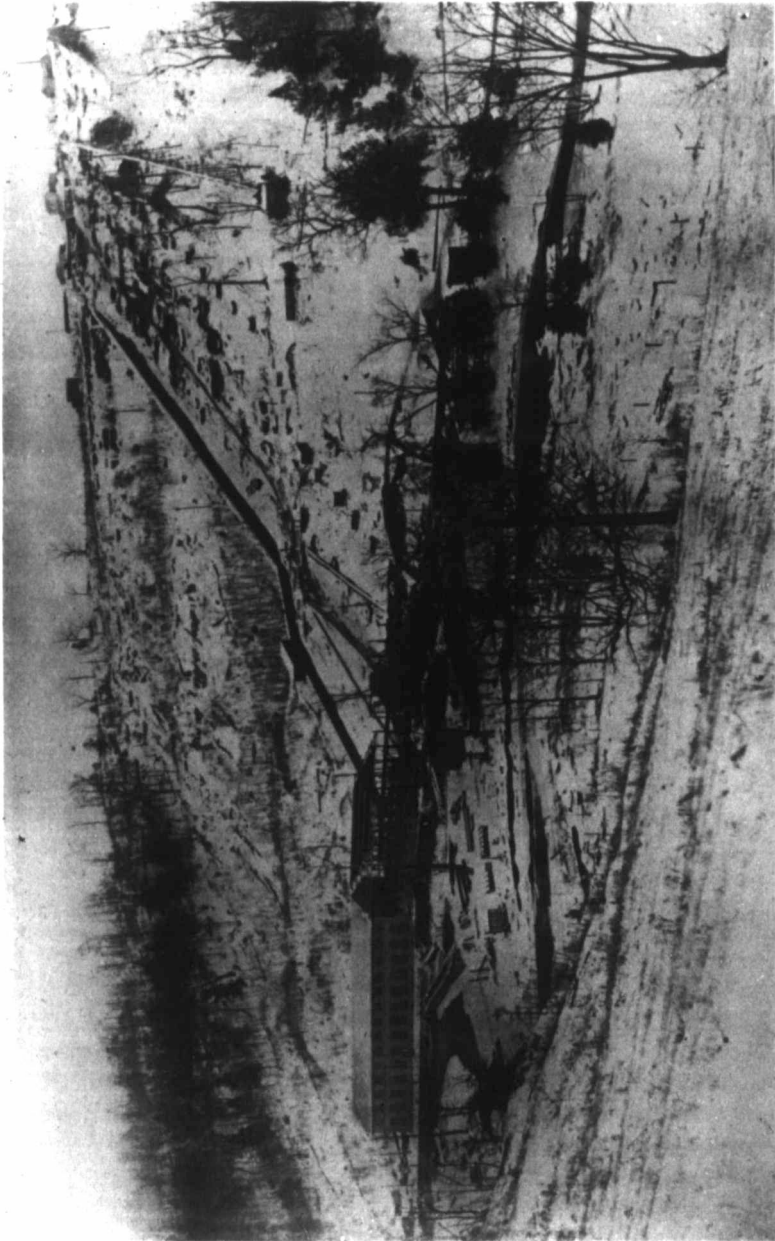
Running directly southward from the city of St. Catharines, the St. Catharines, Pelham & Welland Electric R'y passes along a highway that is always kept in excellent condition and along which many prosperous farmers reside. Then skirting the pine-clad mountain it traverses a region of hills and dales, intersected with placid watercourses, forming in all one of the most picturesque landscapes in Canada, finally reaching Decew Falls, the natural attractiveness of the magnificent waterfall of 85 feet from which a flouring mill and a sawmill derive their motive power.

Tourists from all parts are drawn to this spot by the beautiful lakes that form the reservoir of the waterworks system of St. Catharines, and the immense electrical power development works of the Hamilton Cataract Power, Light and Traction Co. are located



DECEW FALLS

near this point. This company has been in operation for six years and furnishes the electrical energy utilized in the operation of the Hamilton, Grimsby and Beamsville Electric Railway, the Hamilton and Dundas Radial Railway and the Hamilton Street



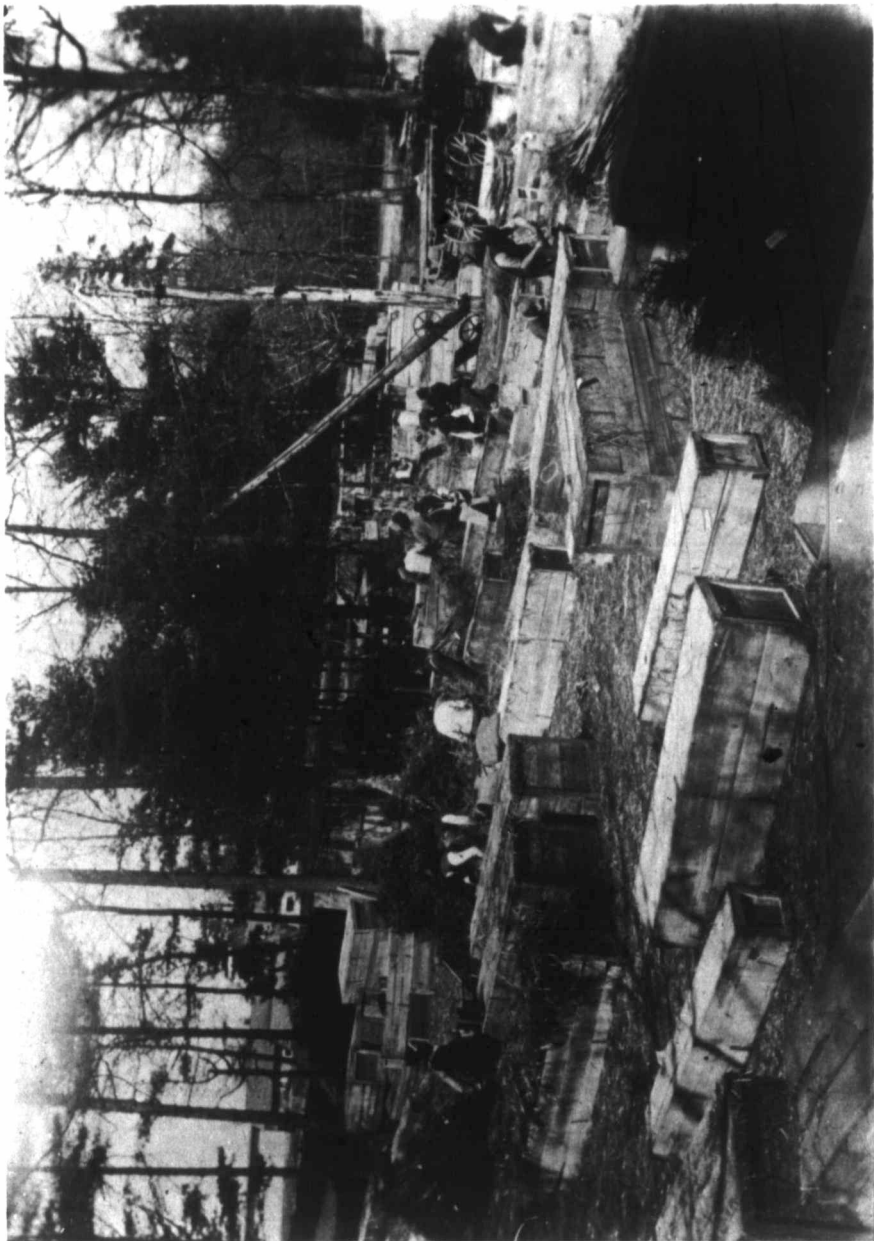
THE PLANT OF THE CATARACT POWER, LIGHT AND TRACTION COMPANY, NEAR DECEW, FALLS.

Railway. The company had been in business but a short time when they saw that in order to supply the growing demand for electrical energy, they must enlarge their plant, and increase their output very considerably, and this work of development is now in progress. When completed they will generate nearly 45,000 horse power, and will have a power house more than double the size of the present one, and equipped with the most up-to-date machinery. The present hydraulic canal through which their water passes from the Lake Erie level of the Welland Canal at Allandburg to the top of the mountain at Decew Falls, will be enlarged, and besides there will have been constructed three expansive reservoirs, covering in all 700 acres of land.

Passing from here across private property, the railway again comes upon the highway, and proceeds past the handsome residences, the well-kept lawns, and the finely tilled farms of thrifty agriculturalists. Passing along we reach Centreville, which in the near future promises to develop into a thriving town, where the people of St. Johns, one-half mile distant, and Effingham, one and one-quarter miles away, will undoubtedly come for their mail, when the St. Catharines, Pelham & Welland Electric Railway passes that way carrying the mail and express from St. Catharines. At present these people must drive to Fenwick, six miles distant, for their mail, which reaches them at great inconvenience even there, as it must be sent from St. Catharines, by way of either Hamilton or Welland, and then conveyed thither by carriages, the whole occupying nearly two days in transit, all of which will be remedied with the passage of the electric railway cars through Centreville, several times a day.

At Centreville are situated the wine cellars of Mr. E. G. Brown, whose outgoing freight bill for last year was over \$1,000, exclusive of incoming freight. He estimates that his business will be doubled next season.

Continuing farther two and one-half miles, through a wealthy country splendidly adapted for general farming, the railway reaches the picturesque and prosperous village of Fonthill. Here the soil is sandy, and at this point begins a stretch of many miles of the most fertile and productive fruit-growing land on the continent. Fonthill has been appropriately named "The Farmer's Paradise." A feature of note is the stately and imposing residences of the wealthy and prosperous gentlemen farmers and



THE PACKING YARD AT MORRIS & WELLINGTON'S NURSERIES, FONTHILL

fruit growers of this region. At Fonthill is situated the largest nursery in Canada that of Messrs. Morris and Wellington which is under the personal supervision of Mr. Edward Morris, one of the best nurserymen on this continent. A trip through the eight hundred acres operated by this firm would convince the most skeptical that an electric railway passing at their doors, would be of immense advantage to this firm's business, whose freight bill alone amounts to \$10,000 a year. Morris & Wellington are also the largest importers and breeders of shire horses in Canada, and have on their grounds at Fonthill commodious stock barns. Seventy-five to one hundred men are employed by the firm in the prosecution of their business. The well-appointed grounds of this nursery are very popular picnic grounds, parties coming for miles in every direction to spend a day amid the beauties of nature there.

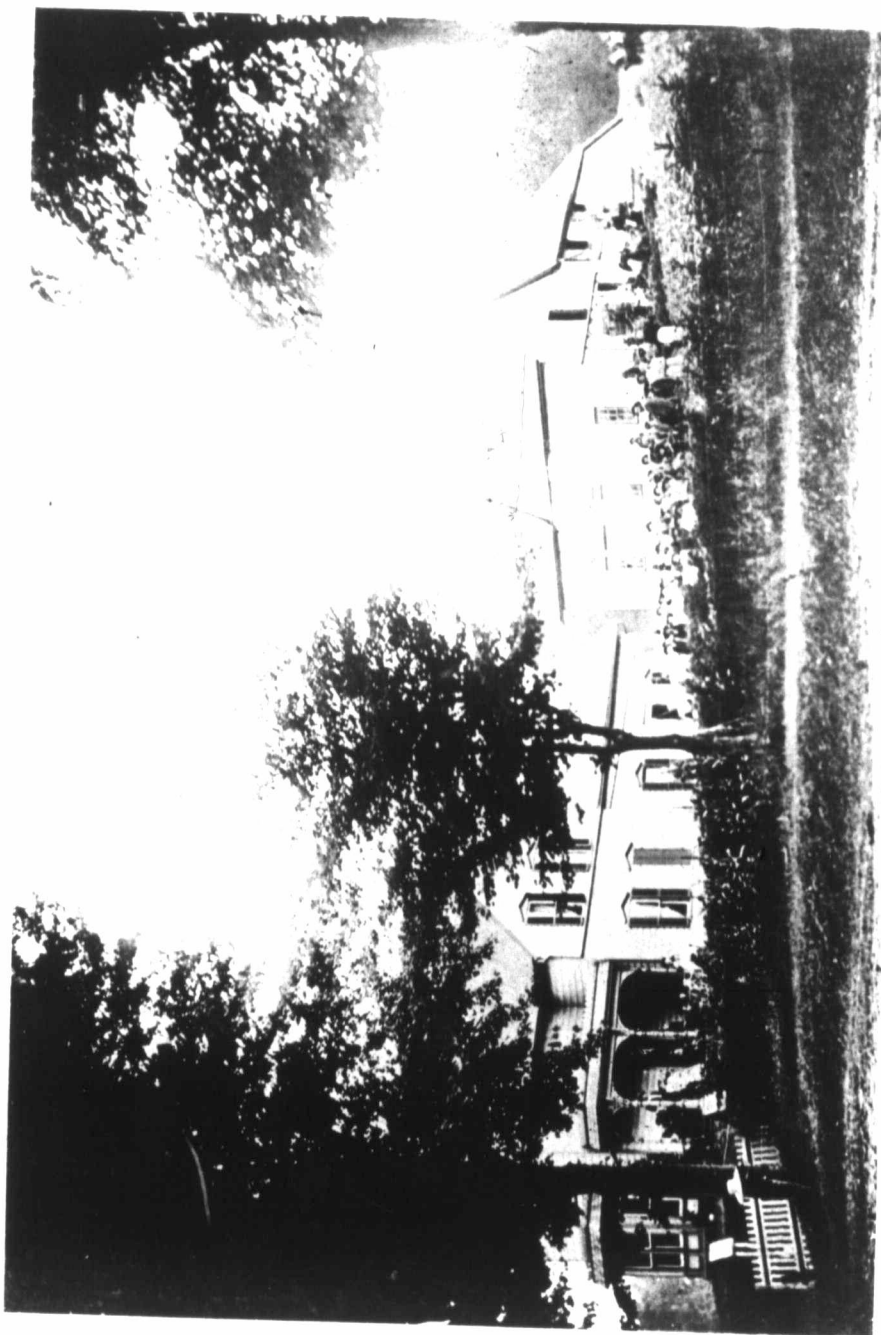
Almost adjoining is the growing nursery business of B. W. Secord, and in the near vicinity is the fine residence and fruit farm of A. Railton, who has one hundred and twenty-five acres in fruit, from which he sold the almost fabulous quantity of three hundred and seventy-five tons during the season of 1903. Nearly all of this, owing to the lack of railway facilities, he was obliged to deliver in wagons.

Proceeding west from Fonthill four miles is the prosperous village of Fenwick, in order to reach which the railway passes along the highway, through the busy villages of Ridgeville and Pelham Centre. A fact that deserves special mention regarding this section is that there are now eighty-five telephones in use along the road through which the railway passes. At Ridgeville is situated, on the highest point of land in the district, and commanding a view one hundred miles distant north and south, the rapidly growing nursery business of Brown Bros., two of the proprietors of which, Messrs. E. C. and D. R. Morris, reside in handsome residences on the grounds. This is one of the most attractive spots in Canada. The large two-storey office, built in the colonial style of architecture, stands in a magnificent park.

During the ten years since the firm established their Canadian business here, they have found it necessary to enlarge their office premises three times, the present commodious building being capable of accommodating a staff of fifty clerks.

Brown Bros. have also on their property what is conceded to



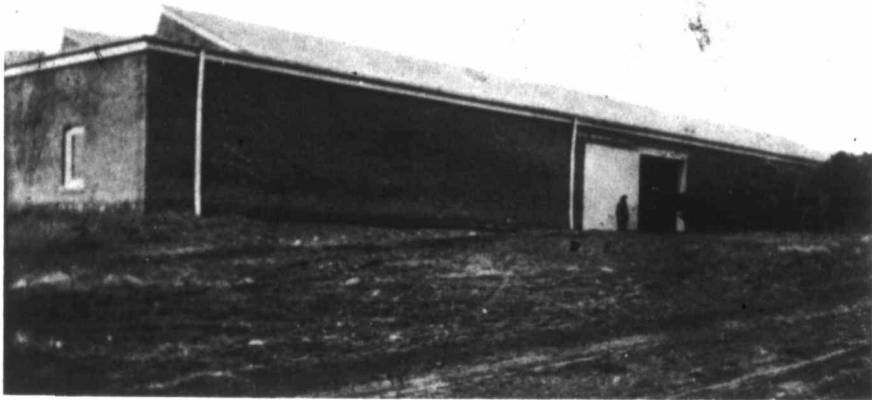


BERRY PICKERS AT RESIDENCE OF MR. A. R. WILSON, FORT HILL



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be the best frost-proof storage cellar on the continent. It is built of brick, with double walls and doors, with a saw-tooth roof, and is capable of storing 400,000 trees. The lighting and ventilation, which is perfect, is obtained by a series of swinging windows in the skylight, and by large double windows at each corner. This building is in dimension 100 x 160 feet. Another cellar with a capacity of 150,000 trees will be built shortly. The firm have also upon their nursery grounds boarding-houses for the accommodation of their office hands and also of their other help. The number of men employed ranges from twenty in winter to two



FROST-PROOF STORAGE CELLAR AT BROWN BROS. NURSERY, RIDGEVILLE.

hundred in shipping and packing season. These gentlemen are enthusiastic over the advantages that would be derived from an electric railway passing their property, as with good shipping facilities their business would grow still more rapidly. Their freight bill last year was nearly \$5,000.

A land company has recently been formed which will erect five residences at once in Ridgeville, but the Messrs. Morris affirm that fifty additional houses will be required to satisfy the demands of their business at present. Brown Bros.' park at this place bids fair to be one of the most favorite haunts for tourists and

admirers of the beautiful that can be found in the entire Province of Ontario.

At Pelham Centre stands the town hall, a very fine brick structure perhaps the finest building of its kind in Ontario which cannot fail to impress the most casual observer with the wealth and prosperity of the township in the centre of which it stands.

2 Fenwick has doubled its population since the Toronto, Hamilton and Buffalo Railway established its passenger station there and made it a shipping point for freight as well. The village is still growing rapidly, and the residents proudly claim and the statement is supported by fact that Fenwick is the busiest station on the Toronto, Hamilton and Buffalo Railway outside of Hamilton. Twelve thousand dollars were paid in freight charges at Fenwick Station last year, the major portion of which was paid for shipments of fruit, nursery stock, &c. This but serves to show the immediate prospects of a profitable freight business along this portion of the line from its inception. A good passenger traffic is also assured, as the entire district traversed by the railway is thickly populated—in fact the four miles from Fonthill to Fenwick is now so thickly settled that it is more like a residential street in a prosperous town than a highway through a farming community. It is estimated that 16,000 tons of freight will pass over this line yearly from the district between Fonthill and Fenwick.

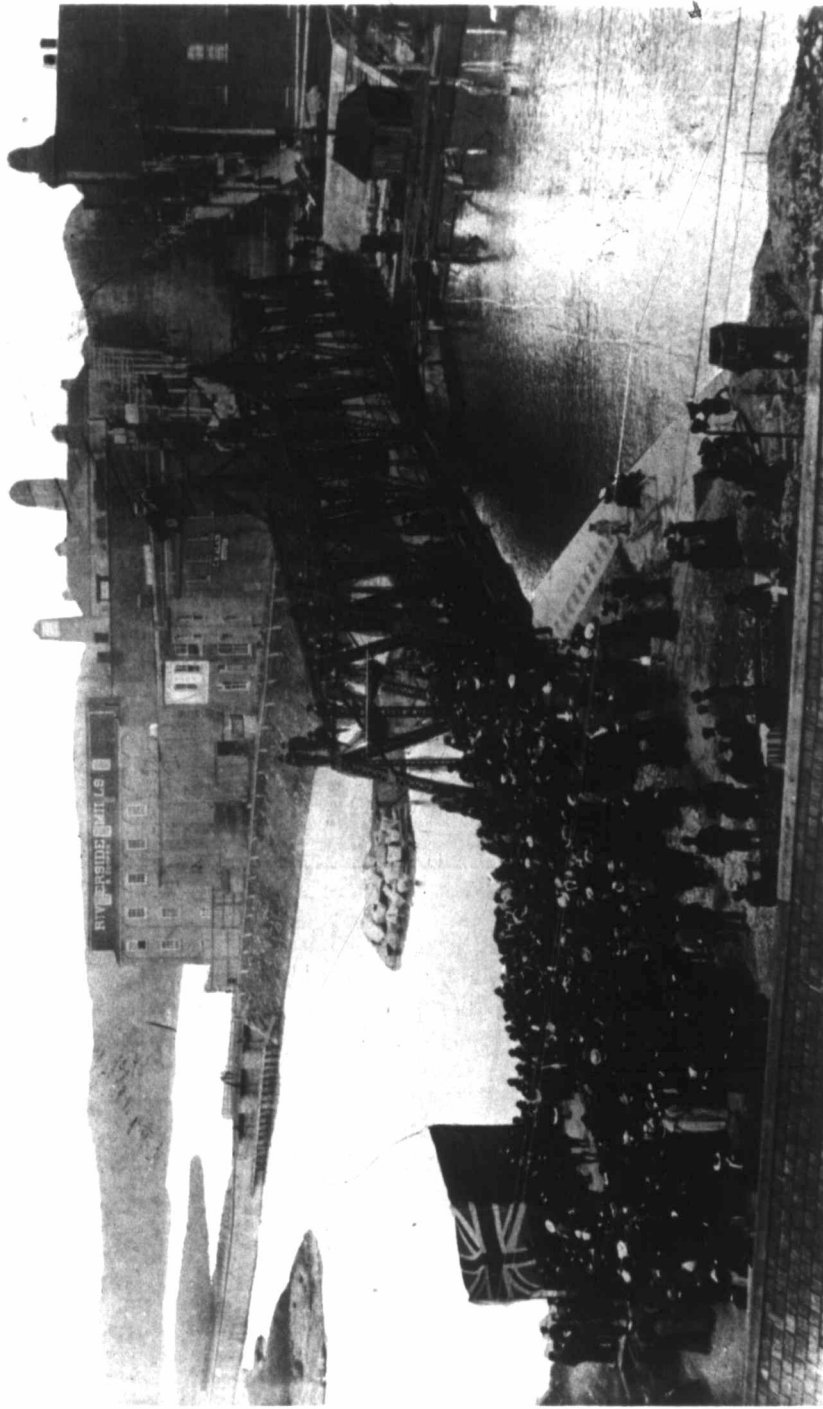
Much passenger and freight traffic may also be expected from the communities west of Fenwick, whose natural market is St. Catharines, and where the roads at certain seasons of the year are so nearly impassible that it is only with the greatest difficulty that the residents there can get their produce to market. All this would be overcome with the construction of the railway between St. Catharines and Fenwick, and the farmers would be able to drive to Fenwick and take the trolley into St. Catharines, bringing with them their produce and taking home with them their household necessities. It is also proposed to extend this line from Fenwick to the enterprising town of Dunnville, which has a population of 2,300 and is situated on the Grand River, in the midst of a profusion of very picturesque scenery. The Buffalo and Goderich division of the Grand Trunk Railway is the only railway that passes through Dunnville, whose

people, together with the people of the populous and prosperous townships of Dunn, South Cayuga and Moulton, would frequently visit St. Catharines and make it their purchasing point, were they able to do so conveniently. At present they cannot reach St. Catharines without coming by way of Port Colborne over the the Buffalo and Goderich and the Buffalo, Niagara Falls and Port Dalhousie Divisions of the Grand Trunk Railway, and thereby occupying nearly an entire day in travelling each way. The extension of the St. Catharines, Pelham and Welland Electric Railway to Dunnville will obviate all this inconvenience and bring the people of that town in close touch with the people of the "Garden City." To reach Dunnville, the railway passing from Fenwick would pass through the townships of Gainsboro and Moulton, both of which



MERRITTON. FROM THE THOROLD MOUNTAIN.

are thickly settled with well-to-do farmers, who devote their attention almost exclusively to general farming, for which the soil in these townships is especially well adapted. The line would, en route, pass through the thriving villages of Wellandport and Attercliffe, which have at the present time no railway facilities whatever, and whose mail, express and freight must all be conveyed thither by carriers. With the facilities offered by the St. Catharines, Pelham & Welland Electric Railway, the heavy expense, due to the long distance that must be covered from the nearest railway station and the loss of time, &c., consequent thereon, will be materially lessened, and the residents of both Wellandport and Attercliffe, together with the people of Dunnville and the townships of Gainsboro and Moulton, will have



THE NEW QUEEN ALEXANDRA BRIDGE, WELAND.

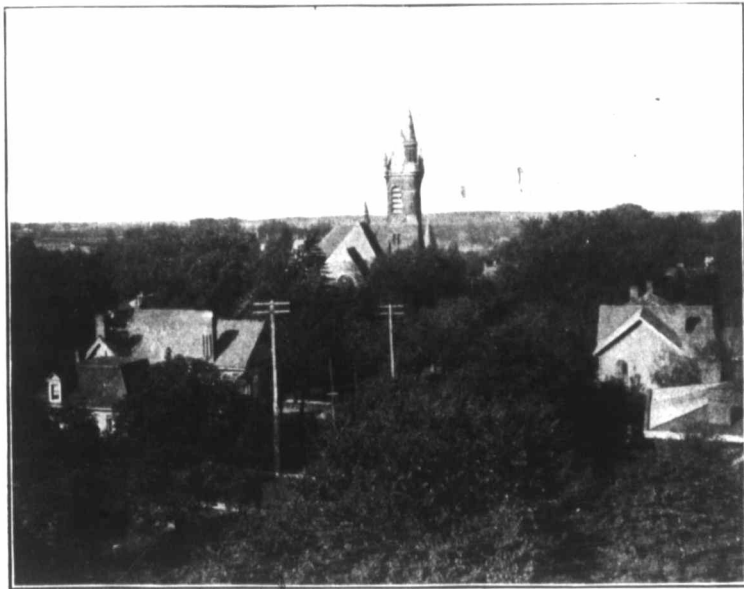
splendid facilities for reaching St. Catharines and other places at all seasons of the year.

The fruit shippers and residents of both Wellandport and Attercliffe deeply deplore the inconvenience due to present lack of railroad facilities thus occasioned, and will give a warm welcome and large patronage to the St. Catharines, Pelham and Welland Electric Railroad.

Returning to Fenwick and proceeding southward, the railway passes in the near vicinity of the villages of Allanburg and Port Robinson, which are situated along the Welland canal which is famed world-wide for its picturesque scenery, and finally reaches Welland, the county town of Welland, where are situated the county buildings, a finely equipped high school, a central public school and county model school for the training of teachers, six commodious churches, the county industrial home, and the Queen Alexandra bridge, a handsome new structure recently erected over the new Welland canal and making easy the entrance into the town of Welland. Welland is a commercial centre as well as an attractive residential town, and is situated in the midst of a rich and fertile agricultural area. It has a population of 2,500 and is reached by the Grand Trunk Railway; Michigan Central Railway; Wabash; Toronto, Hamilton and Buffalo Railway, and Canadian Pacific Railway. Welland has several important manufacturing industries, among which might be mentioned: The Beatty Foundry and Machine Shops, The Cooper Flouring Mills, and The Frost Wire Fence Co. Welland is thirteen and one-fourth miles from St. Catharines by the proposed line, which is two miles shorter than by going by way of Thorold. Welland will therefore offer an enormous field for both freight and passenger traffic.

From Welland, the present southerly terminus of the proposed St. Catharines, Pelham and Welland Electric Railway, it is intended to extend south a distance of eight miles to the flourishing town of Port Colborne, situated on Lake Erie, near which is located the village of Humberstone, which, together with Port Colborne, has a population of 2,500. Port Colborne, which is an important port on Lake Erie, is also a purchasing point for boats passing through the Welland canal, the terminus of the Buffalo, Niagara Falls and Port Dalhousie division of the Grand Trunk Railway and a junction point of that line with the Buffalo

and Goderich division of the Grand Trunk Railway. It has two very fine parks, the "Lake View" and the "Erie," on the shore of Lake Erie, both of which have become very popular summer resorts. Another, "Solid Comfort," is owned and occupied by "The Humberstone Club," the members of which are prominent men from Tennessee, Kentucky, Louisiana, Georgia and other southern states. In the warm summer months the Erie shore east of Port Colborne is dotted with snow-white canvas tents, the summer homes of hundreds of campers, while several times a week an excursion boat which plies between Lake Erie ports,

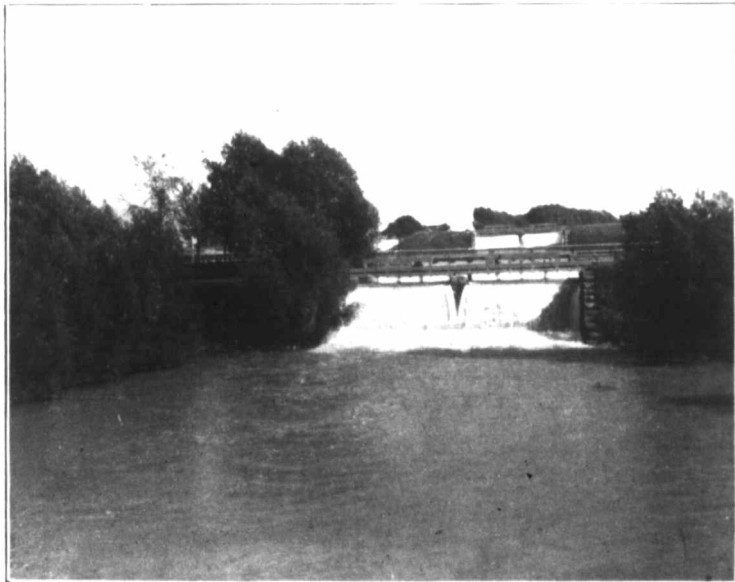


ST. CATHARINES, FROM THE ROOF OF THE WELAND.

leaves Port Colborne for Buffalo, N. Y. With this terminus a large passenger business both ways would be done. Moreover, hundreds of passenger and pleasure boats pass through the new Welland canal between Port Colborne and Port Dalhousie, at both of which points this railway will afford such tourists the desired opportunity to pass through the country along the line, as well as to enjoy the picturesqueness of the scenery along the canal, and by good trolley connections visit also the far-famed waterfall of Niagara Falls, returning in time to meet their boat

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before it shall have reached Port Dalhousie, as the trip through the canal occupies from ten to twelve hours. Port Colborne contains some of the handsomest residences in the Niagara peninsula. Cement sidewalks, laid throughout the village, make it still more attractive, while the splendidly equipped public school, and the five churches of the village, tend to the improvement of existing conditions. No more beautiful or popular spot could be selected in the district as the terminus for the St. Catharines, Pelham and Welland Electric Railway.



WASTE WEIR ON THE WELAND CANAL.

**Cheapness  
of Power**

The St. Catharines, Pelham and Welland Electric Railway has before it an outlook unusually bright. This is due to (1) *Cheapness of Power*. It passes within one-quarter mile of the generating station of the Hamilton Cataract Power, Light and Traction Company, which will generate nearly 45,000 horse power of electrical energy, and also runs within twelve miles of the immense power plants at Niagara Falls, Ont., which will place on the market 200,000 h. p., in which three companies are interested. Thus, together with the vast quantities of power for sale, the fact that practically four



competing companies are on the same ground will tend to cheapen the power still more. The fact that the line runs for the major portion of the way over a level country will also tend to make the question of power a secondary consideration.

(2) Its Power Franchise . The St. Catharines, Pelham and Welland Electric Railway Company has the privilege of supplying electric power for lighting and other purposes, to all towns along the route.

(3) The Right of Way As the route passes for the most part along the highway, the consent of the municipal councils is all that will be required in that event. The people of the townships through which the railway will pass are deeply interested in it, and are ready to give any assistance to the project in order that they may have the advantage they so much need, afforded by the St. Catharines, Pelham and Welland Electric Railway.

(4) Natural Attractiveness of the District Traversed No more favorite ride can be found in this vicinity than that from St. Catharines to Decew Falls, or to Fonthill and Fenwick, where frequently in the summer season picnic and excursion parties gravitate for a pleasant outing.

The scenery about Decew Falls is unexcelled, and the splendid view obtained from Fonthill and from Brown's nurseries at Ridgeville, with the excellent facilities offered by the railway will make of those places summer resorts unrivalled in popularity on the North American continent, while Port Colborne, the southern terminus of the railway, with its splendid harbor, and its charming location upon the shores of Lake Erie, and its beautiful parks and neighboring summer resorts, is an ideal place in which to spend a day or longer during the hot summer months.

(5) Railway Connection East and West At St. Catharines the railway will have connections with the Niagara, St. Catharines and Toronto Railway, a matter of special mention, as this road has direct connection with Toronto and Buffalo, thus opening up a large field for outgoing and incoming business; also with the Grand Trunk Railway for Niagara Falls and for Hamilton and the West respectively, while the proposed extension of the Hamilton, Grimsby and Beamsville Electric Railway into the city will make the connection with the west from this point still more advantageous. At Fenwick and

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at Welland it will intersect the Toronto, Hamilton and Buffalo R'y, and will also intersect the Michigan Central, The Wabash, the C. P. R., and, at Port Colborne, will make good connections with the Buffalo and Goderich division of the Grand Trunk Railway, and with the boat lines running to Buffalo, N. Y., in the summer, thus intersecting every trunk line and giving excellent facilities eastward and westward.

It is a well known fact that electric railways  
 (6) Population when constructed through populous districts always yield good passenger earnings. The St. Catharines, Pelham and Welland Railway not only traverses rural highways that are populous and popular, but as well will derive a large passenger traffic from the thriving and prosperous towns along the way.

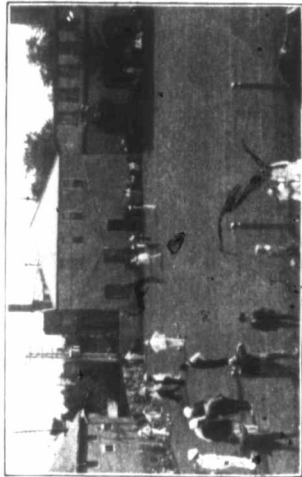
The following are the urban populations from which a profitable business can safely be predicted.

St. Catharines .....	12,000
Fonthill .....	400
Fenwick .....	500
Ridgeville .....	300
Pelham Centre .....	150
Welland .....	2,500
Port Colborne, including Humberstone.....	2,500
Wellandport .....	1,000
Attercliffe .....	400
Dunnville .....	2,300

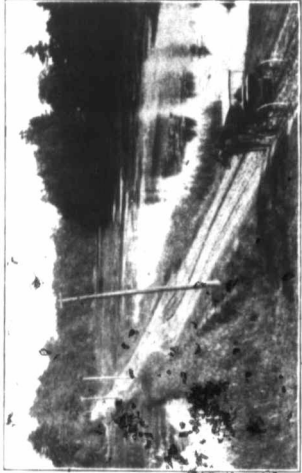
Contributory towns in the vicinity of which the line passes, or into which it has connections, and which will patronize the road extensively are :

Niagara-on-the-Lake .....	1,300
Port Dalhousie.....	1,200
Thorold .....	2,500
Merritton .....	1,900
Niagara Falls .....	8,000

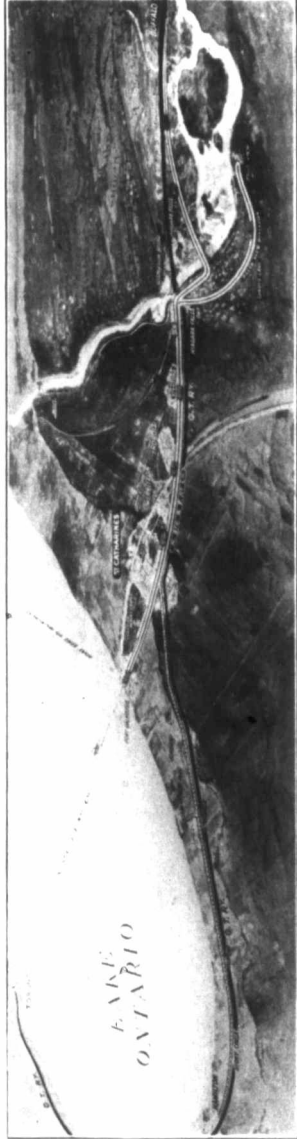
Considerable traffic will also be obtained from the townships of Pelham (2,600), Louth (1,800), Gainsboro (2,500), Niagara (2,000), Grantham (1,900), Moulton (1,700), Thorold (2,100), Humberstone (2,300), and Crowland (1,050). The people of the district traversed north of Welland make St. Catharines their market town, but find it next to impossible during the spring and autumn of year to deliver their produce, owing to the unfavorable condition of the roads at these seasons. Whereas with the



LAWN BOWLING, ST. CATHARINES.



ALONG THE OLD CANAL.



BIRDS-EYE VIEW OF THE NIAGARA DISTRICT.

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operation of an up-to-date trolley service all similar inconveniences will be obviated.

**The Freight Traffic Assured** Beginning at St. Catharines, all the towns passed through, or at a reasonable distance from the railway, are large manufacturing towns which would be glad to utilize the line for the shipment of their product. This will afford a good substantial revenue from freight, but it must be remembered as well, that a large freight business will be done with the nursery firms along the line, who feel the necessity of better shipping facilities to satisfy the needs of their rapidly growing businesses.

**Carriage of Mail and Express** This will be afforded places like Centreville, St. Johns, Effingham and Power Glen — a new office now being opened near Decew Falls. These places now have their mail sent from St. Catharines by rail to Welland or Hamilton and then conveyed to the respective post offices by carriers, a process requiring nearly two days in transit, thus making it impossible for the people of these sections to get a daily paper or to have any of the conveniences enjoyed by their more favored fellow citizens.

Note what is said by some of the prominent people residing in the territory through which the St. Catharines, Pelham & Welland Electric Railway will pass:

ST. CATHARINES, PELHAM AND WELLAND ELECTRIC RAILWAY CO.

Gentlemen—We feel quite interested in the success of your efforts towards the proposed electric railway, from St. Catharines to Pelham, not only concerning our own business, but of the many nurserymen and fruit growers, in this vicinity, which business is increasing from year to year, and with the improved facilities for shipping which your road will afford, will further increase the fruit and nursery business here.

We have under cultivation nearly eight hundred acres, a good proportion in nursery stock. Last year our incoming freight bill was about \$4,000 and our outgoing freight would be \$7,000 or \$8,000. A fair proportion of this business would be done over your road when completed.

Yours truly,  
MORRIS & WELLINGTON,  
Nurserymen, Fonthill, Ont.

TO THE DIRECTORS OF THE ST. CATHARINES, PELHAM AND WELLAND RAILWAY.

Gentlemen—I am informed that you are going to build a railway from your city to the different points mentioned above. I think it would be to your advantage to connect us with your line at Fenwick, also with Dunnville. You would pass through a good section of country, and where you would get

a large *share* of the traffic that is now being done by other means of transportation. We are shut in, as it were, from the outside world and have to travel by team if we desire to visit your city, or any other business centre. If by railway connection, I was in a position to compete with those to the east and west of me, I would be able to bring over your road two hundred tons of freight or more each year. Hoping you will think it worth looking into this matter, I am

Yours truly, S. M. COOPER,

Owner Wellandport Roller Mills.



GEORGE ARNOLD'S RESIDENCE AND TELEPHONE EXCHANGE, RIDGEVILLE.

This is the first rural telephone exchange established by the Bell Company in Canada. The switch-board has a capacity of over 200 phones, 90 of which are in service. The lines extend east and west twelve miles, and north and south seven miles.

This unusually large number of rural telephones shows enterprise and progress in this district.

GEORGE ARNOLD,

Local Manager Ridgeville Telephone Exchange.

TO THE ST. CATHARINES, PELHAM AND WELLAND ELECTRIC RAILWAY CO.

Gentlemen—The road proposed by you, running as it will through a section that is very thickly settled with a prosperous population, will certainly do a large passenger business. The population is largely engaged in growing fruit and vegetables, the greater portion of which has to be shipped to distant markets, rendering a great deal of teaming to station

necessary. The proposed road would therefore be largely patronized for shipping fruit and vegetables.

The nursery industry in this section (handling hundreds of cars of freight annually) will make your freight business a very heavy one. Handling as I do several hundred tons of freight every year, your road would be of great value to me, and I will gladly render you any assistance I can.

Yours, etc., J. ELMER CROW,  
Nurseryman, Ridgeville, Ont.



OFFICE OF BROWN BROS., NURSERYMEN, RIDGEVILLE.

THE ST. CATHARINES, PELHAM AND WELLAND ELECTRIC RAILWAY COMPANY.

Gentlemen—In view of the prospective construction of your line through our section, it will no doubt be of interest to you to know how the scheme is viewed by some of your future patrons, and what amount of business is likely to develop.

If there is any part of Ontario which seems to offer a fair field for the development of rural trolley lines, we are confident that no more promising section can be found than this part of the peninsula. The population of the territory along this route on the Pelham Road is almost continuous, and a class of thrifty, well-to-do farmers and fruit growers.

Speaking of fruit, there is no better, or more favorable spot in all of Canada for fruit growing than Pelham, the development of which industry will certainly be greatly stimulated by any means which facilitates the handling of the product, and brings the grower nearer to business centres.

It may be unknown to you that another industry of much importance to the whole Dominion, is to a large extent peculiar to and limited to this same section, viz., the nursery business, fully 90 per cent. of the product of the entire country coming from this limited area. The incoming as well as the outgoing freight of this business amounts to no inconsiderable figure. For our own business we estimate the former to be from \$2,500 to \$3,000 per annum, and the latter over \$5,000. With these amounts, and those resulting from other large nurseries in vicinity, and the prospective increases resulting as it must from the increased facilities which your scheme will afford, a field will be entered which is decidedly favorable to the building of a new road on a sound financial basis.

We feel certain that with the operation of this line, much of the business which has been diverted from the city of St. Catharines, due to the ease of access by existing lines to other towns, will be reclaimed, and that the carrying out of your plans cannot but be mutually advantageous, both to St. Catharines and the territory passed through.

Very respectfully,  
BROWN BROTHERS COMPANY, Nurserymen, Limited.

ST. CATHARINES, PELHAM AND WELLAND ELECTRIC RAILWAY CO.

Dear Sir—We are very much in need of an electric railway through this section. The nurseries are enlarging and the fruit growing is increasing all the time. A report of the fruit grown and shipped and drawn on wagons from A. Raiton's fruit farm the past year was two hundred and fifty tons. About eighty tons of this fruit was drawn on wagons to Niagara Falls, N. Y. and shipped from there to Rochester. W. Platt & Sons, another fruit grower, drew about the same amount to the same places. All this fruit, with a great deal more from other growers, could be handled on electric road. The fruit growers in this section require a great many hands to pick their fruit, and are obliged to draw a good many of them from the surrounding towns on wagons, which is a long tedious drive. I believe there could be a great many pickers brought from the towns, if we had electric road running through the great fruit belt of Pelham. There is a large quantity of coal used in this vicinity, and other freight that could be handled. Wishing you success in your enterprise, I remain

Yours truly, A. RAILTON.

TO THE DIRECTORS OF THE ST. CATHARINES, PELHAM AND WELLAND ELECTRIC RAILWAY COMPANY.

Gentlemen—Having been informed that you anticipate building an electric railway through this village, as a word of encouragement I will give you a statement of the prospective business you might do with this company. We handle about one hundred tons of freight annually from Hamilton and Toronto, which might largely be purchased in St. Catharines. We also handle about ten tons of butter and eggs, which at present is drayed to St. Catharines. I have no doubt that if a good service were established the farmers would patronize it largely in marketing their produce, and I do not hesitate in saying that an electric road is a necessity, and would be well patronized by the public.

Yours truly, R. J. GRACEY,  
Manager Empire Store Co., Limited, Wellandport.



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ST. CATHARINES, PELHAM AND WELLAND ELECTRIC RAILWAY CO.

Gentlemen—Last year my outgoing and incoming freight bill was one thousand dollars, which could all be given to your proposed road. I would increase my business fourfold if I had the facilities your road would afford, as well as greatly lessen my teaming and hauling expenses. The facilities afforded to all in this section would be a great advantage in carrying our mails and express which would be highly appreciated.

Build your road and get this business in this section. A road this way should pay well.

Yours truly, E. G. BROWN.

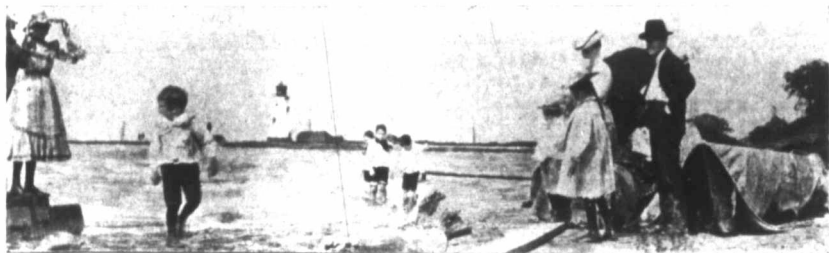
Hillurst Wine Cellars.

TO THE ST. CATHARINES, PELHAM AND WELLAND ELECTRIC RAILWAY CO.

Gentlemen—If there is any one thing that we require in this section more than another, it is an electric railway such as you propose, both for incoming and outgoing freight and direct communication with the larger centres of trade. It will certainly build up this section of Ontario and make it a great feeder for the railway. The fruit trade is increasing all through this section with marvellous strides. My shipments of freight would probably be about seventy-five to one hundred tons a year.

Yours truly, FRED KINSMAN,

General Merchant, Fonthill, Ont.



ON THE BEACH AT PORT DALHOUSIE.

ST. CATHARINES, PELHAM AND WELLAND ELECTRIC RAILWAY CO.

Gentlemen—With much confidence I make this statement, that an electric road from St. Catharines connecting with the T. H. and B. Railway at Fenwick through the centre of two of the largest nurseries in the Dominion of Canada, also the largest fruit-growing district on the Niagara peninsula, which has no outlet for its vast and increasing product, no doubt would double with proper shipping facilities, and would be a paying investment to both railway and producer.

The territory through which this road will pass is almost a continuous succession of fruit and garden farms, and very thickly settled, the chief difficulty and expense being the hauling to market the product of these fruit and garden lands. The nursery freight is enormous. We think an electric road would get a good trade both winter and summer.

Yours respectfully, M. J. DALTON.



TO THE ST. CATHARINES, PELHAM AND WELLAND ELECTRIC RAILWAY CO.

Gentlemen— If there is anything in this country that there would be money in, I would think it would be an electric railway, especially through the township of Pelham, for the purpose of handling the fruit, as the facilities we have for shipping are very poor.

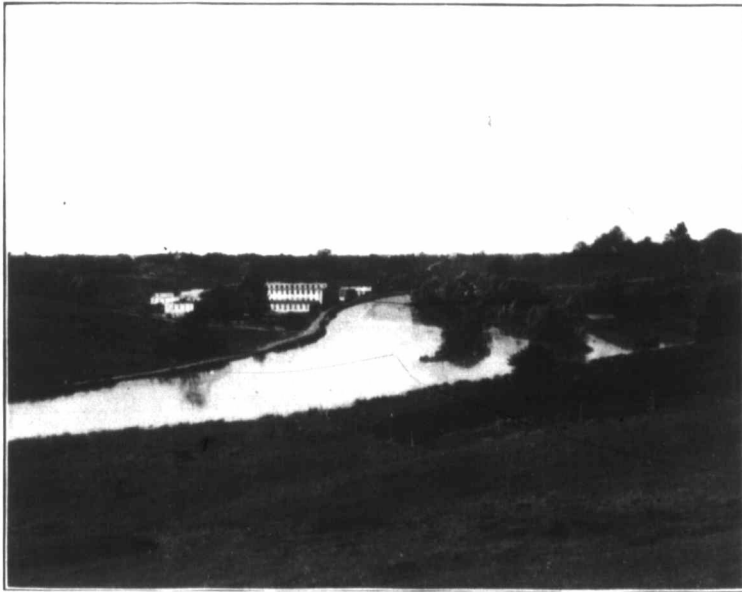
I have on an average of seventy-five to one hundred tons of fruit to ship every year. I also import from three to five hundred tons of coal per year, all of which business an electric road could do if it were running through this section.

Besides the freight, I think there would be a large passenger traffic after it had become thoroughly established. I am sure the people in this section would give it their patronage.

Yours respectfully,

S. P. TOWNSEND,

Coal Merchant and Fruit Grower, Ridgeville.



ON THE OLD CANAL.

TO THE DIRECTORS OF THE ST. CATHARINES, PELHAM AND WELLAND RAILWAY.

Gentlemen—I wish to impress upon you the fact that the extension of your line from Fenwick to Dunnville would be of the utmost importance to your railway as a whole. All the people in this western section are very anxious to assist in whatever way they can in the promotion of this extension. They feel the need of just such an accommodation. The townships of Gainsboro, Wainfleet and Moulton are rich farming sections, and freight and passenger traffic over such a line would be large indeed. The village of

Wellandport is the centre of the trade for Gainsboro and Wainfleet, and would prove a most important point for business. The village of Attercliffe would be another trade centre, being the chief point in the township of Caistor, while the village of Attercliffe Station would give direct connection with the M.C.R. and Wabash Railroads. As for the western terminus, you could get no more prosperous and enterprising town than that of Dunnville. Rapidly growing in commercial and manufacturing enterprises, and surrounded by a magnificent farming country which of late years is developing into a rich fruit district, the town of Dunnville would certainly supply you with an immense amount of trade.

I firmly believe you would find this western section one of the best paying parts of the line. It would certainly bring Dunnville and that immense western section of country into direct communication with Welland, St. Catharines and Niagara Falls, and there would be an enlarged interchange of trade between two great sections of country, which trade now, under such unfavorable conditions, is already large.

Personally, I would very much like to see this line established, for I feel confident that it would be not only appreciated by the people, but would prove a splendid paying investment to the shareholders. I only wish to add that I am willing to do all I possibly can to promote this much needed railway. I am, gentlemen,

Yours truly, JAMES A. ROSS,  
Wellandport Agency Excelsior Life Insurance Company.

TO THE ST. CATHARINES, PELHAM AND WELLAND ELECTRIC RAILWAY CO.

Gentlemen—It is with pleasure that the people of Fenwick and vicinity look forward to the time when said road will be operated. It will provide a want that has long been looked forward to. The amount of fruit that is raised in this section is immense, and we feel that we ought to have a better outlet.

Yours, W. H. FRY.

TO THE DIRECTORS OF THE ST. CATHARINES, PELHAM AND WELLAND ELECTRIC RAILWAY CO.

Gentlemen—I think it would materially benefit our village, as well as your company, to extend your line to us en route to Dunnville. We have no means of getting passengers and freight parcels, etc., as in former years when we had stage services. We have to depend on railway by which we as business men find that the getting of goods as well as shipping of the same is impeded very much. We, as a village, are a unit in asking for better services from St. Catharines, Welland and Pelham, and especially Dunnville, which has always been our metropolis.

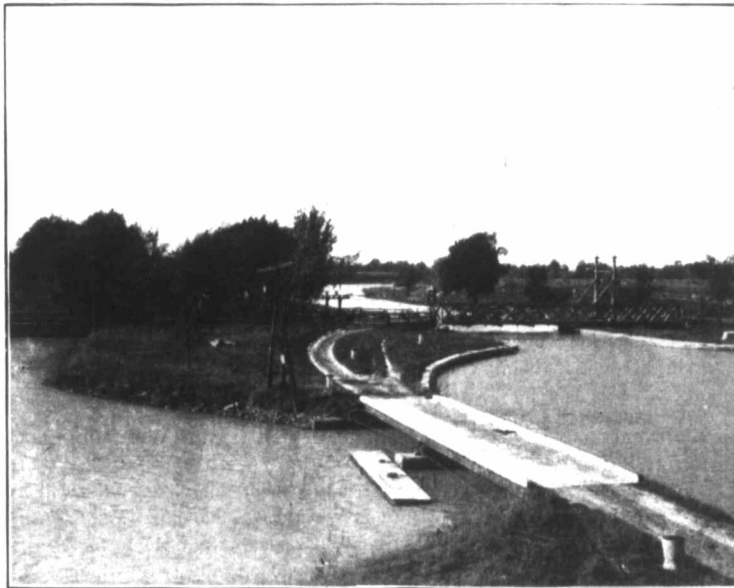
Yours respectfully, AMOS HEASLIP,  
Wellandport, Ont.

TO THE ST. CATHARINES, PELHAM AND WELLAND ELECTRIC RAILWAY.

Dear Sirs—I am deeply interested in the projection of your railway. The farmers and all business men in each township through which it passes need it to facilitate their access into St. Catharines, which is their natural market and business place in general. They cannot do without St. Catharines, and St. Catharines cannot do without them. Convenience has been

extended to them from other directions and they have partially accepted them and yet they are not satisfied with it, therefore they are to-day as it were demanding a road or entrance into St. Catharines. As you are aware, the townships through which the road passes are very productive and raise large quantities of fruit of all kinds, also all kinds of grain, roots and vegetables, which will be shipped on this road if built. Also look at the vast expanse of land covered with nurseries which send out thousands of dollars worth of freight, which I am satisfied would all be carried out of these townships by this road when built.

Again, look at the city of St. Catharines and notice the privileges and advantages offered to the farmers, inducing them to come there and sell and buy. No city or town within reasonable distance of this proposed road has ever offered the farmers as good a market and as high prices for their



ON THE WELAND CANAL.

products, also their wants can be supplied at lower prices than at any of the other towns or cities. All these things considered I can assure you that you are sure of a wonderful traffic over your road. Again, remember that a greater part of the year the country roads are so bad that the farmers will gladly use your road to get into your town.

Again, there is everything in favor of the road to induce a large passenger traffic. Pleasure seeking does not belong to any particular people, nor locality, but country as well as city seek it, therefore your road will be a great convenience for all pleasure seekers of the townships of Pelham and Thorold. Also, I believe that the passengers coming from the west on the

T. H. & B. R. will take this route to St. Catharines and Niagara Falls. Again, if extended into Welland you will command a heavy traffic, which you can better estimate than myself.

Again, you know that this road will not be a difficult nor extravagant road to build, and I believe that you will receive the co-operation of each council as well as others to take stock in the building of this road. I will not trouble you with further remarks, but will close by asking you to keep your shoulders to the wheel and keep pushing until your road is completed, and we will take pleasure in doing all we can to afford an abundance of traffic.

I am, yours truly, S. E. BIRDSALL, M. D., Fenwick.



ABOVE LOCK 2, OLD CANAL.

TO THE DIRECTORS OF THE ST. CATHARINES, PELHAM AND WELLAND RAILWAY.

Gentlemen I have no hesitation in stating that I believe the building of an electric railway through this section of the country would be much appreciated by the people, and would also be a capital paying line. We have an excellent farming country and a good deal of freight is shipped in and out of this section, which would all pass over this line.

Personally, I would very much like to see the line completed. We handle a large amount of goods and produce each year, probably amounting to 200,000 pounds per year. I believe this section would prove one of the best paying parts of the line.

Yours very truly, GORING & CO.,  
General Merchants, Wellandport.

TO THE DIRECTORS OF THE ST. CATHARINES, PELHAM AND WELLAND RAILWAY.  
Gentlemen—We believe that if your line was extended through this place it would be of great interest to the place and surrounding country.

Yours truly, A. M. SUTHERLAND,  
Manager Wellandport Furniture and Undertaking Company, Limited.

TO THE DIRECTORS OF THE ST. CATHARINES, PELHAM AND WELLAND RAILWAY:  
Gentlemen—I believe that an electric road would pay through Gainsboro. I am in the cheese box business. My output is from twenty to forty thousand, and had I the chance for shipping, I might double that amount each season. I would like very much to see it built. I am sure it would pay. I am. Yours respectfully, WM. STEWARD, Manufacturer, Wellandport.

TO THE DIRECTORS OF THE ST. CATHARINES, PELHAM AND WELLAND RAILWAY:  
Gentlemen—As I understand you are thinking of running your road on up through this village, and thence to Dunnville, might say, that as an investment I do not see where you could do better, as we would all here patronize it. I, for instance, would have all my freight come to Fe-wick Station, thence your line here; M.C.R.R., Attercliffe Station, thence your line here; G. T. R. Dilt's Road Station, thence your line here. I am in the carriage business and handle a large amount of freight.

Trusting that you will consider my letter, I remain,  
Yours, W. J. STEWARD,  
Carriage Works, Wellandport.

TO THE DIRECTORS OF THE ST. CATHARINES, PELHAM AND WELLAND RAILWAY:  
Gentlemen—I would say for my part I would think it a good investment to bring this line of railway through to Dunnville, as Dunnville is getting to be a very prominent place, and we have no connection here at Wellandport unless we drive early in the morning or late at night, and it is very inconvenient for people doing business. We bring a good deal of freight here from Welland; lots of coal oil and flour and a good deal of groceries from St. Catharines, and if there were a railway there would be a good deal more brought from St. Catharines.  
J. P. SELDON, General Store, Wellandport.