

Athalmer

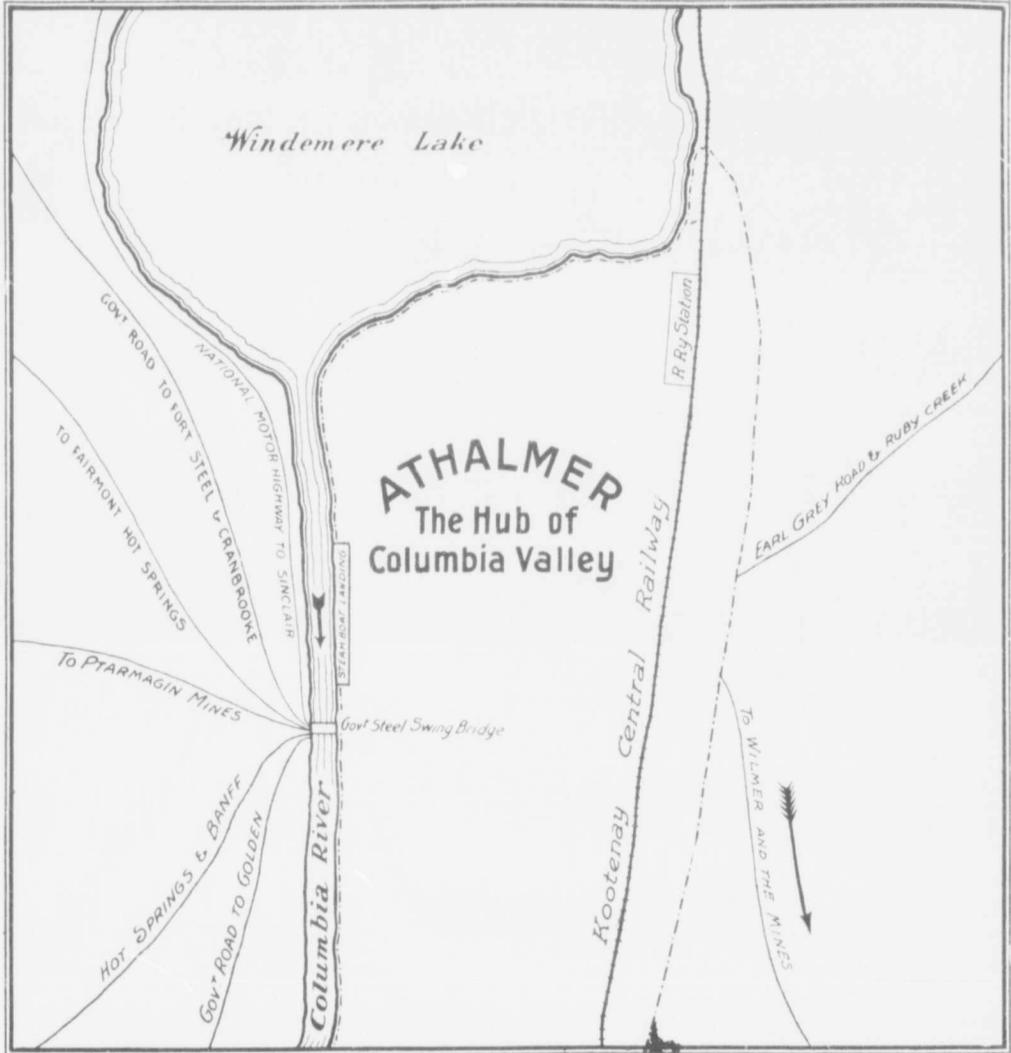


"THE VALE OF CASHMERE"
OF BRITISH COLUMBIA



THE HUB of the **COLUMBIA VALLEY**
Windermere District.

All Roads Lead to Athalmer



Athalmer the head of Navigation on the Columbia River.

Athalmer the Principal Railway Station on the Kootenay Central.

To the Public.

We commend this pamphlet to your close attention. It contains information and views of a wonderful valley within our Province, which should be of interest to every British Columbian.

ATHALMER



One of the residences, Athalmer

ATHALMER

The most centrally located townsite of the Beautiful Columbia Valley.

ATHALMER

Has large waterfrontage.

ATHALMER

Has wharves, freight sheds, etc., where all boats plying on the Columbia River dock.

ATHALMER, Head of navigation on Columbia River.

Is and will continue to be the Commercial Centre of the Columbia Valley.

ATHALMER.

Will have trains operating in and out on the Kootenay Central R. R. early this fall.

ATHALMER

Is the outfitting point for the Mining Camps and Tourists, who are coming every year in increasing numbers.

ATHALMER

Is situated at the foot of the beautiful Lake Windermere, which abounds with fish of various kinds.

Agricultural Exhibits---Fair 1911, Athalmer



ATHALMER

Is the supply centre of one of the finest farming and fruit growing sections in the world.

Official Bulletin No. 26, issued by the Provincial Government, says:—

"THE WORLD'S PLAYGROUND."

"This noble valley, practically unknown save to a few inhabitants, contains two-thirds more cultivable land and much more timber and pasture land than Switzerland, and in addition possesses a wealth of minerals which is wholly lacking in the Swiss Republic. **Yet Switzerland supports** a population of 3,500,000, and produces annually over two million head of live-stock, besides large quantities of butter, cheese, grains, fruits, and vegetables, while her scenery brings in \$200,000,000 yearly from tourists, mountain-climbers, hunters and invalids. With the universal adoption of rapid transit and increased facilities for travel by sea and land, the Columbia-Kootenay Valley should become the Switzerland of America—the playground of the world."

The products of this rich valley will pass through **Athalmer** on their way to the markets of the world.

Note well the situation of **Athalmer**, with its large waterfrontage, and railroad connection, affording unexcelled facilities for wholesale manufacturing and other industries, in addition to those already located there.

The Columbia River Lumber Co. have their district headquarters at Athalmer, employing over 200 men and a large number of teams. Athalmer has an ideal climate all four seasons of the year.

Athalmer has the largest public school in the district and affords every facility for the education of the youth of this rapidly growing section.

Athalmer, is well supplied with churches, where services are held every Sunday.

Athalmer is the headquarters for the Golden, Cranbrook and Athalmer stage line.



W. H. Dawson Livery Stable, Athalmer

Three steamboats ply several times a week between Athalmer and Golden. Two additional boats are now being built guaranteeing cheap transportation and low freight rates on the railway when completed this fall.

REMEMBER, Athalmer is not a paper town, but a town with unlimited possibilities, having good substantial business and residential buildings. Here the Bank of Montreal have located their branch for the district.



Temporary office--Bank of Montreal, Athalmer

Athalmer has doubled its population in the last year and is going ahead very fast.

Athalmer has telephonic communication with Golden, connecting with the C. P. R. telegraph system to all parts of the world.

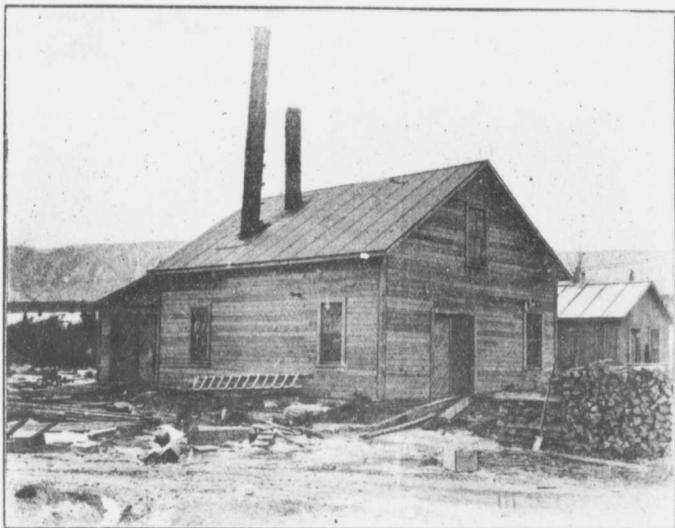
Athalmer is within a few miles of the best hunting grounds on the American Continent, in which all kinds of game are plentiful. Mr. A. Bryan Williams, Chief Game Warden, says:—

“The Columbia-Kootenay Valley offers exceptional opportunities to the sportsman; not only is excellent fishing obtainable, but in addition to ducks, geese, grouse, and prairie chickens, there is a greater variety of big game than in any other part of the Province; and, furthermore, the weather conditions during the shooting season are generally ideal. Another great advantage the district has to offer is that it is easy of access. The main line of the C. P. R. passes pretty well through the centre of it, so that in a ‘few days’ travel some of the best parts of the country can be reached; to a man whose time is limited this is a matter of importance.”

Athalmer has an up-to-date electric light plant, installed by Mr. James L. McKay, the owner of the townsite. Both street and residential rates are mere nominal, or slightly in excess of the actual cost of operation.

EARL GREY'S EULOGIUM.

Earl Grey, Governor-General of Canada, visited the Columbia-Kootenay Valley in October, 1908. His Excellency was delighted with his trip, so much so that he had a permanent camp built on Toby Creek, in which he and members of his family and household spent a pleasant holiday during the summer of 1909. Earl Grey was so impressed by the scenery, the climate, and the soil that he expressed his appreciation in a long letter to Hon. Richard McBride, Premier of British Columbia, from which the following extracts are borrowed:—



City Electrical Power House, Athalmer

"Ottawa, October 18th, 1908.

"Dear Mr. McBride,—I have just returned to Ottawa from my trip to the West, and my first letter must be one of thanks to you for the gift from your beautiful Province of one of the most delightful holidays I have ever enjoyed since I first began to enjoy holidays, nearly fifty years ago.

"Wherever I went I found the same enthusiasm and confidence in the future of the fruit industry. With the necessary irrigation, transportation, and labor secured, every yard of that country to which water can be led will be under orchard. If your fruit industry is properly pushed and cared for, your fruit valleys will soon show a larger number of happy, prosperous, wealth-producing, beautiful homes to the square mile than will be found in ten times a larger area in any other part of Canada.

"I have travelled much, but I have never seen any district offering in a greater degree a combination of splendid climate, beautiful scenery, rich land, and convenient situation.

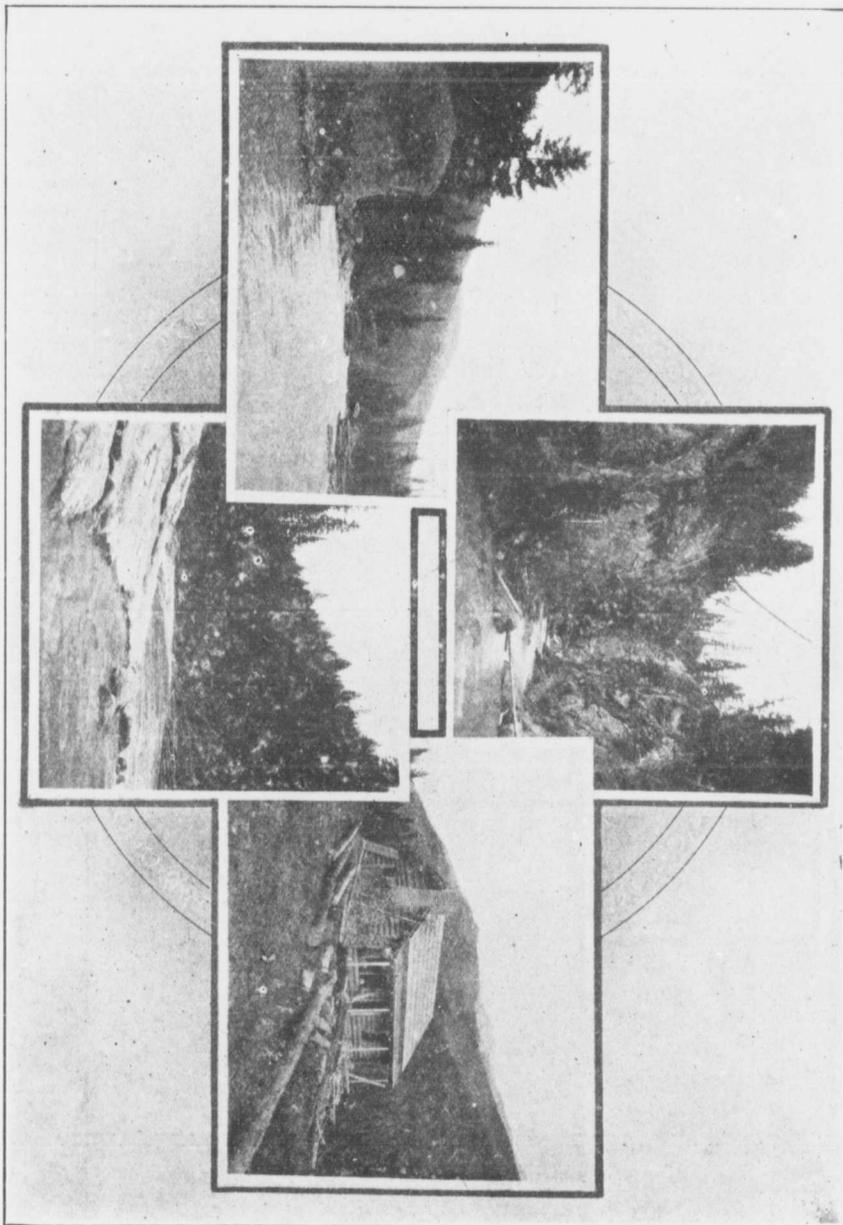
Grander Than Yellowstone.

"I have been to the Yellowstone Park, and do not hesitate to say that the area to which I have referred is more grand, more varied and attractive.

"It is estimated that the tide of tourist travel in Switzerland leaves behind in its wake annually the huge sum of \$200,000,000. It is in the power of your people to divert a large portion of this enriching tide from Switzerland to British Columbia."

(Signed.) GREY."

On Toby Creek---Earl Grey's camp



Stop and think what this tourist travel alone will mean to Athalmer. The B. C. Government and Canadian Pacific Ry. have let the contracts for the National Motor Highway from Banff to Athalmer, and work is being pushed forward.

Athalmer has several up-to-date hotels for the accommodation of the ever increasing travel.

Athalmer has a large skating and curling rink for the enjoyment of its citizens.

Athalmer is the District Headquarters of the Provincial Police.
Athalmer is the hub from which all roads leading to different parts of the district radiate.



Windsor Hotel, Athalmer

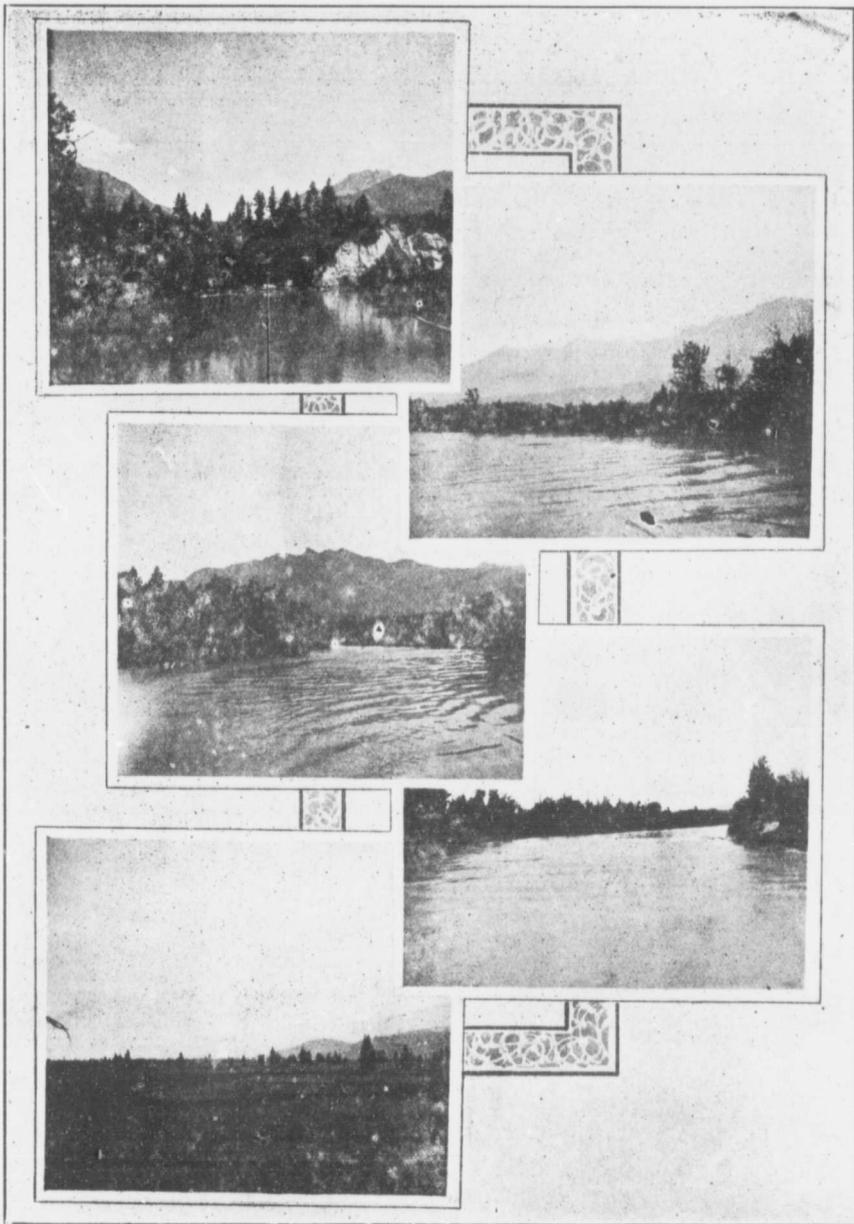
Athalmer is but a few miles distant from some of the finest mineral springs in the world, which bid fair to rival the much frequented spas of Europe. The Canadian Pacific Railway will spend large sums in opening up roads, and building hotels for the influx of tourists, who are sure to follow.



Blacksmithshop, Athalmer

A RESIDENT'S DESCRIPTION.

J. George Adami, M.A., M.D., LL.D., F.R.S., F.R.S.S., Professor of Pathology, McGill University, Montreal, who has a summer residence on the shore of Lake Windermere, is enthusiastic in describing the valley. He says:—



Scenes on the Columbia River

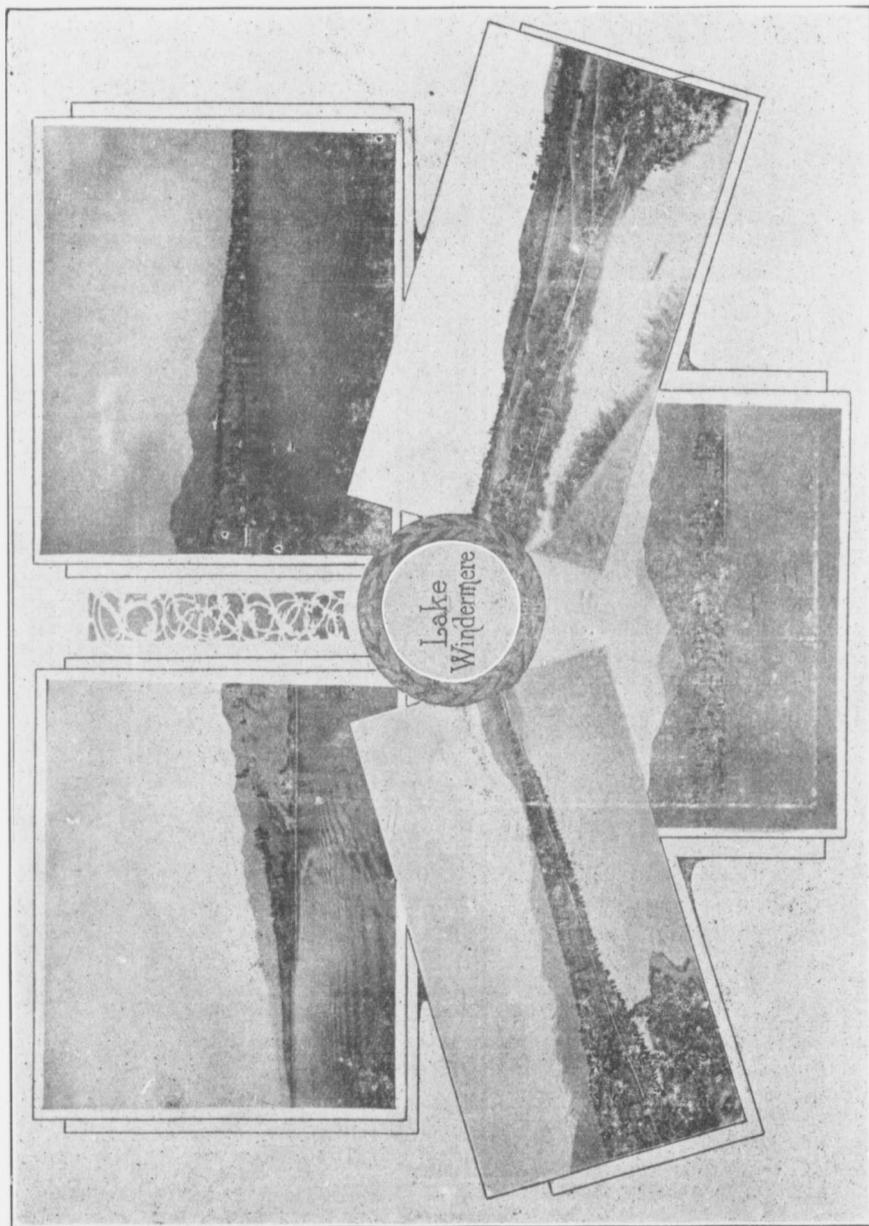
Nature's Turkish Bath.

"Some eight miles to the north of Athalmer is another remarkable hot spring a little way up the Sinclair Pass. This has evidently been long known to, and visited by, the Indians. It is a sulphur spring, much stronger than that at Banff. The ice-cold stream coming down the creek passes within a few feet of the main basin. After becoming parboiled in the spring, it is a delightful sensation to take a dip into the stream after the manner of the cold plunge in a Turkish bath. The miners and

dwellers in the valley have a profound faith in this spring as a healer of rheumatism and of skin affections.

A Rival of Cashmere.

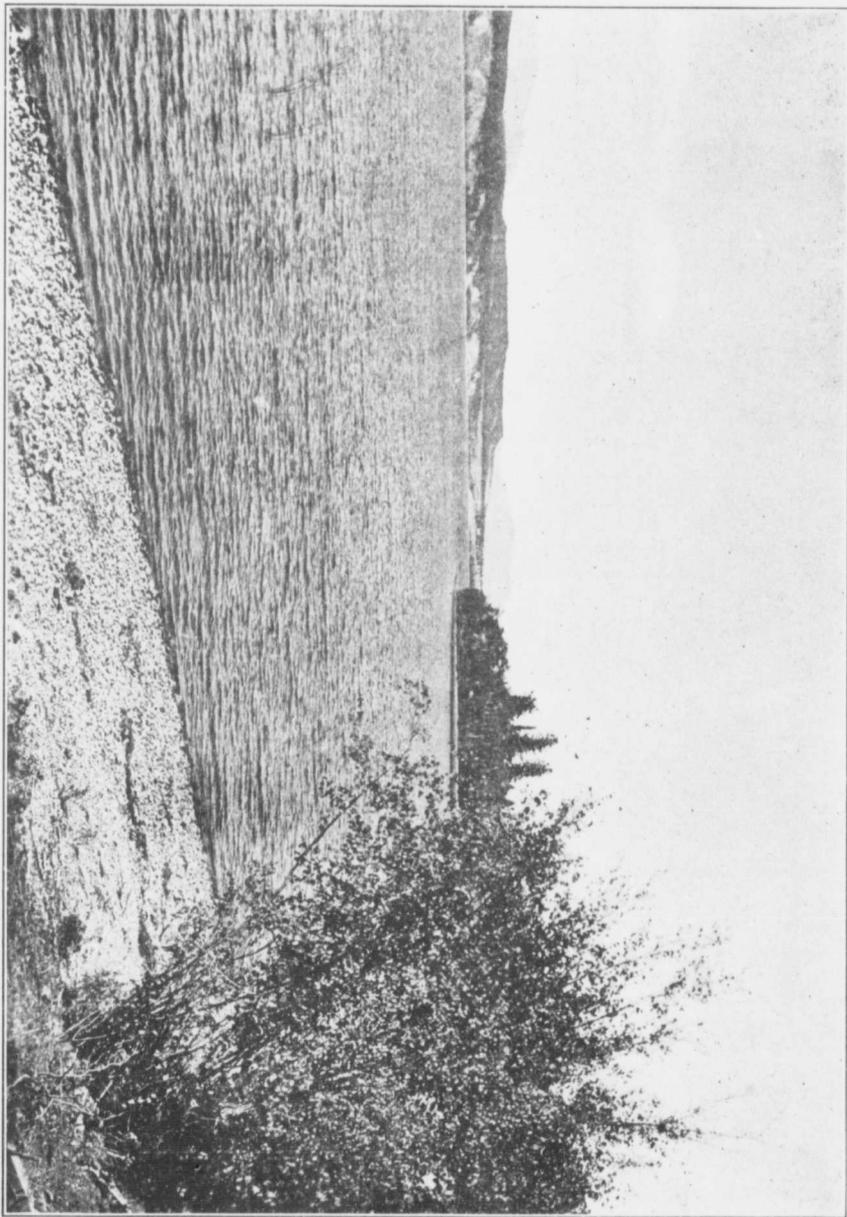
"I would, however, dwell more particularly on the main valley. Having



myself been attracted to it by its beauty and climate, and having spent several weeks in it each summer for now many years, I feel that I may speak with some authority regarding its qualifications as a summer resort. I may safely leave to others to des-

cribe its soil and agricultural advantages, as again what it affords in the way of big game and other sport.

"Perhaps the particular quality of its beauty is best indicated by the remark of a gifted Bostonian, a great traveller, who spent several days with us at Edenhome, last summer, as he was concluding a journey round the world: 'I have seen much, but nothing that I can compare with this, save, perhaps, the Vale of Cashmere.'



Lake Windermere, looking south from Edenhome.

An Enchanting Voyage.

"I have travelled along many of the most celebrated rivers of the Old World and some of those of the New—in sustained interest and beauty and the journey up the Columbia from Golden to its source excels any known to me, while the scenery has a character all its own."



Residence Athalmer

EVERY MILE A HOMESITE

Wilber D. Nesbitt, author and traveller, was profoundly impressed with the valley. "The wonder is," says Mr. Nesbitt, "that this region is not even one continuous



Hay and Alfalfa grow to perfection

plantation, serving the east, west, and south with its products. I have traversed one hundred miles of the Columbia River, and have not seen a mile along the shores that is not a farmsite or a homesite in prospective. But this is not all of the wonder.

Back of this valley, back of these plateaus and hills, lie slopes, ridges, and ranges in which Nature has stored copper, gold, silver, lead, and other mineral wealth such as the early Spanish explorers far to the southward believed constituted their dreamed-of Eldorado. Above the soil, in the soil, and under the soil are fortunes for the future possessors of this valley.



"God's Own Masonry"

"In one more particular does this valley strike hard upon the sensibilities and impress me as no other spot I have ever visited. In all the world elsewhere there is

no such journey possible as this we have just concluded up the valley to Athalmer by automobiles and back by boat. Eighty miles of mountains, clinging to hillsides, and whirling across valleys and along table lands, always and always with the silent Rockies towering high on one side and the majestic Selkirks standing as sentinels on the other, huge peaks capped with the eternal snow, great piles of God's own



Thos. E. Barry Livery, Athalmer

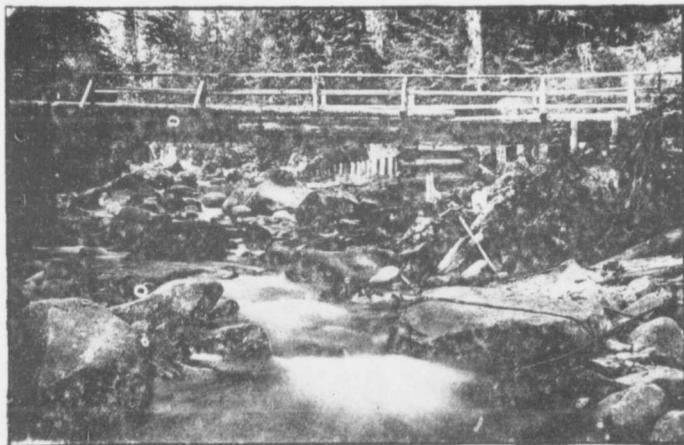
masonry walling this emerald vale, one unceasing ever-astonishing, sometimes appalling, always changing vista of mountain, of forest, of river, lake, gorge, ridge, crest and peak. One dips to the bottom of his vocabulary and fails to find a word that



A business Corner, Athalmer

is not too weak fitly to describe either the scene or his sensations. There are famed rides in Europe, and celebrated scenic spots in all lands, but here we have the solemn

beauty of the Grand Canyon, the wild loveliness of the Yellowstone and Yosemite, the stately grace of the Hudson, the terrible stillness of the far north, and the clinging scent of the flowered southlands of my own country. I have tried to see much in my time, but it has remained for the past two days to bring to my eyes what I never dreamed of beholding—what I would not have believed existed. Here is the land of Canaan, flowing with milk and honey for the settler, and the most marvellous playground in all the world for the peoples of all lands."



Mountain Scenery

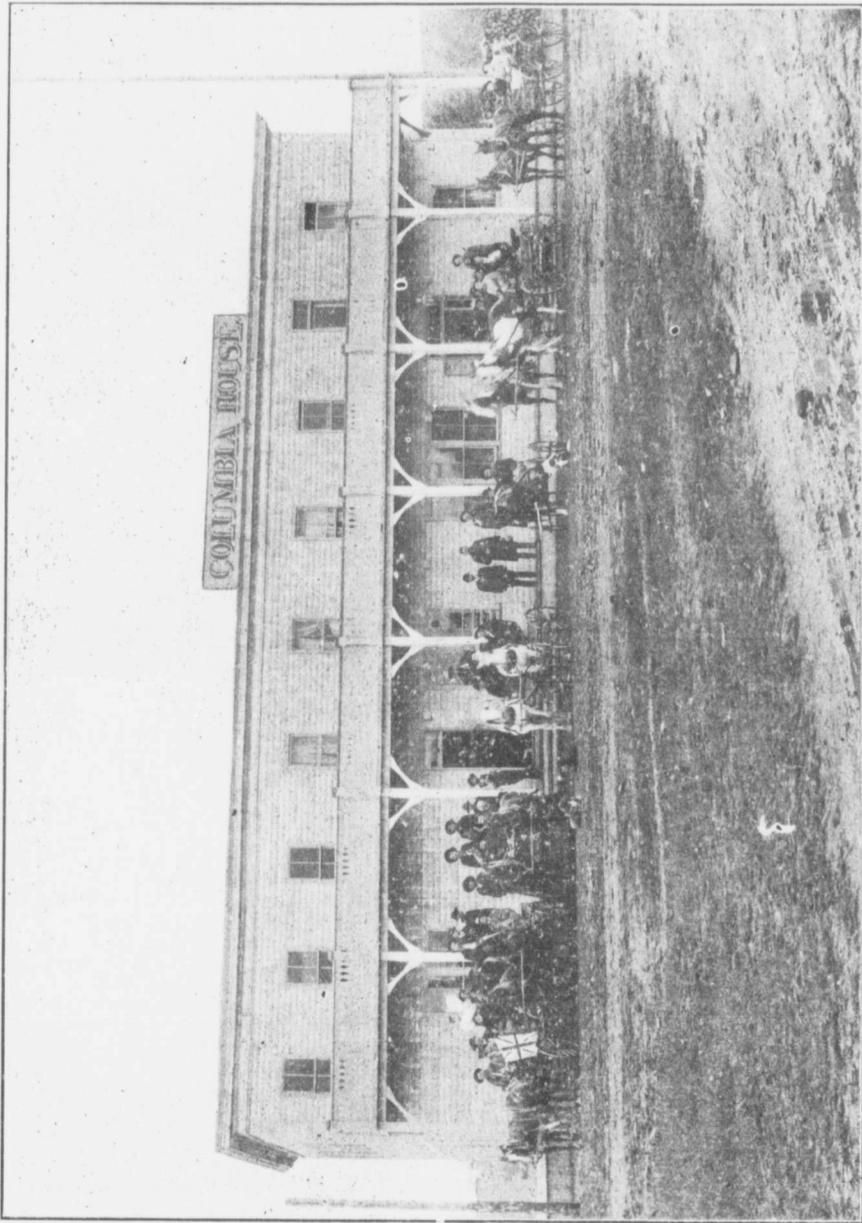
NATURE'S MASTERPIECE.

Samuel E. Kiser, the well-known Chicago editor, sums up his impressions thus:—"There is no possibility of doing justice to the scene, either with pen or camera. It is as if Nature had said when she formed the valley of the Columbia, 'I have fashioned the plains, and the hills and the rivers, and the seas, and man has found words whereby he may describe them to his brothers; now I will make use of all the resources that are mine, and I will arrange and combine them in such a manner that he who beholds will forget that he possesses a language with which he may convey his impressions to his brothers. Here each must behold for himself,' and if Nature had any such intention she has fulfilled her purpose."

A GIRL'S TRIBUTE.

There is an indescribable charm about this valley which can only be appreciated at its full by those who live here, or in a lesser degree by those who travel through it. A young English girl sat at our table in the hotel at Golden. She had been out two years and was teaching a small school at some point up the valley. She was going back to England. One of our party asked her if she liked the "Happy Valley," as the people here delight to call it.

"Like it!" she exclaimed, "why I would walk all the way back to my school if they would let me stay. But my father wants me to go home. He sent me the money to go, but I wrote that I wouldn't. Then he bought my tickets and sent them over. So I have to go. But I shall not be satisfied until I can return."



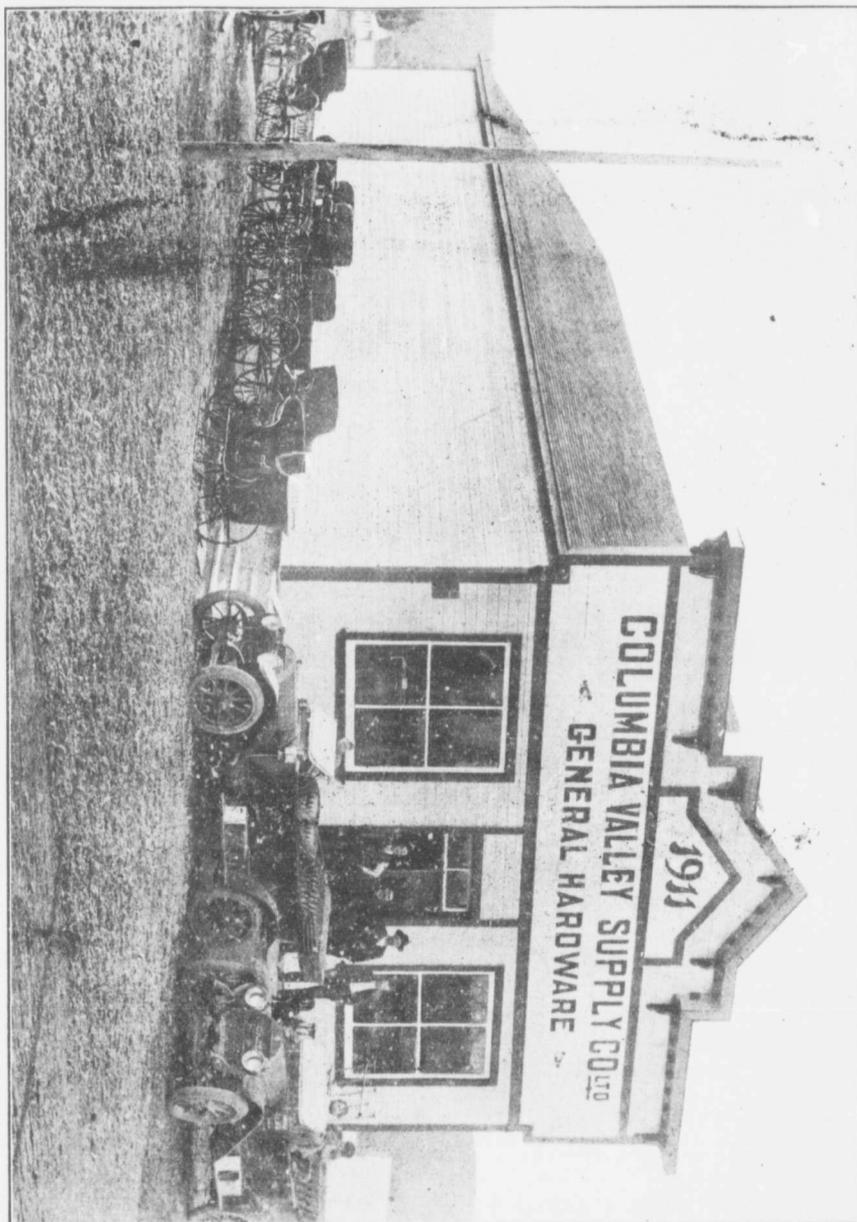
ATHALMER

Athalmer is now in the making, and affords a rare opportunity for the small investor to gain a competency from a small investment.

Athalmer residents are nothing if not progressive. New buildings are going up

on every hand, while some of the older ones are being torn down to make room for more modern ones.

With the Rockies on the East, the Selkirks on the West, the Columbia River on the North and East boundary, and the beautiful Lake Windermere on the South, the

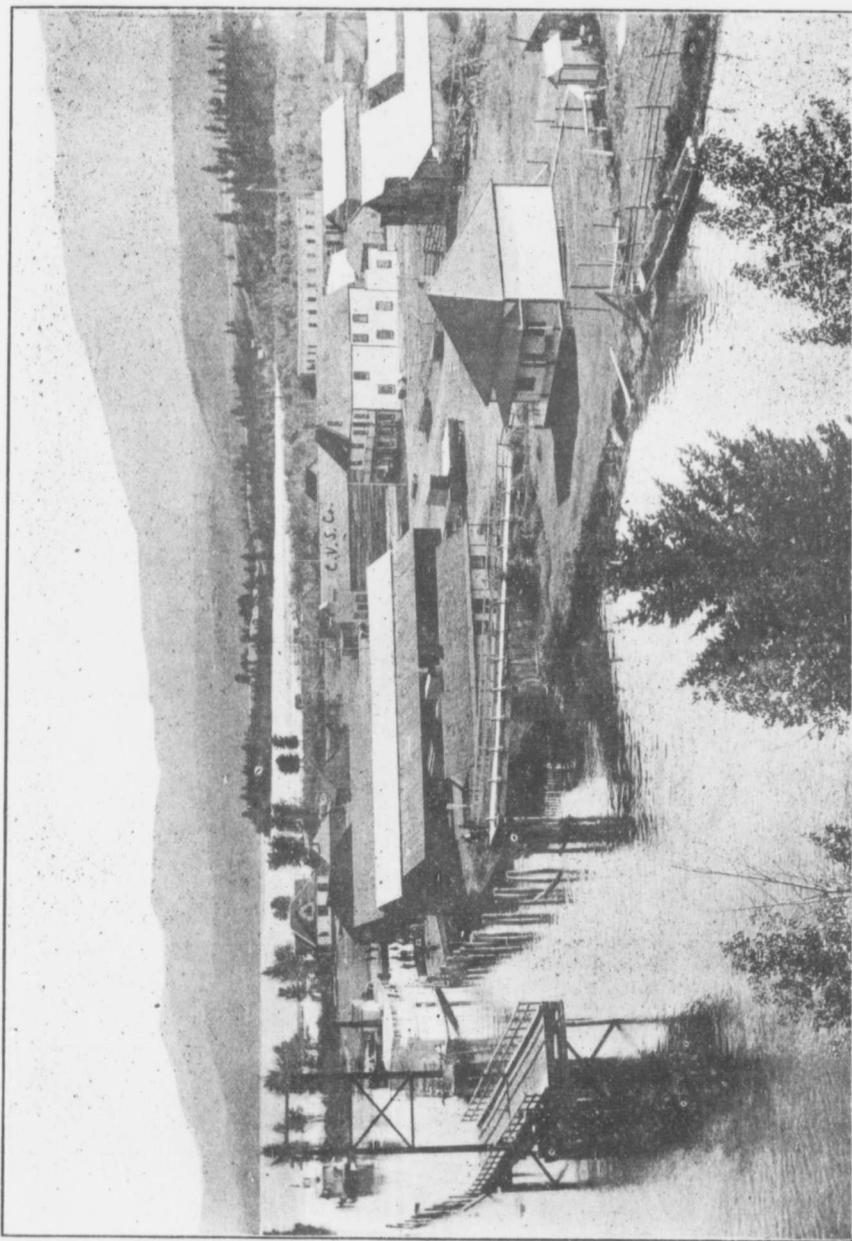


ATHALMER

panoramic view that is unfolded to the naked eye from Athalmer baffles description and must be seen to be appreciated.

Athalmer has well made streets, and plank walks.

Athalmer will instal an up-to-date Waterworks and Sewerage system; with a branch of the Bank of Montreal located in Athalmer, investors will feel safe in remitting through that institution, and know that their business will be properly looked after.



Steamboat Landing and Swinging Bridge, Athalmer

There is no time like the present to make your selection, and profit by the large increase in values, which are sure to follow the approach of the Kootenay-Central Railway (a C. P. R. line) into Athalmer in the early fall.

The Columbia Valley Orchards' holdings of 15,000 acres are within eight miles of Athalmer.

The holdings of the Columbia Valley Irrigated Fruit Lands, Limited (C.P.R) consisting of 50,000 acres, upon which several millions are being expended in irrigation works, adjoin the townsite of Athalmer.

Athalmer, besides being in the centre of the best farm and fruit lands, is the very centre of the mining district. A great many claims have been staked in this division, and sufficient work has been done on some of them to demonstrate their possibilities. Drifts, tunnels, and crosscuts in many cases reveal promising ore-bodies good enough to justify more exploratory work. In fact, there are some prospects which might possibly 'pay their way from the grass roots' if the ore won in exploration could be shipped to a smelter.

Now is the time to secure a lot in Athalmer, before values start to soar, which is sure to follow the completion of the railway, and the opening up of the rich mines, adjoining the townsite.



Bathing in Windermere Lake, Athalmer

WHY YOU SHOULD INVEST IN ATHALMER

Because the C. P. R. are now placing settlers on irrigated fruit farms immediately adjoining the Town of Athalmer. During last month 500 English settlers came on one train for Windermere District and are now settled adjacent to this town of Athalmer and the present great influx into the Valley will make Athalmer a large and important Centre.

Because the largest bank in Canada has recognized the importance and permanency of Athalmer and has established an agency, and other Banking institutions are now considering locating there.

Because the C. P. R. are spending hundreds of thousands of dollars in opening up one of the richest valleys in the world.

Because all the rich fruit and agricultural lands are tributary to Athalmer.

Because some of the finest mineral springs in the world lay at its very door.

Because Athalmer is situated at the head of navigation, and will have rail connection with the outside world this fall.

Because Athalmer is the center of the greatest mineral belt that lies outdoors.

Because some of the shrewdest business men proclaim that Athalmer will become a large and prosperous city.

Because Athalmer lies midway between the main line of the C. P. R. and Crow's Nest Pass.

Because Athalmer is not a subdivision, those who buy here, buy in the only and original townsite.

Because the lots are large and the terms within the reach of all.

For further information, write or telegraph

The Columbia Valley Supply Co., Ltd.

General Agents Town Lots, Athalmer.

Athalmer Pool Hall

L. CLARK, Manager

~~~~~  
FIRST CLASS TABLES

ROOMS OPEN DAY AND NIGHT

~~~~~  
CIGAR STAND in Building

Carrying full Stock of High
Class Tobaccos, Pipes, Etc.

Laurier Street

ATHALMER, B.C.

T. J. BARR

Athalmer, B. C.

GENERAL
BLACKSMITH

AND FARRIER

Cartwright St.

Athalmer

ATHALMER LIVERY AND FEED STABLE

THOS. E. BARRY, PROP.

**LIGHT AND HEAYY TEAMS
PACK AND SADDLE HORSES
FIRST CLASS DRIVERS**

**CONTRACTS TAKEN FOR
ROAD WORK CLEARING
LAND ETC.**

LAURIER, ST. ATHALMER, B. C.

ATHALMER MEAT MARKET

Choicest Cuts of Meats

Always on hand

Also Fresh Eggs and Butter

1st Ave.

Athalmer, B. C.

W. H. BURGESS

M & S PAINTER and
DECORATOR *Pure Paint*
100 Per Cent  *Used*

FIRST CLASS WORK AT LOWEST FIGURES

ATHALMER POWER & LIGHT COMPANY

GEORGE WILLARD, Manager

FOR RATES ETC.

APPLY AT OFFICE OF

COLUMBIA VALLEY SUPPLY CO., LTD.

J. Lake & Son

ATHALMER, B. C.

Dealers in

General Merchandise

[Gents Furnishings A Specialty]

**LIVE STOCK BOUGHT
— AND SOLD —**

Cor. Laurier St. and 1st Ave.

ATHALMER, B. C.

KWONG CHUNG LUNG CO.

ATHALMER, B. C.

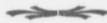


Restaurant

Meals served day and night

Choicest of Meats Served

Boxes for Ladies



LAURIER, ST.

ATHALMER, B. C.

3

E. M. Corby

Dealer in

Ladies' and Children's Wear

Fancy and General Dry Goods
Millinery, Drugs, Kodak Supplies Etc.

Laurier Street

 ATHALMER 

WINDSOR HOTEL

J. HENDERSON, MANAGER



A GOOD HOTEL

AND RATES REASONABLE

BAR IN CONNECTION

1ST AVENUE.
ATHALMER, B. C.

FRANK RICHARDSON

GENERAL MERCHANT

INSURANCE

NOTARY PUBLIC

GROCERIES

Dry Goods

Men's Outfitter

FURNITURE

1st Avenue

ATHALMER, B. C.

ROCKEY MOUNTAIN LIVERY FEED AND SALES STABLES

W. H. Dawson, Manager. Athalmer, B. C.

AUTOMOBILE STAGE—from ATHALMER to GOLDEN. Calling at
—McMurdo, Beard Creek, Wapta, Spillimachine, Galena, Brisco, and
Sinclair Hot Springs.

ATHALMER to CRANBROOK. Calling at—Wilmer, Windermere, Fair-
mont Hot Springs, Thunder Hill, Canal Flat, Sheep Creek, Wasa,
St Eugene Mission.

STAGE LEAVES Golden for Athalmer twice a week.

“ “ Athalmer for Golden twice a week.

“ “ Cranbrook for Athalmer twice a week.

“ “ Athalmer for Cranbrook twice a week.

Double Rigs with dinner \$10.00 per day.

Heavy teams \$8.00 per day

**Single Drivers \$1.50 first hour and 75c per hour
afterwards.**

**Saddle Horses 75c per hour and 35c each hour
aftewards.**

Pack Horses and guides supplied on short notice.

Special rates to tourists and hunting parties.

Also Auto to hire by hour or day.

CORONATION HOTEL

(Formally known as "Columbia House")

D. DOWNING, Prop.

A Large Roomy Hotel

Metallic covered to prevent Fire

Electric Light in every Room

BAR AND BARBER SHOP IN CONNECTION

GOOD DINING ROOM

LAURIER ST.

ATHALMER, B. C.

CAMERON AND WAYS LUMBER CO.

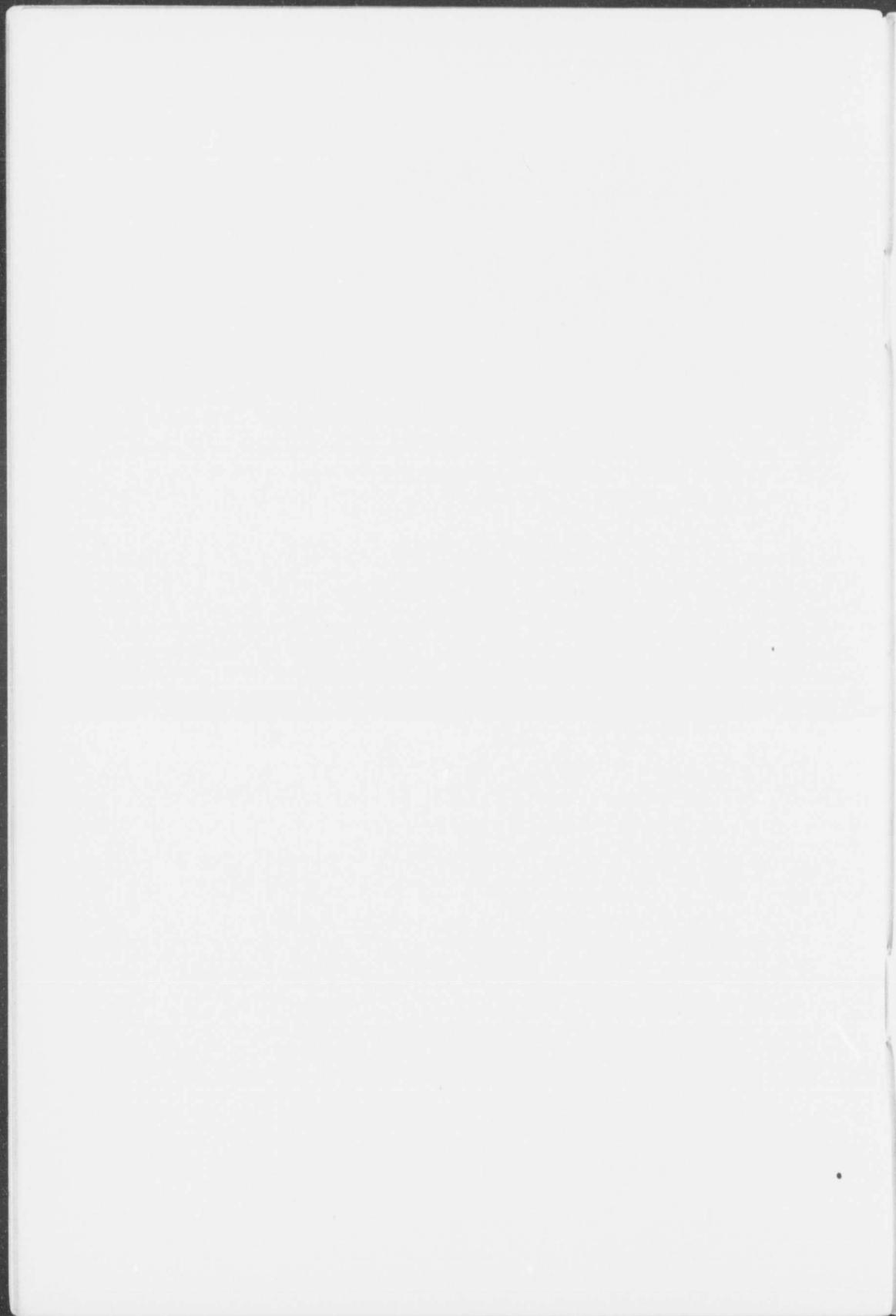
ATHALMER, B. C.

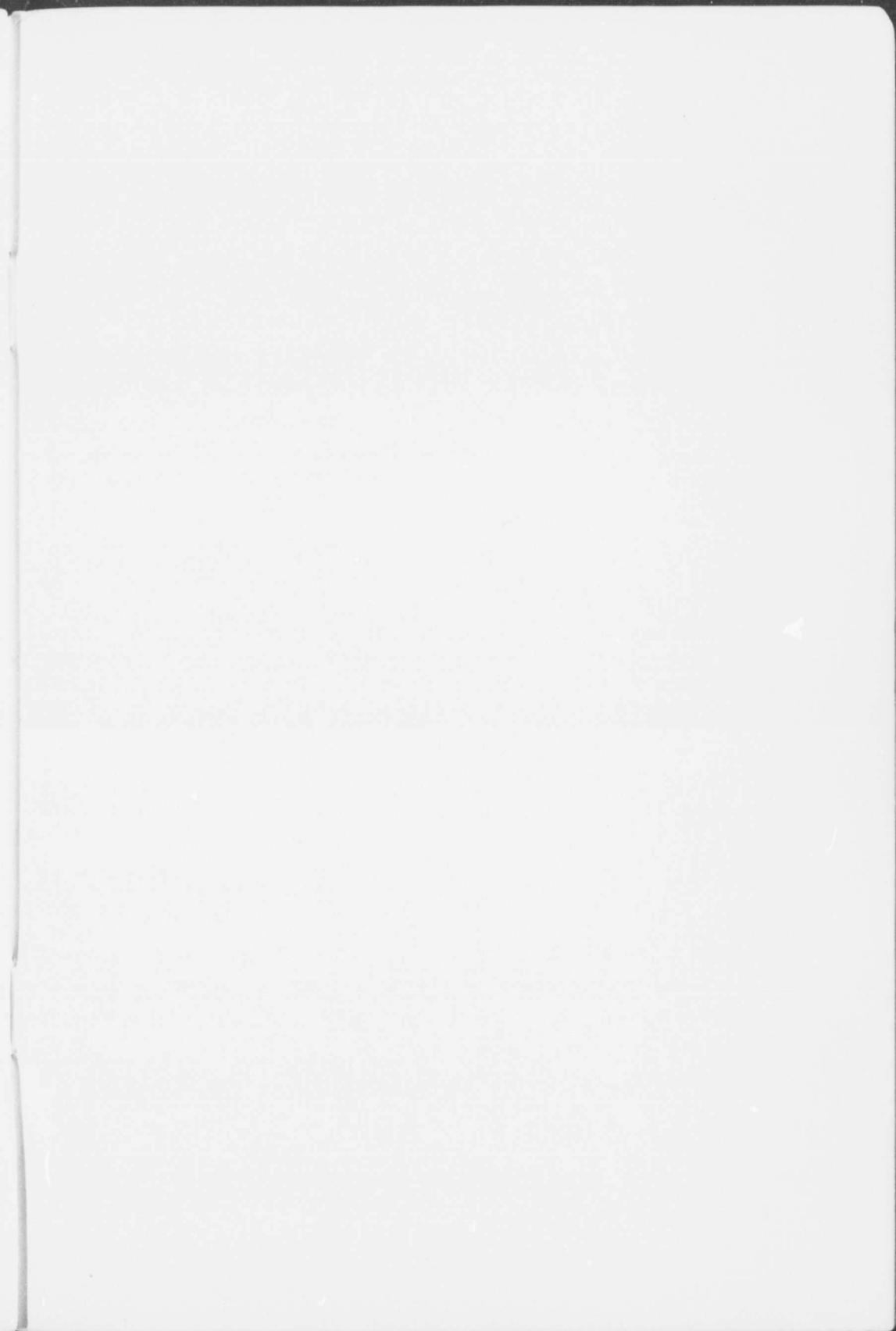
A Full Line of Lumber, Shingles, Laths,
Lime, Brick, Cement and Builders Supplies
Carried in Stock.

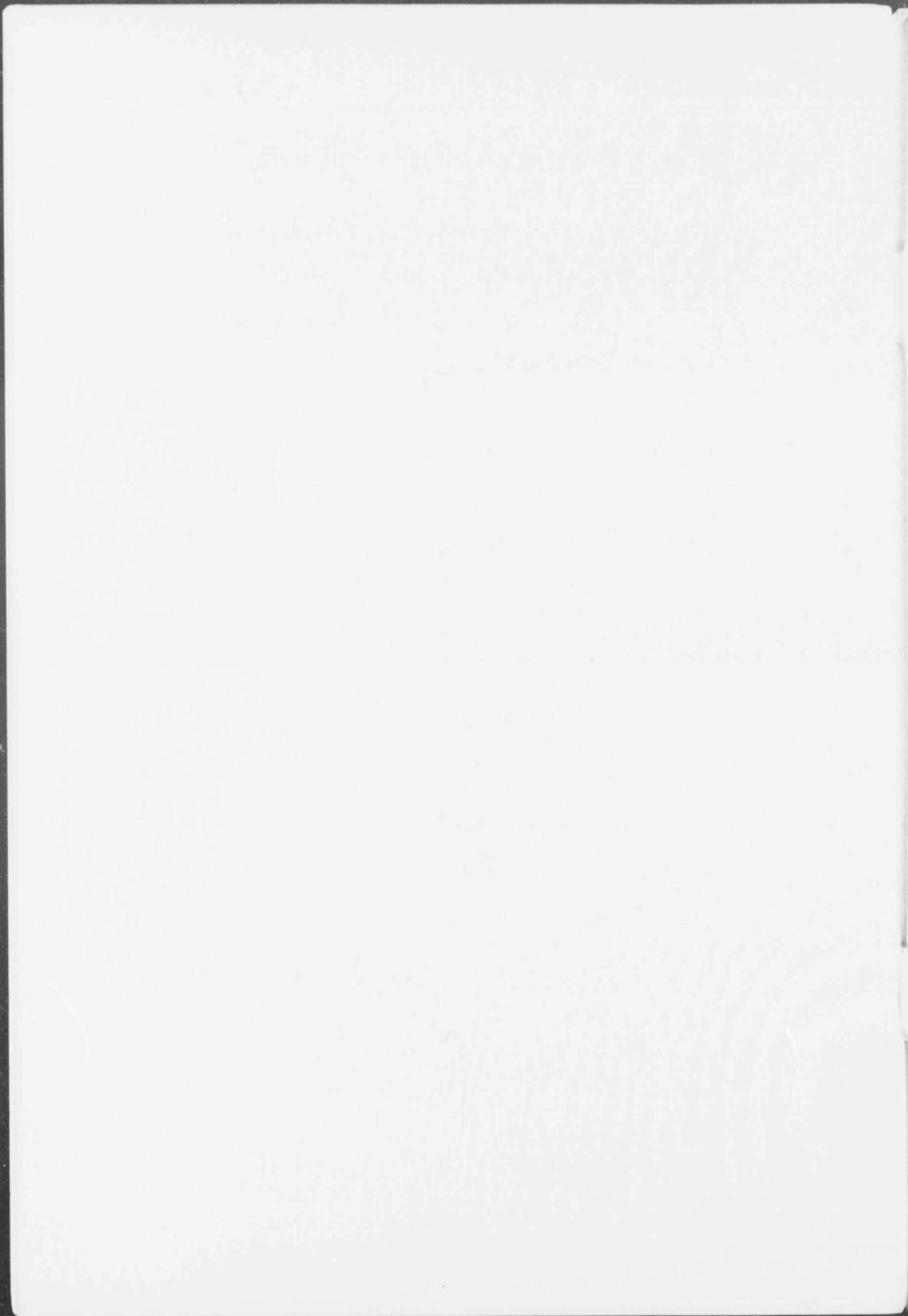
Office

1st Avenue

Athalmer, B. C.



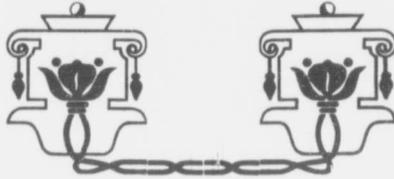




Columbia Valley Supply Co. Ltd.

ATHALMER, B. C.

Lionel J. Peake, Manager.



General Hardware

Automobiles

Miners Supplies

Stoves & Ranges

Carriages, Cutters, etc.

Agents for Martin-Senour 100% Pure Paint

REAL ESTATE AGENTS

GENERAL AGENTS FOR ATHALMER TOWNSITE

1st Avenue

ATHALMER, B. C.

Issued from the office of

THE COLUMBIA VALLEY SUPPLY CO. LTD.

Headquarters for fruit and mixed farming lands,
in large and small Blocks



IN THE BEAUTIFUL COLUMBIA VALLEY
WINDERMERE DISTRICT



Sole Agent in ATHALMER, for town
lots. The Commercial Center of the Columbia
valley.

The Columbia Valley Supply Co. Ltd.