

“The Town of Opportunity”

# MONCTON

NEW BRUNSWICK

CANADA

1912.



Cheapest Power on Atlantic Seaboard

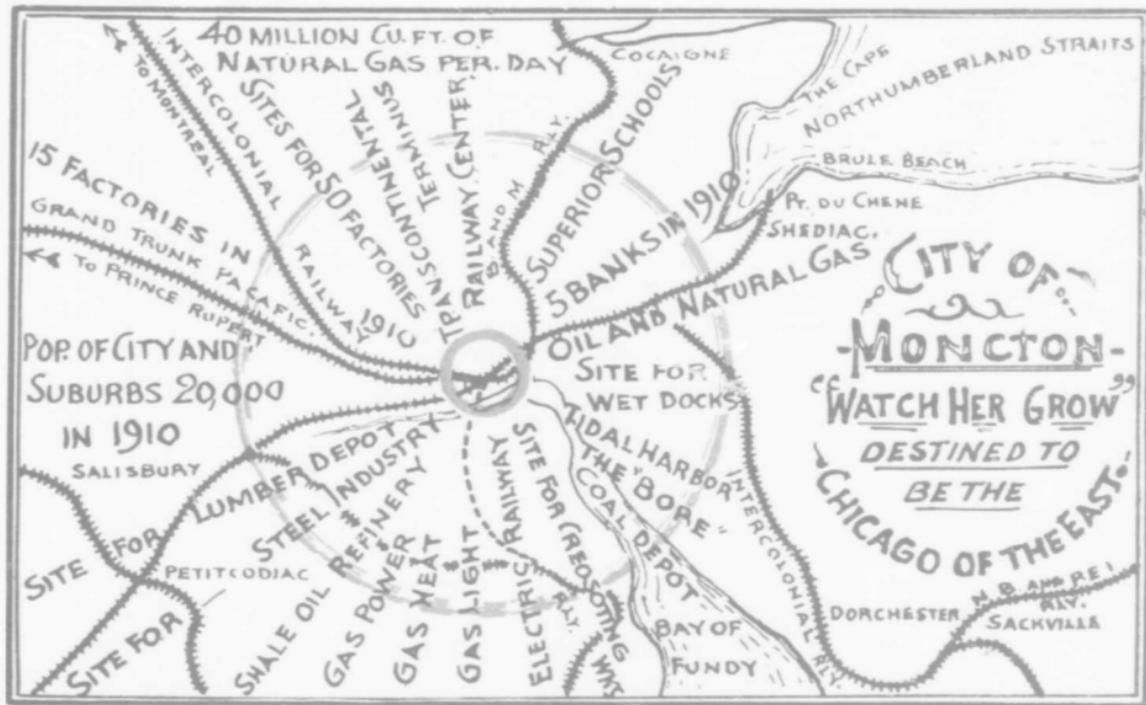
Greatest Natural Gas Wells in Canada

Richest Oil-Shales Fields in the World

Transportation Centre of Eastern Canada

Forest, Mine and Sea Under Tribute

Industrial Hub of the Mighty East



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# STATISTICAL

## MONCTON - - NEW BRUNSWICK

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- Incorporated 1875
- Present Population, 13,000
- Suburban Population, 5,000
- Civic Assessment, \$5,475,000
- Twenty Two Miles of Streets
- Seventeen Miles Modern Sewers
- Municipal Owned Water Works
- Tram Cars and Electric Light
- Four Public Schools, High School
- Many Churches and Fraternal Societies
- Five Chartered Banks, Large Capital
- Athletic, Driving and Recreation Parks
- Death Rate Lowest in Canada
- Two Daily, Four Weekly Papers

IF INTERESTED WRITE

**The Secretary of the Board of Trade**

**Moncton, New Brunswick, Canada**



"ARRIVAL OF THE BORE."—A Solid Wall of Water Rushing up the River with Irresistible Force and Spectacular Fascination.

## FAVORABLE LOCATION

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Moncton is situated on the Petitcodiac River, an estuary of the Bay of Fundy, and which courses through one of the most fertile valleys in Eastern Canada. The aborigines chose this spot as centrally and conveniently located for one of their important settlements; and the French who conquered and made friends of the Indians confirmed the wise choice of the first settlers by establishing here one of their most prosperous villages.

The river is navigable for nine months of the year for vessels drawing twenty-five feet of water. Opposite the mouth of the river are the prolific valleys and rich coal mines of Nova Scotia; while an easy portage in those early days (now a brief railway trip) gave access to the Shediac River and the Straits of Northumberland, with all their wealth of fisheries; and a two hours' sail placed the agricultural abundance of Prince Edward Island under tribute.

The railways have made Moncton the transportation centre of the province to an even greater degree than when the rivers and sea carried the burden of commerce. Any railway seeking the Atlantic seaboard of Nova Scotia or enroute to the "Ancient Colony" of Newfoundland must perforce pass through Moncton.

## THE RAILWAY HUB

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Moncton is the Railway "Hub" of the Maritime Provinces. Here are the general offices and the headquarters of the Intercolonial and the Prince Edward Island Railways (the Canadian Government System); this city is the eastern terminus of the Grand Trunk Pacific Railway; and also of the Moncton & Buctouche. A bridge soon to be built across the river here will make this city one of the termini of the Salisbury & Albert Railway, the line by which access is had to the great limestone, oil, gas and oil-shale fields of the adjoining county of Albert; the Canadian Pacific Railway operates its Atlantic terminus trains over the Intercolonial and passes through Moncton; and the Canadian Northern system in seeking an ocean outlet must place Moncton upon its main line. From this city radiate the great trunk lines of railway to Halifax, Sydney and Newfoundland on the east, to St. John, Boston and New York on the south; and to Quebec, Montreal and the west.

Moncton, therefore, holds an unique position as a distributing point, as well as a centre for the assembling of raw material. Its wholesale distributing trade in many lines takes front rank and is annually increasing in volume and variety.



LOW TIDE AT MONCTON.—The Tides in Moncton Harbour Rise and Fall  
Thirty-Three Feet Twice Each Day.

## DOCKS AND QUAYS

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The Petitcodiac River is famous the world over for its wonderful phenomenon of "The Bore," a solid wall of water rushing up the river twice each twenty-four hours with irresistible force and spectacular fascination, followed by a rapid filling of the river, upon whose bosom is borne the vessels of commerce and pleasure. The rise and fall of tide is between thirty-one and thirty-five feet.

Numerous creeks which indent the foreshore of the city seem designed by nature for the location of docks which can be economically constructed, quickly filled and as rapidly emptied. Plans have been submitted for such docks, and are presented herewith.

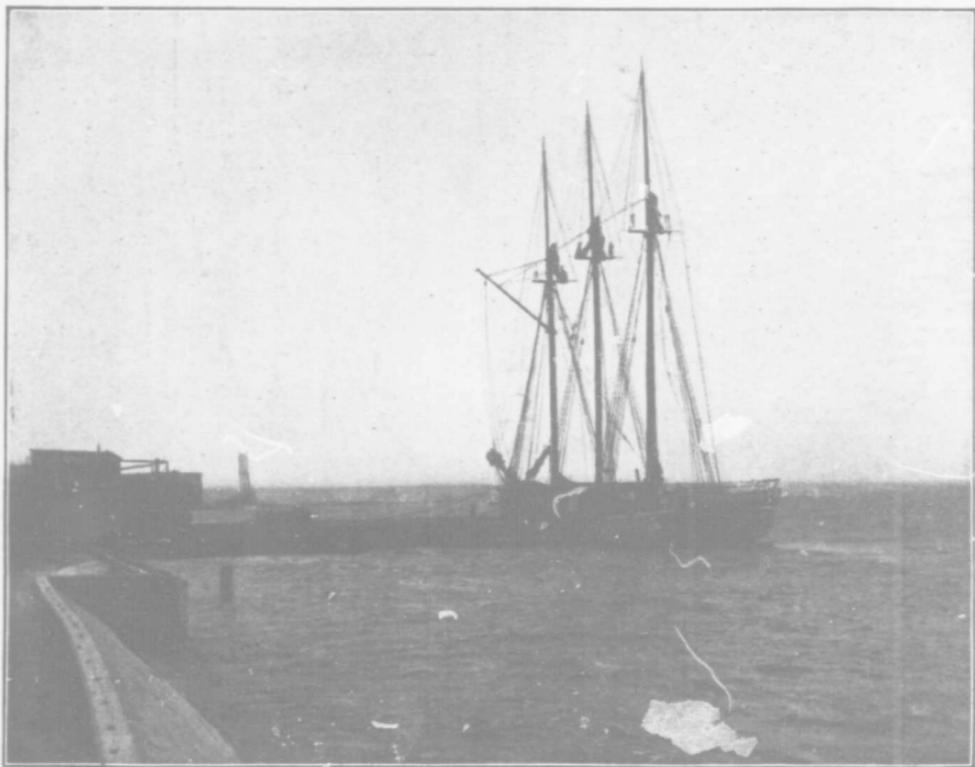
The Railways have ample branches along the water front, intersecting the wharf and dock properties, and numerous and convenient sidings make the matter of freight transhipment by or from water carriers at once easy and inexpensive.

An eminent engineer recently prepared a sketch and pointed out how by the erection of dams across the river a short distance below Moncton, and the creation of a flowage basin, immense power could be developed from the extraordinary rise and fall of tide at this point. Whether or not the project takes definite shape since the utilization of the natural gas as a power producer the potentiality remains ever available.

## AGRICULTURAL WEALTH

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Moncton is the centre of the wealthiest agricultural district in eastern Canada. Westmorland, of which this city is the commercial centre, is a fine farming county, and immediately adjacent are the fertile counties of Kings, Albert and Kent. The Grand Trunk Pacific Railway brings the rich St. John River Valley at Moncton's door, nearer to this city than to any other town. Prince Edward Island, "The Garden of the Gulf," is only three hours' distant and here the Island already finds a market for quantities of its agricultural produce. The St. John River Valley and the county of Albert, as well as Westmorland, are admirably suited to apple growing and already magnificent and profitable orchards are found in those localities—and orchardizing has only begun in this province.



MONCTON HARBOR—After the Arrival of "The Bore," Accommodating  
vessels of Large Tonnage.

## THE SEA UNDER TRIBUTE

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The fisheries of the Bay of Fundy, the Straits of Northumberland and the Gulf of St. Lawrence afford this city an abundance of choicest sea foods. At Shediac and along the North Shore are found oysters and clams of the very finest quality and each year in addition to supplying the home market large quantities of these succulent bivalves are exported to the United States and elsewhere.

## INDUSTRIAL PROGRESS

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A start has been made to eventualize Moncton as "The Industrial Centre of the East." Here are Stove Foundries, Cotton Mill, Barrel Mill, General Machinery Works and Foundry, Woolen Mill, Biscuit Factory, Wire Fence Factory, Planing and Woodworking Mills, Carriage Factory, Cap Factory and numerous smaller industries, all prosperous and expanding. These have been established and have grown before they had the advantage of the cheap power that the natural gas—just installed—furnishes. The cheapness and convenience of assembling raw products and the economical and speedy distribution of the manufactured goods would, of themselves, give Moncton pre-eminence as a manufacturing city; and now that it has become THE CHEAPEST POWER CITY ON THE ATLANTIC SEABOARD because of the inexhaustible supply of the richest natural gas in the world its position as an industrial and manufacturing centre is assured and impregnable.

Here are located the construction and repair shops of the Intercolonial Railway, one of the most modern and most efficient layouts in Canada.

The monthly pay roll of the various industrial concerns aggregates some \$125,000.

## THE LABOR SUPPLY

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There is an abundance of native labor—the very best, both male and female. The relationship between capital and labor are of the most cordial character and strikes and lockouts are unknown. The employer and the employee are working hand in hand to create industrial activity in this city and to establish industry upon a sound and profitable basis.

## INDUSTRIES WANTED

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No city in Canada — east or west — offers the favorable opportunities for profitable investment in industrial enterprises that Moncton does. Among the lines that can profitably be manufactured here and for which there is immediate demand may be mentioned: —

Furniture for Export Trade  
Oil Refineries, Glass Works  
Brick and Terra Cotta Goods  
Gas Engines and Stoves  
Mill and Mining Machinery  
Carpets and Textile Goods  
Tanneries and Leather Goods  
Railway Cars and Appliances  
Tools and Manfrs. in Steel  
Men's and Women's Clothing  
Leather and Rubber Footwear  
Confectionery, Soaps

IF INTERESTED WRITE

**The Secretary of the Board of Trade**

**Moncton, New Brunswick, Canada**

## NEW BRUNSWICK PETROLEUM AND NATURAL GAS

Petroleum and Natural Gas have been known for half a century to exist in New Brunswick. The first recorded drilling for these products was in 1859; when three shallow wells were sunk near Moncton, and all gave good showings in both oil and gas.

Between 1876 and 1880, Mr. Lewis J. Emery, Jr., of Bradford, Pennsylvania, drilled several wells in Westmorland County, with satisfactory results, but owing to the very great development of the Oil Industry in the United States at this time Mr. Emery discontinued his work in New Brunswick.

No further work was done with regard to the development of Oil and Gas in the Province until the year 1889, when Mr. Mathew Lodge, of Moncton, N. B., obtained from the Provincial Government a License from the Crown to prospect and develop oil and gas within the Province over an area of 18,000 square miles.

The New Brunswick Petroleum Company, Limited, was formed by Mr. Lodge and this Company drilled some 80 wells in the counties of Westmorland and Albert and one well in Kent County, and succeeded in proving the existence of oil and gas over a large area. The company expended some \$225,000 in its operations.

In 1907 the New Brunswick Petroleum Company obtained a two hundred year's lease from the Government of the Province, granting to the Company the sole and exclusive Oil and Gas rights over an area of 10,000 square miles—the greatest concession of the kind in America. Two years later the N. B. P. Co. made arrangements for continuance of the development work with the Maritime Oilfields, Limited, a syndicate financed by English and Scottish capital.

The Maritime Oilfields, backed by ample capital and employing the best oil and gas experts from the United States, energetically developed the areas in Albert County and have a record of unqualified successes. Within an area of three square miles in Albert County they have seventeen wells producing gas, and ten of them also flowing oil. The capacity of these wells is fifty million cubic feet of gas per day, at pressures varying from 200 pounds to 300 pounds per square inch. This gas has been piped to Moncton, nine miles, and to Hillsboro, four miles. WE HAVE HERE THE GREATEST GAS AND OIL FIELDS IN CANADA, and in comparison with which the much-vaunted fields of the west sink into insignificance. Not only have we the largest gas wells but the New Brunswick gas is free from sulphur, poison and all deleterious substances, and is piped direct from the wells to consumers, requiring no purification. IT HAS THE HIGHEST CALORIFIC POWER OF ANY NATURAL GAS IN THE KNOWN WORLD, AND IS CHEAPER THAN ANY OTHER GAS IN THE WORLD FOR POWER PURPOSES.

## THE CHEAPEST SOURCE OF POWER

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The Moncton Natural Gas has double the heating value of the best Pittsburg, United States, product; and the sulphurous gases of other Canadian districts do not stand as one to four in comparison. The Moncton gas wells are the greatest in Canada; the gas is the purest in the world; has the highest calorific value of any known gas; and is here in unlimited quantities at an enormous pressure.

The Moncton Tramways Company a few days ago received from a prominent Pennsylvania manufacturing firm a report upon their success in using the Pittsburg gas for power, as follows:

"We are using a twin-cylinder, throttling governor, Struthers-Wells gas engine operating our beam house machinery approximately twenty-three hours daily; maximum H.P required, 170; gas consumed, 1450 cubic feet per hour, or approximately 1,000,000 cubic feet per month, which is equal to about  $8\frac{1}{2}$  cubic feet per h. p. hour. You will note that this is a very low consumption for this type of engine; however, our load has been maximum and constant; this, with the excellent quality of gas furnished us, no doubt, accounts for the results obtained."

Yours very truly,

PROCTOR, ELLISON & CO.

Wilksland, Pa., June 3rd, 1912.

If Pittsburg Natural Gas produces power at a consumption of only  $8\frac{1}{2}$  cubic feet per horse power hour, Moncton gas will give equal power results at less than one-half that consumption of gas.

## OIL IN PAYING QUANTITIES AND OF SUPERLATIVE QUALITY

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Because of the immediate need of gas for domestic and industrial purposes the Maritime Oilfields Company have given almost their entire attention to developing those wells. But the oil proposition has not been altogether neglected, and now that an ample and inexhaustible supply of gas is on tap energetic development of the oil sands will be prosecuted. Ten of the gas wells are already producing oil and large quantities of oil are being marketed each month. This oil is so pure that it is being successfully used as a lubricant in steam engine cylinders by industrial concerns; but the various products to be obtained from the petroleum when a refinery shall have been established will make the oil of far greater value than to use it in its crude state.

# CALORIFIC VALUE OF NEW BRURSWICK NATURAL GAS

## Report of Canadian Government Official Analyst

The following is the report of an analysis of the Natural Gas from the New Brunswick wells made by Dr. J. T. Donald, Official Analyst to the Dominion Government:

Methane .....	73 per cent.
Ethane .....	27 per cent.
Specific Gravity .....	0.686 (air equals 1).
Weight of 1,000 cubic feet .....	55 lbs.
1,000 cu. ft. of gas produce .....	320,000 large calories.
1,000 cu. ft. of gas produce .....	1,280,000 British Thermal Units

### CALORIFIC VALUE COMPARED WITH COAL:

A Natural Gas from the Pittsburg district containing approximately 64 per cent. Methane, 22 per cent. Hydrogen, 5 per cent. Ethane, has a Calorific Value as follows:

1,000 cubic feet Pittsburg natural gas correspond in heating value to 54.4 lbs. of Pittsburg Coal.

1,000 cubic feet of Albert County, New Brunswick, Natural Gas correspond in heating value to 95 lbs. Pittsburg Coal—1 lb. of which equals 12,272 B. T. U.

1,000 cubic feet of Albert County Natural Gas correspond in heating value to 85 lbs. Anthracite—1 lb. of which equals 15,120 B. T. U.

The luminosity of the gas is low but its efficiency as a fuel is very high.

New Brunswick Natural Gas contains no Sulphuretted Hydrogen.

(Signed) J. T. DONALD.

Montreal, April 8, 1910.

## OIL IS VERY PURE AND VALUABLE.

That this New Brunswick oil is very rich and valuable the report from Dr. J. T. Donald, the Canadian Government Analyst, shows. The following is the analysis made by Dr. Donald, of a sample of crude oil from the Albert County wells:

Specific Gravity .....	0.8363
Flash Point .....	68 deg. Fah.
Cold Test .....	18 deg. Fah.
Sulphur .....	0.03 per cent.
Calorific Value—B. T. U. ....	19,188
Benzine .....	15.20 per cent. (Sp. Gr. 0.723.)
Burning Oil .....	38.00 per cent. (Sp. Gr. 0.790.)
Lubricating Oil .....	40.31 per cent.
Paraffin Wax .....	1.69 per cent.
Coke & Loss .....	4.80 per cent.

## Official Report of the Pumpherston Oil Company, Scotland.

Yield of crude oil and sulphate of ammonia obtained from New Brunswick oil-shale, passed through the experimental retort at the Pumpherston works, Scotland.

DATE, 1908	SHALE USED		CRUDE OIL			SULPHATE OF AMMONIA	REMARKS
			PRODUCED	SP. GR.	YIELD PER TON	YIELD PER TON	
	TONS	CWT	GALS		Gals.	Lbs.	
July 25	2	4	95.85	.885	43.57	58.55	Not included in average as shale in previous test was not all out of retort until July 26.
" 26	2	6	99.45	.907	43.24	60.51	
July 27	2	0	74.44	.920	37.22	75.38	Condenser chest choked. Condenser chest cleared.
" 28	2	5	86.13	.917	38.28	70.62	
" 29	2	7	90.37	.911	38.88	70.01	
" 30	2	3	81.80	.920	38.04	83.18	
" 31	2	5	84.63	.916	37.61	67.46	
Aug. 1	2	3	96.87	.918	45.06	82.73	
" 2	2	3	84.32	.921	39.22	79.58	
" 3	2	4	89.42	.927	40.64	81.88	
" 4	2	4	79.56	.918	34.59	79.27	
" 5	2	3	86.75	.910	40.35	55.47	
" 6	2	5	88.70	.922	39.42	82.81	
" 7	2	3	87.38	.918	40.64	100.69	
" 8	2	4	88.43	.921	40.19	62.45	
" 9	2	3	95.72	.918	44.52	79.63	
" 10	2	3	91.28	.911	42.46	81.31	
" 11	2	0	79.90	.925	39.95	71.14	
" 12	2	0	87.58	.925	43.79	85.03	
	36	15	1,473.28	.919	40.09	76.94	

	Tons	Cwt.
Total shale received .....	41	5
Put through before test .....	4	10
Put through during test .....	36	15

Total ..... 41 tons, 5 cwt.

Signed for the **Pumpherston Oil Co., Ltd.**

**G. M. McCULLLEY,**

AUGUST 13, 1908.

ASSISTANT SECRETARY

## BITUMINOUS SHALES

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**Richest Deposits in the World, and 1,000 Miles Nearer England than any other British Oil Field.**

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In the counties of Westmorland, Albert and Kings, in New Brunswick, are immense deposits of the richest bituminous shales in the known world, and they have been so declared by the most eminent scientists of the age.

Professor N. S. Shaler, of Harvard University, in a report made in 1901 stated that this was the largest deposit of its kind known to him, and that its future as a distilling proposition for the by-products of oil and sulphate of ammonia was assured.

James A. Robertson, M. E., of Edinburgh, in a report made by him on Sept. 27th, 1909, stated, among other things, "The quantity is unlimited, and the quality is exceptionally good. Owing to the large area three works could be carried on, if necessary, under one parent company, that is, at Rosevale, served by Baltimore Sidings, at Taylorville, in the proximity of the Intercolonial Railway, and at Elgin, near the Havelock & Elgin Railway."

In another part of Mr. Robertson's report he states: "But taking only a width of 500 yards along the outcrops for the above distance of three miles and only 24 feet of good oil shale, which I am satisfied is a very moderate thickness of what will be found in working, I estimate there are thirty million tons of shale, SUFFICIENT TO GIVE AN OUTPUT OF ONE THOUSAND TONS PER DAY FOR ONE HUNDRED YEARS, in this small portion of the leasehold alone, readily accessible by mining or open cast working."

When you consider that there is a distance of over thirty-five miles long of continuous shale beds, and an average width of a half mile of known outcrops, then the reader can form some idea of the value of this deposit.

Dr. Baskerville, of the College of the City of New York, has also given like testimony. Dr. Lomax has stated that the shales of New Brunswick are practically inexhaustible.

The report on the opposite page is made from some 42 tons of shale shipped under the direction of Dr. R. W. Ellis, of the Geological Department at Ottawa. It was further retorted and distilled at the Pumphreston Works in Scotland under the direct supervision of Dr. Ellis, acting for the Dominion Government, and Professor Hamor, of the College of the City of New York, acting for the New Brunswick Company.



OIL WELL NEAR MONCTON.—A Column of Oil and Debris Projected to a Height of One Hundred and Fifty Feet.

## Inestimable Value of Oil Shales Beds Amplly Established.

The Baltimore bed from which this special shipment was selected is not one of the best; judging from the physical character of the shales themselves, and by analysis of other beds in the vicinity. This particular shale may be described as being OF MEDIUM GRADE, as regards both its oil and ammonia contents. The results of the retorting of these shales are eminently satisfactory, both as regards the yield of crude oil and sulphate of ammonia; exceeding in these respects the greater part of the Scotch shales.

A further analysis made of these shales by Prof. W. A. Hamor gave much better results. Samples from other seams at Baltimore gave 51 gallons of oil (Imperial) and 111 lbs. of ammonia sulphate per ton. Samples from Taylorville, seventeen miles east of the point above named, gave 48 gallons of oil, and 98 lbs. sulphate of ammonia, so the great wealth in both quality and quantity has been fully established.

The present proposed development of this immense area is at Baltimore in Albert County, seventeen miles from the City of Moncton.

CONCESSIONS.—The concession for these shales from the New Brunswick Government has recently been purchased by the President of the Canadian Northern Railway, Sir William McKenzie. The very fact of so great a Canadian financier becoming interested is a guarantee of the future success of this enterprise.

The concession consists of 192 square miles traversing the whole belt from east to west in the Counties of Westmorland, Albert and Kings for some 35 miles. The lease is from the New Brunswick Government and covers a period of 100 years.

PLANT.—The initial plant for the distillation of these shales, and treating 1,500 tons daily, will cost \$2,000,000, and under Sir William McKenzie's contract with the New Brunswick Government a large portion of this money will be spent in the first two years.

1,500 tons of shale treated daily will produce some 75,000 gallons of oil and 120,000 lbs. of sulphate of ammonia.

OIL SUPPLY.—If there were no other oil supply in the Province of New Brunswick this shale deposit alone would give an immense quantity of oil for the British Navy and the Merchant Marine Service. IT IS 1,000 MILES NEARER BRITAIN'S SHORES THAN ANY OTHER BRITISH OILFIELD; IT IS LOCATED AT TIDEWATER. This great supply of fuel oil coupled with the New Brunswick Petroleum Company's Oil wells will give to the British Navy an assured supply of fuel oil for all time.

SULPHATE OF AMMONIA.—This product, for which there is always a ready market, will supply a fertilizer for the worn-out farms not only in Canada but in the other British Dominions.

Moncton is the natural outlet for all this business, and everything in connection with these vast enterprises must go through Moncton.

## WEALTH OF NATURAL RESOURCES

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Nature has so generously endowed this section of the Province with a wealth of abundance and variety of raw materials in close proximity that it needs only enterprise and capital to make of Moncton a "Hive of Industry." In addition to the immense potentialities noted at length in this booklet others may be briefly mentioned.

**BRICK AND POTTERY CLAYS.**—Within a few miles of the City of Moncton are found extensive beds of the very best clays for the manufacture of brick, pottery and terra cotta products. No other fuel compares in convenience and value with natural gas for brick and pottery burning. Both are here within a stone's throw of each other, and will unquestionably prove a grand investment for whoever utilizes them.

**SILICA SANDS.**—Canada is deficient in glass works; and now that natural gas has been made available at low cost for use in that industry the rich and extensive deposits of highest grade of silica sands which are located in this district make Moncton an ideal site for an extensive and profitable glass manufacturing enterprise.

**FOREST WEALTH.**—For many years New Brunswick has been shipping hundreds of millions of feet of spruce and other soft woods to Great Britain and other markets in its unmanufactured state; but recently the attention of governments and people is being given to the desirability of creating wealth and fostering industry by manufacturing this forest product in our own land. New Brunswick contains some of the greatest forests of splendid hard woods as yet untouched by the lumberman's axe. This timber—birch, maple, beech and ash—is admirably suited for furniture, spools, lasts and a thousand and one commercial uses. The woods can be cheaply assembled at Moncton and the manufactures just as cheaply distributed.

**BUILDING STONE.**—At tide water seventeen miles from Moncton are located quarries of some of the finest building stone found in Canada. And not only building stone, but grindstones for use in machine shops, pulp mills and wherever a first class abrasive stone is used, are being quarried and shipped every year. This industry is but in its infancy and is capable of indefinite expansion.

On the main line of the Grand Trunk Pacific Railway and only two miles from Moncton City is a deposit of the very finest sand stone, as yet unworked, but only waiting exploitation.

MONCTON TIMES PRINT.

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MONCTON NATURAL GAS FLARE. 150 Feet in Height. Photo Taken at Night.