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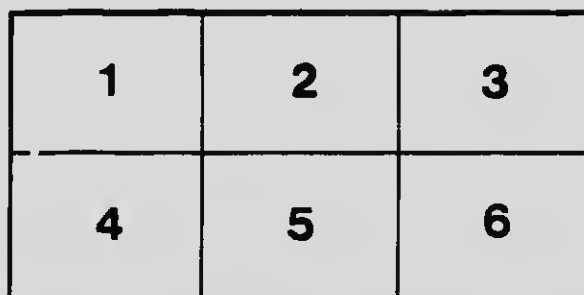
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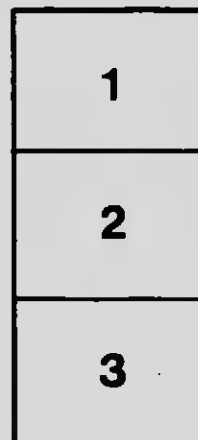
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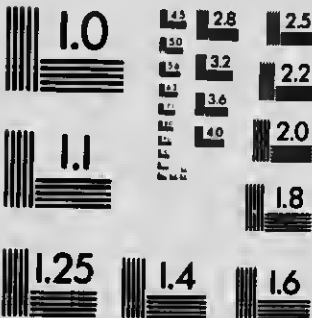
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—NIXON WATERMAN.

..Introduction..



Presenting this volume to the public, the Calgary Fire Department desires to extend greetings to all who have in the past manifested their appreciation of the department's efforts to satisfactorily perform its duties, and to especially thank those members of the business community who have extended to this volume and the cause in the interest of which it is issued, their advertising patronage and cheering words.

The chief object of the work has been to promote the best interests of its patrons and perpetuate the Relief Fund similar to those maintained in all other cities for the benefit of sick and disabled firemen, as well as form a more thorough acquaintance of the citizens with this branch of the city government, without doubt, the most important of all from the property owner's viewpoint.

While we find it impossible to treat the subject of the fireman without the appearance of a resort to sentimentalism, we feel that a word should be said of the men who protect property from devastation and ruin and who are in readiness at any hour of the day or night to sacrifice, if necessary, their lives in the faithful performance of their duties.

The soldier on land and sea, the pride of the nation, the envy of the civilized world, with much more to impel him to deeds, performs acts of no greater bravery and daring than the fireman. Passion, temper, hatred or rancor toward an enemy in battle spurs the soldier on to deeds of reckless daring that serve to emblazon his name upon the pages of our country's history. How different the incentives that actuate the fireman; his mission is to save, not to destroy. He must be cool-headed, calculating and careful. He is

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not spurred on by passion nor actuated by hatred; there is no selfishness, no sordid consideration as to how much he will gain or lose in his efforts to save the lives and property of his fellow man. From the moment when the tap of the gong starts him to where danger threatens, the consideration of life itself is calmly held in abeyance to the dictates of duty and devotion to imperiled humanity.

In fact, deeds of daring by firemen are of such frequent occurrence that they are as "names writ in water," and though of equal heroism with those who fight our country's battles, his fame is at best but short-lived and purely local. In the gallery of the world's heroes there is no niche set apart for the "fire-lad," and he performs his duty with no desire or hope to hear his praises sung by the multitudes.

Let us remember those of us who in our provincial conceit are prone to say, "they are well paid and should have more work to do" (that while he is seemingly idling away hours the fireman is ALWAYS ON DUTY, ready and willing at an instant's notice to risk his life to protect our property from destruction and rescue our loved ones from danger.



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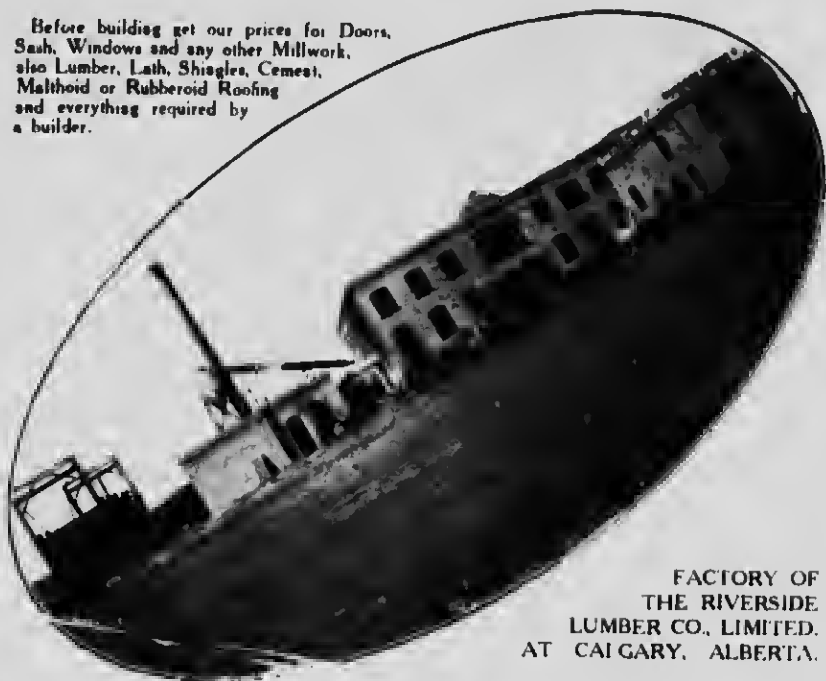
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The Calgary Fire Department



If a city is to be judged by the efficiency of its Fire Department, the City of Calgary should, and does, occupy an enviable position in the mercantile and insurance world. In twenty-five years the place has grown from a conglomeration of tents and shacks to a modern city of forty-five thousand people, and the Fire Department has developed from a bucket brigade to one of the best and most up-to-date departments on the continent. Although the department has always been progressive, the strides of the last two or three years have been exceptional. Last year three more stations were added, making a total of six, and three carloads of apparatus were required to equip same, including a Flying Squadron Motor Chemical Car. At the same time the volunteers, who had given good service in the past, were retired, and a full paid body of thirty-six men was installed.

The alarm system of the department has also been augmented by the addition of a Six-circuit Ganewell Repeater and Switchboard, controlling at present fifty-six fire alarm boxes, well distributed throughout the city. The controlling boards are capable of much greater extensions, which will likely be made during the coming year.

The stations of the department are substantial buildings, and are comfortably arranged for both the men and horses, with the exception of Headquarters, which is not in keeping with the pretensions of the City of Calgary. This building was erected about twenty-three years ago, for the accommodation of the village fire brigade, and has consequently outgrown its usefulness. However, it is anticipated that the citizens will undertake to build a new headquarters in the near future, in keeping with the requirements of the department and the development of the city.

The promptness and efficiency of the department is a matter of comment, both by citizens and visitors, and this, in a great measure, is accountable for the city's freedom from serious fires, although the brigade averages about twenty calls per month.

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The present Chief of the department, James Smart, was elected to the position in 1898, and to him great credit is due for the condition of the department. Chief Smart has been president of the Provincial Firemen's Association during the past two years, and still continues in the position. He was also president of the Pacific Coast Fire Chiefs' Association for a couple of terms.

The Chief is ably seconded in the directing of the department by Arthur Turner, who was appointed to the position of Assistant Chief in 1909, after many years' experience in the department, and as captain of No. 2 Station.

H. B. Wilson, another member of long standing, is Secretary to the department and Superintendent of Fire Alarms.

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- 1 Chief's Buggy
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- 1 Double Chemical (60 gallon cylinders)
- 1 Standard Hose Wagon

NO. 3 STATION (East Calgary)

- 1 Standard Hose Wagon
- 1 Hook and Ladder Truck

NO. 4 STATION (Riverside)

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Apart from the actual work of furnishing fire protection, the brigade for many years took an active interest in athletic and firemen's sports, and their celebrations were the largest in the Territories. The Fire Department also maintained a first class band, up to a few years ago, under the leadership of Mr. Crispin E. Smith, now Police Magistrate, and were always free and generous with their services.

In matters of entertainment their minstrel shows and amateur performances were looked forward to with interest, and the annual ball given by the department was the social event of the season.

The associations of the department with other bodies in the city have always been the most cordial, and they look for the continuance of the same good feeling.

Firemen's Benefit Association

As the title of this book will indicate, the department have in connection a strongly organized Benefit Association, for the assistance of its members in case of sickness or accident. They have been enabled to carry on this work through the generous assistance of many of our leading citizens, and it is hoped by the publication of this souvenir to still further augment the funds.

Fortunately, very few calls have been made thus far, but in the hazardous work of fire-fighting the men are always taking their lives in their hands, and it is some consolation to know that in case of accident they have even a small measure of protection.

It is the ultimate object of the department to organize a pension fund as well, and they consider that there should be steps taken by the City Council to assist in this matter.



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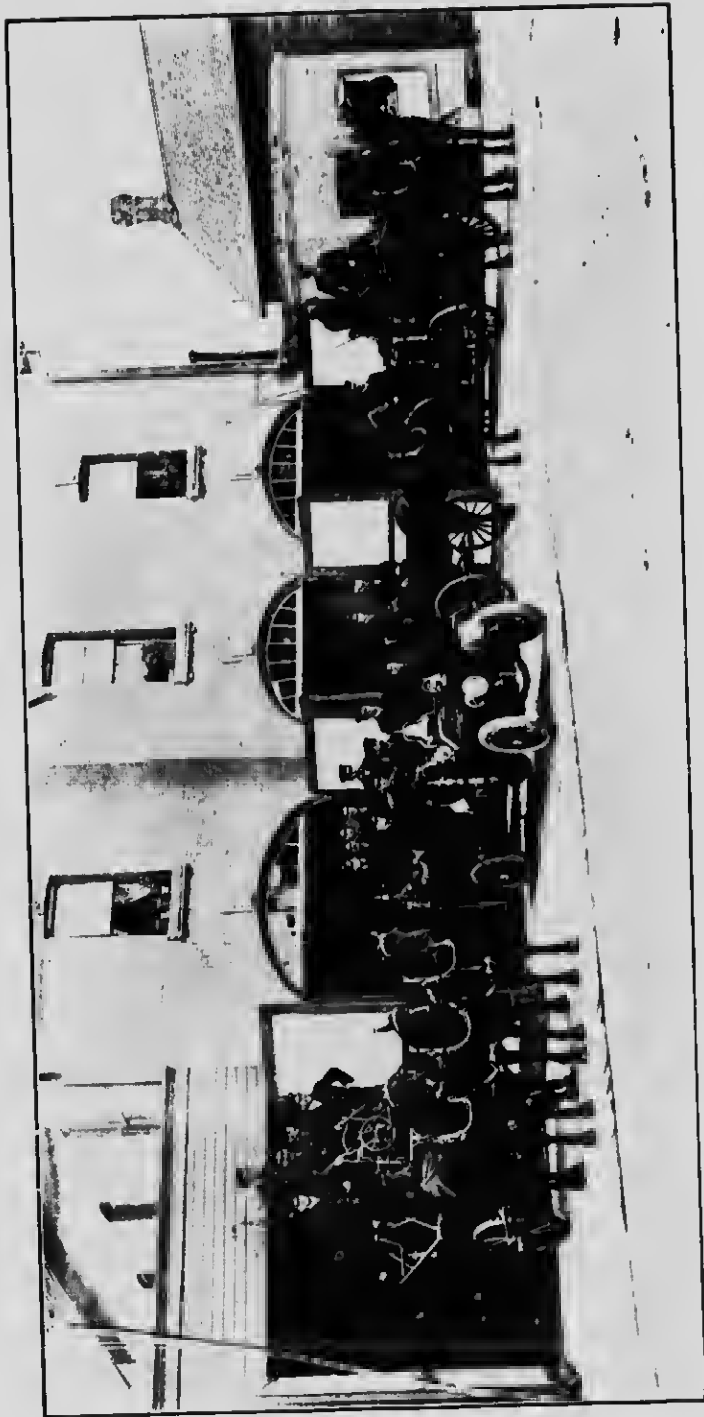
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ROBT. T. BRINDLE
Fireman.



JOHN MCKINNON
Capt. No. 6 Station.

... Historical Sketch ...



OR some time prior to 1885, a Bucket Brigade had partially existed in the little Western Town of Calgary, which had been moved from East of the Elbow River to its present location. The first real organization took place on August 25th, 1885, when a hook and ladder company and a bucket corps was organized, and a chemical engine procured. George Constantine was elected Captain, Ed. Donohue, Lieutenant, and T. A. Boys, Secretary. On the 1st September Constantine resigned, and a re-organization and election took place, the following officers being elected: Captain, Steve Jarrett; Lieutenant, Ed. Donohue; Treasurer, W. H. Cushing; Laddermen, Joe Rodway, James Smart; Hookmen, Jack Summers and Walter Jarrett; Axemen, S. N. Jordan and S. J. Clarke; Truckman, Mr. Shaw; Finance Committee, S. J. Clarke, J. H. Millward, J. Lambert; Property Committee, John Soules, — Turnbull, J. Ellis.

There was only one member without an office, a Mr. Barton.

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PAUL FOUPLIER, PRES. & MANAGER
CALGARY, ALTA.
Brewers of Fine Beer and Porter



WILLIAM MURPHY
Engineer.

JOHN SMART
Driver.

THOMAS INCH
Truckman.

on the site now occupied by the Burns Block. A high wind prevailed at the time, but at about noon the fire was got under control through the heroic efforts of the Brigade and Citizens. After this fire a Ronald engine and two hose reels and 2,000 ft. of hose were purchased.

This fire was the means of considerable dissatisfaction, and on November 1st of 1886 a meeting was held, with Archie Grant in the chair, Steve Jarrett was elected Chief, Bob Oglburn Assistant Chief, and W. J. Creighton, Secretary. It was recommended that a Fire Hall be built. This was approved of by the Council, and the present Hall constructed.

On April 12th, 1887, Chief Jarrett resigned and Frank Dick was elected to the position, with Bob Oglburn Assistant Chief.

In May, 1887, the new Fire Hall was completed and the citizens contributed \$500 towards furnishing. It was informally opened on May 24th, by a concert and dance and an inaugural dance took place on June 9th.

About this time a digression occurred. The Town Council became greatly enamored of their new handiwork in the shape of the new Fire Hall and proceeded to hold their meetings therein and make it a general place of civic business. This did not meet with the approval of the brigade, so Chief Dick and his members stepped down and out, sold their furniture and donated the proceeds to the hospital.

A. M. TERRILL

FLORIST

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ROSES, HOUSE AND GAR-
DEN PLANTS : : :

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ALTA.

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JOB PRINTERS, BOOKBIND-ERS, STATIONERS, OFFICE
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kinds BLANK BOOKS AND
LOOSE LEAF SYSTEMS

Armstrong Block : CALGARY, ALTA.

High-Class Furnishings and Hats for Men.

GARDEN CLOTHING CO.

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HIT-REFORM TAILORED GARMENTS AND
REGAL SUITSIf the Best Typewriter
is none too good for you, get a **REMINGTON**
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LIMITEDCorner 3rd Ave. and 3rd St. West.
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ICE CREAM AND LUNCHES
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INSURANCE CO.

CALGARY

Authorized Capital \$500,000

E. B. CURLETTE

PHOTOGRAPHER

124 Eighth Avenue East

CALGARY : : : : ALTA.



JAMES COOK
Fireman.

JULIAN SMART
Driver.

GEORGE MURRAY
Fireman

After the tried brigade resigned the Mayor and Council proceeded to appoint a high salaried chief and organize a brigade consisting of the Mayor and Council and would-be fire-fighters. The new body was well organized on paper, but, when it came to a serious fire, they weren't in it, and in a short time the citizens were clamoring for the reinstatement of the old brigade.

This occurred on July 23rd, 1880, when a meeting was held in the office of E. R. Rogers, and a decision arrived at to have the regular brigade again take charge. A memorial was presented to the Council embodying the wishes of the men, and was adopted with slight changes, thus securing harmony between the two bodies. The hall and appliances were accordingly turned over to the original brigade.

From this time on the brigade forged ahead. More water tanks were established throughout the town and approaches were made to the Bow River on the North and the Elbow River on the South, for the purpose of filling them.

In the year 1860 the brigade began to look for other fields of action, and on January 11th steps were taken to purchase a set of land instruments from the Oddfellows, but before they could be executed Mr. D. W. Marsh, out of his own munificence presented the band with the instruments, uniforms, music stands, etc. A band was organized which was carried on with varied success under different leaders for a number of years.

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ING PAPER AND ROOFING FELT,
WHEELBARROWS, WOVEN WIRE
FENCING, SCALES OF ALL KINDS,
DYNAMITE AND POWDER, DUST-
BANE, SWEEPING COMPOUND.

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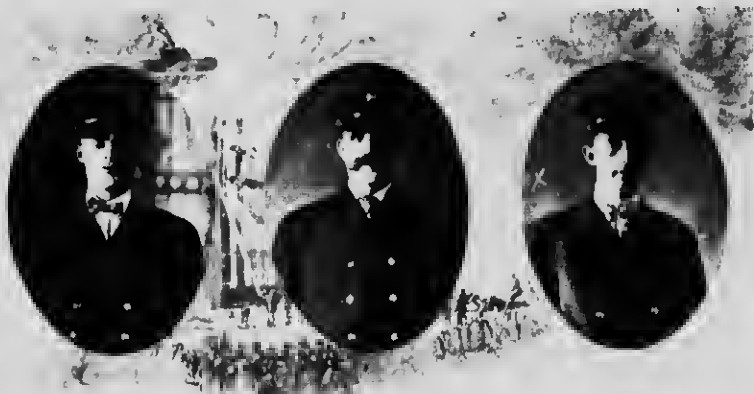
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WINNIPEG CANADA.



PERCY BROOKS
Fireman.

NEIL McLAUGHLIN
Driver.

ALFRED CROCKER
Fireman.

A gymnasium was also organized and conducted successfully for some time. About this time a dispute arose as to qualifications for membership in the department, and it was declared that no man be disqualified for membership on account of his religious belief, the only qualifications necessary being honesty, respectability and fitness for the position.

1895—Improvements were made on the suggestion of the brigade, although the members had to threaten to resign if same were not granted. The additions consisted of matched team of horses, chemical hose, grappling hooks, repairs to hall, salary to chief, etc.

1896—On March 9th of this year J. Wilson, now Superintendent of Waterworks, was appointed to the paid position of engineer and handed in his resignation as chief of the brigade. H. McClelland was elected to the position of chief.

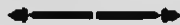
1897—In June of this year the brigade turned their hand to fighting water instead of fire. A serious flood of the Bow River occurred. The brigade was called out and did heroic work rescuing residents on the water front. They were voted \$75 by the Council for services.

1898—H. McClelland, chief; Jas. Smart, assistant chief and secretary-treasurer. On March 7th Chief McClelland resigned, and on the 21st James Smart was elected to the head of the brigade, and H. B. Wilson was elected secretary-treasurer. After the 24th of May sports of this year the brigade undertook to purchase uniforms out of their own funds. Thirty men were uniformed at a cost of about \$18.00 per man.

**THE Brackman - Ker
Milling Company
LIMITED**



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WHOLE FRUIT JAMS

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TO CALGARY

WE HAVE THE LARGEST LIST
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NO. 3 STATION

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over and above all else is the motto that has ever been a controlling motive in the manufacture of the

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This piano is an instrument whose harmony and power can be relied upon, and is an inspiration to every real artist.

A piano capable in the highest degree of the most delicate inflexions and of widest range.

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A Full Stock of Musical Instruments and Sheet Music

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D. J. McCutcheon, Mgr. for Alberta

Phone 674

Crescent Heights

Crescent Heights

1. Overlooks Calgary from the North.
2. Has a panoramic view of the city, of the silver winding river and the snowcapped majestic Rockies.
3. Has pure air, when the murky air hangs like a pall over the city.
4. Is one mile from the Post Office, close to the city's heart but far from its clamor and dust.
5. Has city water and light.
6. Has the street railway voted for 1911.
7. Is one of the most rapidly growing suburbs of Calgary.
8. These are seven good reasons why you should come to Crescent Heights and your family will be healthy, hearty and happy.

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Box 1504 Phone 1324

CALGARY - - - - ALTA.



FRANK SULLIVAN
Fireman.

GEORGE MCKAY
Fireman.

JAMES MCKEE
Truckman.

1900—The close of this year is memorable in the history of the brigade on account of the big Clarence Block fire on Christmas. The fire started shortly after midnight, and the boys were kept at it all Christmas day, in the cold, missing their share of the plum pudding, roast turkey and other dainties of the festive season.

1901—This was a memorable year, in that the brigade held their first church parade. New uniforms were purchased for the band at a cost of about \$500. During the visit of the Duke and Duchess of York the brigade acted as special police, and had their hall elaborately decorated but the royal eyes were not cast upon it. Through the efforts of Bandmaster Smith and Chief Smart a band stand was erected in the C. P. R. park. Chief appointed Fire Inspector.

1902—Benefit Association organized to provide for members injured at fires or practises. This association began its good work of assisting sick and disabled members at a special meeting called on March 25th, at which Chief James Smart explained the objects of the association as being similar to those attached to all well regulated fire departments throughout the larger cities of Canada and the United States. He urged that the time had now arrived when the Calgary Fire Department should be more prepared than ever for the care of its members, because the City was increasing rapidly, and its buildings were every year gaining greater proportions, consequently more dangers would have to be faced and greater would be the casualties, and that a step in the direction of creating a fund for relief purposes could not fail to be for the benefit of all and the department in general.

THE NORTHERN ELECTRIC AND MANUFACTURING CO., LIMITED

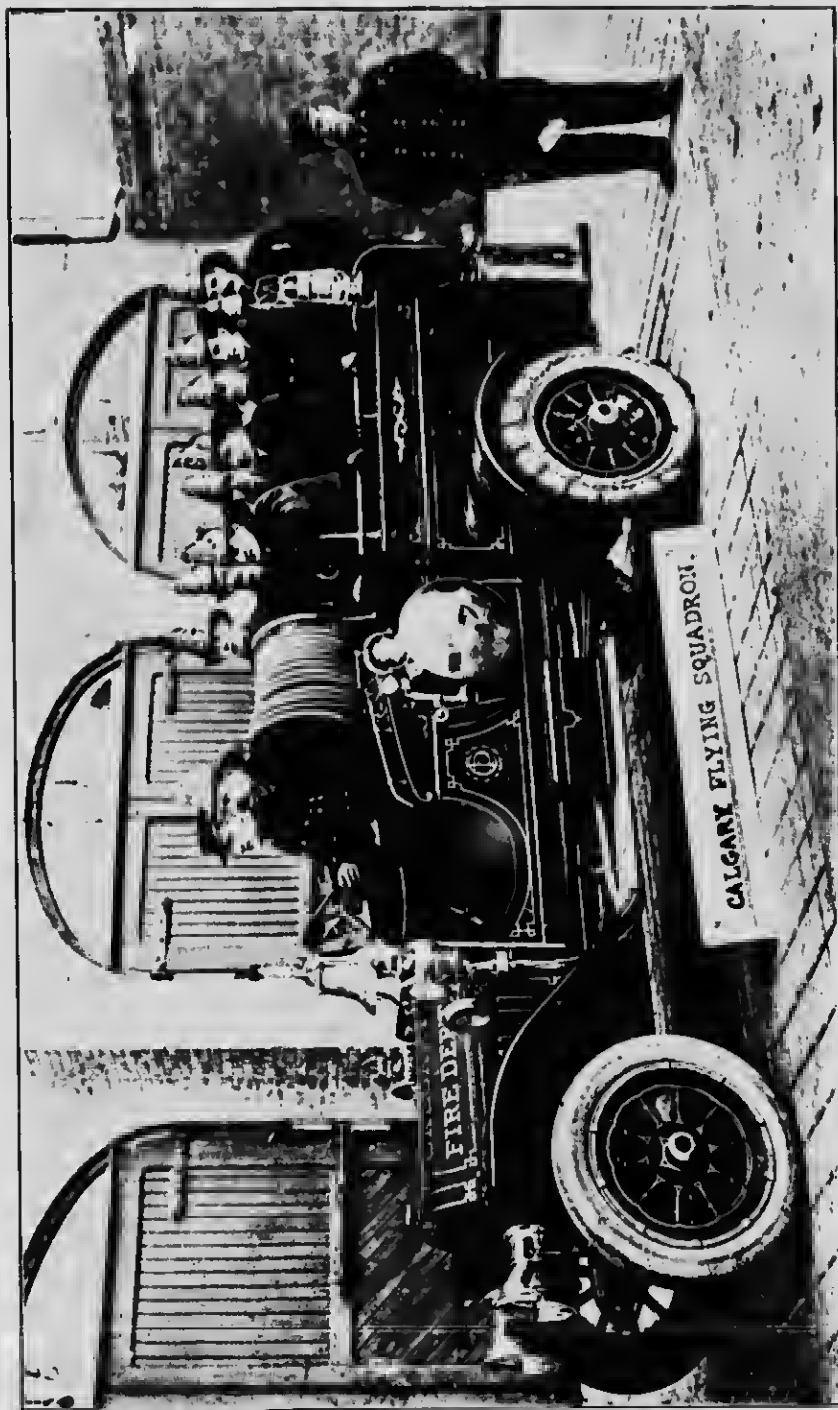
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Standard Fire Signal Box with Improved Key Guard Opened

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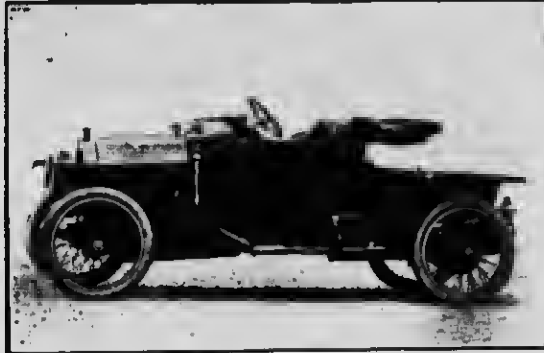
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Russell Automobiles

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\$2,500
TO
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Built Up
to a
Standard
Not
Down To
a Price

1911 models comprise

OUR
FAMOUS
MODEL
"R"

Most Successful 30 H. P.
Valve Car on the Canadian
Market

Made up in Touring, Tux Tun-
nean, Standard Roadster, Tor-
pedo, Torpedo Roadster, Land-
anlette and Limousine, Seven-
Passenger Touring.

The same styles of bodies are used for our
SILENT KNIGHT VALVELESS ENGINES
of which we are building three models, Model
22, 26 and 38.

WHEN YOU BUY SATISFACTION YOU BUY THE BEST

Canada Cycle & Motor Co.

LIMITED

CALGARY AGENCY—CALGARY GARAGE COMPANY

PHONE 1158



NO. 2 STATION

It was then decided unanimously to organize under the name of The Calgary Firemen's Benefit Association.

The object of the Association is to create, maintain and disburse a fund for benevolent purposes among its members.

Automatic up-to-date alarm system installed with 1300 lb. bell.

1903—New uniforms purchased for brigade at cost of about \$600.00 out of their own funds. Four more boxes added to alarm system and chemical extinguishers added to each rig. An order was made this year that two or three firemen should attend at the Opera House during performances to guard against accident.

1904—Recommendations made to the Council for a double chemical engine, new up-to-date hose wagon, new fire engine, and fire stations south of track and east of Elbow River, all of which were carried out.

On January 15th—a bitterly cold night—the Fire Department was called out to fight what proved to be a most disastrous fire. The fire started in the two-storey stone building, known as the Norman Block, and owned by Hon. J. A. Langheed. Considering the poor water pressure, and the breaking down of the pumps at the pumping station, the firemen had a difficult proposition, but stopped what might have proved a conflagration.

NATIONAL HOTEL

FRANK R. WEBSTER, PROP.

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Sporting Goods Exclusively

**ALEX.
MARTIN**

Gins is the only store of its kind in the Northwest. We endeavor to maintain a complete and up-to-date stock of all Athletic and Sporting Goods, such as Baseball, Football, Tennis, Fishing Tackle, Cricket, Golf, Bicycles, Firearms, etc., and we aim to merit this trade by good quality and fair prices.

One-half Block East of Post Office,
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HOTEL**

CALGARY, ALBERTA

CIGARS AND LIQUORS
OF THE FINEST
QUALITY

T. Peers

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CALGARY FIRE BRIGADE—1910

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Poor lumber means a cold, crude house. After the first year it gets that cheap, shabby look which makes it difficult to rent and difficult to sell. If you are building it to live in you want it a home that you will be proud to show your friends, and furthermore, you will want to avoid the big fuel bills always necessary where low grade lumber is used. We make a specialty of high-grade lumber and classy materials that you will want to use. We have built up the largest lumber business in Western Canada by being very fussy as to grades and selling just a little better stuff than you can generally buy elsewhere, at prices as low as those asked for the inferior kinds. If your Contractor uses Crown Lumber you may be sure of quality throughout.

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49 Yards in Alberta. 2 Yards in Calgary

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CALGARY, ALBERTA.

IMPERIAL BANK of CANADA

Capital Authorized	\$10,000,000.00
Capital Subscribed	5,575,000.00
Capital Paid Up	5,330,000.00
Reserve Fund	5,330,000.00

Head Office—TORONTO.

D. R. WILKIE, President. HON. ROBERT
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Travellers' Cheques, Drafts and Money Orders Issued.

A. L. NUNNS, Manager.

GAS RANGES

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In Calgary. Why? Because
They **SAVE TIME**, are also
**ECONOMICAL CON-
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RANGES RENTED,
OR SOLD AT COST.
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OUR REPRESENTATIVE
CALL ON YOU.

THE CALGARY GAS COMPANY LIMITED



GEORGE GAYLARD
Truckman

ALFRED ROGERS
Driver

BARNEY HODGSON
Driver

On December 10th a double 60 gal. chemical and standard hose wagon were received and added to the equipment of the department.

1905—The most serious fire of this year occurred on the cold, stormy evening of February 8th, the thermometer registering 49 below zero.

On March 14th a Waterous engine of 800 gal. capacity was added to the department, and on June 26th a Seagrave aerial truck and a standard hose wagon were received and put into commission.

1906—On January 4th the department was asked for assistance from the town of High River, which was threatened. A special train was in waiting at the station, and the Waterous engine, 2,000 feet of hose and 12 men, under Chief Smart, were sent inside of an hour after receiving the word. Water had to be pumped from the river, and after three hours' hard work the apparatus was again loaded and returned to the City.

July 10th gave Calgary a substantial reduction in insurance rates. The table of the old and new rates was as follows:

	Old.	New.
1st class.....	50c	45c
2nd class.....	60c	50c
3rd class.....	70c	55c
4th class.....	80c	60c

Phone 20

Established 1893

R. C. THOMAS

AND COMPANY

**ICE COAL
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We are the oldest Ice Company in Calgary, and make a specialty of Domestic Trade. Our facilities for car-lot orders enable us to make prompt shipments.

Phone us your orders for Ice, Coal and Wood. Satisfaction guaranteed.

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Interest charged on all overdue
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McKELVIE & CARDELL

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Wholesale Brokers and Manu-
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St. Charles Condensing Co., Atlantic Fish
Co., Imperial Rice Milling Co., A. & R.
Loggie, E. D. Smith.

Greek Currant Co.,

Pacific Fruit Products, Ltd.

Empire Salt Co.

New Brunswick Pulp & Paper Co.
Armour & Co., etc.

CALGARY & EDMONTON



NO 4. STATION

On August 28th the 14th annual convention of the Pacific Coast Association of Fire Chiefs was held in the City of Calgary, delegates being present from as far west as California, and east to Port Arthur.

1907—This year was one of Calgary's fortunate years, no serious fires having occurred. The total loss for the year was kept down to \$37,378, while the total risk amounted to \$756,215.

Nothing of an unusual nature transpired in the life of the department.

1908—In March of this year six new full paid men were added to the department.

The most disastrous fire during the year occurred on Friday, September 25th, at 6:20 p.m. The fire was raging fiercely in a three-storey brick factory building of the Standard Soap Works, East Calgary. The general alarm was sounded, and after about two hours' hard fighting the fire was got under control. By the efforts of the brigade the fire was kept confined to the east end of the factory, where a large quantity of tallow, grease and resin was stored.

1909—In this year great advancement and improvements were made towards the fire protection of the City.

PHONE 80
P. O. BOX 110

G. A. OUNN, PROP.
K. BARTON, MGR.

Grand Central Hotel

Opposite C. P. R. Gardens

CALGARY, - - ALBERTA

ALL MODERN IMPROVEMENTS STEAM
HEATED THROUGHOUT. RATES \$1.50

New and Modern Rates \$2.00 Per Day
Free Bus Meats All Trains Phone 140

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PROPRIETOR

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HEADQUARTERS
FOR LANDSEEKERS
AND RANCHERS

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*Winnipeg's Pop-
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Hotel*

The Queens

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*Right in the centre
of the shopping
and theatrical dis-
trict.*

*American Plan
Free Bus*

MONTGOMERY & MONTGOMERY, PROPRIETORS



McCOMBIE GILBERT
Fireman

ROBERT GARN
Chaufeur and Mechanic

DAVID SMITH
Truckman

In the month of May the new gravity system of water supply was turned on, which was a great relief to the citizens in general. The water is brought eleven miles through 30 in. flume, to a reservoir on the hill west of the City. This reservoir has a capacity of 16,000,000 gals. This, combined with the pumps at the pumping station, which have a capacity of about 5,000,000 gals., gives the City one of the best plants in Canada, and the best water in the world, both for fire extinguishing and quenching thirst.

During the latter part of the year three new Sub-Stations were erected and a full paid department was inaugurated in December.

The largest fire during the year occurred on January 2nd, at the Western Milling Co.'s elevator, East Calgary. It was a bitter cold night and an all night job. The elevator was a total loss, but the mill and other buildings were saved.

1910—On February 10th two car loads of fire apparatus were received, consisting of one Motor Chemical, one Combination Wagon and four Hose Wagons, which were then all duly installed at sub-stations in Riverside, Mount Royal and Hillhurst. The Motor Chemical was kept at Headquarters, for the purpose of responding to all fires in the city, carrying eight men to re-enforce outside stations.

The installing of one of the most up-to-date alarm systems was also completed, consisting of one six-circuit Gamewell switchboard, one six-circuit repeater and twelve additional alarm boxes, making in all

THE
**MacPherson
Fruit Co. Ltd.**

"The Big Fruit House"

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"SUNKIST"
ORANGES
& LEMONS
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Houses at
EDMONTON & LETHBRIDGE

**CALGARY
PAVING CO.
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ALL KINDS OF
Street Work
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COMPLETE HOUSE FURNISHINGS

THE BIG
4
FURNITURE CO.
Limited

318 EIGHTH AVENUE EAST
CALGARY - - ALBERTA

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**ROYAL
THEATRE**



Highest Class Motion Pictures
Matinees from 2 to 5; Evenings from 7 to 11
MACKIE and SMITH, MANAGERS



EDWARD MAYHEW
Driver

FRANK COLE
Fireman

WILLIAM KINNEAR
Fireman.

fifty-six boxes. These are placed to advantage throughout the City, and are indicated by a red incandescent light, suspended from the pole.

The most serious fire so far during the present year occurred at the elevators of the Calgary Milling Co., at 2:45 a.m. April 14th, and one elevator was almost totally destroyed, but the department saved almost \$40,000 salvage to the owners.

On August 10th the Milling Co. were again unfortunate in having to call the services of the department, this time for a fire in the large flouring mill and warehouse. The building was a good save; but there was considerable damage to goods.



FERNIEIGH VERNON
Fireman

CLEMENT WHITBREAD
Driver

LAFAYETTE ROBBINS
Fireman

THIS SPACE BELONGS
TO THE

HUB CIGAR STORE

CALGARY

GOOD LUCK TO THE

**Firemen's Benefit
Association Fund**

Phone 2199

...The...
CAFETERIA

The Best Cafe in Alberta
Seventh Ave. and Third St. W.

*Home of Show People. The
Fire Boys all eat there. We never
close. Chop Suey and Noodles
at all hours.*

CALGARY - WINNIPEG

G.F. Stephens & Co.
LIMITED



*MANUFACTURERS AND
JOBBER'S IN ALL DE-
SCRIPTIONS OF PAINTS,
OILS, VARNISHES, GLASS
BURLAPS, BRUSHES, Etc.*

TRY A TON OF GOOD

Diamond Coal



PHONE 122, OR LEAVE
YOUR ORDER AT 1005
UNDERWOOD BLOCK,
FIRST STREET WEST.



NO. 5 STATION

An interesting comparison.

The Underwriters, as well as the citizens, have always been proud of the quick work done by the Fire Department, and consequently keeping down the losses. The following table will prove interesting as showing the number of fires, and the risks, insurance and losses during the past seventeen years:

Year	Alarms		Risks	Insurance	Losses
1894	10	No record kept			
1895	15			
1896	10			
1897	8			
1898	6			
1899	8			
1900	19			
1901	14			
1902	19			
1903	22			
1904	30			
1905	44		\$ 382,640	\$108,550	\$10,609
1906	54		298,342	126,000	19,406
1907	93		756,212	281,175	37,378
1908	116		1,188,282	627,500	67,153
1909	125		1,237,190	791,470	82,349
1910	131	(Up to 21st Oct.),			

THE LEADING FURNI-
TURE STORE IN THE
WEST.

FURNITURE
BABY CARRIAGES
PICTURE FRAMING
CARPETS AND RUGS
LINOLEUMS
DRAPERIES

The Calgary Furniture
Store, Limited

Phone 22 - - 128 8th Ave. E.

THE
Dominion Meat Co.
LIMITED

CHOICE MEATS AND
PROVISIONS.

Phone— 217 Phone—1315
Phone—1318 Phone— 968
Calgary - - - Alberta

CENTRAL GARAGE &
MACHINE SHOP

General Machine Work,
Repairs to Steam and
Gasoline Engines prompt-
ly executed. Automobiles
a specialty.

Corner Sixth and Second St. W.
CALGARY - - - ALTA.

THE NEW STORE

FOR

Dry Goods and Ladies'
Ready-to-wear Millinery
and Men's Clothing. Prices
are right.

Wm. Pickard & Son

234 8th Ave. W. Phone 643

*"Values and Best Attention to Our
Customers."*



NO. 6 STATION

.. Facts about Calgary ..



ALGARY is the commercial centre of 50,000,000 acres of rich farm, grazing, timber and coal lands, the development of which has hardly begun.

Calgary is the headquarters of the five Alberta Associations of cattle, horse, poultry, sheep and swine breeders, holding annual shows and auction sales of pure bred cattle. The Horse Show of 1909 had over 600 entries, and in 1910 there were 900 entries.

Calgary has four grain elevators, capacity 657,900 bushels. Her four flour mills have a daily capacity of 1,457 barrels.

The average yield per bushel per acre for the Calgary district, 1909, was: Spring wheat 25, winter wheat 25, oats 40, and barley 25. Wheat frequently yields 35 to 45 bushels and oats 75 to 100 bushels per acre. Alberta oats are from 4 to 12 pounds over legal weight.

Waterous Gasoline Fire Engine

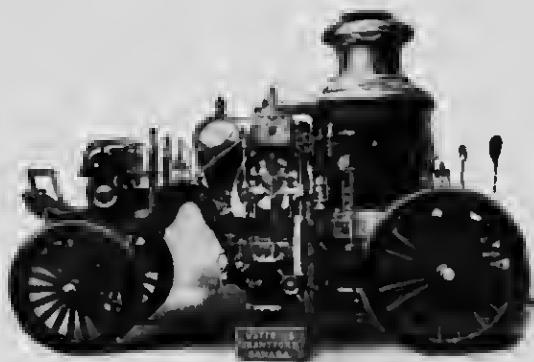


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Waterous Engine Works

Company, Limited

WINNIPEG - - - - MANITOBA



WATEROUS STEAM FIRE ENGINE



CHARLES SIMMONS
Chaufeur

WILLIAM COWLING
Fireman

F. W. POLES
Foreman

Calgary has a large oatmeal and breakfast food factory, daily capacity 300 barrels of cereals.

Fifteen elevator companies have their head offices at Calgary and operate 147 elevators throughout Alberta.

Thirty-one farm implement and machine companies have wholesale warehouses in Calgary, employing 175 travelling salesmen.

Calgary has three meat cold storage plants and one meat packing plant, which has invested over \$1,000,000, employs 125 men in Calgary, has a daily capacity of 400 cattle, 2,000 sheep and 2,500 hogs, and has fifty retail stores throughout the West.

In the Calgary district horses and cattle run throughout the year on the open range. Pure water and invigorating air, abundant fodder and freedom from disease render this district the natural breeding ground of champion stock.

The Alberta Provincial Exhibition will be held in Calgary June 30th to July 7th, 1910. \$60,000 will be expended. Average attendance 1008 and 1000, 80,000.

The Canadian Pacific Railway Company have spent \$5,000,000 to irrigate 1,500,000 acres of land east of Calgary, moving 45,750,000 cubic yards of material from 2,000 miles of ditches, and will spend \$12,000,000 more in extending and completing the works. This is America's Greatest Irrigation Project. The Company purpose making this the most densely settled agricultural district in Canada; estimated value of its future business to Calgary \$50,000,000 (gross) per year.

Massey-Harris, Ltd.

**High Class
Farm Implements**

Calgary, - - Alta.

Opposite C. P. R. Depot.
Rates, \$2 and up.

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(Empire Hotel Company).
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First class accommodation.
Steam-heated and modern
throughout.

CALGARY, - ALTA.

The Citadel Ornamental Iron Iron Works

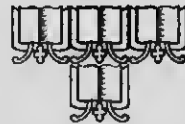
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your life from fire? If so, then call
upon us for estimates on a fire escape.

We make fire escapes for all kinds
and classes of buildings.

Fire escapes are our specialty. We
also make anything in ornamental iron
work, grill work, iron fences, entrance
gates.

PHONE 1547 - - CALGARY

The Cummings Land Company



510-11 Grain Exchange
CALGARY, - - ALTA.



THE PRIZE-WINNERS OF THE NORTHWEST—THE CALGARY BAND OF FORMER YEARS.



This is a picture of a portion of the BEST PAVED STREET IN CALGARY. It is paved with..... ..

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One of the dangers of the fireman's dangerous life is eliminated: the dangers of falling horses. Horses don't slip and automobiles don't skid on..... ..

BITULITHIC

Write us for Fire Chiefs' endorsement of the Bitulithic Pavement as to Safety, Speed and Ease of Traction.

Bitulithic & Contracting, Limited

HEAD OFFICE, Winnipeg, Man. BRANCHES, Calgary, Edmonton, Strathcona, Regina, St. Boniface.



The Grain Exchange Building, fireproof throughout, built by W. R. Hall

A LITTLE STORY of IRRIGATION

There were two men who had adjoining quarter sections in the Canadian Pacific Railway Coy's Irrigation Block in Southern Alberta; one was a farmer, the other thought he was. They both got up early in the morning and cultivated their ground and planted their crops. The farmer employed irrigation intelligently—the other man trusted to the Lord to send along the water at the right time.

When the harvest came, the farmer took off 40½ bus. of winter wheat to the the acre—the other man took his note to the



This is the Farmer—This His Crop of Oats

bank to have it renewed. The farmer made enough off his crop to :

1. Pay for the land at \$25 per acre.
2. Reimburse himself for the expenditure in connection with cultivation of his land.
3. And to pay for the fences and other improvements on the land.

Irrigation farming is successful farming because it is business farming. You don't have to worry about weather conditions. Your crop is **INSURED** and your future and independence **ASSURED**.



THE MEN OF THE OLD BRIGADE IN 1886



THE FIRE FIGITERS OF CALGARY IN 1893

DOMINION PLUMBING AND HEATING COMPANY

608 SECOND STREET EAST :: TELEPHONE 628



SOMETIME WHEN YOU ARE IN THE HOTEL ALEXANDRA (SEE OPPOSITE PAGE) HAVE A LOOK AT THE PLUMBING AND HEATING. THE LARGEST INSTALLATION OF PLUMBING AND HEATING IN CALGARY. ***WE DID IT.***

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Builders of the Hotel
Alexandra and Hotel
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construction of excellent
quality is our forte.....



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and satisfactory sale.

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WHICH HAVE WON POPULARITY FOR THE

ARE **Gourlay Piano**

ITS BEAUTIFUL SINGING TONE
ITS EVENNESS OF SCALE
ITS RESPONSIVENESS OF ACTION
ITS BEAUTY OF DESIGN, and
ITS CAPACITY TO WITHSTAND HARD
USAGE WITHOUT BECOMING "TINNY."

The Gourlay Piano is supreme in all those qualities which are the desire of musicians and music lovers.

GOURLAY, WINTER & LEENING
184 Youngs Street, Toronto

THE GOURLAY PIANO PARLORS
250 12th Ave. W. Calgary

The Calgary Grain Exchange, incorporated in 1909, has eighty members, seats \$500 each.

The City of Calgary maintains a produce market, market days being Wednesday and Saturday. More market gardeners are needed.

Farm lands within easy hauling distance of Calgary can be purchased from \$15 to \$30 per acre, and market gardens from \$50 to \$100 per acre.

AMUSEMENTS.

Calgary has two theatres and five vaudeville houses.

All the Canadian inland sports and games are enjoyed at Calgary, except those which require snow. Riding, driving and motoring are popular pastimes at all seasons of the year.

In the Calgary district there is excellent shooting for wild duck, geese and prairie chicken, while the streams abound in trout. In the neighboring Rockies big game is plentiful.

Week-end excursions are run during the summer to the Rocky Mountains' Park of Canada, and many Calgarians there enjoy bathing in the Hot Springs, boating and mountain climbing. Sixteen members of the Alpine Club of Canada reside in Calgary.

Calgary has many social organizations devoted to amateur theatricals, cards, dancing, debates, literary and scientific pursuits and music.

AREA.

The city of Calgary covers twelve square miles, or 1,680 acres, and is three miles from north to south and five miles from east to west.

Calgary has 130 miles of streets, 47 miles of granolithic sidewalks, 20 miles of plank sidewalks, six miles of boulevards, 44 miles of sewers, eight miles of pavements, and 49 miles of water mains, exclusive of a complete gravity system.

ATHLETICS.

Amateur sports in Calgary are controlled by the Calgary Amateur Athletic Association.

Calgary has 48 athletic clubs, with 1,455 members, holding many championships, including the Association Football Championship of Canada, 1907, 1908, and 1909.

BUILDINGS.

Calgary is sometimes called "The Sandstone City," on account of the abundance and excellence of this stone for building purposes.

EVERYTHING IN FIRE APPARATUS

For the Largest City

For the Smallest Town

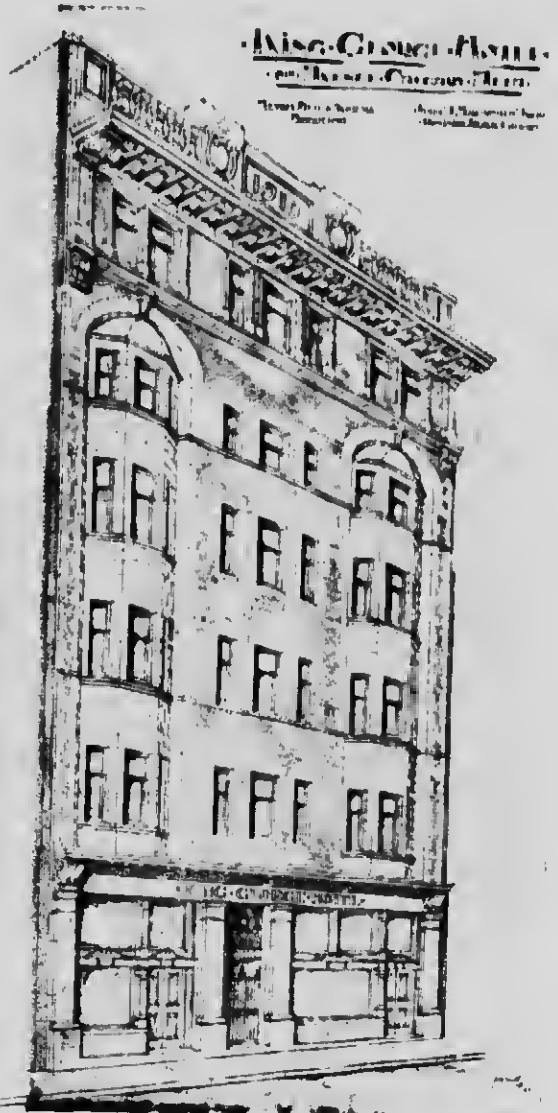
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Gasoline ——— *Steam*

The White line includes a wide range of models; horse power, 20 to 60, R.A.C. rating. Prices from \$2,000 to \$10,000.

The White cars are medium size, moderate price, high power, superior quality.

A full line of automobiles and accessories kept in stock.

Garage and Salesroom, 617 7th Ave. East.

Don't take the opinion of someone who is not familiar with the White car. Investigate for yourself.

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8TH AVE. W. - CALGARY

Calgary's Departmental Store

Will be opened early in the Spring of 1911. Pryce Jones (Canada) Limited cordially invite the residents of Calgary and district to visit their new premises in First Street W. at all times, but more especially upon the opening days which in due course will be announced in the Calgary Press.



THIS BUILDING BUILT BY

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Calgary

Civil Engineers & Contractors

The following industrial plants were designed and built by us: The Maple Leaf Flour Mills, 5000 bds. capacity, Kenora, Western Milling Co.'s elevator and storage tanks, E. Calgary, The Brackman Ker storage tanks, E. Calgary, Saskatoon Milling Co's Plant, Saskatoon, Western Canada Milling Co. storage and elevator, etc. Some buildings erected in Calgary by us: Grain Exchange, Pryce-Jones Departmental Store, Extension Car Shops, C.P. R'y., Power House, Calgary Power Co.

P. O. Box 1739

Yards 9th Avenue, Sunalta

Phone 1856

The Sixth Annual Convention of the WESTERN CANADA FIREMEN'S ASSOCIATION

Will be held in

The CITY OF CALGARY

On Tuesday and Wednesday, July
Fourth and Fifth, 1911,
During the week of the
Alberta Provin-
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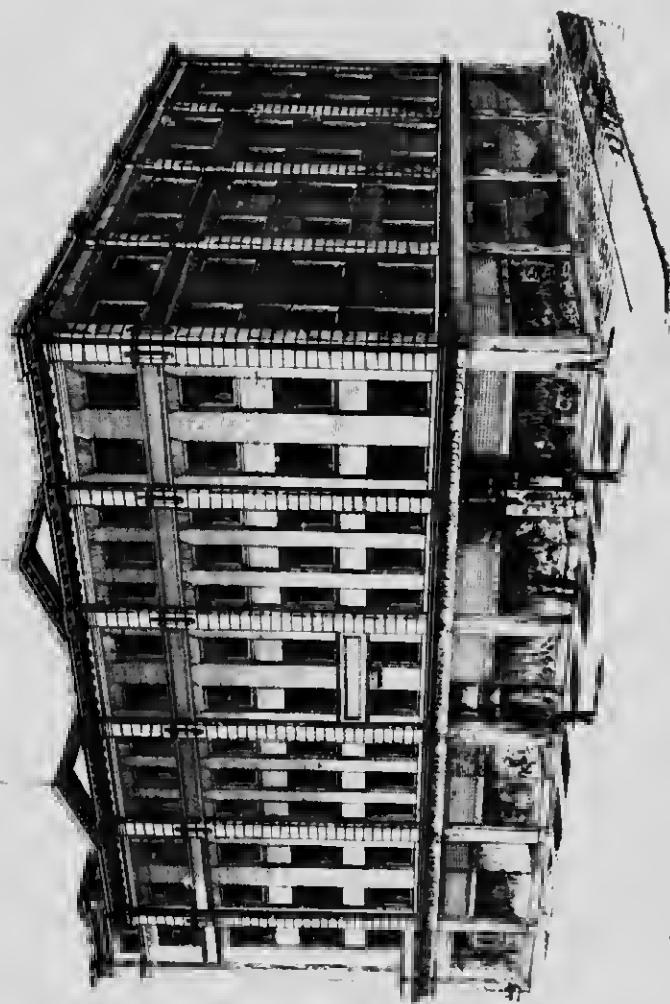
Topics will be read relating to the Fire
Service, by the most efficient Chiefs
in America....Parade and Ex-
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Calgary Fire Dep-
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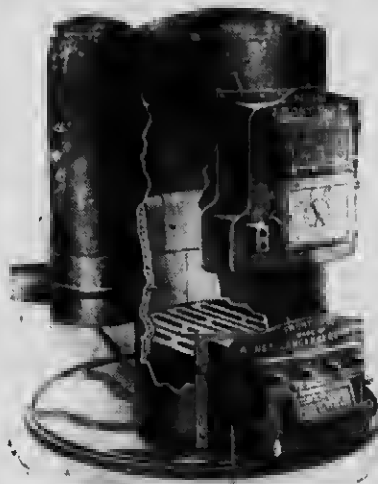
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and Nelson, B.C.

We supply Fire Department Supplies of all kinds... Get our prices and catalogues before purchasing... Estimatee gladly given on request.

Some of the principal buildings in Calgary, completed or now under construction, are: City Hall, \$200,000; Normal School, \$150,000; High School, \$85,000; Canadian Pacific Railway Depot, \$225,000; Land Titles Office, \$150,000; Court House, \$225,000; Grain Exchange Building, \$150,000; Globe Elevator, \$150,000; Exhibition Buildings, \$100,000; Post Office, \$145,000; Y.M.C.A., \$95,000; Carnegie Library, \$70,000; Y.W.C.A., \$50,000.

777 building permits were issued in Calgary, 1909; total, \$2,904,542. These were for fifteen wholesale warehouses, fifty-two business blocks and 617 residences.

Calgary needs more stores, more offices, and more houses.

Calgary has five stone quarries, six brick yards and forty building contractors. More are needed.

Calgary has a large Portland Cement Factory, representing an investment of \$750,000 and employing 180 men.

Calgary has four planing mills, one of which covers an area of 10 acres and employs 110 men.

Calgary has a lumber mill deriving its power from the Bow River, capacity 10,000,000 feet per year.

SITUATION.

Calgary is 3,380 feet above sea level.

Calgary is in the same latitude as Southampton, England, and Brussels, Belgium. It is south of London, England, and Berlin, Germany, and is 600 miles south of St. Petersburg, Russia.

The mean temperature at Calgary for the last ten years has been: Spring, 36.2; summer, 56.9; autumn, 39.9; winter, 18.5. Mean annual, 37.9.

July is the warmest month in Calgary; average for the last ten years, 60.1. February is the coldest month, average for the same time being 14.7.

The average annual rainfall at Calgary for the last ten years has been 19.43 inches, of which 15.88 inches fell during the crop season.

Summer days in Calgary are very long, warm and sunny. The nights are short, cool and restful.

In 1909 Calgary had 286 sunny days, and 85 cloudy days.

REAL ESTATE.

Calgary has 120 licensed real estate agents.

Property in Calgary can be purchased for the following prices, according to location:—

Residence lots, 25 x 130 feet, \$100 to \$1,500 each.

Retail business lots, \$300 to \$1,200 per foot frontage.

Wholesale lots with spur, \$100 to \$300 per foot frontage.

Factory sites with spur, \$500 to \$3,000 per acre.

The Campbell Floral Co.



Calgary's Up-to-Date Florist

Bouquets and
**FLORAL
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A Specialty

Greenhouse Phone 1174
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CALGARY, ALTA.

Before Making Your Selection

Of a farm, give us the opportunity of showing you some of our unimproved land in the Rosebud District along the new lines of the Canadian Pacific, Grand Trunk Pacific and Canadian Northern Railways.

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ALBERTA BLOCK CALGARY, ALTA.



ONE OF CALGARY'S UP-TO-DATE RESIDENCES

SHOULDICE TERRACE

Adjoins and overlooks Shouldice Park and New Western Canada College, street cars right through it in 1911. All lots 50 feet frontage or larger. This property has taken Calgary's Investors by storm. Wonderful values at present prices, be sure and investigate before buying elsewhere - Secure a home site now, \$3.00 PER FOOT FRONTAGE. :: :: :: ::

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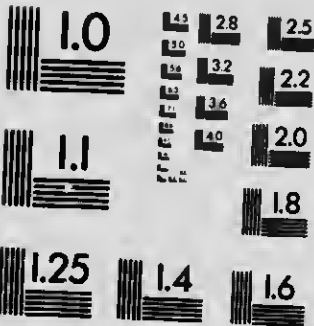
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HE TURNS OVER
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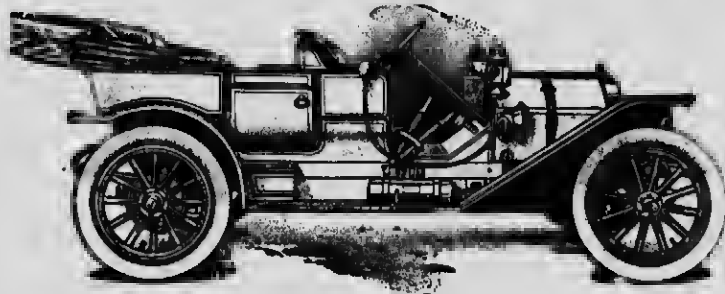
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Classic Shoes, Sanford's Clothing.

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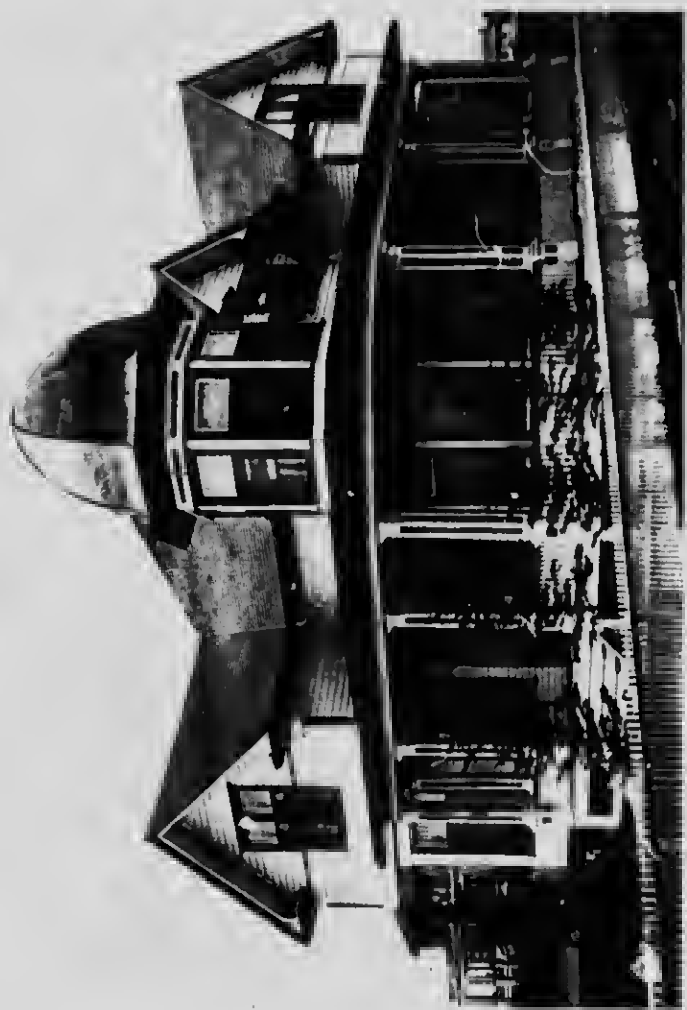
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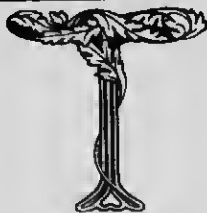
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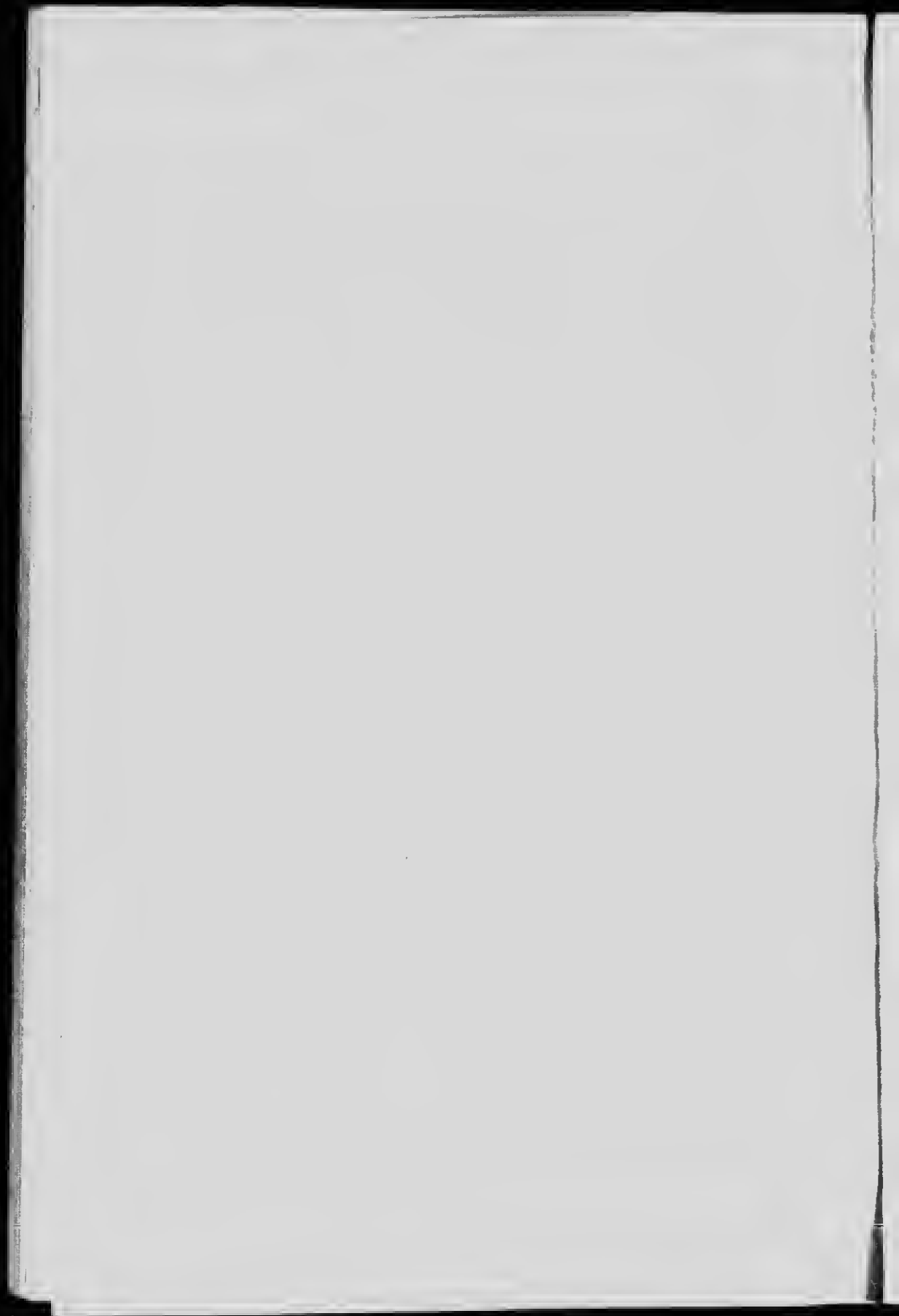
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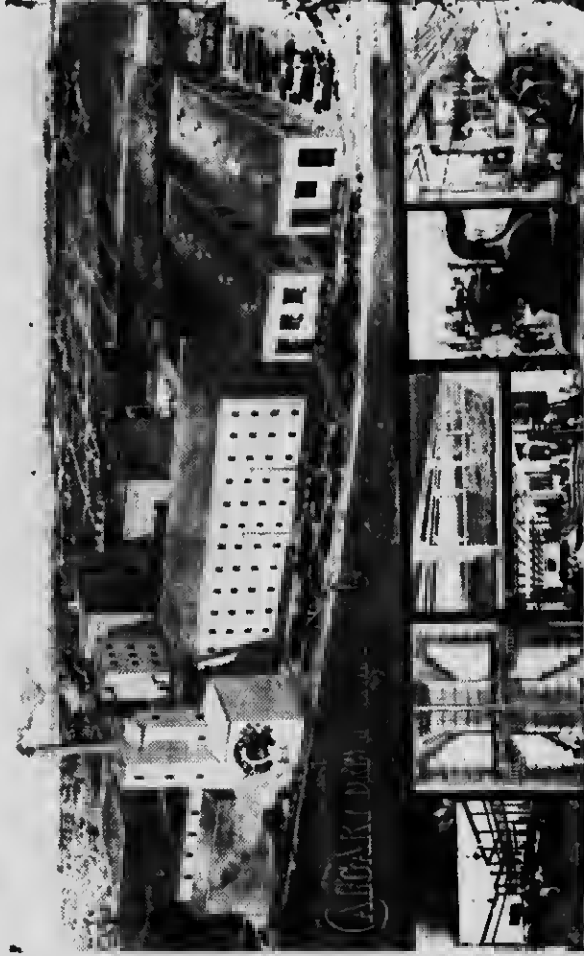


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