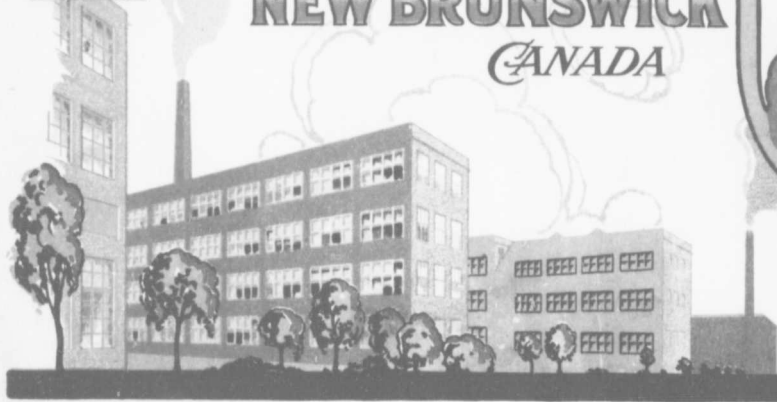


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Fredericton

NEW BRUNSWICK

CANADA



Forward New Brunswick

FREDERICTON

The Capital City



The Coming Industrial and Distributing Centre of the Province.
Some of its great advantages and opportunities.
Facts for financiers and arguments for artisans.

Prepared for the Fredericton Board of Trade by its Publicity Commissioner, George M. McDade.



MR. JOHN T. JENNINGS
PRESIDENT BOARD OF TRADE



HIS WORSHIP
MAYOR HOOPER



MR. H. S. CAMPBELL
SECRETARY BOARD OF TRADE



ALD. J. H. CALDER
CHAIRMAN FINANCE COMM.



MR. GEO. M. MCDADE
PUBLICITY COMMISSIONER

INTRODUCTORY

The Fredericton Board of Trade, in issuing this booklet, desires to present to capitalists, manufacturers and artisans, some of the resources and enviable advantages that the capital city of busy New Brunswick possesses. It is the conviction of the citizens of Fredericton that their city holds out a combination of advantages unexcelled in any town or city in Canada. Great development is being carried on at the present time and greater works are projected. In no instance are the advantages of Fredericton overdrawn, it being the policy of the Board of Trade and the citizens of Fredericton to give nothing but facts. New Brunswick has entered on a new era—one of unprecedented prosperity—and Fredericton is taking a prominent part in the boom. Correspondence is invited and more specific information will be gladly furnished on application.

Address,

PUBLICITY COMMISSIONER, Board of Trade,

Fredericton, New Brunswick, Canada.



SITUATION

Standing on a piece of high intervale on the west bank of the St. John River, eighty-four miles from its mouth, and commanding a magnificent view of the famous river, is the busy, enterprising and beautiful city of *FREDERICTON*, capital of the Province of New Brunswick, Canada. The site of the city is picturesque and pretty, beautiful shade trees being conspicuous, lending a unique and pleasing aspect to the bustling thoroughfares.

History tells us that the site of the "celestial city" was once a small Acadian settlement, while formerly it was a favorite camping ground with the Indians. The year 1788 saw the settlement take on a somewhat busier appearance politically as on July 18th of that year, the third session of the Legislative Assembly of the Province convened in a small building, which is still standing on Queen Street. Prior to that the legislators had made the laws and administered the affairs of the



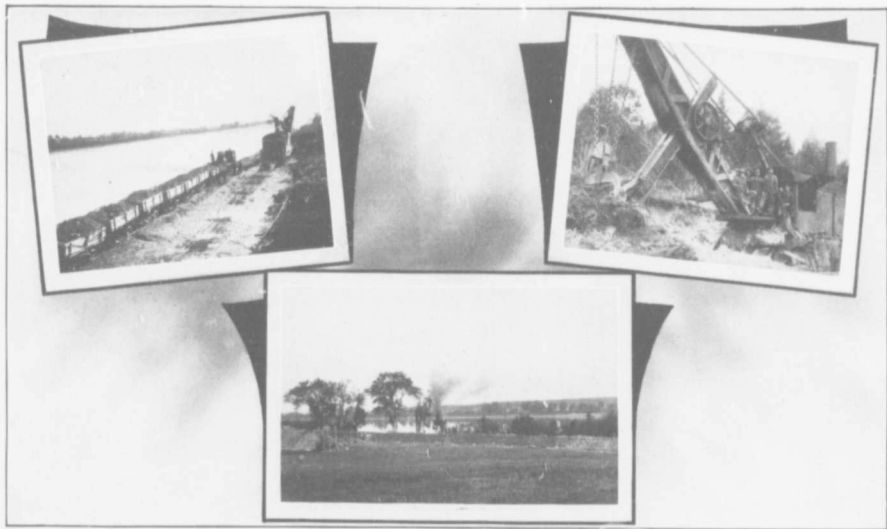
Where the First Parliament of New Brunswick met.

province at St. John, but the late Thomas Carleton who had the honor of being the first governor of New Brunswick evidently became more impressed with *FREDERICTON*, and after two sessions had been held at St. John he decided to locate the capital here.

Essential Points for Manufacturers.

Essential points in the establishment of any industry may well be summed under the following headings:—Geographical position; transportation facilities; situation of markets; cost of fuel; cost of labor and civic inducements. This booklet proposes to treat with these factors as well as other features of *FREDERICTON*.

FREDERICTON can be easily reached from any portion of the continent, and is admirably situated as the distributing centre of New Brunswick. Fifteen trains leave *FREDERICTON* daily for the larger centres in the Maritime Provinces as well as Montreal, Boston and other cities, while in the course of a year or two the number of trains will be more than doubled. The City is served by the Canadian Pacific and Intercolonial Railway systems and affords a heavy traffic for both of these railways.



Construction Scenes near Fredericton on the St. John Valley Railway.

RAILWAY HUB OF NEW BRUNSWICK.

FREDERICTON bids fair to become the railway hub of New Brunswick. The past few months have been characterized by phenomenal development. On every side of the busy city active construction is being carried on; millions of dollars are being expended in the building of new railways that will serve to open up a vast stretch of country and bring to *FREDERICTON* extensive industrial expansion.

The St. John Valley Railway.

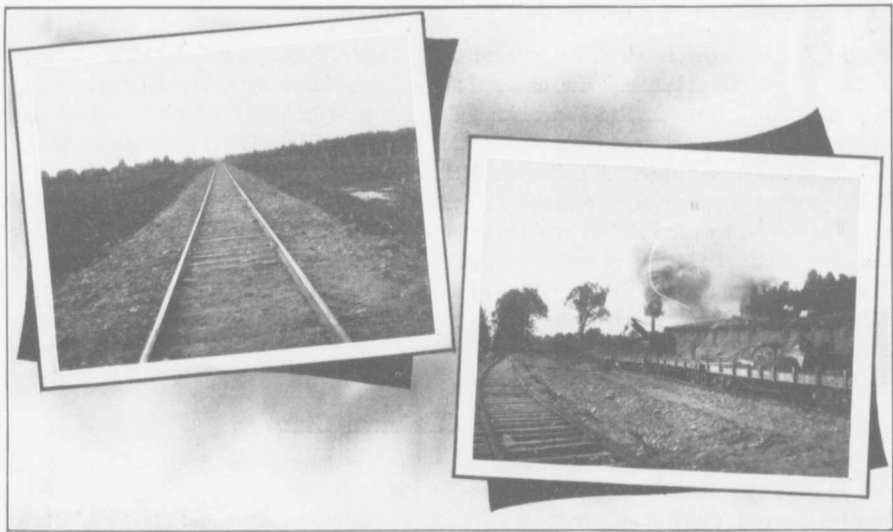
The St. John Valley Railway—the largest of those under construction—will have the greatest significance on the advancement of *FREDERICTON*. This line of railway is now being constructed from Grand Falls to St. John City and involves an expenditure of ten millions of dollars. Careful surveys have shown that the route to St. John via the Valley is the shortest by several miles, and when the Valley Railway is connected with the Grand Trunk Pacific Railway at or near Grand Falls the haul from Montreal and western points will be the shortest obtainable. The Valley route must soon become the New Brunswick portion of another Transcontinental Railway looking for the shortest haul to the Atlantic seaboard.

The Valley Railway Shops.

FREDERICTON is practically assured of the shops of the St. John Valley Railway, owing to the city's convenient location. The offices of all the contracting companies are located here, and as *FREDERICTON* is situated in practically the midway of the Valley, all points on either side of the city would be easily accessible. In addition to that, *FREDERICTON* has the advantage of being a terminus of the Canada Eastern Division of the Intercolonial, and as the Valley Railway, when completed, will be operated as part of the Intercolonial Railway, it can be readily seen that the Valley shops, if located here, would serve a double purpose. The Hon. Frank Cochrane, Minister of Railways and Canals, when on his recent tour of the Intercolonial Railway, in speaking before the City Council and the Board of Trade, had no hesitation in saying that *FREDERICTON* was geographically so situated that her claims could not be very well overlooked. The City Council have decided to purchase Queens Park and have offered the same to the Government as the site of the new shops.

Steam Coal at Minimum Cost.

Thirty miles from *FREDERICTON* by railway are located the famous Grand Lake coal mines, which are being extensively developed. There is now under active construction the Fredericton and Grand Lake Railway through a magnificent agricultural district to Minto,



Construction Scenes on the Fredericton and Grand Lake Railway.

a distance of thirty miles. As a result of the building of this line, coal of superior quality will be afforded *FREDERICTON* for manufacturing and household purposes at minimum cost. Investigation has shown that there are extensive deposits of a very good quality of fire clay in the neighborhood of Minto and the new railway will systematically develop these deposits. Iron deposits of great value have also been discovered in this district.

What will be the benefit otherwise to *FREDERICTON* from the construction of the new railway? Extending from Minto to Norton on the Intercolonial Railway, a distance of 58 miles, is the New Brunswick Railway, owned by the province. This line as well as the Fredericton and Grand Lake Railway will be leased to and operated by the Canadian Pacific Railway Company. In view of this fact, the C. P. R. will no doubt divert the traffic of the territory, served by the New Brunswick Railway, to the route via *FREDERICTON*. *THUS IT WILL BE SEEN THAT FREDERICTON WILL BECOME THE DISTRIBUTING CENTRE FOR THE ENTIRE SHIPMENTS.* Approximate estimates place the quantity of coal in the mines owned by the Fredericton and Grand Lake Coal and Railway Company at 100,000,000 tons, but the general impression is that the actual coal deposits are considerably in excess of that amount. The coal is declared by experts to be of the highest quality and the very fact that the C. P. R. have contracted to use 50,000 tons of screen coal per annum from these mines for ten years and also to undertake such extensive development is proof positive of the superiority of the coal.

G. T. P. Railway, Napudogan-Fredericton Branch.

The authoritative announcement has been made by the commissioners of the Grand Trunk Pacific Railway that a branch line will be constructed from Napudogan on the Grand Trunk Pacific Railway to *FREDERICTON*. The Provincial traffic that does not catch the G. T. P. road at Grand Falls can be brought here from Napudogan and taken to St. John over the St. John Valley Railway, it being a much shorter distance to St. John via this route than to Halifax via Moncton. The Napudogan-Fredericton branch will be constructed without delay.

Southampton Railway.

Another railway, now being constructed, that will mean increased traffic through *FREDERICTON* is the Southampton line, running from a point about a mile and a half east of Millville Station on the Gibson branch of the C. P. R., about 43 miles from *FREDERICTON* to Hawkshaw bridge on the St. John river, a distance of 13 miles. The district traversed by the new line is one of the finest farming sections throughout New Brunswick, having been so reported on by experts from the head offices of the Canadian Pacific Railway. Along the route are several large saw mills and to give an idea of the amount of lumber these mills turn out the day that traffic was inaugurated between Pinder and Millville saw no less than thirteen carloads of lumber in addition to a large quantity of other produce. The road when completed will be leased to

and operated by the Canadian Pacific Railway Company and the through traffic will be handled from *FREDERICTON*.



New I. C. R. Station.

railway from Harvey Station to *FREDERICTON*, thus placing the capital city on the direct route between Montreal and Halifax. C. P. R. officials appreciate the fact that the immense coal

New I. C. R. Station.

There has only lately been completed by the Intercolonial Railway Managing Board a new railway station at *FREDERICTON* that would be a credit to many of the larger cities of the Dominion. The building was erected at a cost of \$20,000.00.

C.P.R. Harvey to Fredericton.

Surveys have been made and C. P. R. officials have considered seriously the building of a line of

traffic alone coming to *FREDERICTON* could be more profitably handled via a direct route and the announcement that this branch will be built is expected at any time.

C. P. R., Marysville to Gibson.

Already the announcement has been made that the C. P. R. will build a line of railway from Marysville to connect with the Fredericton and Grand Lake Railway about three miles below Gibson at the mouth of the Nashwaak River. The construction of this line will be commenced in the early spring, and, as is the case with all the new railways in this section, will be pushed forward vigorously.



THE CHEAPEST OF ELECTRIC POWER.

The cheapest form of power available in *FREDERICTON* at the present time is electricity, supplied by the local electric light and power company, a private corporation, *WHICH HAS FILED WITH THE BOARD OF PUBLIC UTILITIES THE LOWEST RATES IN FORCE IN THIS PART OF THE COUNTRY.* All monthly bills are figured by a schedule, which takes into consideration the horse power the consumer has installed, as well as the consumption, and the larger the consumption becomes the lower the rate drops. The rates vary from about 2.7 cents per K. W. to 9 cents, but none of the company's power consumers have as yet been called on to pay more than 6 cents, while the average charge is about 5 cents. The company employs at a large expense a high grade consulting engineer and is prepared to give consumers the benefit of his vast experience.

Water Power Development.

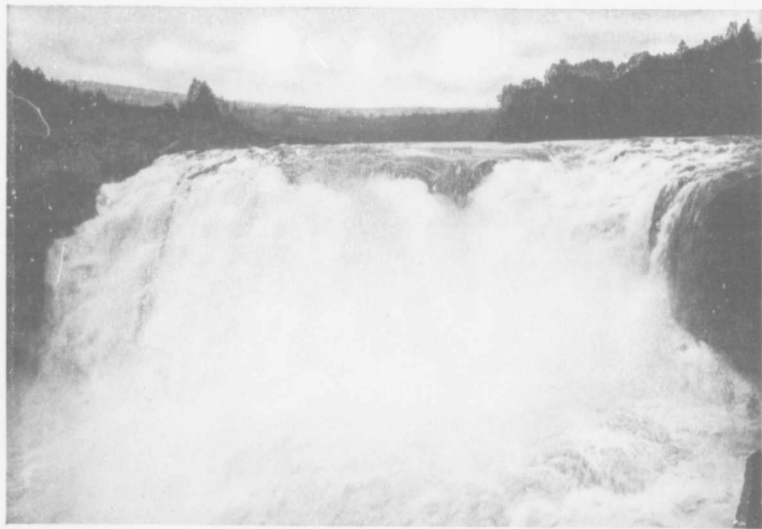
The splendid opportunities for water power development, which in the past have been allowed to remain dormant, will now be extensively developed. Several companies of recognized stability have been formed and the preliminary work in many instances has been completed. *WATER POWER WILL BE AVAILABLE AT FREDERICTON WITHIN A VERY*

FEW MONTHS AT THE MINIMUM OF COST, THE COMPETITION AMONG THE COMPANIES ASSURING THIS RESULT.

At Grand Falls, the mightiest cataract east of Niagara, there is a possible development of 80,000 potential horse power, while below the Falls some of the largest tributaries of the St. John have their confluence with that river. These include the Salmon, Aroostook, Tobique, Meduxnekeag and Shogomoc, and although there are no great falls on the river below Grand Falls, the descent of the river would admit of fully three dams being constructed with a height varying from 15 to 20 feet and each of which would have a potential horse power of from 20,000 to 25,000. In all there would be about 150,000 horse power, capable of being developed at and below the Grand Falls. This power would be continuous. With proper locks in the dams, entailing a comparatively small cost in their erection, the navigation of the St. John River with steamboats would be secured throughout the whole open season.

The Grand Falls Co., Ltd.

The largest of these powers, likely to be developed at once, is that at Grand Falls. For some time past two contending companies have prevented its development, but lately the old companies have come together and a new company—the Grand Falls Co., Ltd.—has been formed.



Grand Falls, N. B.

This company has absorbed the old companies and plans are now being prepared for one of the largest pulp and paper plants in Canada. The power capable of being developed, however, will greatly exceed the requirements of the pulp and paper mill, and the surplus power will be available for the stimulation of industries at *FREDERICTON* and points along the river. Sir William Van Horne, the president of the new company, is backed by shareholders who are very wealthy men and about eight millions of dollars will be spent in making the plant thoroughly up-to-date.

As the company would have a large quantity of logs, which could more profitably be cut into sawn lumber, it is understood from a very reliable source that they will operate a large saw mill and use all the waste in the manufacture of paper. New Brunswick is annually allowing its trimmings, sawdust, slabs and edgings to go to waste, while this waste would be a great source of wealth to the province, if utilized as it could be. Immense possibilities loom up in the not distant future. The construction of the dams would afford transportation by water for the waste of the mills all along the river. The mere fact that it is waste is no objection to its being utilized for pulp. In fact, experience of pulp makers on this continent has shown that the sappy portion of logs, which is thrown away in the shape of edgings and slabs, makes the finest and toughest paper, when made into pulp by the sulphite process. Experience has also shown that water power can be produced at rates but a fractional portion of the cost of power produced by coal. The

manufacture of carbide requires large and cheap power and with the railway freight rates in favor of the St. John River doubtless a large industry in its production is among the possibilities of the immediate future.

The St. John River Hydro Electric Company.

For some time past some leading gentlemen in this community have believed that there were great power possibilities at Meductic Falls, so called, about forty miles above *FREDERICTON*. Last winter a group of gentlemen asked for and received a charter to develop this water power. Surveys have been made and tentative plans formed. Mr. Henry Holgate, C. E., an eminent Canadian hydraulic engineer, has visited the scene of the proposed dam site and has been much impressed with the possibilities for development. Plans are being prepared for the development of 10,000 horse power, which will be marketed along the Valley of the St. John River and particularly in the *CITY OF FREDERICTON*. It is proposed to supply power in large quantities for electric railway and manufacturing purposes. The promoters have been incorporated under the name of the St. John River Hydro Electric Company.

The St. John River, with the single exception of the St. Lawrence, is the largest water power on the Atlantic seaboard and capital alone is needed to make its beautiful valley one of the busiest industrial regions on the continent.

The Eel River Light, Heat & Power Co., Ltd.

The Eel River Light, Heat & Power Co., Ltd., is another company, which has strong financial backing, and plan on supplying cheap power. The water power of this company on the Eel River is composed of seven large lakes and what is called the dead water, which is $9\frac{1}{4}$ by $\frac{3}{4}$ miles. By damming two of these lakes, the company have at the greatest drought that possibly could be, 125 cubic feet of water per second. There is a possible head of 70 feet, 4 miles below Benton, at the Falls so called. There are four other possible powers on the Eel River, one of which would have a 50-foot head.



PROGRESSIVE SYSTEM OF CIVIC ADMINISTRATION.

FREDERICTON enjoys a progressive system of civic administration. The City Council works earnestly and actively with one impulse—the city's best interests. The Board of Trade is at all times awake and on the jump and is doing a big quota of the work that is making *FREDERICTON* a greater city.

Civic Inducements.

FREDERICTON is not a city that will give away her valuable land to speculators, *BUT TO THOSE WHO WILL BUILD UP STABLE, BONA FIDE INDUSTRIES THE CITY COUNCIL WILL GRANT A FREE SITE, FREE WATER AND EXEMPTION FROM TAXATION FOR A DEFINITE PERIOD OF YEARS.*

Residential Advantages.

FREDERICTON is a delightful city to live and grow in. Renowned for its beauty, the capital city of the province as a residential centre is in a class by herself. There are many handsome squares and parks in and about the city. The hotel accommodations are unsurpassed, the hosts being indefatigable in looking after the needs of their guests. Socially, *FREDERICTON* is active and a pleasing feature is the abundance of summer camps on the river near *FREDERICTON*, where many spend their summer. With boating, canoeing, tennis, cricket and numerous



Victoria Hospital
Residence of F. P. Robinson

Bank of Montreal Residence

Bishop's Court.
Residence of Donald Fraser

other sporting events, one can very pleasantly pass his leisure moments. But the amusements would not be replete without baseball, which has a peculiar attraction for all classes of *FREDERICTON'S* citizenship. And *FREDERICTON* has produced this year the champions of the New Brunswick and Maine League. Open-air concerts are given twice weekly during the summer months by the Fredericton Brass Band and the 71st Regiment Band. Both are popular musical organizations, the former being recognized as one of the most efficient bands in the whole of Canada. This band received

a tempting offer to attend the National Exhibition at Toronto, but were unable to accept, as several of the members could not spare the necessary time from their occupations. Music of the highest quality is beautifully rendered by the Fredericton Brass Band. Two live daily papers



Residence of Ald. J. H. Calder.

record the happenings in and about *FREDERICTON* and keep the public in touch with the events of the outside world.



Scene at Free Country Market, City Hall.

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Our Low Rate of Taxation.

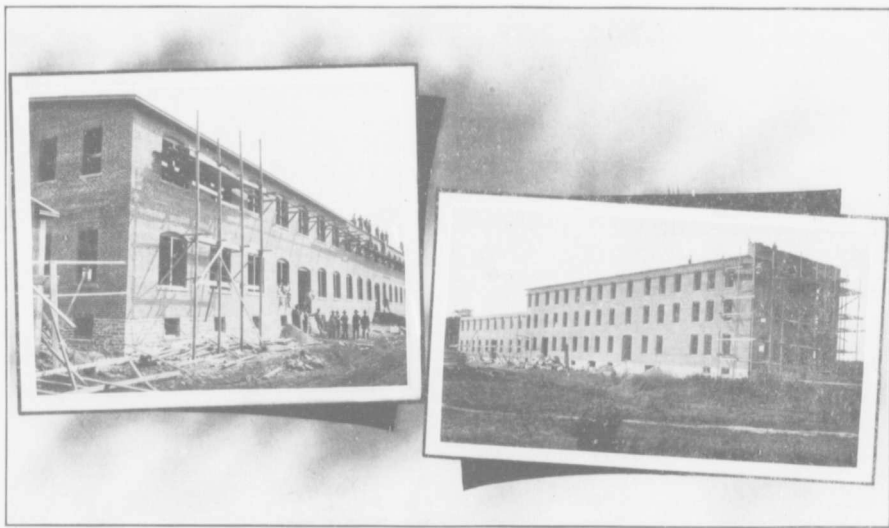
THE TAX RATE OF FREDERICTON SHOULD APPEAL TO ALL AS IT IS AS LOW AS THAT OF ANY CITY IN THE ENTIRE DOMINION OF CANADA, A FACT PROVEN BY THE LATEST COMPARISON. The rate is $15\frac{1}{2}$ mills, or \$1.55 per \$100.00 of valuation. Our real estate liable to assessment is \$3,052,930.00 and the real property exempt is valued at \$1,290,000.00. The Dominion of

Canada owns property in *FREDERICTON* to the value of \$225,000.00 and the Province of New Brunswick holds property to the value of \$400,000.00, all exempt.

The Low Cost of Living.

The low cost of living makes *FREDERICTON* an ideal home, particularly for the artisan. A working man's house can be rented at \$6.00 and upwards per month. The various commodities can be secured at reasonable prices, all the business establishments being up-to-date in every respect. *FREDERICTON* also enjoys a free country market, where the consumer may purchase direct from the producer.





Building Activity in Fredericton.

MODERN FILTRATION PLANT.

FREDERICTON controls its own street light system and operates its own filtration plant. The latter is the most complete filtration plant for municipal water supply in Canada and comprises a large pump well, coagulating basins, filters, pipe gallery, clear water well, together with the necessary pipe connections, filter appliances, chemical mixing tanks, orifice boxes and a wash water tank. The building and plant were constructed in 1906-07. There are five filter units, four of which are already in operation with a filtration of 400,000,000 gallons per year. The water is taken from the river and pumped to the coagulating basins by centrifugal pumps. From the basins it is run into the filters and thence to the clear water well, from which it is pumped to the city. Previous to the installation of the filter plant, the average number of typhoid cases per year was 55, with an average death rate of 9.7 per cent. Since the installation of filtration the average number of cases per year has been reduced to 15 and the percentage of mortality has been reduced to 3.7. Incidentally it might be mentioned that the percentage of deaths in *FREDERICTON* is the lowest of any city in the Dominion of Canada. Sulphate of alumina is the chemical used at the filtration plant. The colour reduction is about 80 per cent and the bacteria reduction about 98 per cent.



Where the Hartt Boots and Shoes are made.

FREDERICTON'S MANY INDUSTRIES.

FREDERICTON at the present time has many industries, guided by men of keen business instincts with a wealth of experience in their particular line of manufacturing. The twin towns of St. Mary's and Gibson, connected with *FREDERICTON* by substantial steel bridges, and the town of Marysville, three miles distant, connected by rail, are thriving suburbs, containing lumber mills and other factories. At Marysville is situated one of the largest cotton mills in Canada.

Some of our more prominent industrial concerns are:—

Hartt Boot & Shoe Co., Ltd.

Canadian Cottons, Ltd.

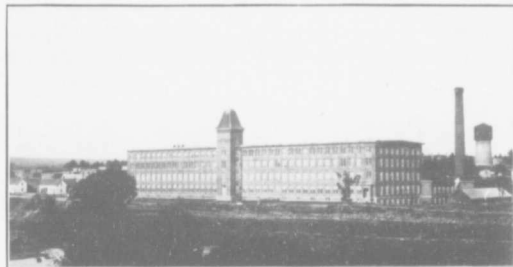
McFarlane, Neill Mfg. Co., manufacturers of peaveys, staves, lumbermen's supplies, etc.

Chestnut Canoe Co., Ltd.

York & Sunbury Milling Co., Ltd.

McFarlane Wagon Works.

John Moore & Son, monumental works.



Canadian Cottons, Ltd.



Risteen Co., Ltd.
McFarlane-Neill Mfg. Co., Ltd.

Chestnut Canoe Co., Ltd.
Smith Foundry Co.

Willis McPherson, machine shop.

Smith Foundry Co.

M. Ryan & Son, manufacturers of bricks
and tiles.

John Palmer Co., Ltd., tannery and manu-
facturers of larrigans.

Palmer-McLellan Co., Ltd., tannery and
manufacturers of larrigans.

B. S. Moore, manufacturer of canoes.

Eben Miller, manufacturer of carriages.

F. L. Cooper, manufacturer of carriages.

Risteen Co., Ltd., woodworking factory.

Phoenix Lumber Mills.

William D. Gunter, manufacturer of lumber.

St. John River Log Driving Company.

Haines Co., Ltd., manufacturers of lumber.

Fraser, Ltd., manufacturers of lumber.

McGinn Co., manufacturers of farm wagons.



A FEW OF THE OPPORTUNITIES.

FREDERICTON offers exceptional opportunities for the manufacture of any of the following lines:—Automobiles, Boots and Shoes, Bags, Biscuits, Bottles, Clothing, Furniture, Woollen Goods, Shirts and Collars, Pulp and Paper, Leather, Lasts, Flour, Gloves, Cotton, Pottery, Rubber and Felt Goods, Steel Castings, Tiles and Woodenwares and for the establishment of Canning Factories, Pickling Factories, Pork Packing Plant, Cap Factories, etc.

These are but a few of the countless opportunities which *FREDERICTON* offers. The capitalist or manufacturer looking for an ideal city to establish a factory cannot afford to overlook the advantages of New Brunswick's capital, but should come and assist in the making of a new *FREDERICTON*.

A *FREDERICTON* manufacturer would not only have the growing market of the Maritime Provinces, but he would be in a position to compete for the larger market of Canada, on account of the fact that *FREDERICTON* enjoys a freight rate to the Pacific Coast that compares favorably with that from the larger Eastern centres of Canada.



M. Ryan & Sons, most modern Brick and Tile Plant in Canada.

OTHER SIGNS OF PROGRESS.

In addition to the construction of railways and the advancement of other projects, there are numerous other signs that *FREDERICTON* is going ahead at a rapid pace.

Dredging \$50,000.00.

During the past few years the St. John River has become filled up so that coal barges and other vessels encountered considerable difficulty. The present federal administration took the matter up on representations from the City Council with the result that provision was made in the estimates at last session for the removal of 206,000 cubic yards of mud in front of the wharves and on the channel as far down river as Morrison's mill, a short distance below *FREDERICTON*. Five powerful dredges performed the work and as a result the river is now navigable for the larger sea-going vessels.

Concrete Wharf \$24,000.00.

THE CITY OF FREDERICTON has made over to the federal government the city dump property at the rear of the City Hall and the federal government has let a contract for a concrete wharf costing \$24,000.00 on which work has already been commenced. The traffic on the

river has picked up greatly and has been especially brisk during the construction of the many railways in and about Fredericton.

Improvements at Officers' Quarters, \$3,000.00.

There has lately been completed an iron fence around the officers' quarters and military depot, costing in the vicinity of \$3,000.00. Posts for arc lamps will be erected along the Queen Street and Regent Street sides of the military property, as used in the great white way at Ottawa, so that *FREDERICTON*, when this feature is completed, will have a great white way along her principal business streets and military property.

Experimental Farm, \$75,000.00.

The announcement has been made by the Minister of Agriculture that the experimental farm for New Brunswick will be located at *FREDERICTON*, which is a splendid tribute to the agricultural lands here. About \$25,000.00 has been spent in the purchase of lands, while \$50,000.00 is being expended in the erection of the necessary buildings, barns and other equipment. The farm will be one of the finest ever equipped by the Department of Agriculture and will employ a large number of hands. On account of the fertility of the soil and climatic conditions experts have declared that the *FREDERICTON* district is one of the best on the continent for the establishment of such a farm.

Post Office, \$300,000.00.

The federal government has undertaken the erection of a new post office, which is much needed to meet the growing demands of the citizens of *FREDERICTON*. The new structure will cost in the vicinity of \$300,000.00 and will be erected near the site of the present post office on Queen Street, which structure will in all probability be converted into a Customs House.

Armory, \$250,000.00.

The 71st Regiment finds itself very much cramped in the present drill hall and as this is the headquarters of the regiment all the military stores are quartered here. The armory is also the headquarters of a squadron of the 28th New Brunswick Dragoons who also need barrack



The Post Office.

facilities. On that account it is learned on good authority that the Arctic Rink, now built on military property will be removed and a new drill hall, costing in the vicinity of \$250,000.00, will be erected.

Fire Stations, \$15,000.00.

The City Council at the desire of the Fire Committee have decided to build two new fire stations. Tenders will shortly be called for the work. *FREDERICTON'S* Fire Department ranks second to none in the provinces and this addition to the facilities will be welcomed.

New Larrigan Factories and Tanneries.

Those arriving in *FREDERICTON* over the C. P. R. are at once made to see a part of Fredericton's expansion. Near the station the John Palmer Co., Ltd., have lately completed the erection of a large new larrigan factory and tannery in order to fulfil the demands of their increasing business.

Alongside of the C. P. R. station the Palmer-McLellan Shoepack Co., Ltd., have built a big larrigan factory and tannery. Mr. John Palmer has associated with him in the new enterprise Mr. W. A. McLellan, who has had an extensive experience in the business.

Both factories will be running to full capacity in the early spring. Their operation, coupled with the re-operation of the Victoria Mill by Fraser, Ltd., assures a substantial increase in manufacturing.



The Home of the Palmer Moosehead Brand Winter Footwear.

Pulp and Paper Mill.

The Partington Pulp and Paper Company, having recently acquired the Gibson lumber lands, plan exceedingly large development. At Marysville, *FREDERICTON'S* thriving suburb, a monument to the industry, energy and genius of New Brunswick's grand old man, Alexander Gibson, this company will erect an immense pulp and paper mill. Arrangements have already been completed to have the necessary dredging performed and within a comparatively brief space the mill will be in active operation.

Another suburban district that is sharing in *FREDERICTON'S* expansion is the Nashwaaksis, directly opposite the city, where the Haines Co., Ltd., have lately established a fine saw mill.

Improvements at Cotton Mill, \$75,000.00.

The Canadian Cottons, Ltd., are now installing new machinery to the extent of \$75,000.00, and plan to employ more than 100 additional hands.

Normal School Annex, \$35,000.00.

The Provincial Government announce that work on the erection of a \$35,000.00 annex for the Provincial Normal School will be commenced in the early spring.

EDUCATIONAL ADVANTAGES.

FREDERICTON is admirably equipped along educational lines, being the seat of the University of New Brunswick and other important academical institutions. The University has sent out in the past and continues to send out from its walls many brilliant men and its courses are universally recognized as being of a most complete and splendid character. It is worthy of note that the University is the highest branch of New Brunswick's school system — a system unexcelled in efficiency in any part of Canada.

The Normal School is also located in *FREDERICTON* and here, too, the course is an up-to-date one in every respect. Annually hundreds of young men and women are granted licenses from this institution of learning to teach in the public schools, while the number writing the qualifying examinations last term was over 800. The High School, admitted to be the finest in the province, and numerous primary schools with a largely attended business college, where shorthand, typewriting and other subjects are taught, complete the educational facilities of the city.

An important and attractive feature of the public school curriculum of *FREDERICTON* is the study of music. Five years ago the Board of School Trustees, after careful consideration, provided for the teaching of public school music along the lines adopted by the larger cities.



Provincial Normal School

St. Dunstan's School.

Engineering Building, U. N. B.

University of New Brunswick.

Charlotte Street School

Fredericton High School

Fredericton Business College

AGRICULTURAL WEALTH.

FREDERICTON is fortunate in being in the centre of valuable agricultural and fruit growing lands. In every direction are districts where excellent results have been secured. This is particularly true of the entire St. John Valley, now being opened up by the new railways. The valley has a length of 280 miles and an average breadth of 100 miles. The quality of the valley potato is so superior to any grown in Canada that the demand is more than the supply, despite the fact that the crop yields about 200 bushels per acre, while many farmers obtain 300 bushels per acre. The market, enjoyed by the valley potato and the valley turnip, is not confined to the Dominion alone, Boston, New York and other American cities on the Atlantic coast, as well as the West India Islands receiving heavy shipments, while to the Island of Cuba there has been shipped in twelve months 525,000 bushels.

The Valley country is especially well watered, the water being pure and abundant. Poultry raising, dairying, sheep raising, bee-keeping and other branches of farm life flourish throughout the valley and in the immediate vicinity of *FREDERICTON*.

The following from a recent edition by the Provincial Department of Agriculture affords some criterion of the value of the valley lands for fruit growing:—

"In point of land available,—range of varieties profitably grown and marketing facilities,—the lower St. John Valley constitutes an important section. Acknowledged to be one of the most fertile and beautiful valleys of the world, it awaits only the systematic development of its fruit lands to rapidly blossom forth into one of the grandest apple valleys in Canada. Since no definite soil survey has ever been made through this country, it is impossible to say how many acres of first class fruit land it contains. Suffice it to say that along the river most of the land has an admirable slope and is excellently adapted for apple growing. Much of the soil further back is also first class and considerable areas of excellent apple land are to be found even twenty miles or more from the river.

"The upper St. John Valley, between *FREDERICTON* and Woodstock, while not adapted to such a wide range of varieties as may be produced below *FREDERICTON*, has proven itself adapted to the production par excellence of early or mid-winter fruit, and at Woodstock, 160 miles from St. John, there may be found today the relics of the old Sharp orchards—apple trees planted in the tens of thousands by Francis P. Sharp, one of the most noted horticulturists in America.

"Less is known at present of the amount of land available in the country embraced in the Upper Valley of the St. John; but with the completion of the St. John Valley Railroad, which skirts the west bank from St. John to Woodstock, immense blocks of first class fruit lands now



St. Dunstan's R. C. Brunswick St. Baptist
 St. Anthony's R. C.

Christ Church Cathedral
 Christ Church Parish Church

St. Paul's Presbyterian Methodist Church
 George Street Baptist

intermediate between Woodstock and *FREDERICTON*, and unattended by direct steamship or railway service, will be placed within easy communication of the social and marketing advantages possessed by the lower St. John Valley."

One of the best apple-growing districts is that extending from *FREDERICTON* to near the mouth of the St. John River and back on either side an indefinite distance. Under methodical management the following varieties, which will command the highest prices, can be grown:—King of Tompkins, Ribston, Pippin, American Baldwin and Rhode Island Greening. The best fall and winter varieties, including the Wealthy, McIntosh Red, Emperor, Alexander, Fameuse, Duchess of Oldenburg, are popular throughout the district mentioned, as well as in the district as far north as Grand Falls, 225 miles from the mouth of the river.

Good agricultural land can be procured at from \$10.00 to \$30.00 per acre in close proximity to *FREDERICTON*.

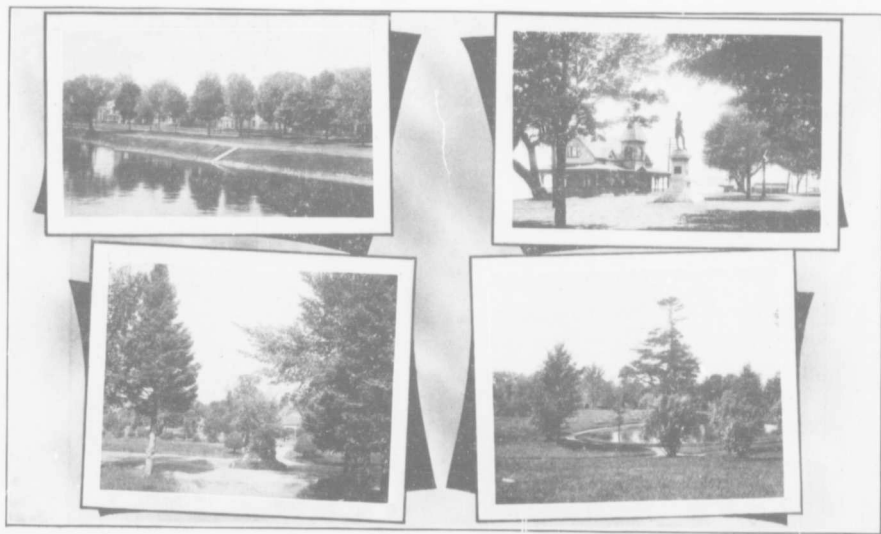
The Provincial Government has engaged an expert horticulturist and rapid strides are being made in the development of the fruit-growing lands. One of the largest orchards is that near Burton, owned by The St. John River Valley Farm & Fruit Land Co., Ltd. This orchard tract has been sub-divided into blocks of from 12 to 25 acres each and has lately been placed on the market.

FREDERICTON it should be remembered conducts bi-annually the greatest agricultural and live stock exhibition east of Toronto. With a list of attractive amusement features, the exhibition is one that attracts people for many miles, and nothing but favorable comment is heard.

The Beautiful St. John River.

The mention of the St. John River is synonymous with beauty. Quite aptly has the noble river been termed "The Rhine of America." It is the ideal of beauty throughout its whole course of 500 miles, the late Rev. Dr. T. DeW. Talmage describing the river as "the Rhine and the Hudson commingled in one scene of beauty and grandeur." Countless pages could be written about this beautiful river, but even then its true grandeur could not be adequately described. Through the efforts of the Fredericton Tourist Association, which is under the auspices of the Fredericton Board of Trade, hundreds of tourists are annually coming to New Brunswick to enjoy a sail on the St. John River. *FREDERICTON* is a city where the summer visitor delights to linger and like the river, affords unrivalled attractions for the tourist.

The ascent of the river by the tourist begins at Indiantown, St. John, and throughout the whole trip to *FREDERICTON* some striking scenery is revealed.



Gems of Beauty, Fredericton, N. B.



Scene on the St. John River.

BIG GAME HUNTING.

As a big game country, New Brunswick stands pre-eminently first among the game lands of the world. From far and near sportsmen flock to the province. *FREDERICTON* is the centre of departure for the famous Miramichi game lands and each year surpasses its predecessor in the number of sportsmen that arrive in the capital city and start out on their expeditions. A great deal, of course, will depend on the guides and the Crown Land Department of the Provincial Government will be very pleased to forward a list to any intending hunter.

Moose, caribou, bear and deer abound in the woods of New Brunswick and there are few sportsmen who do not encounter success.

Salmon and Trout Fishing.

Salmon and trout fishing attract many from the United States. There are hundreds of lakes in the woods of New Brunswick, the *FREDERICTON* section having a very liberal share. One may here spend a quiet week or a month, and as the lakes and streams are richly stocked with fish, the fruits of the trip are most likely to be substantial. The big Oromocto Lake, situated near *FREDERICTON*, is nine miles long and in some places five miles broad. American and other sportsmen who desire the very best of fly fishing can come to *FREDERICTON*, spend

the night at a comfortable hotel and leave in the morning for the Hartt and other pools, a short distance from *FREDERICTON*. Here salmon are caught in great numbers, ranging in weight from five to twenty pounds. Returning to *FREDERICTON* in the evening they can depart for home without delay, there being two trains daily to Boston connecting with the other large centres.

LUMBERING—Abundance of Raw Material.

FREDERICTON is the pivot of the great lumbering industry of New Brunswick. It is quite well known that lumber is one of the province's most valuable assets and even greater precautions will be exercised in the future than in the past to protect this valuable gift of Nature.

The turning of the woods into merchantable lumber is in itself a great industry and employs thousands of men, but the real future for the lumbering industry in this section will come when the present crude methods of manufacture are abandoned and the finished article is put on the market. Within easy reach of *FREDERICTON* on the St. John and Nashwaak Rivers are valuable hard and soft wood areas of almost inexhaustible extent, including spruce, pine, hemlock, maple and birch. This wood can be brought to *FREDERICTON* by either rail or steamboat at a very small cost. The openings are particularly bright for the *MAKING OF FURNITURE AND FOR INDUSTRIES EMPLOYING THE HIGHER GRADES OF LUMBER.*

In fact, any industry where wood is essential in its manufacture would thrive in *FREDERICTON*.

There are splendid opportunities here for the establishment of pulp and paper mills. A practical enactment by the Provincial Government has prohibited the export of the pulp wood in its raw material and as a result a stimulus to manufacture is looked for. It is universally admitted that spruce is the best of all woods for paper pulp and the supply near *FREDERICTON* is abundant.

The forests of the St. John Valley have an annual output of about 500,000,000 feet, the annual cut being limited to the annual growth. The authorities are also alive to the protection of the woods from fire.



Lumber Boom, Sugar Island.

WHAT EXPERIENCED MEN SAY.

The following impressions of *FREDERICTON*, given by gentlemen who have been associated with the city's progress, will be read with interest:—

His Worship Mayor Hooper:—

“With the immense railway development that is being carried on in and about *FREDERICTON*, industrial expansion is inevitable.

“During the past few months there has been a great awakening in New Brunswick and *FREDERICTON*, the capital city, is taking a prominent part in the advancement.

“Our many industries are enjoying great prosperity and two new industries have lately been completed. There is room for many more and the city is prepared to give liberal concessions to sterling bona fide concerns. A free site, free water and exemption from taxation for a definite period of years will be granted by the city to gentlemen of this character.

“*FREDERICTON* has a delightful climate and is renowned for its beauty. Cheap steam coal and cheap electric power are available at the present time and water power, which will be supplied at phenomenally low rates, will be here within a short time.

"Perhaps the greatest pride of *FREDERICTON* is our admirable school system. Not only are the numerous High Schools and Primary Schools flourishing, but the provincial institutions, located here, rank among the best on the continent. The number of pupils this term is exceptionally large.

"There are large agricultural possibilities in and about *FREDERICTON*, while the greatest agricultural exhibition east of Toronto is held here every other year. For the manufacturer, capitalist and everybody *FREDERICTON* would make an ideal home and a hearty welcome to New Brunswick's beautiful capital awaits both the artisan and the man of money."

Mr. John T. Jennings, President of the Fredericton Board of Trade:—

"*FREDERICTON* will be ideally situated within a very few months, when the railway works, now under construction, will be completed. The city then will be the most centrally located of any city in the province as a distributing centre.

"*FREDERICTON* would be a fine situation for manufactories because of the many railways radiating out from the capital as a pivotal point and because of the competitive freight rates, which we enjoy.

"The completion of the road from Gibson to Minto will bring the products of the Grand Lake mines to our door at a very greatly reduced cost and will thus give us very much cheaper power. The price charged by our electric light company for electric power is stated by a prominent manufacturer without the province to be the cheapest rate enjoyed by any city in the Maritime Provinces. In addition to this advantage there is in close proximity to the city valuable water powers, that are now in process of development, that will furnish even cheaper power for manufacturing purposes.

"The completion of the St. John Valley Railway and of the branch of the Grand Trunk Pacific Railway from Napudogan to *FREDERICTON* will place most valuable areas of hardwood within easy reach of the city of *FREDERICTON*. This class of wood, such as birch, etc., is now in great demand by the manufacturers of Canada. There are large opportunities for the development of this trade, but if capitalists will assist us in the manufacture of these resources at our doors, the profits that will accrue will be increased many times over what would be the case with the marketing simply of the raw material. There are here good opportunities for the establishment of many manufactories which can handle the products of our section.

"The city is prepared with sufficiently representative industries to give an exemption from taxation and free water for a term of years and also to provide suitable sites for buildings.

"From the standpoint of the artisan and the mechanic, *FREDERICTON* has much to offer them. Our exceptional educational facilities are of great advantage for the education of the children and as a result of this system better and more intelligent help can be obtained than is the case with many of the larger centres. The privilege of having cottage homes, separated from their neighbors, offers special inducements to people of this class in contra distinction to the congested manufacturing districts of many centres.

"*FREDERICTON'S* filtration system, one of the few in Canada, is thoroughly up-to-date and the city offers a very admirable place of residence for both the artisan and the man of greater means.

"An agricultural community of large promise both up and down river surrounds the city and offers very large opportunities for extensive farming.

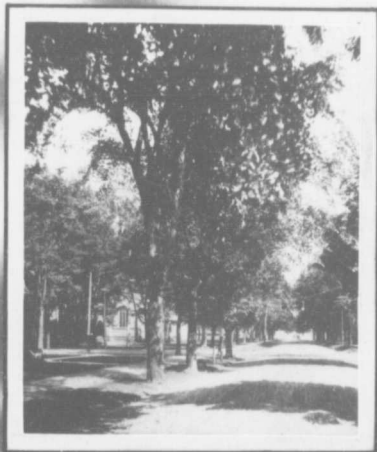
"Already many fruit farms have been established within a reasonable distance of the city, which are producing today apples of exceptional quality. There is greater opportunity for more extensive fruit farming and the St. John River Valley offers excellent conditions for anyone interested in that culture."

Mr. J. D. Palmer, President of the Hartt Boot & Shoe Co., Ltd., speaking on behalf of the management:—

FREDERICTON is well situated in this respect that it has a large and intelligent population to draw from out of which can be made the very highest class of skilled help. On account of the splendid educational facilities that the people enjoy naturally the standard of those engaged in the different industries is very high and should compare very favorably with any manufacturing centre in Canada.

“We think there are opportunities here for various industries to be established and can see no reason why they cannot meet with as much success as our present industrial concerns have encountered. So far as we are concerned we market our goods from the Atlantic to the Pacific and find no difficulty in doing so. The transportation facilities are good and the city enjoys competitive freight rates, our rates to the Pacific Coast comparing very favorably with any of the larger eastern centres of Canada.

“While it will be but a matter of a few months before the natural water powers of the St. John River will be developed, *FREDERICTON'S* near location to the Queens County coal areas, makes it possible to produce power, even in individual cases, at minimum of cost. And from



Scene on Brunswick Street.



Scene on Church Street.

FREDERICTON'S near location to the winter port of St. John, goods from any country can be assembled here to advantage. This places *FREDERICTON* in a very enviable position both for import and export business. Notably, if a tannery was established here, the raw product could be landed cheaper than at any other place in Canada where a tannery is now located. There are many excellent local sites, where a tannery, producing the very highest quality of leather, could be established.

"These facts, together with the support and advantages that the city is willing to give new industries, makes *FREDERICTON AN IDEAL SPOT FOR MANUFACTURERS COMPETING FOR THE CANADIAN TRADE, TO LOCATE.*"

Mr. H. G. Chestnut of the Chestnut Canoe Co., Ltd.

Mr. H. G. Chestnut, of the Chestnut Canoe Co., Ltd., said:—*FREDERICTON* offers a combination of advantages that cannot fail to favorably impress the capitalist or manufacturer desiring to establish a Canadian factory. With the big railway development now being carried on *FREDERICTON'S* advantages will be greatly enhanced and industrial expansion seems certain."

An illustration of the splendid quality of the "Chestnut" canoes and snowshoes, manufactured in *FREDERICTON*, may be obtained from the following letter written the firm by Mr. Henry

K. Wickstead, Chief Engineer of Surveys for the Canadian Northern Railway system, and an eminent authority on such matters:—

“I have yours of the 2nd inst. We are rather curtailing our operations this winter, our bush work being very largely finished and your snowshoes are so good that we have a very considerable stock still on hand and in good order. I may say that this has never happened before and it has been much more usual for us to order a second lot for the same men during the same winter than to have any carried over to the following season.

“The canoes, especially the 19 ft. Freighters, have been a huge success, quite the best we have ever had.

“The 14 ft. canoes are the fastest and handiest craft we have ever had to do with for north country travelling and I think you should list them in your catalogue. The boys quote one instance after another where they have beaten the other makes by hours in a day's travelling and others where they have kept going in rough water when the other fellows had to lay up. I have myself made four miles per hour for ten or twelve hours at a stretch which I had not believed possible in so short a canoe. This very shortness is an immense advantage:—1st, in shipping in a baggage car which will often not take in a 16 ft.; 2nd, on a crooked portage or stream where the longer model cannot negotiate the sharp bends.”

Distance in Miles between Fredericton and other important Canadian centres:—

St. John	66	Winnipeg	1883
Halifax	341	Regina	2240
Montreal	460	Calgary	2723
Quebec	556	Edmonton	2915
Ottawa	579	Vancouver	3353
Toronto	792	Dawson City.....	4791